

HOW TO PROMOTE YOUR BEVERAGE OFFERINGS



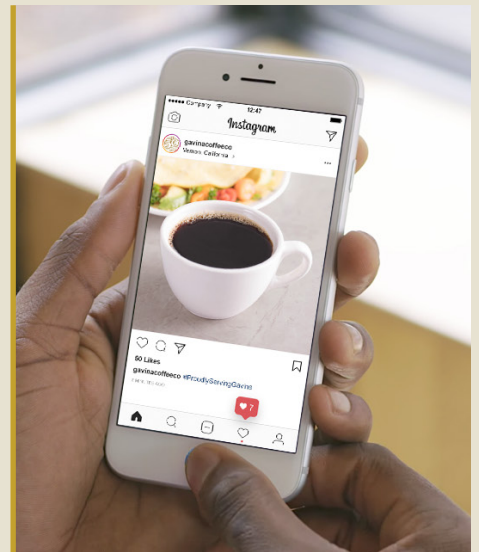
We are proud to be your coffee partner, and we want to make sure you are just as proud to be serving Gaviña. That is why our service does not end at coffee. From sourcing the best beans to helping you drive customers to your location, we are committed to helping you succeed. Use this social media guide to drive online traffic to your door with Gaviña.

Social Media Basics

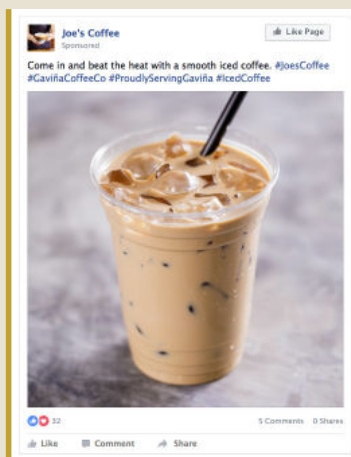
Drive traffic by promoting your beverage offerings online.

Social media is a simple way to engage your customers and build your business. It is especially effective for promoting impulse purchases and limited-time offers. Even if you do not have experience with social media, we have designed this guide to make getting started simple. Here are a few best practices to keep in mind.

1. *Mix up your posts.* Some can encourage spontaneous visits, while others can promote special events like a tasting.
2. *Keep posts short.* If you limit yourself to 280 characters, your posts will work for both Twitter and Facebook.
3. *Use relevant #hashtags.* Including your operation name, any promotions, your location and coffee-relevant tags within your posts will help make you searchable. **See posts below for examples.**
4. *Use photos.* The most shared posts on Facebook are ones that include images.
5. *Use videos and live feed.* Videos are the easiest way to catch your audience's attention. You don't need experience or a great camera to capture video; authentic videos shot on phones are just as engaging. Going live is a great way to make a stronger connection with your followers, and it is also a great way to share something new or answer questions about your business.
6. *Engage your customers.* Encourage a two-way conversation with your customers by asking them to use your hashtag. That way, you can like and respond to their posts.
7. *Check your settings.* Make sure to authenticate your accounts to prevent hacking. Turn on comment filters to prevent spam and bot comments.



Example Instagram Post



Example Facebook Post



Example Twitter Post

Posts to Drive Impulse Beverage Purchases:

Come in and warm up with a delicious cup of hot chocolate.
#YourOperationName #GaviñaCoffeeCo #ProudlyServingGaviña
#HotChocolate

Start your day with the perfect balance of floral and fruity notes.
Try a cup of our fresh-brewed coffee. #YourOperationName
#GaviñaCoffeeCo #ProudlyServingGaviña #FreshBrewedCoffee

Come in and beat the heat with a smooth iced coffee.
#YourOperationName #GaviñaCoffeeCo #ProudlyServingGaviña
#IcedCoffee



Use holidays and national days to drive excitement and impulse purchases.

- National Bagel Day, 2/9
- National Coffee Day, 9/29
- International Tea Day, 12/15
- Valentine's Day, 2/14
- National Espresso Day, 11/23
- Christmas Day, 12/25
- National Chocolate Day, 9/13
- National Hot Cocoa Day, 12/13

Posts for Special Promotions:

This week only! Cool off with an iced coffee and get \$1 off your food purchase.
#[YOUR OPERATION NAME]Promo #GaviñaCoffeeCo #ProudlyServingGaviña #IcedCoffee
(Suggested visual: Iced Coffee)

For the whole month of February, we are offering a cup of hot coffee paired with a croissant for just \$3.
It is the best way to breakfast. #YourOperationName #GaviñaCoffeeCo #ProudlyServingGaviña
#CoffeeAndCroissants

Have you heard about our Happy Hour? Every day from 4 – 6pm you can enjoy hot or iced coffee for half-price.
#YourOperationName #GaviñaCoffeeCo #ProudlyServingGaviña #HappyHour

This Friday at 5pm: Special cupping event! We will sample Gaviña's Fair Trade Espresso and give free pastries to the first 10 attendees. #YourOperationName #GaviñaCoffeeCo #ProudlyServingGaviña #Espresso #Cupping
(Suggested visual: Hot Coffee with Food)

Today only. Come warm up with a delicious cup of hot chocolate and enjoy \$0.50 off. #YourOperationName
#GaviñaCoffeeCo #ProudlyServingGaviña #HotChocolate
(Suggested visual: Hot Chocolate)

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Contact us at 1-800-428-4627 or email us orderdesk@gavina.com

   @gavinacoffeeco · gavina.com

