

Social Media Strategy: Fusion Brew Café



At the Café - staged for the Fusion Brew website shoot by me, 2020

Project Description / Goals:

- 1. Increase the café's reach by **growing the brand's social media following and increasing website traffic.**
- 2. **Drive customer engagement** by marketing specific products such as merchandise and seasonal drinks.

Creative Process and Strategy:

- 1. Design and implement **strategic campaigns to increase Instagram engagement**, including:
 - a giveaway to drive up the brand's follower count
 - the "Meet the Brew Crew" series, a collection of photos and short biographies of the brand's staff and management team.
- 2. Write **compelling copy** for Facebook, Instagram, and the brand's website to the "voice" of Fusion Brew. **Maintain consistent interactions with followers** on all platforms, fostering a sense of community and building customer loyalty.
- 3. **Capture high-quality photos** of Fusion Brew's products, and create visually appealing and enticing digital content for the brand's social media accounts and website.



Meet Sarah - screenshot taken from Instagram, staged by me, 2020



Stickers for Sale - posted on the Fusion Brew Instagram, photo staged by me, 2020



Robo Pour - posted on the Fusion Brew Instagram, photo staged by me, 2020



Fall Vibes Latte - posted on the Fusion Brew Instagram, photographed by me, 2021



Ugg and Rebecca - from the "Meet the Brew Crew" series on Instagram, featuring the store's owners, 2020

Skills Used and Learned

Instagram Analytics
Product Photography

Graphic Design
Photoshop

Social Media copywriting
Product staging

Results:

- **Doubled Fusion Brew's Instagram following** through strategic social media campaigns, engaging photography, and personalized interactions with followers.
- **High-quality product photos drove traffic to the Fusion Brew website** and increased community awareness of the café.



Media Portfolio Users Guide

Victor M. Corman



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