

CAT CAFE

Marketing Strategy

Our Objective

This marketing strategy outlines how
will increase brand awareness, attract new customers, and strengthen community engagement. The plan focuses on using social media, the café website, and partnerships with Winthrop University organizations to reach students and local residents while promoting the café experience and supporting cat adoptions.

Authors of Document

Olivia Gallagher
Gallaghero2@winthrop.edu

Lily Beirne
Beirnel2@winthrop.edu

River Thompson
Thompsonr28@winthrop.edu

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Business Summary

Our Company

is headquartered at 1125 N Anderson Rd, Suite 101, Rock Hill, SC 29730. The business operates as both a coffee shop and a cat adoption center, combining specialty drinks, bakery items, retail products for cat lovers, cat lounge experiences, adoptions, and cat boarding services.

exists to build up the community with one cat and cup at a time while creating a paw-sitive experience. The café provides customers with quality, locally roasted coffee while supporting cats through adoption opportunities and a relaxed environment where their true personalities can shine. The business benefits the community by offering a welcoming space for families, students, young professionals, retirees, and individuals who may not be able to have pets at home. In addition to serving coffee and treats, the café supports cat adoptions, provides luxury cat-only boarding with enrichment and daily communication, and creates a comfortable environment where both customers and cats are cared for.

Our Core Values, Vision, and Mission

Core Values	operates by asking: Is it best for the cats, is it best for the customers, is it efficient, and does it make staff feel valued? These principles guide business decisions and daily operations.
Vision Statement	would like to become the best cat café, providing the highest quality customer experience on both sides of our business.

Mission Statement	_____ is here to build up the community one cat and cup at a time while creating a paw-sitive experience.
Unique Value Proposition (UVP)	_____ offers delicious, locally roasted coffee in a welcoming cat lounge environment where customers can relax, connect with adoptable cats, and support a woman-owned small business with every purchase. They combine coffee and cats; it's the _____.

Product / Service Offering

Product / Service Offering

_____ offers coffee, tea, slushies, refreshers, specialty drinks, gluten-free bakery items, freeze-dried candies, time in the cat lounge, potential cat adoptions, retail items for cat lovers, and cat boarding services. The café operates as both a coffee shop and a cat adoption center.

The business solves several customer needs. It provides a caffeine pick-me-up and sweet treats for those looking for quality beverages and snacks. It offers an opportunity for individuals who cannot have cats at home; such as those living in apartments or nursing homes; to spend time with cats in a relaxed environment. For customers looking to adopt, the café allows them to interact with cats and see their true personalities shine before making a decision. It also provides gifts for cat lovers and boarding services for cat owners who need a safe, cat-only environment while they are out of town.

Process

Customers can reserve cat lounge time, boarding services, and purchase gift cards online. Drinks, snacks, retail items, and adoptions are completed in-

store. Customers may look at the menu ahead of time but typically purchase in-store.

For cat adoptions, customers are able to interact with the cats in a relaxed setting, and the adoption process is structured to ensure fewer returns. For boarding services, cats stay in a cat-only environment with luxury condos, enrichment time, daily communication with owners, and health monitoring.

Price

Pricing is very similar to competitors but lower in most regards. The business believes it uses a cost-plus pricing strategy. Drinks are positioned as delicious and cheaper than Starbucks.

Seasonal or promotional pricing includes a mid-week special of buy one get one half off cat lounge admission. The business is currently evaluating pricing challenges due to the economy and potential increases in tariffs or taxes on coffee and retail items. The adoption fee is paid directly to the LSPCA, helping support their efforts to rescue, care for, and find homes for more animals in the future.

What is the Grand Slam Offer?

will offer an exclusive **Private Cat Café Party Experience** as the grand prize. This experience allows the winner and a group of friends to enjoy a reserved private session in the café's cat lounge, creating a fun and memorable environment centered around coffee, cats, and community. The private party may include specialty drinks, time with the adoptable cats, and a unique social experience that cannot typically be accessed during normal café hours.

This offer creates high perceived value by providing an experience rather than a typical discount or product giveaway. The exclusivity of a private café event increases excitement and encourages participation, as it offers something unique that students cannot normally purchase or access. The limited availability of this experience also adds a sense of scarcity and urgency, motivating participants to engage with the campaign and share it with others.

Promotion

The private party prize will be promoted through multiple channels to maximize visibility and engagement within the Winthrop University community. Social media platforms such as Instagram, TikTok, and Facebook will be used to build excitement leading up to the event through teaser posts, countdowns, and visuals showcasing the cat lounge experience. Posts will highlight the exclusivity of the private party and the opportunity to win a unique experience with friends.

Additional promotion will occur through student organization partnerships and campus networks, encouraging students to share the opportunity with their peers. Visual promotional materials such as flyers and posters placed around campus will further drive awareness and direct students to follow the café's social media for details. This multi-channel approach ensures that the campaign reaches students both online and on campus, increasing participation and brand exposure for .

Target Market

Industries

In 2026, we're targeting the following B2C customers where we'll sell our products / services:

Industry 1:
Food &
Beverage /
Hospitality

- **Young Professionals & Students** – Individuals looking for a comfortable café environment to study, work remotely, or socialize while enjoying specialty coffee and drinks.
- **Social Experience Seekers** – Customers who choose cafés not only for beverages but for unique experiences, atmosphere, and activities that make visiting more memorable.
- **Local Community Supporters** – Consumers who intentionally support small, locally owned cafés instead of large chains like Starbucks or Dunkin.
- **Weekend Leisure Visitors** – Individuals, couples, and friend groups looking for relaxing weekend activities such as trying new drinks, visiting unique cafés, and exploring local businesses.

Industry 2: Pet Care & Animal Welfare

- **Animal Lovers & Cat Enthusiasts** – Individuals who enjoy spending time with cats and are drawn to environments where they can interact with animals in a relaxed setting.
- **Potential Pet Adopters** – Customers interested in adopting a cat and looking for a comfortable, low-pressure environment to meet animals before committing.
- **Pet Owners Seeking Services** – Cat owners looking for services such as boarding, pet care, or pet-related retail products.
- **Animal Welfare Supporters** – Consumers who want to support businesses and organizations that promote animal rescue, adoption, and humane treatment.

Buyer Personas

Within our target markets, we've identified the following buyer personas to represent our ideal customers:

Maddie the
Cat Lover

Demographics

- **Age:** 24
- **Gender:** Female
- **Income Level:** \$38,000/year
- **Education:** Bachelor's Degree (recent graduate)
- **Location:** Rock Hill, SC
- **Living Situation:** Apartment renter (no pets allowed or limited pet policy)
- **Occupation:** Entry-level marketing coordinator

Psychographics

Values & Beliefs

- Supports small businesses
- LGBTQIA+ inclusive and socially conscious
- Passionate about animal welfare and adoption
- Prefers ethical brands that “give back”

Interests & Hobbies

- Coffee culture & trying specialty drinks
- Cats & animal content on TikTok/Instagram
- Visiting aesthetic cafés
- Vendor markets, Pride events, local pop-ups
- Cute trinkets, stickers, and cat-themed merchandise

Lifestyle

- Social but values cozy solo time
- Budget-conscious but willing to spend on experiences

- Enjoys discovering “hidden gems”
- Chooses brands that align with her identity

Personality Traits

- Warm, empathetic, slightly introverted
- Trend-aware
- Community-oriented

Behavior

Purchasing Habits

- Like to make reservations before arriving at a location
- Checks menu before arriving
- Buys drinks in-store (often influenced by monthly specialty drinks)
- Makes impulse purchases of cute merchandise
- Shares experiences on Instagram Stories

Decision-Making Process

1. Sees café on Instagram or through word-of-mouth
2. Checks Google reviews
3. Looks at drink menu and event calendar
4. Visits and often returns with friends

Online Behavior

- Active on Instagram & TikTok
- Engages with Reels and short-form video
- Follows local businesses
- Uses Uber Eats occasionally

Challenges & Pain Points

- Cannot have a cat in her apartment
- Wants meaningful experiences, not just coffee
- Budget-conscious (compares prices to Starbucks)

Goals & Motivations

- Find a cozy third place outside of home and work
- Replace Starbucks with a local option
- Support animal adoption without fully committing to ownership (yet)
- Spend time around cats for stress relief
- Feel connected to community events

Preferred Communication Channels

- **Primary:** Instagram, TikTok
- **Secondary:** Email newsletters
- **In-person:** Vendor events, Pride, pop-ups

A Day in the Life

Maddie's alarm goes off at 7:15 a.m., and before she even gets out of bed, she's scrolling on Instagram. A post from [redacted] catches her eye — a seasonal latte paired with a sleepy orange kitten. By mid-afternoon at work, when her energy dips, she debates a Starbucks run but decides she'd rather spend her money somewhere that feels more meaningful. After work, she reserves a cat lounge session online, skims the drink menu, and heads over with a friend, already looking

forward to unwinding.

As soon as she walks in, the space feels warm and welcoming. While her latte is being made, she watches the cats play through the lounge window; her stress is already fading. Inside the lounge, a curious tabby nudges her hand, and for a moment, deadlines and emails don't matter. She snaps a quick Instagram story, tags the café, and leaves feeling lighter — latte in hand, heart full, and already planning her next visit. For Maddie, isn't just coffee; it's her cozy midweek reset and a way to support something she believes in.

The Johnson Family – The Memory Makers

Demographics

- **Parents:** Sarah (35) & Mark (37)
- **Children:** Emma (8) & Liam (5)
- **Household Income:** \$75,000–\$95,000
- **Education:** Bachelor's Degrees
- **Location:** Rock Hill, SC (suburban neighborhood)
- **Homeownership:** Own their home
- **Pets:** No pets currently (allergies, busy schedule, or unsure about long-term commitment)

Psychographics

Values & Beliefs

- Family time is a priority
- Teach children empathy and responsibility
- Support local businesses
- Prefer wholesome, safe, community-oriented environments

Interests & Lifestyle

- Weekend outings
- Local festivals and vendor events
- Youth sports tournaments
- Coffee for parents, fun experiences for kids
- Budget-conscious but willing to pay for memorable activities

Personality Traits

- Practical and thoughtful decision-makers
- Safety-oriented
- Community-focused

- Experience-driven over material purchases

Behavior

Purchasing Habits

- Plans weekend activities in advance
- Books lounge sessions online for guaranteed spots
- Parents purchase coffee; kids get refreshers or treats
- Likely to return for themed events or school breaks
- Shares photos on Facebook (more than Instagram)

Decision-Making Process

1. Searches for “family things to do in Rock Hill”
2. Reads Google reviews to confirm kid-friendliness
3. Checks pricing and availability
4. Reserves online to avoid disappointment
5. Visits during weekends or school holidays

Online Behavior

- Active on Facebook
- Follows local community groups
- Reads email newsletters
- Checks Google reviews before trying new places

Challenges & Pain Points

- Finding affordable, indoor activities (especially in bad weather)
- Keeping both kids entertained at once

- Wanting meaningful experiences instead of screen time
- Not ready to commit to full-time pet ownership
- Concerned about safety and cleanliness

Goals & Motivations

- Create memorable family moments
- Teach kids about animal care and compassion
- Provide a fun reward after sports games or good report cards
- Explore potential pet adoption responsibly
- Find a “go-to” weekend activity

Preferred Communication Channels

- **Primary:** Facebook
- **Secondary:** Email newsletters
- **Tertiary:** Local parenting groups & Google search
- **In-person:** Vendor events, school partnerships, sports tournaments

A Day in the Life

It's Saturday morning, and after Emma's soccer game, the Johnson family is looking for something fun to do before heading home. Sarah scrolls through Facebook and remembers seeing a post about . The kids have been begging for a pet, but Sarah and Mark aren't sure they're ready for that commitment. A cat café feels like the perfect middle ground. Sarah quickly reserves a lounge

session online while Mark jokes that at least he'll get a good cup of coffee out of the deal.

When they arrive, Emma's eyes light up at the sight of kittens playing behind the lounge window. Liam presses his hands gently against the glass, already picking out his "favorite." Sarah orders a latte; Mark grabs a cold brew, and the kids choose colorful refreshers. Inside the lounge, the family laughs as a playful tabby chases a toy across the room. For an hour, there are no screens, no errands — just shared smiles and soft purring. On the drive home, the kids are already asking when they can come back. For the Johnsons, isn't just a stop for coffee — it's a simple, joyful family tradition in the making.

Marketing Goals

Short- and Long-Term Marketing Goals

's short-term marketing goals over the next six months focus on optimizing marketing spend, increasing customer awareness, and driving traffic to both the café and the cat lounge. Specifically, the team aims to determine an effective monthly marketing budget and identify strategies that deliver the best return on investment. The café also seeks to increase returning customers by encouraging them to choose over other coffee options, raise weekday visits to an average of 40 customers per day, weekend visits to around 100 per day, and grow boarding appointments to 10 per month.

In the long term, over the next one to three years, the café aims to expand its coffee business while maintaining its strong cat adoption experience. Plans include growing overall awareness of the café in Rock Hill and surrounding areas, exploring regional collaborations with other cat cafés such as a Carolina Cat Café Passport or a Carolina Cat Convention, and increasing community engagement through events and promotions. These goals align with the café's mission to provide a unique coffee and cat lounge experience that builds connections, supports local cats, and strengthens the brand's presence in the community.

What is Changing Soon?

- The number of cat cafés and coffee shops in Rock Hill/York County is increasing, which may lead to market saturation.
- Prices of coffee and retail items may increase due to tariffs or taxes.
- Additional partnerships with York County Animal Services or other rescues could become possible if funding or facilities expand
- Regional collaborations, such as a Carolina Cat Café Passport or Carolina Cat Convention, to attract more visitors.
- Continued parking lot/vendor events to create community engagement.
- Small seasonal promotions or specialty drinks to increase mid-week visits.

Marketing Success

Marketing success for us will be reflected in increased awareness and engagement among the target customer personas, including young professionals, college students, families, and retirees. Success will be measured by growth in café sales, cat lounge participation, and repeat visits, particularly during weekdays and mid-week promotions. Social media and email engagement should reflect the Unique Value Proposition of combining premium locally roasted coffee with a welcoming, interactive cat adoption experience. Additionally, successful marketing will support increased boarding appointments and adoption events, demonstrating that customers value both the coffee offerings and the café's mission to provide a comfortable environment for cats and their human companions. Overall, marketing success will be achieving a measurable increase in foot traffic, customer loyalty, and

community presence while maintaining the high-quality experience that sets apart.

SWOT

As _____’s marketing team, we want to help the brand lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2026.

Strengths	Weaknesses
• Creating a comfortable, relaxed environment where customers can enjoy quality coffee and cuddle with cats. • Combining coffee and cat adoption in one space • Serving premium, locally roasted coffee from Forte Legato Coffee Roasters. • Maintaining a favorable brand reputation • Friendly staff and strong customer experience. • Providing a cat-only boarding environment with luxury condos, enrichment time, daily communication with owners, and health monitoring.	• Limited visibility due to building location being set back from the road and monument sign placement. • Lack of drive-through option. • Business analytics, budgeting, and cost analysis (including pricing spreadsheets). • Determining appropriate monthly marketing budget and measuring return on investment. • Time management and avoiding over-ordering inventory that may expire. • Online scheduling system challenges for cat lounge reservations.

- Supporting cat adoptions with a lower adoption fee and a process designed to reduce returns.
- Being a woman-owned small business that supports the local community.
- Strong social media presence and word-of-mouth marketing effectiveness.

- Dependence on rescue partners for availability of adoptable cats.
- Continued lack of awareness — many residents still do not know Rock Hill has a cat café.

Opportunities

- Growing popularity of cat cafés regionally.
- Participation in the York County Coffee Trail to attract coffee-focused customers.
- Potential collaboration with other North and South Carolina cat cafés to create a Carolina Cat Café Passport.
- Hosting vendor events in the parking lot to increase foot traffic.
- Increasing weekday visits through mid-week promotions (buy one get one half off lounge admission).
- Growing the coffee side of the business and replacing customers' Starbucks routine.

Threats

- Market saturation due to increasing number of coffee shops in Rock Hill and York County.
- Growth of other cat cafés in surrounding areas (Whiskerville, Cat Daddy, Wicks and Whiskers).
- Chain coffee competitors (Starbucks, Dunkin, Scooters, McDonalds).
- Economic downturn or increased tariffs/taxes affecting coffee and retail pricing.
- Political unrest or prejudice toward LGBTQIA+ individuals impacting customer base.
- Inconsistent intake of adoptable kittens from rescue partners.
- Cat illnesses or staff illnesses affecting operations.

- Increasing boarding appointments to 10 per month.
- Advertising to sports tournaments (soccer, BMX, sports center) for visitors looking for activities between games.
- Potential partnership expansion if York County Animal Services increases funding and facilities.
- Limited physical space for expansion.

Competition

Competitive Analysis

Within our target market(s), we expect to compete with the following companies and substitute competition or indirect competition:

Chain Coffee Shops (Starbucks, Dunkin, Scooters)

Products we compete with

These companies offer coffee drinks, specialty beverages, and quick café-style items. They compete with [redacted] in providing customers with coffee and specialty drinks. These chains may have advantages such as brand recognition and drive-through convenience.

Other ways we compete	differentiates itself by being a small, woman-owned business in the local community and by combining coffee with a cat lounge and adoption experience. While chain coffee shops focus primarily on beverages, offers a relaxed environment where customers can enjoy locally roasted premium coffee while interacting with adoptable cats and supporting cat adoption efforts
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Local Small Business Coffee Shops (Flora Coffee, Rock Hill Coffee Roasters, Knowledge Perk, Koda Coffee, Borboleta Café)

Products we compete with	These local coffee shops offer coffee beverages, specialty drinks, and café-style experiences for customers looking for a place to relax, meet with others, or enjoy a quality drink. They compete with in providing coffee and specialty beverages within the Rock Hill area.
Other ways we compete	differentiates itself by offering locally roasted premium coffee from Forte Legato Coffee Roasters while also providing a unique experience that combines coffee with a cat lounge and adoption center. In addition to beverages, customers can interact with adoptable cats, purchase retail items for cat lovers, and participate in a relaxed environment that supports cat adoption.

Cat Adoption Services (Humane Society of York County, York County Animal Services, Mac Tabby Cat Café, and more)

Products we compete with	These competitors offer cat adoption services, sometimes combined with limited café experiences or retail items. They may have advantages such as requiring appointments in advance, established adoption procedures, or larger facilities. Some competitors do not allow children in their spaces.
Other ways we compete	differentiates itself by providing a relaxed, welcoming environment where customers can interact freely with cats and see their true personalities. Adoption fees are slightly lower, and the adoption process is structured to reduce returns. Additionally, the café combines high-quality locally roasted coffee and snacks, retail items, and cat boarding services, offering a full-service cat and café experience that most competitors do not provide.

Marketing Initiatives

has the ambitious goal of increasing awareness of the café in Rock Hill and surrounding areas while growing the coffee side of the business and increasing weekday visit. To help the business do that, our marketing team will pursue the following initiatives in 2026:

Community Awareness Flyer

Description	We will design a flyer that highlights the café's unique experience, including locally roasted coffee, the cat lounge, and adoption opportunities. The flyer can be distributed at local businesses, community events, sports tournaments, and locations around Rock Hill to increase awareness among residents and visitors.
Goal of initiative	To increase community awareness of _____ and help potential customers quickly understand the café's unique coffee and cat adoption experience.
Metrics to measure success	• Increase in first-time café visitors • Increased weekday lounge reservations • Increased website visits after brochure distribution

Winthrop University Partnerships

Description	_____ will build relationships with fraternities, sororities, and honor societies at Winthrop University. The café can create a list of campus contacts and invite organizations to host study nights, social events, or group visits at the café. These partnerships can also support volunteer opportunities or fundraising events related to cat adoption. (Use WU Website to search for partners accordingly)
Goal of initiative	To increase awareness of the café among college students and encourage repeat visits from Winthrop University organizations.

Metrics to measure success	• Number of student organization partnerships created • Number of student group visits or events hosted • Increase in weekday student visits
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Cat/Egg Hunt

Description	_____ will host a city-wide Cat & Egg Hunt event all over Rockhill and Winthrop University to increase awareness and encourage student engagement. The café will hide branded eggs around Rockhill containing small prizes, discounts, and information about the café. Clues and updates will be shared through the café's social media platforms, including Instagram, Facebook, and TikTok, encouraging participants to follow along and participate in the hunt. One special golden egg will contain a grand prize of a private party at _____, creating excitement and motivating students to search and share the event with friends. The event will also highlight the café's mission of cat adoption and community engagement.
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Additional Details

Prize & Egg Distribution Plan

- Create a spreadsheet to track:
 - Number of eggs created
 - Type of prize inside each egg (discount, free item, grand prize, etc.)
 - Location where each egg is placed (and amount placed)
 - Partner business (if applicable)
- Suggested breakdown:
 - Majority: small discounts (ex: % off drinks or lounge time)
 - Mid-tier: free drink or free lounge visit
 - Grand Prize: 1 Golden Egg (Private Party Experience)

Partnership & Placement Tracking

- Track all participating locations including:
 - Winthrop campus spots
 - Local Rock Hill businesses
 - Could create sign-up form for businesses that want to participate; makes it easier to keep track of data
- Keep record of:
 - Business name
 - Contact person
 - Agreement/permission to place eggs
 - Restock needs (if applicable)
- ****List of prior POC's:**
 - *DIG's*: fussellj@winthrop.edu
 - *Music*: crochetl@winthrop.edu
 - *Education*: collinsr@winthrop.edu

Please adhere to WU Website as Directors are subject to change over time.

Risk Management	Potential Risks & Liabilities • Eggs being taken in bulk by one participant (limit enforcement needed) • Loss or damage of eggs placed in public areas • Miscommunication about event rules or prize redemption • Overcrowding at the café during prize redemption • Partner business concerns about placement or foot traffic disruption • Safety concerns if participants search in restricted or unsafe areas Risk Mitigation Strategies • Clearly state rules (limit of 2 eggs per person) • Only place eggs in approved, safe, and visible locations • Include instructions inside eggs for prize redemption • Communicate clearly on social media • Coordinate with businesses before placing eggs
Goal of initiative	The goal of this initiative is to generate buzz around the _____ brand, increase student awareness at Winthrop University, and drive new customers into the café through an interactive and shareable campus event. By combining a physical campus activity with social media promotion, the café can strengthen its presence among college students and encourage word-of-mouth marketing.

Metrics to measure success

- Number of participants in the Cat & Egg Hunt
- Increase in social media engagement during the campaign (likes, comments, shares, story interactions)
- Growth in followers across social media platforms
- Increase in café visits or redemptions of prizes/discounts from the eggs
- New student customers visiting the café after the event

Marketing Channels

Over the course of 2026, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Current Website

Purpose of channel

The [current website](#) serves as the primary source of information for customers. It provides details about the café experience, cat adoption information, upcoming events, partnerships, and the café's mission to support animal rescue through the LSPCA. The website also acts as a central hub where customers can learn about adoptable cats and upcoming promotions.

Metrics to measure success

- Increased website visits and page views
- Increased traffic to the adoption information page
- Number of event inquiries or bookings through the website
- Increased time spent on the website

Instagram

Purpose of channel

Instagram serves as the café's primary social media platform for visual storytelling and community engagement. The platform highlights adoptable cats, specialty drinks, customer experiences, events, and promotions. Instagram is particularly effective for reaching college students and younger audiences in the Winthrop community.

Metrics to measure success

- Growth in followers
- Increased engagement (likes, comments, shares, story views)
- Increased event participation driven by Instagram promotion
- Increased website clicks from Instagram profile links

TikTok

Purpose of channel

TikTok creates engaging short-form videos that showcase the personalities of the café's cats, behind-the-scenes content, customer experiences, and special events. This platform can help the café reach a wider audience and encourage viral engagement through entertaining and shareable content.

Metrics to measure success	• Video views and shares • Follower growth • Increased engagement through comments and likes • Increased traffic to the café's other social media platforms and website
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Budget

Over the course of 2026, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Initiative Expense	Estimated Price
Canva Flyer Prints	5 Flyers - \$15 10 Flyers - \$15 25 Flyers - \$20.50 50 Flyers - \$37.50 100 Flyers - \$62
Canva Memberships	Pro (Individuals) - \$120/year Business (Individuals & Teams) - \$200/year

ChowNow Membership

Hub - \$119/mo.

Pro - \$199/mo.

Premier - \$298/mo.

Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives.

Canva

We will use Canva to design marketing content such as social media posts, event graphics, flyers, brochures, and promotional materials. This will support initiatives like the community awareness brochure, event promotions, and social media campaigns.

Meta Business Suite

We will use Meta Business Suite to schedule and manage posts across Facebook and Instagram, respond to customer messages, and track engagement metrics such as reach, likes, and shares.

ChowNow Ordering Platform

We recommend checking out “Chow Now” to manage online food and drink orders directly through their website. This allows customers to conveniently order beverages or snacks ahead of time for pickup, increasing accessibility for customers who may not initially plan to stay in the café.

Looka

We can use Looka to design branded merchandise and print materials that support brand recognition and customer engagement. The platform can help create items such as business cards, stickers, tote bags, apparel, and other cat-themed merchandise that can be sold in the café or distributed at community events (Prices vary).