

Hudson Café Marketing Plan



By:

Natalie A Unger

Google Review had Henry Jones say: “Best Coffee I had in NYC. Just go there and order some croissants and a Cafe Latte. Nice Staff!”

Companies like to focus on Internet marketing because they can track the numbers online and not word-of-mouth. Word-of-mouth is a greater advantage because others will advertise your company for FREE. Why would someone take the effort to write this post? Go on the computer and say how they felt about a café? This is what you want to tap to create more chatter about Hudson Cafe.

Why is chatter important? Ability to be connected to hundreds of thousands persons is the power of connection we have today.

The product and service at the Hudson Café is well-received. The product is good; however, it's getting the word out about it. It is about getting future customers talking about it and getting them to take action. The goal with this Marketing Strategy is to get people talk about a store through word-of-mouth. A customer is more likely to come to a store if their friends *personally recommended* it. People will talk about something because it is exciting, it is good, or say something that is going to make them appear smarter.

Regular Clients

80% of average business comes from regulars and new business comes from 20%. Treatment of regular customers like Deniva will guarantee long-term survival. Every customer does not receive the same treatment as Deniva. I believe that needs to change. Deniva tells all her friends about Hudson Café, her friends come in the store on their own, and eat! Treat your regulars like our ideal customer (Deniva) because Deniva is an advocates for the Hudson Café. Advocates are people who use the product and tell *others*. The OTHERS will generate more revenue. There are Supporters who simply will come eat and tell no one. The focus on marketing is advocates and their reactions. Advocates will get a better feedback in store revenues.

Start a Mailing

Most customers/regulars live around the area. This is because from the level of convenience. A recommendation would be to get a subscription to PropertyShark.com for one month. Property Shark will give you addresses and names of people who live around the area (and businesses). A mailing can begin and get the word out to people who live near the area. A sample of 50 to see the reaction will be a good determinate if this strategy raises revenue.

A free meal or free coffee added to the mailing will get them to try the food; therefore, get them hooked on it. This strategy would be recommended to attain new customers.

Niche Foods

Regulars and new customers may not know what different and new foods taste like. I can see the Hudson Café having exclusive foods that other pastries have never thought of doing. Niche stores do very well and can take a market where other competitors never thought of doing. Free sample section will get the trepidation of paying for something they do not know. This allows more exploration of finding niche foods and pastries for the Hudson Café to serve on a day-to-day basis. This could lead to purchases of new more expensive tasty foods considering the area has a very good economy.

Advertise in Clothing Stores

There are many clothing stores in the area. A long day of shopping for a customer may lead them to get them a meal. Advertise in clothing stores in the area would help a shopper decide where they may want to get their lunch or dinner.

Store Owners and Employees

Give a discount to employees and store owners in the area who are regulars. Print out cards with their names for each person. Business owners and employees get special discount different from a Hudson Regular.

A “Hudson Regular” is a client who is a very frequent customer. They are the kind of client who look online to see what foods we have and very knowledgeable about the store. This discount is more extensive than the business owner and other employee’s discount.

People who want to be considered a “Hudson Regular” will get a card with five days on it with a printed day on which they got it. If each of those five days they come into the store once a day for a week, they will become a “Hudson Regular” for the year.

“Hudson Regular” gets notifications of new foods and wines that come into the store. They get mailings and special discounts in the mail.

This will make customer’s feel more special because:

- a) They had to work to become a Hudson Regular (those who work to attain something are much more loyal)
- b) They get “inside” info about the store that “others” will not know about.

They will tell their friends about the updates about the Hudson Café and feel special about it.

Secret Food of the Month

Every month chose a new word: Chicago, Philly, Erie Lake, etc. When a customer says the special word of the month, they pay \$4.95, and they get the secret dessert for the month. The dessert changes every month and so does the word.

The story behind it could be:

Our chef likes to perfect a new dessert before giving it to our run-of-the-mill customers. So, he/she, will work on it for a month and try something new the next. We only let people who are know us and are loyal to try the variations of the new dessert (even though variations are very unnoticeable). Obviously, the chief does not want to throw-away food so we have our regulars buy it. They know our secret word and we charge them \$4.95 for it. It's always good.

The story can be changed or the secret dessert could be added to specials for \$3.00 or such.

This general idea worked very well for Crif Hot Dogs and their “secret” speakeasy. I can see this similar strategy working in the Hudson Café. What this strategy would be doing is causing the store to have “secret” information. A customer will think they are special if they know the “experimental desserts” because it is “secret”. They will tell this story to their friends and their friends will be curious about it and want to try it. It will be a piece of knowledge that someone would like to say to appear smarter because they know something that the others do not know. This creates the cycle of word-of-mouth.

The secret word would be told to regulars and a few other customers who come to the store; however, a very small number.

Raffle Each Week

Persons who purchase more than \$20 dollars at one time are eligible to be put into the Weekly Raffle. This will motivate customers to purchase more when they order one or two things in the cafe. Each purchase over \$20 gets them one ticket (with name and phone number). The winner gets their name and their

picture placed behind the cash register. Winners are called the Hudson Café Champion for the Week. They get a free café and pastry for everyday for seven days (prizes may vary). This will create some competition among the customers for purchasing power.

We can post the winner on all of the social media pages. The Hudson Café Champion will be highlighted online for a week. Chatter will consist of past times, favorite movies, and such during the week (they want to).

Thank-You Newsletter

Every week, we send out a newsletter (preferable online), thanking our customers and specific things that people said or did while they were in the café. Every kind deed goes unnoticed in our store. It will create goodwill and camaraderie in the café.

Social Media

Hudson Café has following on YELP.com. It looks like no one in the company is has claimed it. Place updates and menus on here would be a good idea. The YELP link on the Hudson Café Website does not work.

I see a link for Instagram on the Hudson Café on the Website. This seems lacking to be utilized Instagram would be for the younger generation fashionistas whom live in the area, and Facebook would be a more official webpage for Hudson Café. Facebook would be good places to have webpages of the Hudson Café. The clientele in the Hudson Café is both young and old.

I think it would be a good idea to have a Pinterest.com for Hudson Café. Pictures of food have a segment in the Pinterest webpages. Pictures of cakes for birthdays and such could generate more revenue if the creativity available in the Hudson Café can be seen.

Contact Info

If there are any questions, feel free to speak to me!

Natalie_A_Unger@Live.com

Cell 917-704-5250