



**SPRING 2024**

# **FINAL REPORT**



**ALPHA  
PR**



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# MEET THE TEAM

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**Clare Meyers**

Account Supervisor

Clare is a third-year public relations student with a minor in event management. This is her second semester working for Alpha PR and her first semester as an account supervisor. Outside of Alpha, she works as a marketing intern for the University Press of Florida, and she is involved in UF PRSSA, Rowdy Magazine and Extreme Dance Company.



**Lauren Robbins**

Account Executive

Lauren is a second-year public relations student with a minor in women's studies on the pre-law track. This is her fourth semester working for Alpha PR as an account executive. Outside of Alpha, she is involved in Alpha Epsilon Phi sorority, Florida Not One More and UF Hillel.



**Lily Singer**

Account Executive

Lily is a first-year media production, management and technology student on the management and strategy track with a minor in public relations. This is her first semester working for Alpha PR as an account executive. Outside of Alpha, she is involved in Alpha Epsilon Phi sorority and Rowdy Magazine.

# MEET THE TEAM

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**Ashley Coe**

Account Executive

Ashley is a first-year public relations student. This is her first semester working for Alpha PR as an account executive. Outside of Alpha, she is involved in Alpha Delta Pi sorority, the Gator Society for Pre-Law women and Girls Empowered by Math and Science (GEMS).



**Elizabeth Stokes**

Account Executive

Elizabeth is a third-year public relations student. This is her first semester working for Alpha PR as an account executive. Outside of Alpha, Elizabeth is the president of Alpha Omicron Pi sorority and serves in multiple Student Government positions.



**Caroline Kinkade**

Account Executive

Caroline is a first-year public relations student with a concentration in business administration. This is her first semester working for Alpha PR as an account executive. Outside of Alpha, Caroline is involved with Alpha Omicron Pi sorority.



# ABSTRACT

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## Opening Statement

On Feb. 19, 2024, Honey Nitro + Cold Brew hired Alpha PR to create social media content, grow its online presence and elevate its brand visibility within the community. The work spanned two and a half months, starting in the middle of February and ending at the end of April. During this time the team met weekly to develop and maintain a social media strategy, create monthly content calendars and shoot photo and video content for deliverables. Additionally, the team set up a Facebook page and designed an official menu, which were both steps we deemed necessary for the client's growth moving forward. The following report will outline this work in detail and suggest recommendations for Honey Nitro + Cold Brew to consider in the future.

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## Goals and Objectives

Our two overarching goals for this project were to increase Honey Nitro + Cold Brew's social media engagement and brand awareness within the Gainesville community. To accomplish this, we outlined the following three outcome objectives.

- 1. Increase Honey Nitro + Cold Brew's Instagram engagement rate by 5% by the end of the two and a half month work period.**

When we first acquired the client, the Instagram engagement rate was 8.81%, with an average of 37 likes and one comment per post. Despite the relatively

# ABSTRACT

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low number of likes and comments, an 8.81% engagement rate is exceptionally high, indicating that Honey Nitro's following, although small, was already very engaged. Part of this could be attributed to a large percentage of their following being composed of the owner's personal friends and family. With this in mind, we aimed to reasonably further increase engagement while growing the account. We aimed for a 5% increase, or an engagement rate of 9.25%.

To achieve this increase, we planned to focus the majority of our efforts on improving content quality. Before hiring us, Honey Nitro's Instagram feed more closely resembled a personal account than a business account. There was no clear color scheme, many photos were low-quality or over-filtered and there was no consistent voice. To address this, our strategy involved sharing high-quality photos with a consistent theme, complemented by engaging captions that include clear call-to-actions.

## **2. Attain 50 new Instagram followers by the end of the two and a half month work period.**

At the start of our work in February, Honey Nitro had 398 followers on Instagram. To increase brand awareness and reach more of the target audience, we set out to increase the number of followers by a minimum of 50. In other words, to achieve this objective, we would need to reach a total of 448 Instagram followers.

In addition to improving content quality, we decided to be more strategic about the account's use of hashtags and geotagging to achieve this growth. Our strategy involved incorporating six to eight relevant and high-performing hashtags in each post to attract new followers interested in our content.

# ABSTRACT

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We also planned to geotag posts related to a specific location to reach more potential customers in the local community. Beyond hashtags and geotagging, we advised the client to encourage customers to follow them on social media while preparing their drinks.

### **3. Attain 100 followers on Facebook by the end of the two and a half month work period.**

Before hiring us, Honey Nitro's only social media presence was their Instagram account. While the client did not specifically express a desire to expand onto a new platform, we felt it was essential to their growth. Due to Facebook's ability to cross-post content from Instagram and its popularity among Millennials and Gen X, we concluded that this would be an ideal second platform. As one of our first steps for this account, we planned to set up a linked Facebook business profile where we could cross-post Instagram content, and we set a goal to reach 100 followers by the end of the work period.

Along with all the other strategies outlined, we planned to achieve this objective by optimizing the page with a compelling bio and relevant keywords. We also registered the page as a coffee shop to further enhancing its visibility, and we encouraged the client to play an active role in promoting the page through word of mouth, leveraging their existing customer base.

# MENU CREATION

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At the time of our hiring, Honey Nitro did not have an official menu, instead relying on a portable chalkboard that they set up in front of their cart at events. However, both the team and client agreed that creating an official menu was essential to the business's growth moving forward. So, we set out to design a menu that aligned with Honey Nitro's brand and voice.

After working side-by-side with the client and through multiple rough drafts, we created the menu shown on the following page.

For the drink names, we used the font "Brooklyn," which is the font used for the "Honey" in the Honey Nitro logo. To maintain brand consistency, we incorporated Honey Nitro's signature yellow (#F1C73A) and teal (#78C6CF) colors into the design. Finally, we included an iced coffee sketch in the bottom left corner to enhance visual appeal and emphasize its function as a coffee menu.

# Honey

NITRO + COLD BREW



## Nitro Cold Brew on Tap \$7.00

Nitro cold brew on tap with your choice of syrup and milk or cold foam.

## Honey Nitro Cold Foam \$7.00

Nitro cold brew with local raw honey, topped with cold foam and honey drizzle.

## Honey Cup \$8.00

Nitro cold brew with local raw honey and a scoop of vanilla ice cream, topped with cold foam and honey drizzle.

## Chocolate-Covered Strawberry \$7.00

Mocha-shaken cold brew with oatmilk, topped with fresh strawberry cream cold foam and chocolate drizzle.

## Chai Latte \$7.00

Chai with oatmilk

## Tri-Chai \$7.00

1/3 chai, 1/3 oatmilk, and 1/3 nitro cold brew topped with cold foam and cinnamon powder.

## The Cloud \$4.00

Caffeine-free frothed milk drink with sprinkles and your choice of syrup. Great for kids.

## Fresh Brew \$3.00

Hot coffee.

### Syrups

- Caramel
- Vanilla
- Mocha
- White Chocolate

### Milks

- Whole
- Oat +\$.50
- Almond +\$.50
- Creamer +\$.50

# DELIVERABLES & ANALYTICS

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## Overview

From Feb. 19 to April 10, the Alpha PR team created and cross-posted a total of seven feed posts on the client's Instagram and Facebook. In addition to these posts, we also created six Instagram story highlight graphics and two upcoming events story graphics. All of the photo and video content used was shot by members of the Alpha PR team. These deliverables are discussed more in depth in the sections below.

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## Story Highlights

With the intent of making certain information, such as the menu and upcoming events, quickly accessible on Instagram, we worked to create a set of graphics to use as Instagram story highlights. The six different categories we included were as follows: 'About Us,' 'Events,' 'Drink of the Month,' 'Community,' 'FAQs' and 'Menu.'

Adhering to Honey Nitro's branding, we came up with the six graphics shown on the following page.

Currently, the highlights featured on Instagram include 'Community,' 'Events' and 'Drink of the Month.' Due to time constraints, we were unable to produce content for the remaining three highlights and consequently did not publish them.



# DELIVERABLES & ANALYTICS

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## Drink of the Month Posts

Around the time of our hiring, the client started offering a 'Drink of the Month,' which is a specialty drink only offered at events occurring during that month. To help promote these limited-time drinks, we decided to implement Drink of the Month announcement posts to build excitement over the drinks and boost overall page engagement.

The signature drink for March was a Honey Lavender Latte, whereas April's was a Honey Matcha Latte. Our posts for both of these drinks are shown on the following page.

The March Honey Lavender Latte post received a total of 51 likes, 2 comments and 8 shares, whereas the April Honey Matcha post received a total of 48 likes, 6 comments and 1 share. These stats are notably higher than the client's previous average of 37 likes and 1 comment per post, indicating that they performed well.





**March 'Drink of the Month' post: The Honey Lavender Latte**



**April 'Drink of the Month' post: The Honey Matcha Latte**

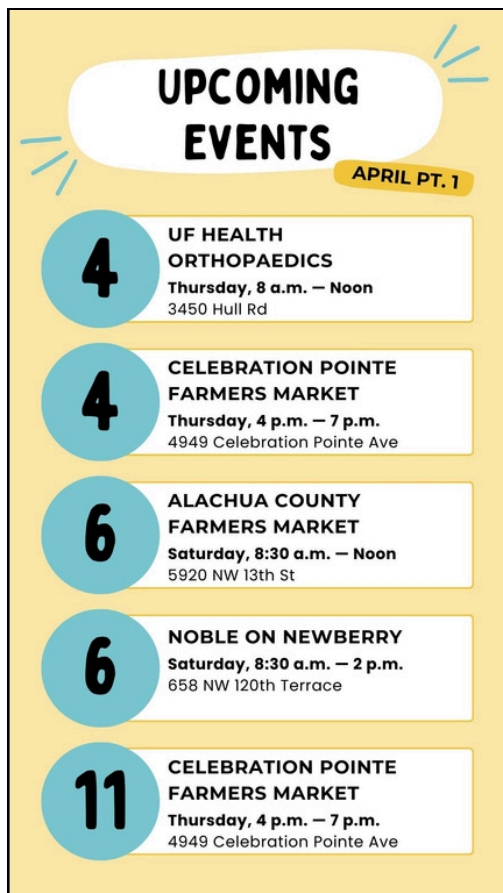
# DELIVERABLES & ANALYTICS

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## Upcoming Events Graphics

Toward the end of March, the client started booking more events. To keep up with this influx, the Alpha PR team created weekly “upcoming events” story graphics that we pinned to the “events” story highlight to make them easily accessible to customers. These graphics adhered to the client’s branding and listed out the date, time and location of the events.

The two April story graphics we created are shown below.



# OBJECTIVE OUTCOMES

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**Not only did we achieve all three of our outcome objectives, but we exceeded them by a considerable margin.**

**As of April 10...**

- Honey Nitro's Instagram engagement rate was 9.66%, with an average of 54 likes and 3 comments per post. This is 0.41% higher than our target rate of 9.25%.
- Honey Nitro's Instagram reached 505 followers, having gained a total of 107 followers in the two months since Alpha PR started working on the account. This exceeds our initial target of 50 followers by more than double.
- Honey Nitro's Facebook page attained 160 followers, surpassing our initial target of 100 by 60.

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## Highest Performing Post

Out of the seven feed posts, the highest performing post was the announcement that Honey Nitro would be a returning vendor at the Celebration Pointe Farmers Market. Posted on April 8, the post featured a photo of the owners standing behind their coffee cart setup at the market. On Instagram, it garnered 111 likes, three comments and 15 shares, whereas on Facebook it received 20 likes, one comment and 12 shares. Although the comment count is relatively standard, the number of likes and shares significantly exceeds those of the other posts.



# OBJECTIVE OUTCOMES

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We believe this post performed the best due to its relevance to the target audience, which comprises local coffee enthusiasts in the Gainesville area. By announcing Honey Nitro's status as a returning vendor at an up-and-coming local market, the post piqued the interest of coffee-enjoying Gainesville residents interested in attending local events.



**Celebration Pointe Farmers Market announcement post**

## Lowest Performing Post

The lowest performing post was a graphic announcing Honey Nitro as a

# OBJECTIVE OUTCOMES

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a vendor at an Easter Egg Hunt event. Posted on March 21, the post received 29 likes, zero comments and six shares on Instagram. On Facebook, it received five likes, one comment and one share.

This post was the only graphic that we posted to the feed, and we believe that it performed poorly as a result of our audience preferring photographs over graphics. Moving forward, we suggest avoiding using graphics as feed posts and limiting their use to the Instagram stories.



Easter Egg Hunt graphic post

# FUTURE RECOMMENDATIONS

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While we achieved all our objectives, this project's timeline was incredibly short, and there is more work we would have liked to do given more time. Therefore, we have detailed the following future steps we recommend the client take.

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## Website

To increase its online presence and overall accessibility, Honey Nitro can create its own website. We recommend that this website be divided into the sections detailed below.

### **Homepage**

This page would include a brief overview of the brand, its mission, and what sets it apart from other coffee businesses. High-quality, eye-catching images of the coffee cart and the drinks should be included on this page.

### **About Us**

This page would feature a signature story on Honey Nitro's origin, including how it was founded and quotes from the founders.

### **Locations and Events**

This page would include all of Honey Nitro's current locations and upcoming events. The dates, addresses and operating hours would be included in here.

### **Menu**

Here, pictures of each drink will be posted along with the price and a description of each drink.

# FUTURE RECOMMENDATIONS

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## Contact Us

This page would include contact information such as an email address, a phone number and a contact form for business inquiries.

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## Branding Guide

As Honey Nitro continues to expand, we recommend that they create a branding guide. This guide would be a rulebook for maintaining Honey Nitro's brand identity across various channels, from visual design to messaging. Typically, branding guides include logo usages to define when to use specific logo variations in different contexts, color palettes to follow with those colors' specific HEX codes, typography to use in graphics and on the website and types of imagery (candid vs staged) to promote a specific brand identity. Ultimately, a branding guide will help Honey Nitro use its intended voice by using these tools to convey a brand message.

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## Merchandise

To increase brand visibility within the community, Honey Nitro can expand to offer various merchandise items. Branded apparel, such as t-shirts, hoodies, tote bags, hats and crewnecks could be a great addition to their inventory. This branded apparel would feature their logo, a catchy slogan or a cute design. There can be different variations of designs and the branded apparel can be offered in different colors. Outside of branded apparel, Honey Nitro can

# FUTURE RECOMMENDATIONS

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also sell reusable drinkware such as insulated tumblers, customized cups, mason jars, glassware or travel mugs. These options would also feature the logo, a cute design or catchy slogan. To help promote these cups and their overall brand, Honey Nitro could offer a special deal where customers get a certain percentage off their drink if they bring in their reusable cup.