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MKT 301 – 1002

30 November 2021

### Social Media Project: Mothership Coffee Roasters

#### **1. Name and Description of Company:**

The company whose social media I will be reviewing for this project is Mothership Coffee Roasters. Mothership has a description within their About Us section. I have posted the most relevant part of their description:

We believe your coffee should always be what YOU like. . . . While we don't offer typical American sizes or an abundance of sweet flavors on purpose, we know that not everyone wants to jump right into a bright cup of Ethiopian coffee. We came from the same place, and we're here to help make it clear. (Why "specialty" coffee)

The site also goes into the important factors that go into their coffee such as soil composition, rainfall, and the farming practices that go towards the flavor/texture to ensure specialty.

#### **2. Types of products commercialized:**

The type of product commercialized by Mothership Coffee is a convenience product as they sell relatively cheap coffees at a high quality with delivery as an option on the website. Specialty is used in their website when referring to their coffee, but it is just used to highlight the exotic qualities of their flavors with the various origins of their coffee beans ranging from Africa and South America. They sell ground coffee through their personal website and sell brewed coffee at their physical stores.

#### **3. Target market(s):**

The target market of Mothership Coffee is described within their website, “we don’t offer typical American sizes or an abundance of sweet flavors . . . . we know that not everyone wants . . . . a bright cup of Ethiopian coffee. . . . Every person is free to find what they enjoy!” (Why "specialty" coffee). From this description Mothership Coffee Roasters is targeting as many consumers as possible, though the statement somewhat hints at a specialization towards customers looking for more exotic coffee flavors/brews by prefacing their statement with not offering typical American sizes or sweet flavors. Going off their social media pictures, it appears that they are focused on targeting young adults.

#### **4. Social presence:**

Mothership Coffee Roasters primarily post content on their Facebook and Instagram accounts. Though they do have a Youtube, Pinterest, and Twitter account listed on their main site, but these accounts haven’t had any new content for years. With that being said, I have monitored their Facebook and Instagram during the week before Thanksgiving to see what kinds of efforts would be made to promote their stores for the approaching holiday. Below (in the annex are Figures 1 and 2) are posts following up to Thanksgiving and Christmas as they promote their new consumer goods like beanies, shirts, cups, gift cards and the charity drink.

**i.** I was monitoring Mothership Coffee Roasters since the 21<sup>st</sup> of November on their Instagram which is the most updated of all social media and has the same as their Facebook account which are the only two that have been engaged within this year. So far between the 21<sup>st</sup>-30<sup>th</sup> they have made five posts that featured their charity drink, gift card giveaway, new staff, and pictures promoting their location. It seems that two weeks ago was when they were actively promoting their seasonal specials and time-sensitive drinks for Thanksgiving and Veterans Day (as seen in the annex Figures 3 and 4).

**5 a. Main purpose of online presence:**

The main purpose for Mothership Coffee Roasters' online presence is to generate community engagement with their three locations within the Las Vegas area as they create events with the support of local businesses and customers. The personal website is setup to give the history of Mothership Coffee Roasters and sell their packaged coffee beans. All online outlets share the same purpose of promoting Mothership Coffee Roasters as a business and a community partner. Specifically, Mothership Coffee Roasters is aiming to **increase sales, gain word of mouth, and awareness of the business**. It is clear that Mothership Coffee Roasters is aiming to **increase sales** as they are in the service industry with their servicing of brewed coffee selections that can be ordered in store brewed or delivered through third-party delivery and can be ordered online as whole or ground beans (see Figure 5).

Mothership Coffee Roaster's also makes it clear on their website and social media that they want to be recognized as a community leader as briefly highlighted in a mission statement by the company's CEO, Juanny Romero, with a passion in investing in the community through family, staff, and customers. This is evident by their recent post with a partnership with New Belgium in a giveaway (seen in Figure 3) and their collaboration with customer content like a post "thelaura.edit" being co-featured with Mothership Coffee Roaster's on their Instagram (seen in Figure 6). This is done to **increase awareness and increase word of mouth**.

**5 b. Whom are they targeting with online presence:**

Mothership Coffee Roasters state within their personal website that they are targeting everyone within their explanation about why they serve "specialty" coffee, but end it with saying they don't offer the typical sizes or sweet flavors found in common coffees but also acknowledge that not everyone is suited for Ethiopian coffee as quoted in the first section. Based on that it

seems that they are attempting to target a broad audience that has exotic taste in coffee. Looking at the types of coffee they offer which have origins in Ethiopia, Colombia, Costa Rica, Guatemala, Peru, and Honduras, it seems accurate to say they are targeting an audience wanting a more specialized coffee that can't be found in a supermarket with their various blends (as seen in annex Figure 5). It appears that Mothership Coffee Roasters is consistent with their audience targeted towards everyone, but their social media does suggest they favor young adults.

**5 b. Are they actually listening/socializing/connecting with customers:**

Mothership Coffee Roasters regularly answer users' questions or reply positively to vocal support for any events users respond to. Mothership Coffee Roasters does regularly collaborate or feature posts by users that do reels or vlogs of the store. An example of this was Mothership Coffee Roasters featuring a post by "thelaura.edit" who made a short vlog that featured Mothership Coffee Roasters' Ferguson location (as seen in the annex Figure 6). Mothership Coffee Roasters also will do raffles and giveaways which generate significant user attention like their one from September with New Belgium, the brewery behind Voodoo Ranger beer (in annex Figure 3). This kind of engagement is done in this way to generate interest in Mothership Coffee Roaster's social media as people don't expect coffee shops to offer any content that is unique beyond announcing new or seasonal flavors.

**5 c. How would I improve their social media presence:**

Mothership Coffee Roasters has accounts on five different social media platforms which vary wildly in their usage. Their Youtube, Twitter, and Pinterest accounts have the most neglect with each having no posts since two to three years ago with about one hundred followers each. Their current social media platforms are Instagram and Facebook. I believe it was wise of Mothership Coffee Roasters to abandon their Youtube, Twitter, and Pinterest accounts as

Youtube and Pinterest aren't platforms that showcase their service/industry. It is still good to have them registered under an account to stop the name from being taken and used against them.

A way that I would improve/change their social media presence is the inclusion of the newest and increasingly popular TikTok platform. Mothership Coffee Roasters is already prime to jump into TikTok with their experience in Instagram's reels which could be cross posted on TikTok quite easily allowing for them to reach a wider audience with the same content they would already have on Instagram and Facebook.

## 6. Annex:



Figure 1: Gift Cards



Figure 2: Charity Drink

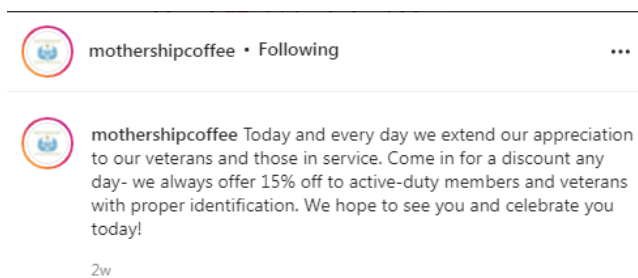


Figure 3: Veterans Day Post



Figure 4: Giveaway with New Belgium



Figure 5: Coffee Grounds Sold

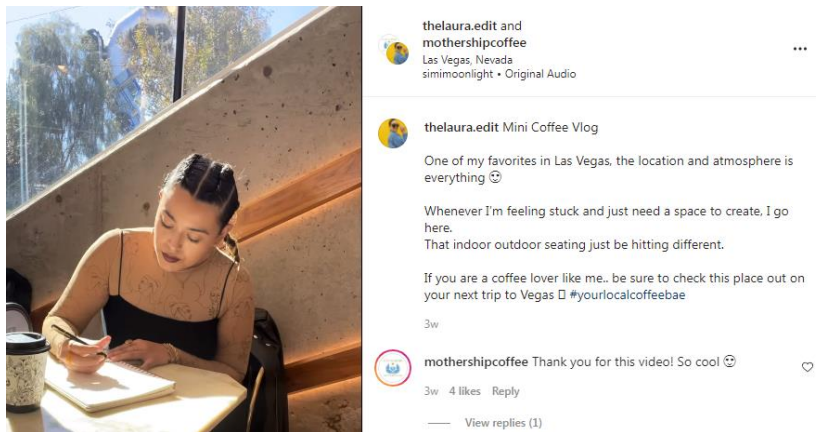


Figure 6: thelaura.edit engagement

Works Cited:

“Why ‘Specialty’ Coffee.” *Mothership Coffee*, <https://mothershipcoffee.com/pages/why-specialty-coffee>.