

Marketing Tactics (Omnichannel) & Budget/Resources & Timeline for UCS Taunton's New Cafe

Tactics

A multi-channel approach will focus on driving awareness, utilising of the ordering app, and reputation building throughout the college.

Social media content will be distributed via TikTok and Instagram to reach the intended customer base and highlighted on college socials that are already performing. Content will centre around speed, price and convenience, including short-form videos demonstrating "click & collect", "How to order" and daily deals. Posting will be consistent at 3-4 times per week, with content filmed on personal devices and edited using Adobe Premiere Pro.

On-site physical marketing will be a primary driver of customers due to footfall. Posters and QR codes placed in high-footfall areas such as entrances, corridors and classrooms will promote the core message "skip the queue". Designs will be created using Canva and will link directly to the app ordering page.

The ordering app itself will act as both an operational tool and a marketing tactic. Key features include click & collect with timed slots, customisation and an option to eat in without having to wait. Messaging will focus on convenience between lessons.

Launch incentives will be used to drive initial behaviour change. This includes discounted or free first orders when using the app, encouraging trial and reducing friction. Students may not be used to this way, this helps us defer from competitors, although may seem like unneeded effort, so this helps the transition become more effective.

Student ambassadors will be used to increase student to student promotion. Selected students who have high social media followings or a good network within the college will promote the café and app through their own social channels and direct networks in exchange for free products.

Partnerships with student groups and internal college channels will extend reach. This includes mentions in newsletters, collaborations with societies and presence at college events.

Budget and Resources

Total available budget: £300

Social media activity will primarily rely on organic reach, using personal devices for filming and Adobe Premiere Pro for editing. A small allocation of approximately £20 may be used to boost a high-performing post on Instagram targetting the local area and age demographics of the students.

On-site marketing materials will require £60–£100. This covers poster printing and QR code stickers designed on Canva.

Launch incentives will require approximately £100. This will fund discounted or free items for early app users, ensuring initial uptake.

Student ambassador activity will require £40–£60, allocated as free food or drinks in exchange for promotion.

A small launch activation event will require £20–£40 for basic materials and setup to ensure that people around the college are aware of the launch and development.

The ordering app will be developed internally by students, resulting in no direct financial cost. Resources required will include time, basic testing and ongoing feedback to ensure functionality.

Overall allocation:

- Social media: £20
- Posters and QR codes: £80
- Incentives: £100
- Ambassadors: £50
- Launch activity: £30
- Total: £280 (with contingency remaining)

Timeline / Action Plan

Week 1 will focus on preparation. This includes designing posters in Canva, setting up social media accounts on TikTok and Instagram, and beginning development or testing of the ordering app. Initial content will be filmed and edited using Adobe Premiere Pro. Teasers, awareness and reputation will be built from the offset, spreading the deatisl, particularly before the cafe opens.

Week 2 will introduce soft promotion. Posters with QR codes will be placed around campus, linking to a landing page or early version of the app. Social content will begin, focusing on awareness and the “skip the queue” message. A small group of student ambassadors will be recruited.

Week 3 will be the official launch phase. Incentives will be introduced to drive app downloads and first orders. A launch day activation will take place near the café to encourage sign-ups

and demonstrate the system. Social media content will focus heavily on how the app works and real usage examples. Free samples will be given out, first order discounts. Internal newsletters and societies will be informed of the opening- reputation growth is the main marketing factor within this closed environment.

Week 4 will focus on optimisation and consistency. Content will continue at a steady pace, ambassadors will maintain promotion, and feedback on the app will be collected and implemented where possible. Offers will be adjusted based on data and performance- analysing our strategies and implementing new strategies, trends and processes across the marketing spectrum- for example switching from Social media to traditional methods due to the digital marketing techniques lacking traction as it is hard to target such a small demographic such as the college.

Ongoing activity beyond week 4 will maintain consistent posting, refresh on-site materials monthly, introduce limited-time offers, and continue reinforcing the core message of speed and convenience- growing the marketing plan and budget as revenue increases.