

FREE TOOL REPORT

AI Marketing Plan Generator

Prepared for Ground Floor Coffee

AI Marketing Plan Generator

Position the café as the convenient, high-quality specialty coffee and fresh-baked hub for students, faculty, and nearby residents — a welcoming study and community space two blocks from campus. Use targeted campus activations, a digital-first loyalty and email capture system, and weekly events to drive repeat visits and daytime traffic.

✓ OBJECTIVES

- Grow foot traffic from the university (customers who arrive from campus) by 25% within 90 days versus the prior 90-day period.
- Acquire 400 new email/loyalty signups in 90 days using in-store QR capture and campus pop-ups.
- Increase weekday morning (8:00–11:00) revenue by 30% within 60 days.
- Host at least 2 community events per month (on average) with a minimum average attendance of 20 people each within 90 days.

👤 TARGET AUDIENCE

Primary targets are on-campus undergraduates and grad students who need study space and mid-day fuel, plus nearby faculty and young local professionals seeking specialty coffee and casual meeting space; they respond to convenience, affordable loyalty perks, and social/study-friendly atmospheres.

🗨️ KEY MESSAGES

High-quality, sustainably sourced coffee and fresh-baked goods made daily — elevated, affordable, and fast for busy students.

A welcoming community hub two blocks from campus: reliable Wi Fi, tables for groups, and regular study and cultural events.

Easy value and reward programs for repeat visits: digital punch card, student discounts, and weekly offers.

Channels & Tactics



Instagram

- Post 3 Reels/week showcasing: (a) single-origin pours and latte art, (b) fresh pastries coming out of the oven, (c) short clips of students studying/events; include location tag and a CTA to 'tap for directions'.
- Run a student ambassador program: recruit 6 micro-influencers (students) offering one free drink/week for 4 weeks in exchange for 2 tagged feed posts + 4 Story mentions; track using a unique promo code.
- Use location-targeted Stories Ads (radius: 1 mile around campus) promoting morning study deals (e.g., pastry + drip coffee combo) with a QR that links to a signup landing page for the loyalty program.

G

Google Business Profile / Local SEO

- Update GBP immediately with accurate hours, 'study-friendly' attributes, photos of interior and menu, and weekly posts for menu specials and events.
- Add UTM-coded 'Get Directions' and 'Reserve a Table' links to measure clicks from GBP; train staff to ask new customers how they found the shop and record if GBP was cited.
- Respond to all new reviews within 24 hours and flag satisfied student reviewers to join the email list with a one-time 15% return discount.

C

Campus Partnerships & Pop-ups

- Contact 10 high-traffic student groups and 5 academic departments in Week 1 offering: a free sample table on campus + 15% discount codes for members; schedule at least 4 campus pop-ups over 8 weeks.
- Offer faculty/staff coffee cards delivered to departments (sample trays + 10 free coffee punch cards) to seed weekday morning traffic and meetings.
- Sponsor two high-attendance student events per semester in exchange for logo placement, a branded coffee stand, and a tracked promo code for attendee redemptions.

E

Email + In-store Loyalty

- Deploy a simple digital sign-up incentive: scan QR at register to join email list and get a free pastry with first coffee; track signups and redemption via Mailchimp tags.
- Launch a digital punch card (QR-based): buy 9 drinks, get 1 free — promote on receipts, table tents, and campus flyers; report redemptions weekly.
- Send one weekly newsletter: Monday study deals, midweek event reminders, and a Friday 'fresh pastry' highlight with one exclusive email-only coupon.

Timeline

Weeks 1-2

Set up and optimize Google Business Profile and Instagram, create QR-based email/loyalty landing pages, print in-store signage, and outreach to student groups for pop-up scheduling.

Weeks 3-8

Activate campus pop-ups, launch Instagram ambassador posts and Stories ads, begin digital punch card redemptions, and run campus sample days to drive signups and morning traffic.

Month 3

Host recurring weekly events (study nights/open mic), measure early results, refine offers and social creative based on top-performing posts, and deepen 1–2 partnerships that drove the most traffic.

Months 4-6

Scale the most effective tactics (repeat pop-ups, paid geo-ads, ambassador program), optimize email campaigns for higher redemptions, and introduce a small paid local ad budget if ROI supports it.

||| KPIS TO TRACK

- % change in campus-origin foot traffic (goal: +25% in 90 days) measured via POS tagging/manual tallies.
- Number of new email/loyalty signups (goal: 400 in 90 days).
- % increase in weekday morning (8–11am) revenue (goal: +30 in 60 days).
- Number of community events hosted per month and average attendance (goal: at least 2 events/month, average at least 20 attendees).

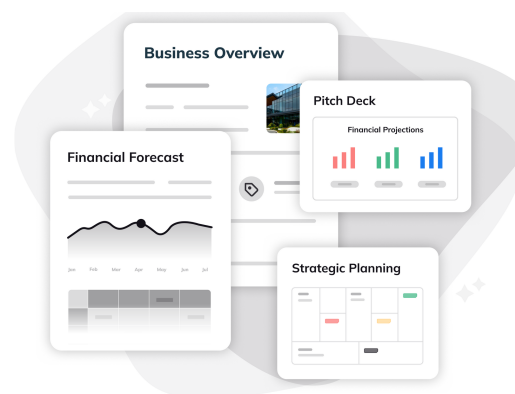
Your plan is the start. Build the business that **runs** it.

Turn this into a full business plan with AI-powered financials, pitch decks, and more.

4.9 Capterra



4.9 G2



AI Plan Builder

Turn your idea into a business plan with AI.



Financial Forecasting

Let AI build your financial forecasts.



Pitch Deck Builder

Create investor-ready pitch decks with ease.



Strategic Planning

Build your strategy with business canvases.



Resources

Explore 400+ sample plans, guides, and videos.



Collaboration

Share your plan and collaborate in real time.



Mariia Yevlash

Student, Sumy State University - Ukraine



"The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, especially AI which did a great impact on my work."

110K+ entrepreneurs are already planning smarter **with Upmetrics**

[Build your business plan >](#)

 15-day money back guarantee