

IF I RAN A COFFEE SHOP

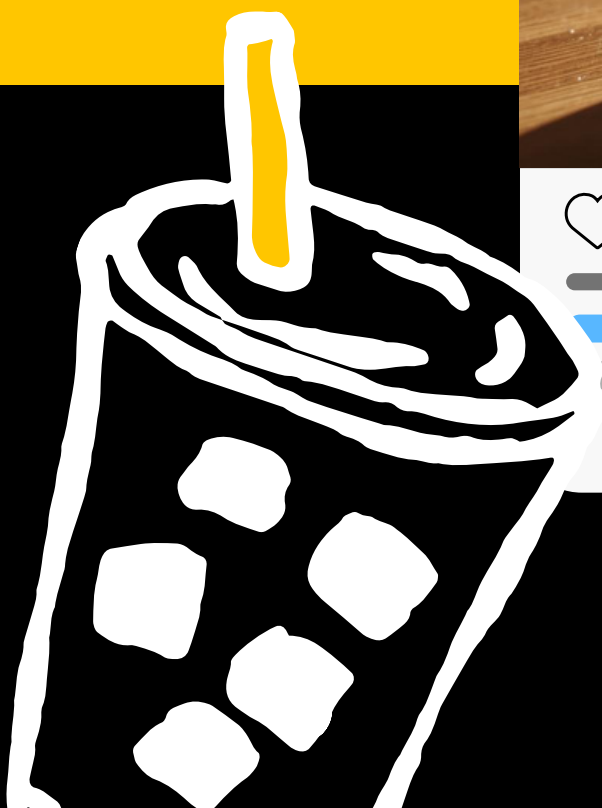


Here's what I'd post...



THE “MORNING POV” POST

Influence your audience to do the same at your shop, creating authentic UGC



STOP

posting your
menu like this:



START

making it more
appealing:

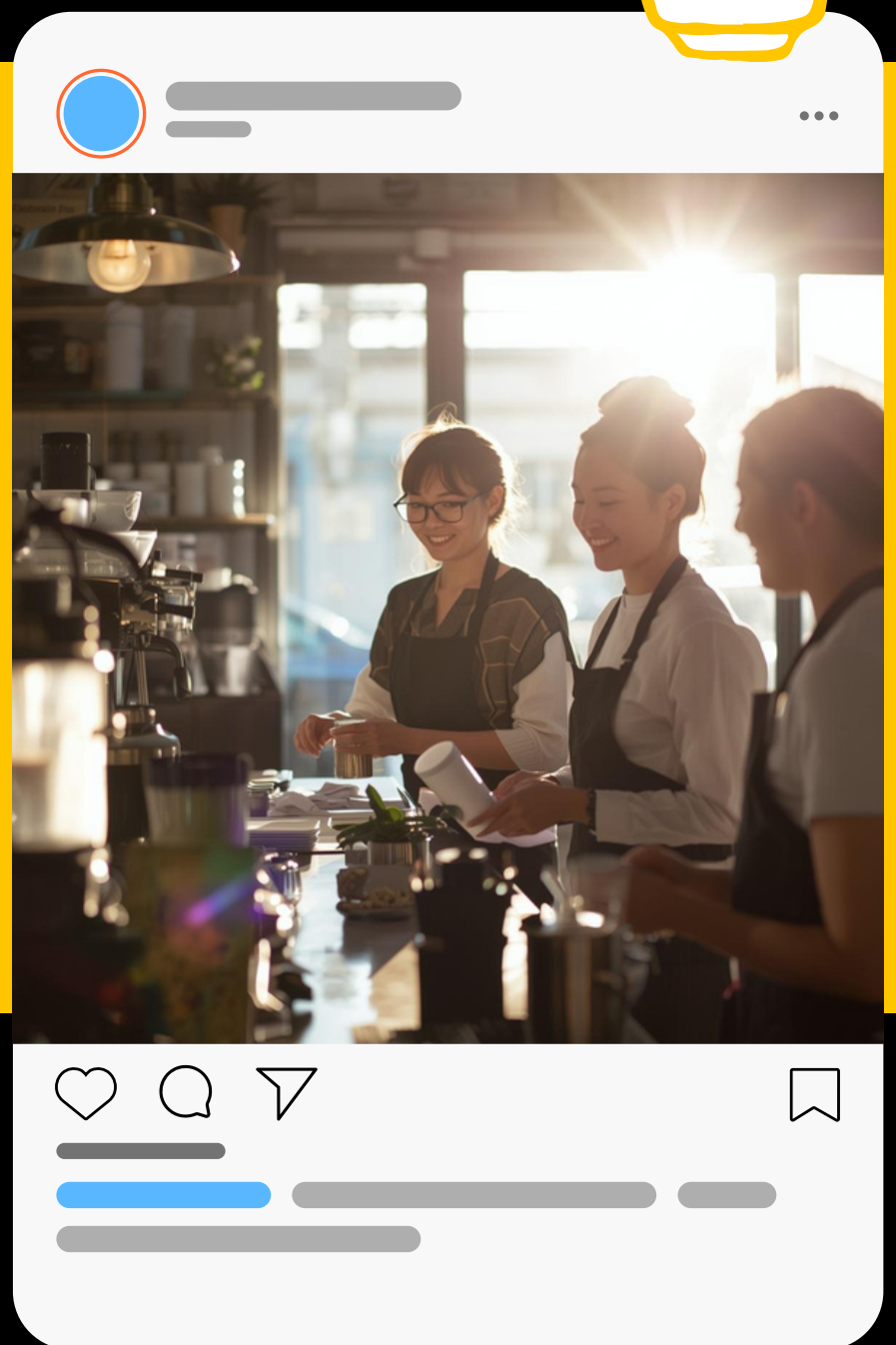


BEHIND THE SCENES > POLISHED CONTENT



POST ABOUT:

- Opening up the shop
- Preparing coffee orders
- Real moments with staff





MAKE IT LOCAL

“Top 5 Study Spots
In [Your Town]”

“Things to Do After
Grabbing Coffee”



EXLER

MARKETING



**STEAL THIS IF
YOU WANT MORE
CUSTOMERS**



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what else we'd do if we were you.