

# Goals, Personas, & Channels For Rosso Coffee Roasters

DESN 2203 Content Strategy - Assignment 1

Michell Hardika (Mit-chull Har-dee-ka)



## Rosso Coffee Roasters Company Overview

Rosso is a specialty coffee roaster based in Calgary with seven cafes. As a coffee roaster, they purchase green coffee directly from producers around the world not only to use in their cafes in Calgary but also to provide wholesale coffee solutions across Canada and the USA. First opened in 2007 in Ramsay Calgary, the cafe focused on hospitality and quality coffee. 2012 would be the year Rosso shifts from being only a cafe into a roaster. With the help of producers and partners around the world, they are able to achieve their growth and passion.



## Senja Natural Kartika Coffee Overview

Newest (as of September 2022) coffee from Rosso. This blend is a collaborative effort with the Karana Global producer/processor from Bali Indonesia. The coffee was sourced from the Kintamani area of Indonesia. As stated on Rosso's website, the flavour is aimed to be "a combination of deeper and complex vibrancy with an accompanying fruit sweetness and rounded body" (Rosso, n.d.).

## Setting Content Goals

These goals are aimed to help promote the Senja Natural Kartika Coffee.

### Traffic



Goal of  $x$  amount of visits to the product page.

#### **Metric to Follow**

Pageviews and new visitors.

### Engagement



Goal of  $x$  likes on a given post on social media.

#### **Metric to Follow**

Likes, comments, and shares.

### Sales



Goal of  $x$  revenue from the product generated from the content.

#### **Metric to Follow**

Product sold from click throughs.

## Target Customer Persona

This persona was built from data from 2022 National Coffee Data Trends Specialty Coffee Report by NCA and SCA along with research into Rosso's social media followers.



### Fred Cavani

A recent graduate with a bachelors degree in education and social studies. Fred got into coffee and eventually specialty coffee during his time at university. He got recommend local cafes by his peers and now he still tries to get specialty coffee as much as possible over the bigger coffee chains.

<b>Age:</b> 26 years old	<b>Marital Status:</b> Dating	<b>Job:</b> Substitute teacher
<b>Location:</b> Calgary Alberta	<b>Number of Children:</b> 0	<b>Income Level:</b> \$40,000
<b>To-Do List That is Relevant to The Product:</b> Coffee is part of his morning routine, likes to be alert and ready once he leaves for work.		<b>Pains:</b> A lot to get used to about teaching and the schedule isn't consistent as a substitute teacher.
<b>Aspirations:</b> Wants to get a permanent teaching job at a school that is close by (needs to work hard).		<b>Criteria to Buy Product:</b> good tasting, unique coffee, not just about the caffeine but also the flavours from them.
<b>Channels:</b> News websites, teacher blogs, Twitter, and Instagram.		

## Recommended Digital Marketing Channels

**Rosso's Journal (blog)**

Good platform for long-form content for individuals that want to know more about Senja coffee. An example post could be about the collaboration with Karana Global and the journey of this coffee.

**Instagram**

The major demographic age group of 25-34 (Barnhart, 2022) is ideal for the coffee demographic. Rosso's Instagram is also the social media account with the most follower.

**Twitter**

Stated by Barnhart on SocialSprout One-third of Twitter users are college-educated (2022). This fits in with the target persona. The can help redirect to a longer from blog post.

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