



Wednesday Group 2:

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DIGM 2357-17183

Content Strategy and Development
Professor Monika Alters

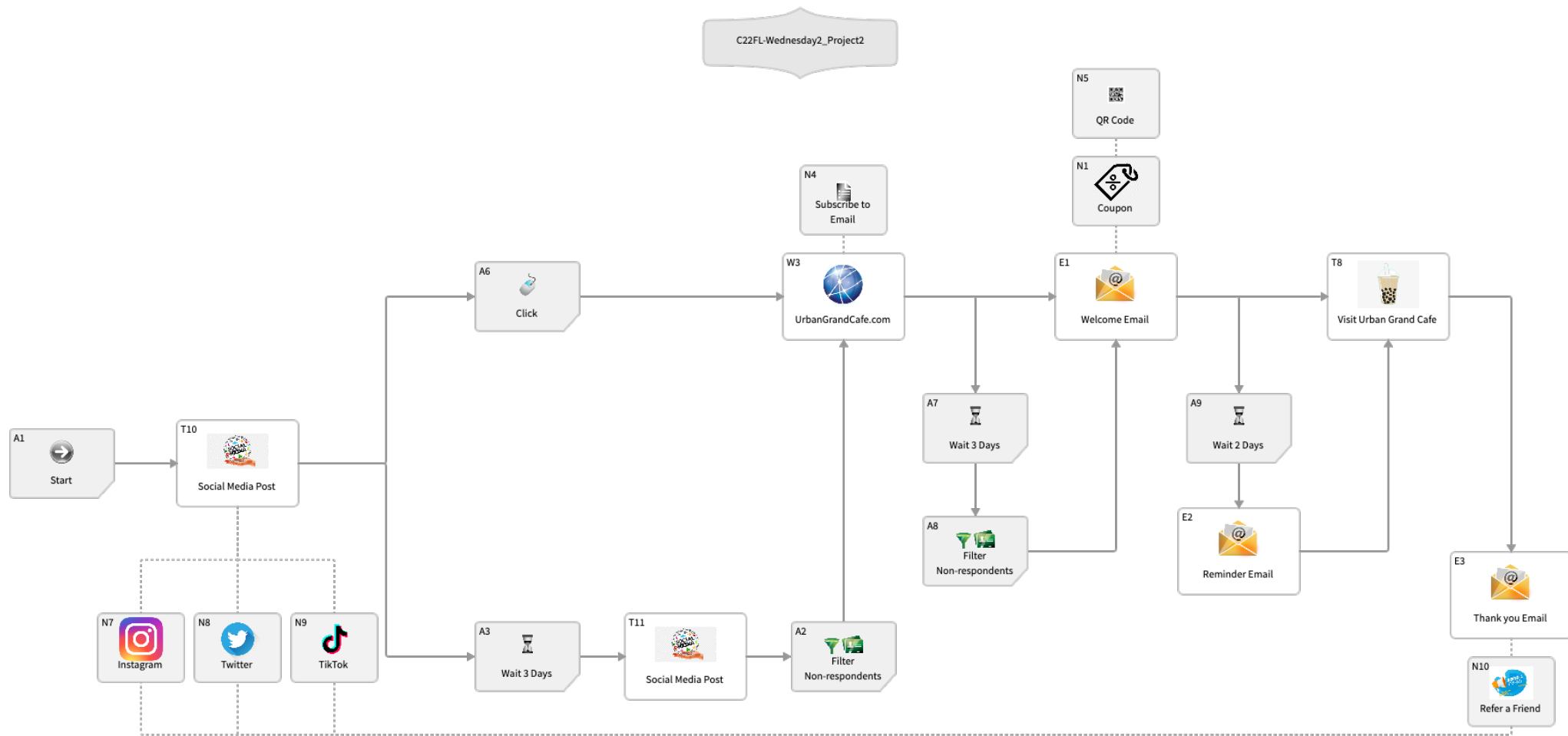
Project 2: Personalized Marketing Campaign

Urban Grand Café

Table of Contents

Workflow/Plan.....	3
Personalized Email Mockups.....	4
Social Media Content Calendar.....	5
Social Media Posts.....	6 - 15
Instagram Posts.....	6 - 8
Twitter Posts.....	9 - 15

Workflow



Personalized Email Mockups



Welcome to Urban Grand Café

Hi Kayla,
Thanks for signing up!

As a token of our appreciation, we would like to give you a



Redeem Coupon

You will now begin to receive grand deals exclusively for you from Urban Grand Café.



Menu



Events



Facilities

Visit our website

Follow us @urbangrandcafe



Sincerely,
Laurie Ann Maramot
Wednesday Group 2 Leader
laurieann.maramot@gmail.com

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CONTACT US
You can reply to this email, or contact us via postal mail at:
University of Houston
14000 University Blvd Sugar Land, Texas, 77479 United States



Welcome to Urban Grand Café

Hi Laurie Ann,
Thanks for subscribing to our email!

To repay the favor, please enjoy a



Redeem Coupon

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Sincerely,
Laurie Ann Maramot
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laurieann.maramot@gmail.com

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Welcome to Urban Grand Café

Hi James,
Thank you for your subscription!

In exchange, get yourself a



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Social Media Calendar

DATE	TIME	SOCIAL MEDIA CHANNEL	POST TYPE	POST DESCRIPTION	HASHTAGS	PERSON
12/4/2022	9:00 PM	Twitter	Image	Secret drink	#UrbanGrandCafe #UGC #secretdrink	Danny
12/6/2022	8:00 AM	Twitter	Video	Latest deals and specialty days	#UrbanGrandCafe #UGC #specialtydays	Laurie Ann
	11:00 AM	Instagram	Image	Good morning from UGC	#UrbanGrandCafe #UGC #morning #goodmorning #butfirstcoffee #coffee #relax #sunrise #cafe #breakfast	James
	12:00 PM	Twitter	Video	MTG event commercial	#UrbanGrandCafe #UGC #MTG #MagicTheGathering	James
12/8/2022	8:00 PM	Twitter	Video	Review of a drink and pastry	#UrbanGrandCafe #UGC #review	Kayla
	11:00 AM	Instagram	Image	UGC Pastries	#UrbanGrandCafe #UGC #pastries #tasty #croissant #café #boba #chill #cute #food #foodie	Kayla
	12:00 AM	Twitter	Image	Gift from us to you	#UrbanGrandCafe #UGC #suprise	Danny
12/10/2022	9:00 PM	Twitter	Image	DND event	#UrbanGrandCafe #UGC #dungeonsanddragons	James
	11:00 PM	Instagram	Image	Drink and pastry of the week	#UrbanGrandCafe #UGC #coffee #pastry #cafe #drinkoftheweek #pastryoftheweek #cafevibes #food	Laurie Ann
12/11/2022	9:00 PM	Twitter	Image	Toy drive	#UrbanGrandCafe #UGC #toydrive	Danny
12/13/2022	8:00 AM	Twitter	Video	New menu items	#UrbanGrandCafe #UGC #food	Kayla
	11:00 AM	Instagram	Reel	UGC boba is better than a dry martini	#UrbanGrandCafe #UGC #boba #coffee #pastries #bubbletea #tea #bobatealover #coffeelover #UGCevent	James
	12:00 AM	Twitter	Image	Holiday drinks and pastries	#UrbanGrandCafe #UGC #holidayseason	James
12/15/2022	8:00 PM	Twitter	Image	Hot cocoa ad	#UrbanGrandCafe #UGC #winter	Kayla
	11:00 AM	Instagram	Image	Ugly sweater contest	#UrbanGrandCafe #UGC #uglysweater #contest #party #event #christmas #christmasparty #xmas #cafe #holidays	Danny
	12:00 AM	Twitter	Image	Game night	#UrbanGrandCafe #UGC #gamenight	Laurie Ann
12/17/2022	9:00 PM	Twitter	Image	Trivia night	#UrbanGrandCafe #UGC #trivianight	Danny
	11:00 PM	Instagram	Reel	What your favorite UGC drink says about you	#UrbanGrandCafe #UGC #whatyourfavoritesayaboutyou #boba #coffee #tea #cafestagram #cafesofinstagram #foodstagram #cafe	Laurie Ann
12/18/2022	9:00 AM	Twitter	Image	Happy holidays	#UrbanGrandCafe #UGC #holidayseason	Laurie Ann
12/20/2022	8:00 AM	Twitter	Video	Christmas drink teaser	#UrbanGrandCafe #UGC #holiday	Kayla

Social Media Posts

Instagram



Urban Grand Café wishes you a good morning!

#UrbanGrandCafe #UGC #morning
#goodmorning #butfirstcoffee #coffee
#relax #sunrise #cafe #breakfast



Check out these tasty Urban Grand Café pastries.

#UrbanGrandCafe #UGC #pastries
#tasty #croissant #café #boba #chill
#cute #food #foodie

Social Media Posts

Instagram



This week's picks from Urban Grand Café!

#UrbanGrandCafe #UGC #coffee
#pastry #cafe #drinkoftheweek
#pastryoftheweek #cafevibes #food

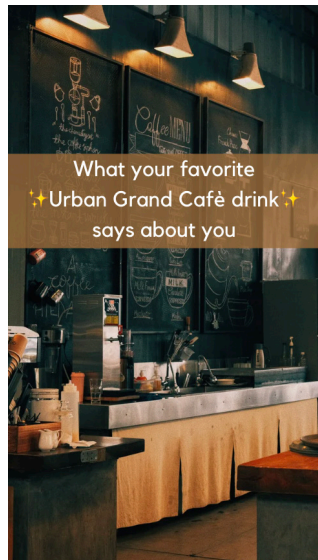


Bring your ugliest sweater to Urban Grand Café and join us for our first Ugly Sweater contest.

#UrbanGrandCafe #UGC #uglysweater
#contest #party #event #christmas
#christmasparty #xmas #cafe #holidays

Social Media Posts

Instagram



<https://youtube.com/shorts/e68v0pAZcpo>

Enough was said...

#UrbanGrandCafe #UGC #whatyourfavoritesayaboutyou
#boba #coffee #tea #cafestagram #cafesofinstagram
#foodstagram #cafe



<https://www.youtube.com/shorts/e8mKYL7waEE>

Here in the parking lot, Urban Grand Café makes its own Instagram commercial.

#UrbanGrandCafe #UGC #boba #coffee #pastries
#bubbletea #tea #bobatealover #coffeelover #UGCevent

Social Media Posts

Twitter



We have a special surprise for all our customers. Get ready for our new secret drink coming out on December 6th.

#UrbanGrandCafe #UGC #secretdrink



Our Dungeons and Dragon event starts now, come on down and participate for the month of December.

#UrbanGrandCafe #UGC #dungeonsanddragons

Social Media Posts

Twitter



Come and join us for December. There will be limited-time drinks and pastries for the holiday, only at Urban Grand Café.

#UrbanGrandCafe #UGC #holidayseason



Mark your calendars! Urban Grand Café is hosting game night. Look forward to fun times, long lasting memories, and big prizes.

#UrbanGrandCafe #UGC #gamenight

Social Media Posts

Twitter



Come join us on December 20th for a night of trivia!!!

#UrbanGrandCafe #UGC #trivianight

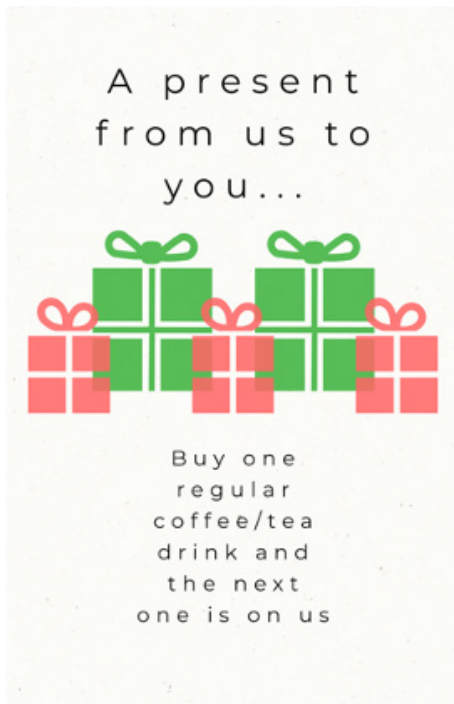


Happy Holidays from the Urban Grand Café family! Wishing you a grand holiday season filled with joy and relaxation.

#UrbanGrandCafe #UGC #holidayseason

Social Media Posts

Twitter



A small gift from all of us at Urban Grand Café. Happy holidays everyone!

#UrbanGrandCafe #UGC #suprise



Urban Grand Café is collecting unwanted toys. Please help spread Christmas joy.

#UrbanGrandCafe #UGC #toydrive

Social Media Posts

Twitter



**Trying to stay warm this winter?
Come try Urban Grand Café's
delicious signature hot cocoa!**
#UrbanGrandCafe #UGC #winter

Social Media Posts

Twitter



The latest deals here at Urban Grand Cafe...

<https://youtu.be/uHUkuFkobwc>

Catch up on our latest deals and specialty days! Come over and enjoy the taste of Urban Grand Café.

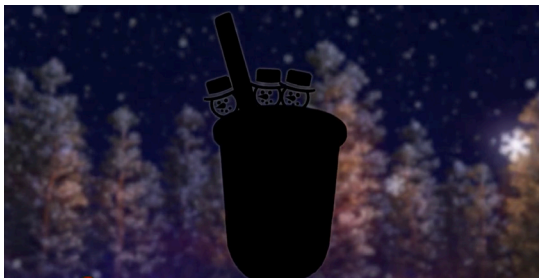
#UrbanGrandCafe #UGC #specialtydays



<https://youtu.be/kNXxMAzTZr8>

Urban Grand Café will host its MTG event starting on December, discounts and additional items will be sold at this time.

#UrbanGrandCafe #UGC #MTG #MagicTheGathering



<https://www.youtube.com/watch?v=Qhdu9MTKcmw>

It's the holiday season and you know what that means!

#UrbanGrandCafe #UGC #holiday

Social Media Posts

Twitter



<https://www.youtube.com/shorts/RJ8RpKVPgC4>

New menu items? SCORE.

#UrbanGrandCafe #UGC #food



<https://www.youtube.com/watch?v=6qRsHtWW8TQ>

You heard it here first! Our food and drinks are 10/10!

#UrbanGrandCafe #UGC #review