



Developing New Digital Marketing Tactics For Teaspoon



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INTRODUCTION

Exactly two years ago, **Teaspoon** opened its very first store in Los Altos. As a Starbucks-like tea franchise, it has rapidly grown to have nine locations, twelve specialty drinks, thousands of loyal customers, and an increasing demand for better digital marketing tactics. As Teaspoon starts to carve out a brand for itself online, I will help the company develop **new digital marketing strategies** for its growing clientele.



RESEARCH METHODOLOGIES

Inquiry Approaches: case study and descriptive research.

Method of Data Collection: I conducted an interview with Teaspoon's founder, Amy Lai, sent out a survey to consumers, and made personal observations. I released the survey through two different mediums, digital and print. In the end, I ended up reaching over 200 people.

Type of Data Collected: Both quantitative and qualitative

ANALYSIS

Adjusting for the potential bias my survey could have, as my teenage friends were the main participants, I would recommend Teaspoon's **target market** to be **12-27 year olds**. 12 year olds are at a critical turning point in their lives, where they are looking for new places to hang out with friends. As a brand, it is therefore easier to enter their lives at this point. At the other end, 27 year olds tend to be young, working professionals who are looking for a new spot for dates and socializing with coworkers.

Additionally, an overwhelming **majority** of Teaspoon's consumers **do not follow the company on social media**. This is a big issue, as most of Teaspoon's advertising is done on the platform. To reach consumers of older ages, other forms of media (such as print and traditional media) should be considered.

Through observations, I have concluded that most people would love to see Teaspoon become a more **personal brand!** Additionally, they are also very **interested** in seeing what Teaspoon does to **help the community**.

Customers are **up to ten times** more engaged with giveaway posts than they are with more general posts. Additionally, most consumers **use Instagram and Snapchat more often**.

DATA

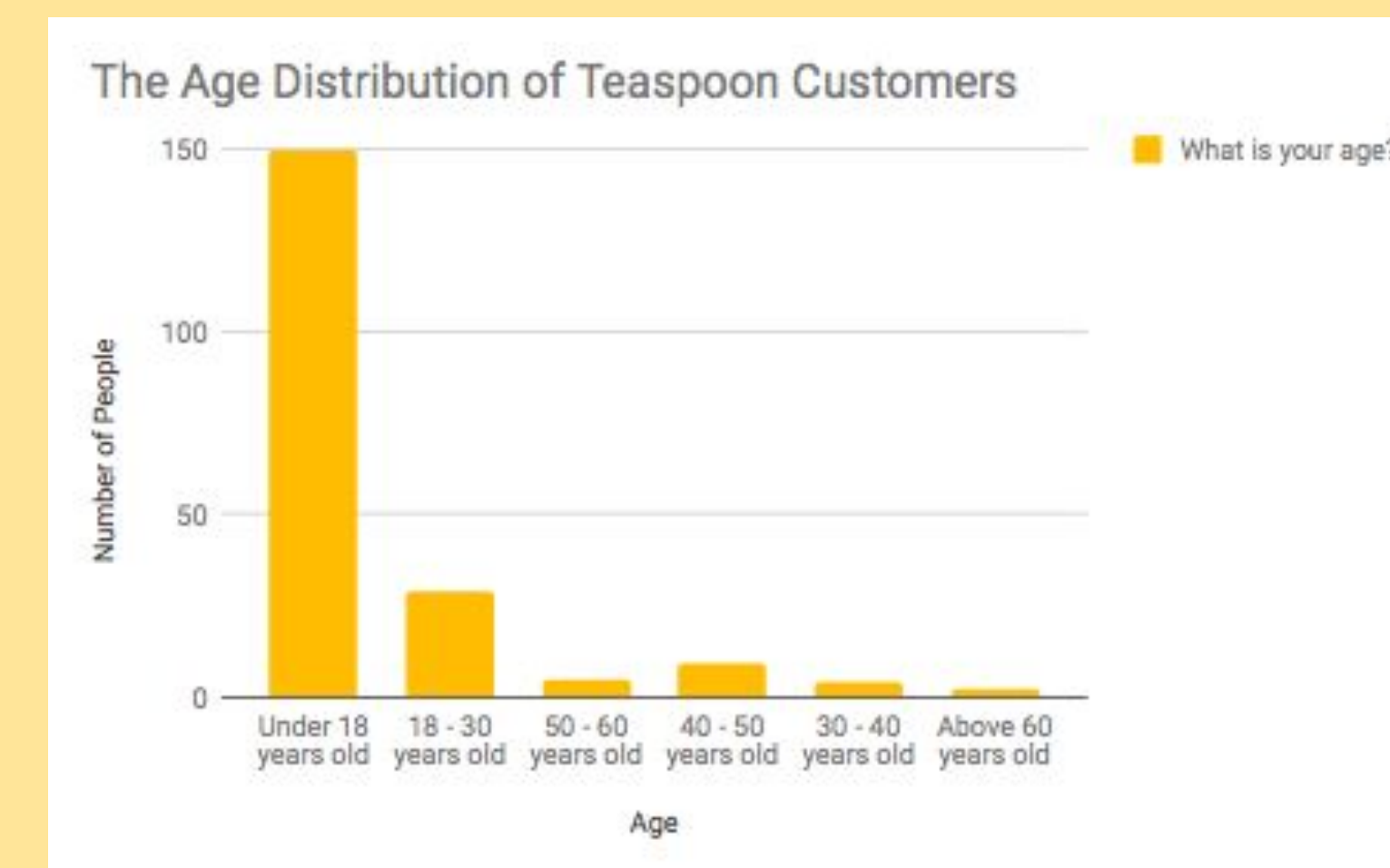


Figure 1: Teaspoon's main consumers are under 18 years old by a wide margin.

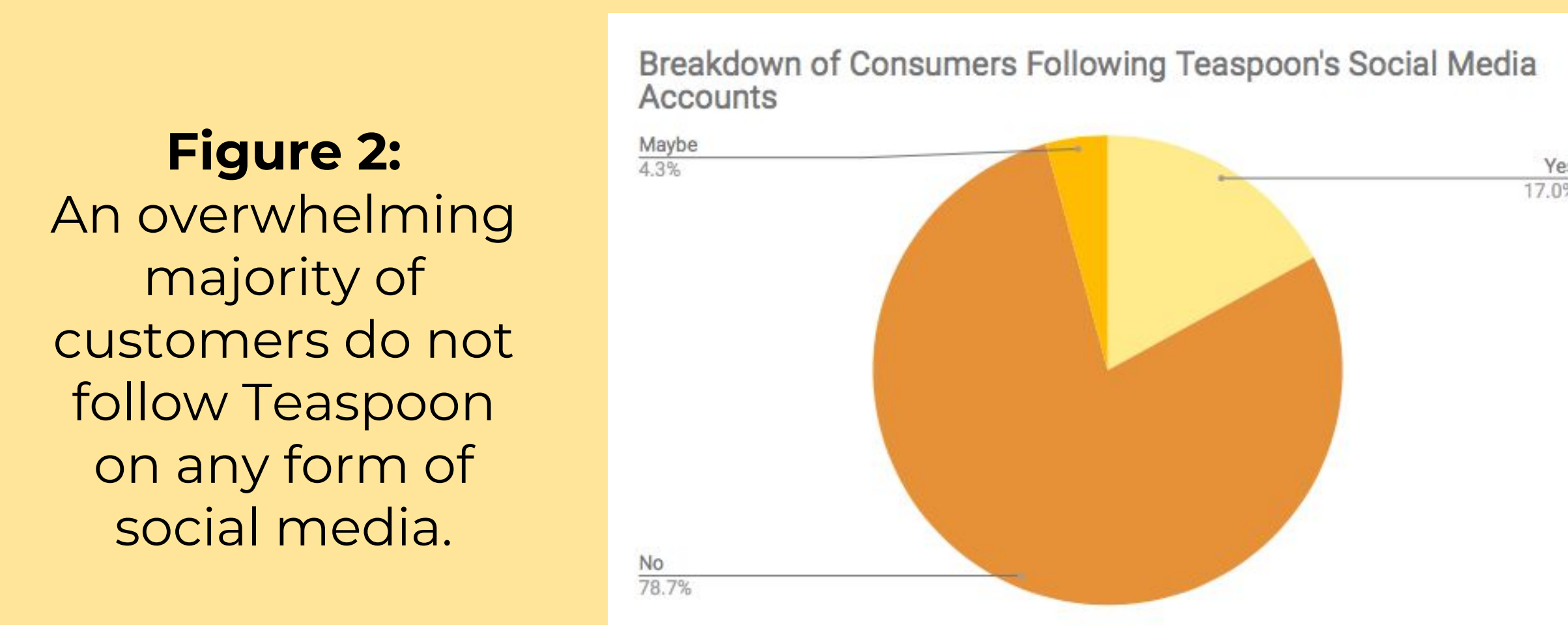


Figure 2: An overwhelming majority of customers do not follow Teaspoon on any form of social media.

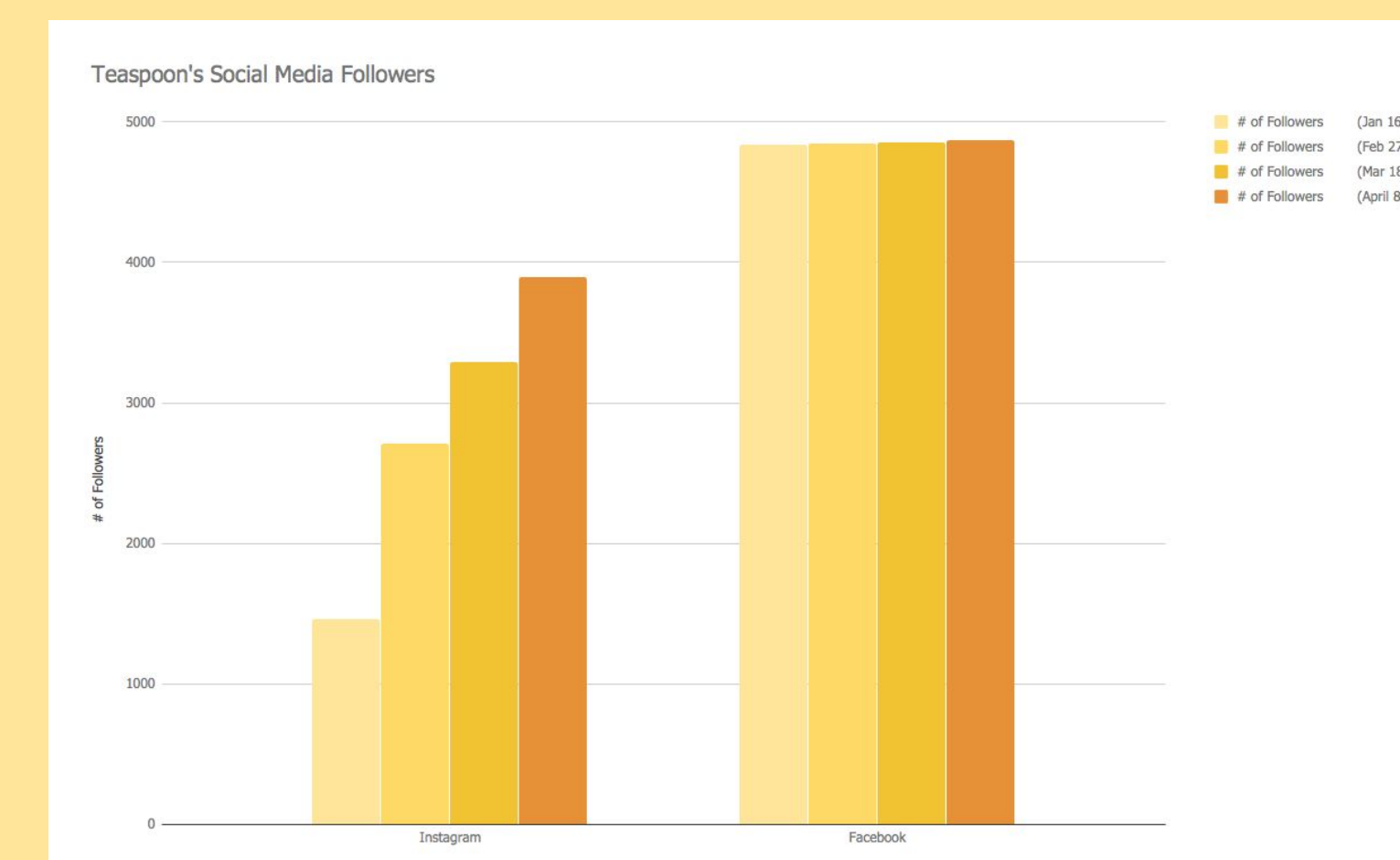


Figure 3: The growth of Teaspoon's customers on Facebook and Instagram vary greatly.

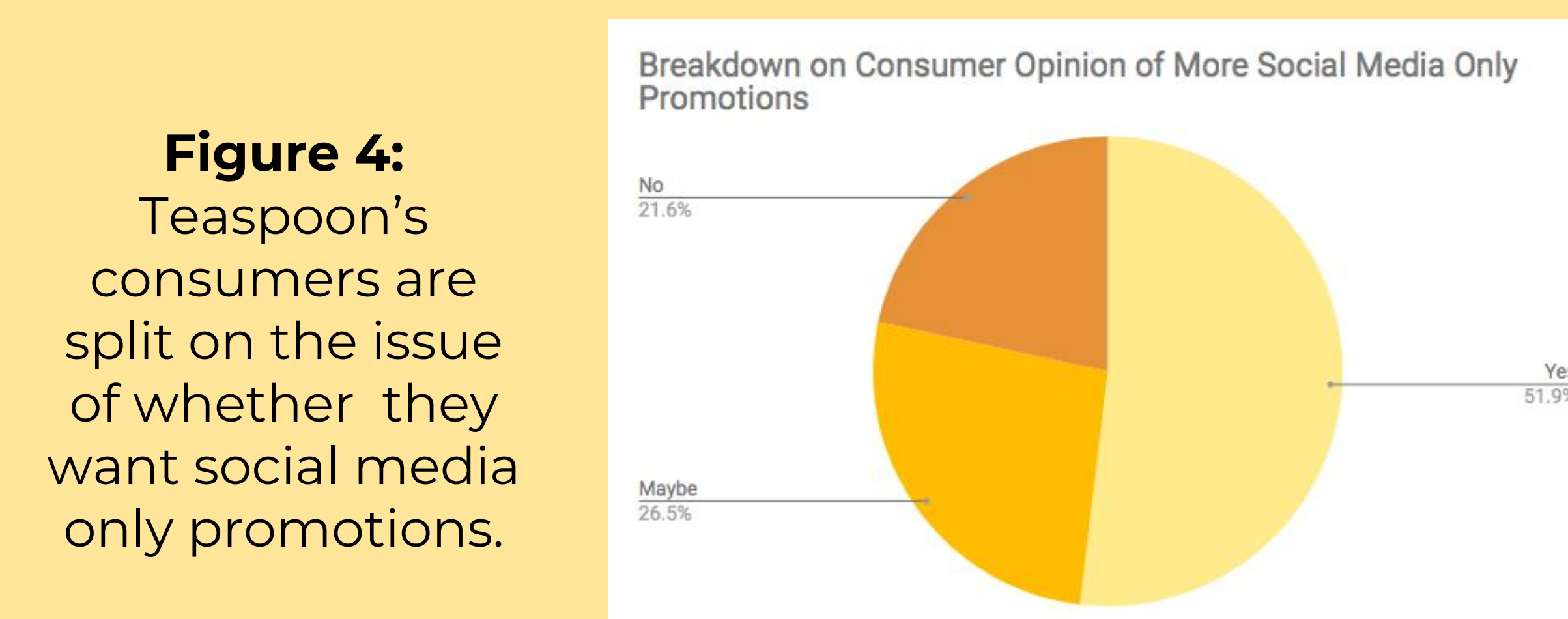


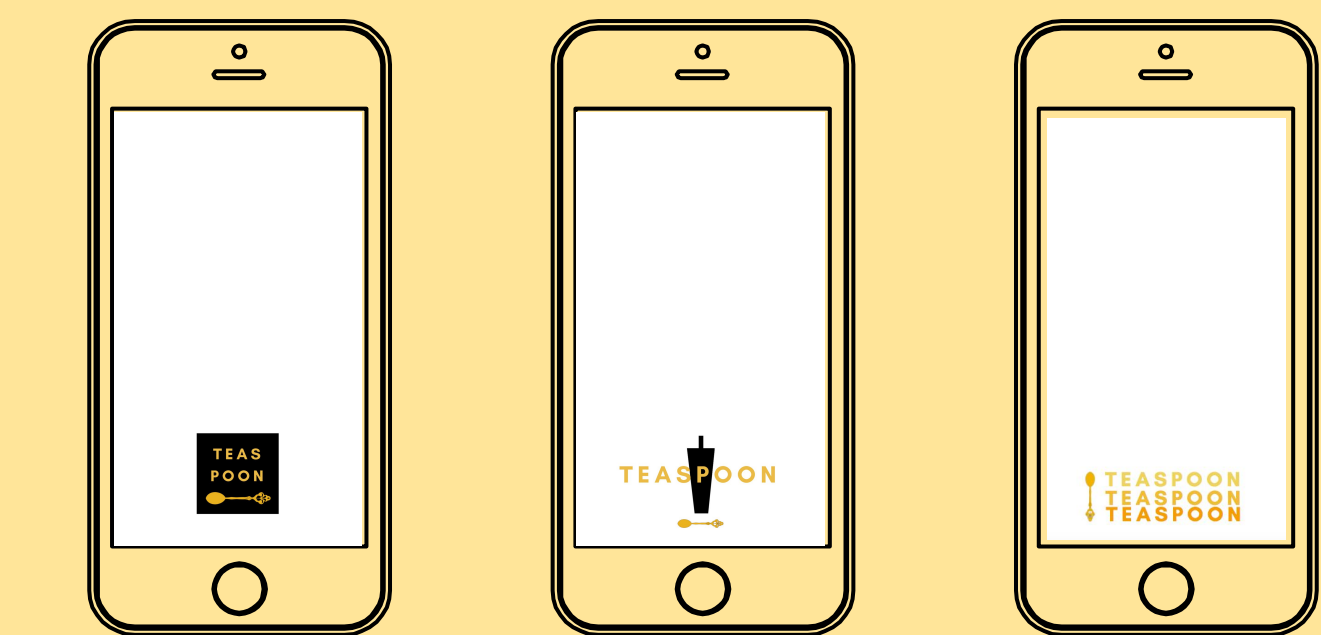
Figure 4: Teaspoon's consumers are split on the issue of whether they want social media only promotions.



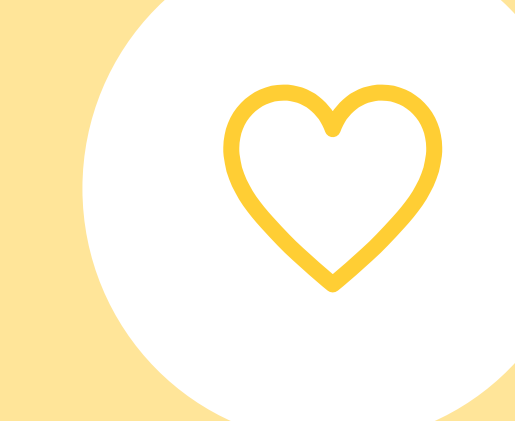
CONCLUSIONS AND NEXT STEPS

Recommended Digital Marketing Tactics:

1. Define **target market** (12-27 year olds).
2. Use **other sources of media** for marketing besides just social media.
3. Refine current social media posts to be more **personal/fun**.
4. Post about contributions to the community and other **social causes**.
5. Do more **giveaways** and get a **Snapchat filter**.



health conscious



CARE



social causes

Bigger Implications:

Through the use of these digital marketing tactics, Teaspoon can **reach its intended audience** more effectively. Teaspoon will be able to **bridge that gap** of brand misrepresentation that occurs early on in the marketing process for many small businesses. Currently, Teaspoon's brand from the outside seems to be one comprised of social media and trends, while the story told by its owners emphasizes caring for both employees and consumers, being health conscious, and supporting social causes. When a brand's goals and position are clear, more consumers will be drawn into the company, thus resulting in more revenue.

ACKNOWLEDGEMENTS / REFERENCES

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