ASSIGNMENT

1. Run a brainstorming session around a current project or problem
2. Use one or more of the brainstorming methods from the call
3. Go through the Realist and Critic Process
4. Implement solution if possible
5. Share your experience, insights, and solution in main Agoge Chat

1. Current project is running an email and social campaign promoting the launch of a coffee shop's roasting brand. I need to build up the hype since it's going to be starting in the next two weeks.

2. Brainstorm ideas
    a. Posting on social media every day about the upcoming launch of the "best coffee"
    b. Send a 7 day email sequence
    c. Launch ads
    d. Schedule an event for the coffee shop
    e. Put up posters
    f. Put out a giveaway on social media of the coffee
    g. Get influencers to promote the coffee
    h. Expand the e-commerce store

i. Sell the coffee beans at a "discounted price" online and in-store
j. Start supplying other coffee shops in the area
k. Hand out flyers

3. Realistic and Critic process

    a. Realistic ideas

        i. Posting on social media 4-6 times a week promoting it and giving value/insight into the coffee itself

            1. Plan:
                a. Get pictures of the coffee, roasting process, and experienced baristas.
                b. Next, post the pics to facebook and instagram: 4 days a week (Monday, Tuesday, Thursday, Sunday) for the next two weeks

        ii. Schedule a 3-5 day email campaign getting the audience hyped about this "amazing, all natural, fresh coffee

            1. Plan
                a. Keep the audience filled in on the benefits: how good the coffee beans are, where they come from, how they are roasted, and how fresh they are, what they taste like etc.

                b. Over the next 2 week period, schedule five emails promoting these coffee beans with enticing and interesting pictures to keep their attention. In the first 3 emails show them the problem with regular coffee beans and how bad they are then show them the solution (coffee beans) to the "bad coffee problem"

                c. In the last email of the campaign, give them a CTA to order the beans or to come and buy the beans in person

iii. Post a giveaway on social media to get more followers and more people onto the email list while also promoting the new coffee

    1. Plan
        a. Once the beans are released, send out a social media campaign of 1-2 post and promote post (if approved) saying you get free coffee, hat, and shirt if you follow insta and sign up for the newsletter

iv. Promote the e-commerce store with the new merch and coffee

    1. Plan
        a. Set up the e-commerce store
            i. Contact e-impact
        b. Promote the coffee more regularly on the newsletter once the e-commerce store is set up

v. Sell the coffee initially at a discounted price so that customers get hooked on it

    1. Plan
        a. Give the first 20 people to buy the coffee beans 20% off their first order. Post this on social media and include it in the emails

Now the next step is to bring this plan to the coffee shop managers and see what they think. Any edits and changes to the plan will be made according to their preferences.