



Death Wish Breakdown

<https://www.deathwishcoffee.com/>

I discovered a large coffee business in the USA in my market research for my coffee client.

I'm using this business as an example for my analysis and link to some of their strategies that appeal to the avatar and target audience in this niche.

Thought this would be a good share in what I discovered about this business and hope this can help students who are also in the coffee business.

But first here are the 4 questions for the Avatar in the coffee niche as a way to set the foundation from what I have discovered and then go deeper into a top player as an example and point out areas I think are useful.

Who are they talking to ?

The coffee niche has a wide range of target audience ranging from old to young, men and women. The audience I think this best targets is people looking for something stronger and appealing more to the coffee enthusiasts who want to explore and spend that extra money and time to find an extraordinary coffee blend. Perhaps some of them are bored with average coffee and want something more exciting with a rich variety of flavours but also to learn and educate themselves on the wealth of coffee's history and try new experiences.

Where are they at now ?

They are aware of the wide range of coffee and want to explore/ experience a new type of coffee that is flavourful, intense and exciting to the reader/ customer each time they purchase a new bag. The problem is there is the overall scale of navigating this business because of the cheap blends of coffee that scam people with stale and bitter flavours, mass produced, over priced, concerned about the authenticity and missing out on the experience of seeing other people enjoy rich coffee.

What do I want them to do ?

With the coffee niche being such a vast wide range that has been around for hundreds of years, the market is very aware and experienced in the types of brands, the first thing that needs to be considered is how to disrupt and show up as a new experiences to them highlighting flavours, origin, how they are sourced and also offer incentives such as a trial or sample batch of coffee for them to try. I would want them to explore the website, social

media and firstly focus on proving that this coffee is new and can give them an experience they haven't felt before through testimonials/ reviews.

What do they need to experience/think/feel to do that ?

Because coffee is a beverage product the first thing they would need to experience, think and feel is the flavours/ aura of the coffee using agustory/ kinaesthetic language to let their mind focus on those senses to pique their interest and desire.

They crave authenticity In a world filled with mass-produced goods, people want authenticity and genuine experiences which is what I would need to include which can interest them to feel and taste the authentic cultural coffee brand.

People want to feel and think of the prestige it can bring them (social status). Some consumers are drawn to products that convey status and exclusivity.

I think it's important to include supporting local communities. People are more and more seeking products that support local communities and sustainable products to play the virtue-self-righteous feeling of helping.

Got a Death Wish?

The first thing that caught my eye about this business was the name "Death Wish Coffee", it's not something you see very often to use how I would put it a graphic and controversial name that might throw people off but I think the opposite because it's different and disrupts just by the name and logo.

Get a Death Wish Coffee!

When loading up their website you are hit with a opt in that has a very enticing incentive to subscribe to their newsletter and get a 20% discount on their first order which can be good for customers and give them a chance to purchase a more higher ticket product for a lower price which can be a good way to develop a trust relationship and loyalty between the business and customers. In turn it also grants the business their contact details and enables them to continue to monetise them and update them on sales, events and interesting information about their coffee. Also giving them exclusive access, free shipping for members and continuing to save money on orders. The question it puts in your head is why wouldn't you want to become a member with all these benefits you can get straight away by becoming a member.

Death question?

Something I've seen other coffee businesses implement is a quiz system. However a lot of them differ from asking questions just about what kind of coffee they like, what shipments, amounts and flavours they would want and then the business algorithm presents them. All this is good but what I noticed they aren't using a reward system for taking part and asking more in depth and personal questions to the user to get a better understanding into their desires, pains, frustrations, feelings and experiences with coffee so they can collect that data and apply to their products, content posts, newsletters and videos etc. Asking these types of questions can help build a stronger sense of community for this business and their followers.

Death blog?

Something I have seen in other coffee businesses is the use of blogs on their pages however Death Wish Coffee stands out in the quantity and quality of content blog posts they use ranging from recipes, history, transcripts of their podcast interviews with celebrities etc. All are good ways of going the extra mile in educating and entertaining their customers which can build a deeper connection between the two and build a heavily monetised and loyal community in their business and get people to repeat purchases etc.