

KOFISTA CAFE PITCHING TEXT 101

Hey there, Team Kofista

I found your Instagram page and couldn't help but notice the incredible potential your café holds! As a digital media marketer, I've been analysing various cafés and saw some key areas where a little boost could make a huge difference.

Your page already showcases some fantastic visuals of your delicious offerings, I believe there's so much more we can do to enhance your online presence and ultimately drive more foot traffic to your café, all without breaking the bank.

Imagine increasing your customer engagement with just a few tweaks here and there! By diversifying your content, creating interactive posts, and even highlighting user-generated content, we can turn your Instagram into a vibrant community hub.

I feel like i overdid the first text a little too much and it might have ended up looking a bot text usually used for scamming, that's my analogy on this

The other problem is that i have already sent the cafe this text so there's no coming back.

The only option i can think of is visiting the cafes i text irl and pitch the owner the idea face to face

I am learning how to communicate with people in the client acquisition campus so please

lmk if i can do something else too