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DIGITAL SOLUTIONS

CONCEPT PROJECT | INDIAN TIER-2 MARKET

THE DAILY GRIND CAFE

**A cafe locals liked -
but kept scrolling past.**

The cafe had loyal regulars and a good local reputation. But students and young professionals still defaulted to familiar chains - or whichever cafe appeared first online.

Its inactive, inconsistent Instagram page gave people no sense of the real experience inside: filter coffee, chai, quick bites and a comfortable place to meet.

THE FUNNEL GAP

AWARENESS -> FIRST VISIT

Illustrative strategy and outcomes - not a verified client result.



Make the feed feel like the cafe.

One practical goal: turn local attention into a first visit, then give customers a reason to return.



01

Local visual identity

Warm, consistent photography centred on filter coffee, chai, evening snacks and real customer moments - matching the atmosphere customers would actually experience.

02

Habit-forming content

Proof | regulars and real moments
Education | filter coffee and chai-making
Spotlight | snacks and monsoon specials
Engagement | "Chai or coffee?"
Offer | student and group visit prompts

03

Local discovery

Accurate hours, current photos and review responses for high-intent "cafe near me" searches.

04

Simple conversion

WhatsApp and "show this post" offers connect social content to counter visits.

05

Weekly rhythm

Morning coffee, after-college meetups, evening chai and monsoon cravings.





Turn a scroll into a walk-in - habit by habit.

The refreshed identity is designed to move people from passive viewing to useful action: poll responses, menu saves, offer shares, WhatsApp enquiries and in-store redemptions.

WHAT A LIVE ENGAGEMENT SHOULD TRACK

- 1 Instagram mentions at the counter
- 2 "Show this post" offer redemptions
- 3 WhatsApp enquiries by campaign
- 4 Google calls and direction requests
- 5 Repeat visits supported by reminders



Make the cafe easier to discover, easier to choose and easier to revisit.

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