



FC - PORTFOLIO 10

ORGANIC SOCIAL MEDIA CAMPAIGNS

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FOR KOPIKAT PH



ARTICLE

- **Target Audience:** Coffee lovers looking for a healthier coffee
- **Goal:** Brand Awareness
- **Social Media Channel:** Facebook and Instagram

Text: Is Coffee "really" healthy? Here are 9 Unique Health Benefits of Coffee "Based on Science."

#coffeehealthbenefits #healthycoffee
#organicallylokalcoffee

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RELATABLE

- **Target Audience:** Coffee lovers looking for a healthier coffee
- **Goal:** Social Engagement, Website Traffic and Sales
- **Social Media Channel:** Facebook and Instagram

Text: Wag kang bibitiw! Kaya mo yan! Kape pa! Wala ka ng stock?
Order here: <https://shopee.ph/kopikatph>
Or simply hit us with a message!

#kapetlanghuwebes #coffeethursdays

CONTENT



GUIDES

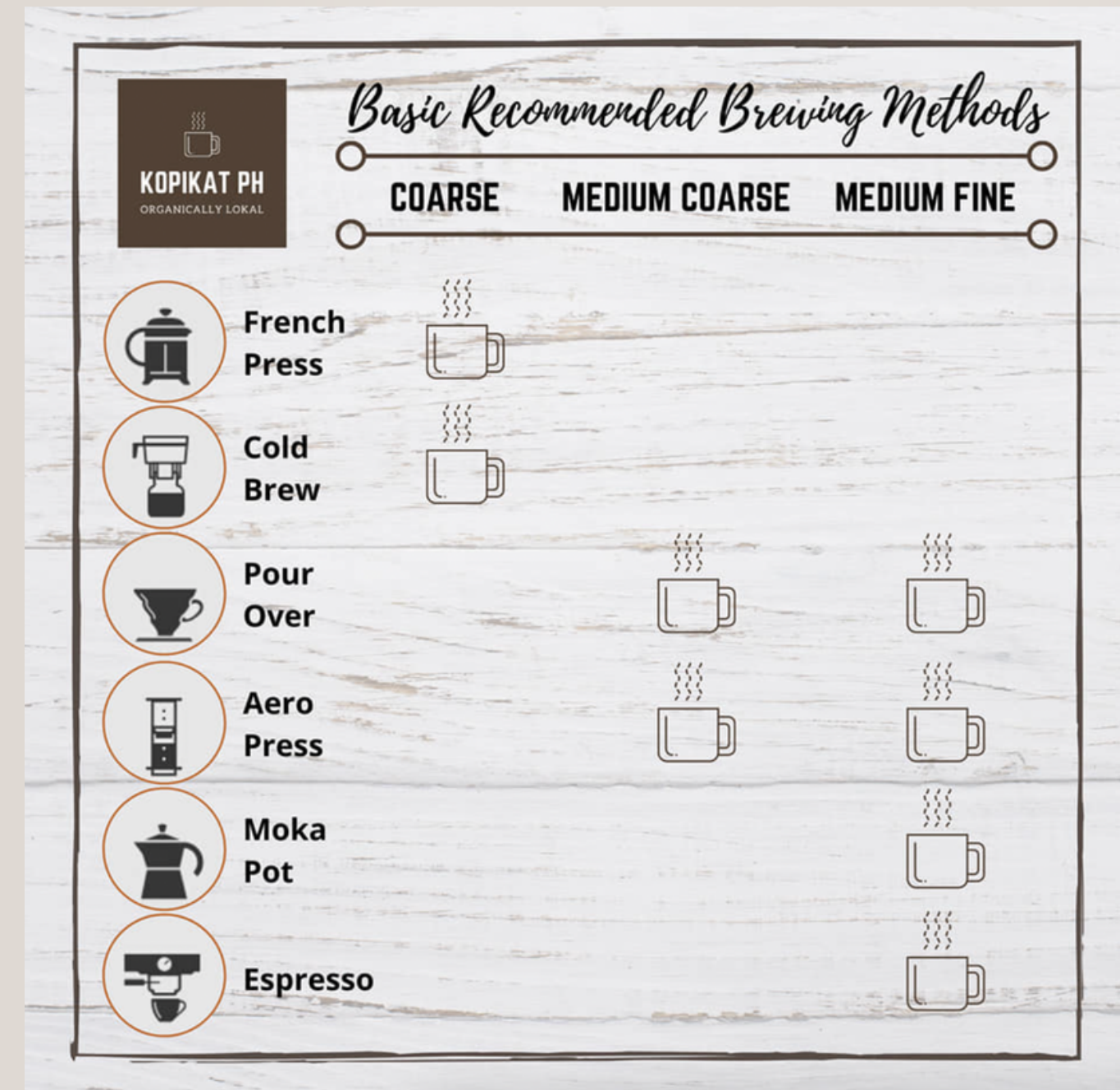
- **Target Audience:** Coffee lovers looking for a healthier coffee
- **Goal:** Product and Brand Awareness
- **Social Media Channel:** Facebook and Instagram

Text: Wondering what type of coffee grind to choose?

Here's some guide to the basic recommended brewing methods based on grind types.

#organicallylokalcoffee #coffee grounds
#brewingmethods #brewingguide

CONTENT



SOCIAL PROOFS

- **Target Audience:** Coffee lovers looking for a healthier coffee
- **Goal:** Brand Awareness
- **Social Media Channel:** Facebook and Instagram

Text: What do our customers say about our products?

#feedbacktime #coffeeproof
##organicallylokalcoffee

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ENCOURAGES ENGAGEMENT

- **Target Audience:** Coffee lovers looking for a healthier coffee
- **Goal:** Social Engagement
- **Social Media Channel:** Facebook and Instagram

Text: What type of coffee do you prefer?

#coffeetuesdays #coffeeinspirations
#organicallylokalcoffee

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