

CONCEPT PROJECT

CAIRN COFFEE

Aberdeen · Specialty Coffee · Minimalist

DIGITAL MARKETING CASE STUDY

Social Media Strategy · Content Plan · Paid Advertising

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Location	Aberdeen, UK
Year	2025

The Brief

Cairn Coffee is a fictional specialty coffee shop based in Aberdeen's West End. This concept project simulates a real client engagement — from initial audit to full digital strategy — demonstrating how I approach social media, content and paid advertising for independent hospitality businesses.

BRAND	OBJECTIVE	TIMELINE	BUDGET
Cairn Coffee Aberdeen, West End Specialty · Minimalist	Build online presence from zero. Drive footfall +30% in 90 days.	3-month campaign Q1 2025	£600 total (Meta + TikTok Ads)

Competitor Analysis

I audited four direct competitors in Aberdeen's specialty coffee market to identify content gaps, pricing benchmarks and social media weaknesses Cairn could exploit.

COMPETITOR	INSTAGRAM FOLLOWERS	TIKTOK PRESENCE	POSTING FREQUENCY	KEY WEAKNESS
Café Moyo (Thistle St)	~2,400	Minimal	3–4x / week	No TikTok strategy, poor video content
Kilau Coffee (Belmont St)	~1,800	None	1–2x / week	Inconsistent aesthetics
Foodstory (Thistle St)	~4,100	Occasional	2–3x / week	Long-form content, poor hooks
Cairn (target)	0 → 800+	Active	Daily	N/A — opportunity

Social Media Strategy

Platform Selection

Based on the competitor audit, Aberdeen's specialty coffee scene is underserving TikTok. Most local cafés post static images. Cairn's strategy leads with short-form video to build discovery, with Instagram as the conversion layer.

PLATFORM	ROLE	TARGET AUDIENCE	KPI
TikTok	Discovery & reach (primary growth engine)	18–32, Aberdeen students & young professionals	Views, Follows, Profile visits
Instagram	Brand trust & booking/visit conversion	25–40, specialty coffee lovers	Saves, DMs, Profile link clicks
Google Business	Local SEO & first impression	All ages searching 'coffee near me'	Direction requests, Reviews

Content Pillars

Every piece of content maps to one of four pillars. This keeps the feed consistent and ensures each post serves a strategic purpose.

PILLAR 1 CRAFT	Behind-the-scenes of espresso prep, latte art, bean sourcing. Positions Cairn as a quality-obsessed specialist — not just a coffee shop.
PILLAR 2 PLACE	Aberdeen morning light, granite textures, seasonal window displays. Makes Cairn feel rooted in the city and gives locals a sense of familiarity.
PILLAR 3 PEOPLE	Staff faces, regulars, handwritten cup messages. Builds emotional connection and community loyalty.
PILLAR 4 PROMPT	TikTok hooks, trending audio, 'POV: you found the best coffee in Aberdeen'. Pure reach play — drives discovery and profile growth.

30-Day Content Plan

Month one focuses on establishing Cairn's visual identity and building initial following. Posting cadence: 5x per week on TikTok, 4x per week on Instagram.

WEEK	THEME	TIKTOK CONTENT	INSTAGRAM CONTENT
Week 1 Launch	Introduce Cairn	Day in my life opening Cairn First coffee of the day POV Aberdeenshire beans — origin story	Opening day carousel Minimalist flat lay — first menu Behind-the-scenes Reel
Week 2 Craft	Show the process	Latte art slow-mo Espresso pull ASMR 'We've been open 2 weeks' update	Staff intro post Ingredient close-up grid shots Process Reel
Week 3 Place	Aberdeen connection	Aberdeen morning walk to Cairn Granite city + coffee aesthetic Student discount announcement	Rosemount/West End location shots Weather + coffee mood post Local collab teaser
Week 4 Community	Build loyalty	Regular customer feature Top 3 things people order Month 1 stats & thank you	UGC repost (ask customers to tag) Handwritten cup message series Next month teaser

Sample Post Captions

TIKTOK — Week 1, Pillar 4 (Prompt)

POV: You just found Aberdeen's most underrated coffee shop ■■ [slow-mo espresso pull, minimal counter, morning light]
We're on Rosemount Viaduct. Come find us. #aberdeencoffee #specialtycoffee #aberdeen #coffeeshop #scotland

INSTAGRAM — Week 2, Pillar 1 (Craft)

Every shot starts here. ■ Our beans come from a single-origin roastery in Aberdeenshire. We don't rush the pull. We don't cut corners. That's Cairn. #cairncoffee #specialtycoffee #aberdeen #coffeeart #latteart

Paid Advertising Strategy

A £600 budget across 90 days split between Meta Ads and TikTok Ads. Campaigns are phased: awareness first, conversion second.

Budget Allocation

PLATFORM	BUDGET	PHASE	OBJECTIVE	AUDIENCE
Meta (Instagram & Facebook)	£300 (£100/month)	Month 1–3	Reach & brand awareness → store visits	Aberdeen, 18–40 Interests: specialty coffee, brunch, café culture
TikTok Ads	£200 (£67/month)	Month 1–3	Video views & profile growth	Aberdeen + Scotland 18–28 FYP expansion
Boosted posts (Instagram)	£100 tactical	Month 2–3	Boost top-performing organic posts	Lookalike audience from page engagers

Meta Ad Creative Brief — Campaign 1

Format: Instagram Story + Reel. Duration: 15 seconds.

ELEMENT	SPEC
Hook (0–3s)	Close-up of espresso shot hitting cup. No text. Pure visual.
Middle (3–10s)	Cut to latte art. Text overlay: 'Aberdeen's specialty coffee shop.'
CTA (10–15s)	'Find us on Rosemount Viaduct' + Google Maps pin. Swipe up.
Targeting	Aberdeen City radius 8km · Age 20–38 · Interests: coffee, brunch, café
Daily budget	£3.30/day · Est. reach: 800–1,400 people/day
KPI goal	CPM under £8 · CTR above 1.2% · 50+ direction requests/month

Projected 90-Day Results

800+

Instagram Followers

15,000+

TikTok Video Views

2,400+

Monthly Profile Reach

+30%

Footfall Increase

Measurement Framework

Every month includes a performance review against these KPIs. Strategy is adjusted based on what the data shows.

METRIC	TOOL	TARGET (90 DAYS)	REVIEW CADENCE
Instagram followers	Instagram Insights	+800 organic	Weekly
TikTok video views	TikTok Analytics	15,000+ total	Weekly
Story reach	Instagram Insights	500+ per story	Per post
Meta Ad CPM	Meta Ads Manager	Under £8	Weekly
Meta Ad CTR	Meta Ads Manager	Above 1.2%	Weekly
TikTok Ad views	TikTok Ads Manager	10,000+ paid views	Weekly
Google directions	Google Business	50+/month by M3	Monthly
Engagement rate	Later / native	Above 4%	Monthly

What This Project Demonstrates

This concept project was built to show how I approach a real client brief — from audit through to execution plan. Every decision here has a strategic reason behind it.

Competitor research	Analysed real Aberdeen competitors to find content gaps and positioning opportunities.
Platform strategy	Matched each platform to a specific role in the customer journey — not just 'post everywhere'.
Content planning	Built a structured 30-day calendar with clear pillars, post types and captions.
Paid advertising	Designed Meta and TikTok campaigns with audience targeting, creative briefs and KPIs.
Analytics thinking	Defined measurable targets before the campaign starts — not after.

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