Digital Marketing Analysis of Peace Coffee Company

Allison Hennen, Ashley LeMay, Cindy Pham, Bukola Okulaja, Emilyann Smith, and Camelia

Zelee

Metropolitan State University

MKTG 325-50 Digital Marketing

Fall 2022

Executive Summary

Peace Coffee is based in Minneapolis, Minnesota and sells organic, fair-trade certified coffee beans and grounds (NAICS Code 31192 Coffee & Tea Manufacturing). It was founded in 1996 by the Institute for Agriculture & Trade Policy, a nonprofit with a mission to address local family farming challenges seen during the 1980s.

It is one of 24 fair trade coffee roasters in Cooperative Coffees, having joined the co-op in 1999. "Cooperative Coffees is a green coffee importing cooperative, committed to building and supporting "Fair and Direct" trade relationships for the benefit of small-scale farmer families, their communities and exporting cooperatives. We strive to promote transparent Fair Trade and sustainable development alternatives in both the North and the South, while continuing to sell the highest quality coffee on the market." (Cooperative Coffees, n.d.) The mission of Cooperative Coffees mirrors that of Peace Coffee.

The organization was purchased in 2018 by Lee Wallace, who previously provided consulting services to the business. Four coffee shops once operated in the Twin Cities area, but all closed permanently in 2020 due to pandemic related business struggles. In 2021, Peace Coffee bought over 1 million pounds of unroasted coffee. The coffee is sourced from various places around the world. Peace Coffee is sold in over 600 Target stores alone, with nearly 1,000 other retail placements (Haesly et al., 2022). In 2022, Peace Coffee workers voted overwhelmingly to unionize, a decision that was welcomed by CEO Lee Wallace (Bring Me The News, 2022).

Website

  Peace Coffee owns the peacecoffee.com domain name. This is the ideal domain name for the company as it is beneficial that the company name and domain name match. The branding throughout the website is fun, eclectic, and consistent with their packaging. The home page with above the fold content can be seen below:
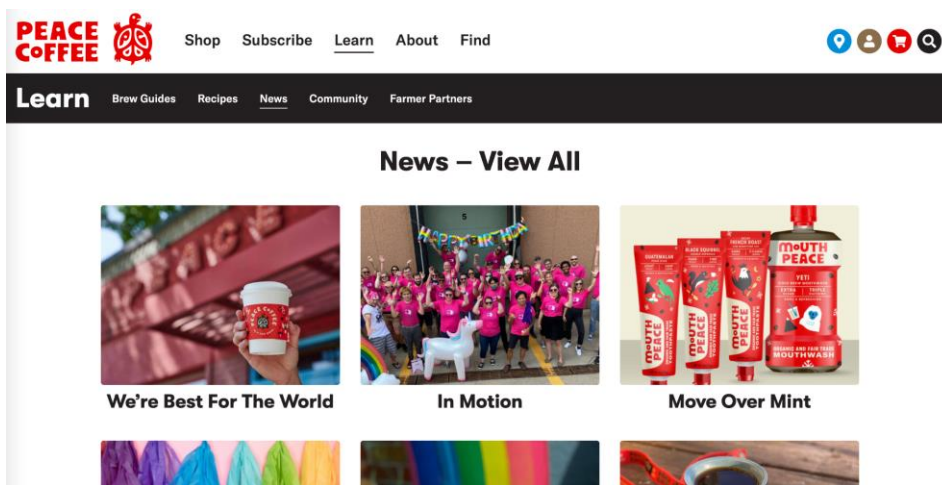
Peace Coffee Website, November 2022

Audit

  There are several areas that could be optimized to boost conversion and improve user experience. As noted in the executive summary, Peace Coffee was operating shops and selling retail products pre-pandemic. Some of the shortcomings found on the site may have to do with transitioning away from the service industry and back into retail-only business. A homepage should follow the "Three Questions Design Framework" (Stukent, 2016) - with the 3 questions being: what is being offered? Why should the consumer pick you? And what do you want the user to do next? The homepage does not provide statements explaining who they are and what they do but focuses on selling their products. As a mission-driven brand, we believe including

mission-specific information is key to driving sales for the target market.

Peace Coffee Website, December 2022

The homepage contains links that are not accurate and do not fit the associated icons. About halfway down the page, there are five clickable icons. These can be seen in the image below. The icons include "always organic" paired with a bee and flower graphic, "pedaling sustainability" paired with a bike and tree graphic, "deliciously do-gooding brews" overlaid on a rainbow graphic, "always fair-trade" paired with a globe graphic, and "brewing community" paired with two coffee mugs. All of these icons direct to the "shop" page. These icons represent meaningful initiatives the company champions and have the potential to create a pathway for users to learn more about each one. It would also be beneficial to make it clear that these images are links to another page as currently they do not appear clickable until you hover your mouse over an image.
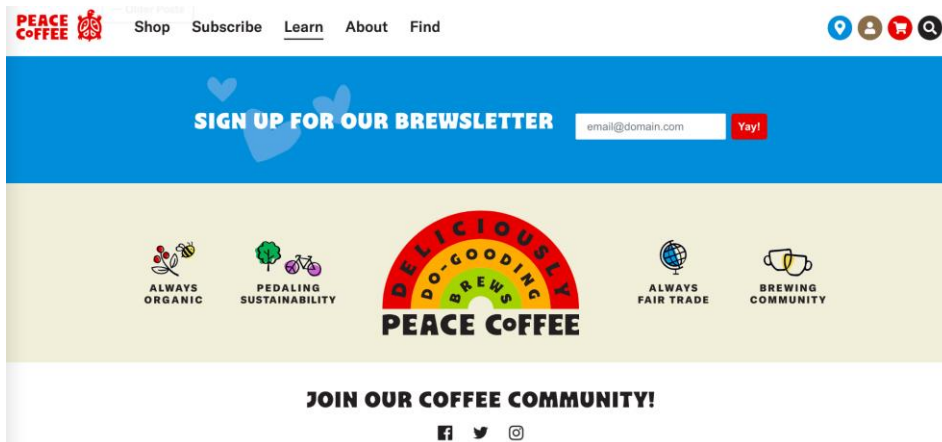
Peace Coffee Website, November 2022

The homepage includes social media links, but they do not appear in the most intuitive of places. The small icons appear in the last section discussed (pictured above) and they also appear at the very bottom of the home page (pictured below).
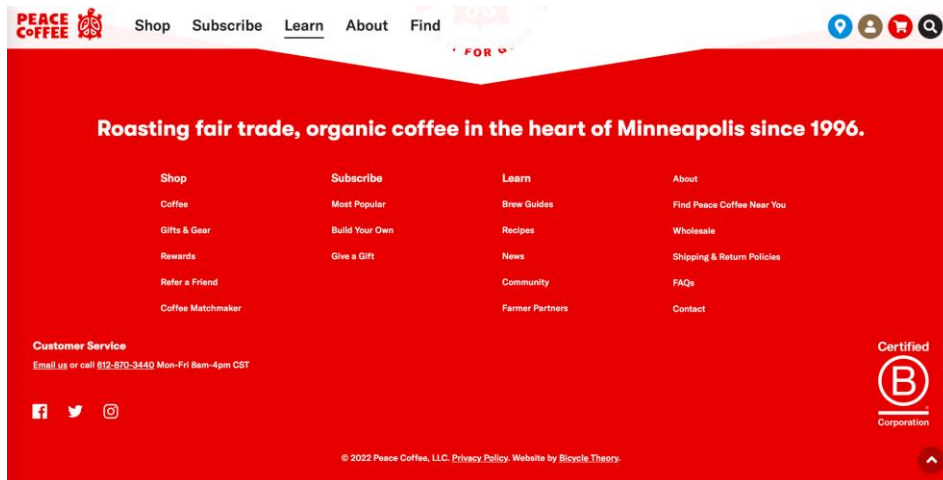
Peace Coffee Website, November 2022

As you can see, the icons in the footer are small and blend in with the rest of the footer content.

Recommendations

Redesign Homepage

      Include a section at the top that describes the company's mission, along with a brief description of who they are and what they do. According to a blog article on Hubspot, "a homepage should be designed to serve different audiences, from different origins" (Cox, 2021). The blog lists 12 critical elements each homepage should implement to drive traffic, educate visitors, and increase conversions. A few important elements from the blog suggest including a headline that describes what the business has to offer, benefits of buying your products, and key features of the products that are offered (Cox, 2021). Because site users typically skim and scan pages, they are more likely to leave the website if they cannot find what they are looking for (such as understanding the website's mission and goals). Including these recommendations will decrease the bounce rate for the website significantly.

<u>Implementation:</u>

Steps to build a successful website redesign strategy (VWO, n.d.):

1. Set a goal

   Analyze what you want from your new site. Preparing a list of specific and actionable objectives, such as increasing your web traffic, decreasing bounce rates, etc., that you plan to achieve through a redesign keeps you organized and motivated.

2. Develop a (UCD) user-centered design

   UCD always has its focus on having a deep understanding of users, their requirements, values, abilities, and limitations. Make sure your website is mobile responsive, so you don't lose out on the traffic coming in from mobile devices.

3. Introduce the UI redesign

   While revisiting your existing site redesign, start with an interface inventory, which is a comprehensive collection of the bits and pieces, say typography, content (text, images, logos), and fonts that make up your interface. It ensures that user interfaces are developed consistently within a comprehensive framework. UI should never be complicated and give users the direction to accomplish their tasks (micro conversions) on your website.

4. Redesign the website information architecture (IA)

   Successful information architectures commit to understanding users. Optimizing IA starts with analyzing your website's content and structure. After running a content audit of your website, you can prioritize your content and run a card sorting exercise, followed by A/B testing to optimize what works best.

5. Create the revamped wireframes

    A wireframe is a blueprint of a website that can be utilized across cross-functional

    teams for your redesign exercise. You can start with usability testing of your

    mockup ideas as soon as you get a rough draft to find surprising insights that can

    be implemented in your redesigning scheme. You can utilize tools

    like MockFlow, OmniGaffle, and GoMockingbird for your wireframe revamping

    exercise.

6. Focus on your content

    The goal of your website should be to help users find information and complete

    tasks, which is why your content should be fresh, and the information provided

    should be useful and sustainable. The redesigned content should be user-focused

    and contain concise messaging that helps your users to take the desired action.

7. Ensure website layout resourcefulness and adaptability

    The versatility of your website should be kept in mind during redesign. You

    should be able to make necessary tweaks, if and when required, to keep things

    fresh and running. Ensuring that your website has an adaptable layout will save

    you ample time and resources.

8. Launch the overhauled website

    Prepare and follow a go-live checklist at the launch time, and perform quality

    checks of the work you have done. You should not go-ahead for launch in case

    any of your on-page work or redirects are not in place or tested. You must

    leverage your website similar to any marketing tool by engaging with your

community, connecting with them on social platforms, and via emails sharing the

new look of your website.

9. Develop a post-launch strategy

Have a complete, planned strategy for your website redesign. The designed CMS

should not only enable change, but it should be backed by a team analyzing the

data obtained from the redesign.

Improve Links

Ensure links are meaningful and redirect to the appropriate web pages and enhance the

links so users can easily detect that they are clickable. Usable and effective links help users

accomplish their goals while using your website. When a user achieves their goals, they are more

likely to revisit your site (Mifsud, n.d.). Several notable guidelines to creating a link suggest the

link text should be underlined, become highlighted, or change color when a mouse hovers over

the text (Mifsud, n.d.). All things considered, the icons should be clear that they are direct

pathways to another page by becoming larger or highlighted when the mouse is hovering over

the photo, or the descriptive words beneath the icons should be linked to the pages using the

guidelines above. Further, the link text should indicate the type of content they will link to

(Mifsud, n.d.).

Implementation:

Create hyperlink texts, or links, using HTML to link the descriptive text beneath the icons.

1. To learn HTML, you can download a free text editor application such as Notepad or

TextEdit. Otherwise, use your professional HTML text editor to create or modify specific

web pages.

2. To link to text, open your text editor app and type:

<!Doctype HTML>

<HTML>

textdescriptionforlink". Use a designated web address in the "webaddressgoeshere" section.

3. To link a picture, open your text editor app and type:

<!Doctype HTML>

<HTML>

<a href="webaddressgoeshere">

<img src="imagename.png"

alt="alternativetextforimage"/a>

4. You can add a style to links when mousing over a link, a visited link, and an active link. First, open your text editor app and use the <style> tag, then continue to style your link's color, background, and typeface. You can do this by following the directions at HTML Link Colors (*HTML Link Colors*, n.d.)

Social Links

Including links on a website improves the online presence for a business, increases the spread of content, and increases brand reach and awareness through users' networks (*3 Key Reasons to Add Social Media Links to Your Website*, 2021) Therefore, social media links should be placed at the very top or left side of the homepage so users can easily navigate to their social profiles (Odgers, 2017). In addition, Peace Coffee should include several reviews and/or testimonials from existing customers to build trust among potential customers (Cox, 2021).

Implementation:

1. You can use a professional HTML text editor. Otherwise, you can open a preferred website builder, such as WordPress, Wix or GoDaddy.

2. Steps to add and set up your social bar using Wix Editor Wix Editor (*Adding and Setting Up a Social Bar*) (Wix, n.d.):
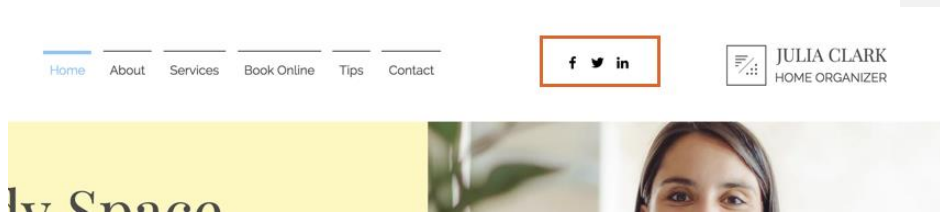
1) Click **Add** on the left side of the Editor.

2) Click **Social**.

3) Click **Social Bar**.

4) Drag a social bar element onto your page.

5) Click **Set Social Links** on the social bar.

6) Click **Add Icons** and select an icon.

7) Click **Add to Gallery**.

8) Click the link field on the right side.

9) Select **Web Address** from the list.

10) Enter the relevant URL (this should be your social URL, e.g. http://www.facebook.com/peacecoffee).

11) Select if you want the URL to open in a new window or the current window.

12) Click **Done**.

13) Repeat **Steps 6-12** for each of your icons.
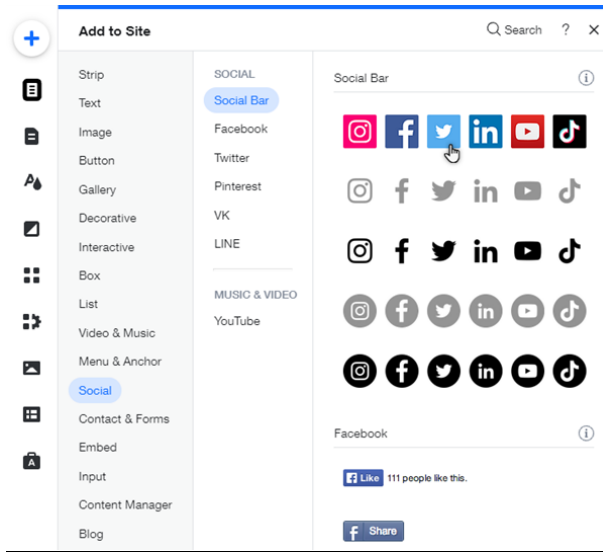
Social Media

Peace Coffee has multiple social media platforms including Instagram, Facebook, and Twitter. Additionally, they have countless news mentions and press releases.
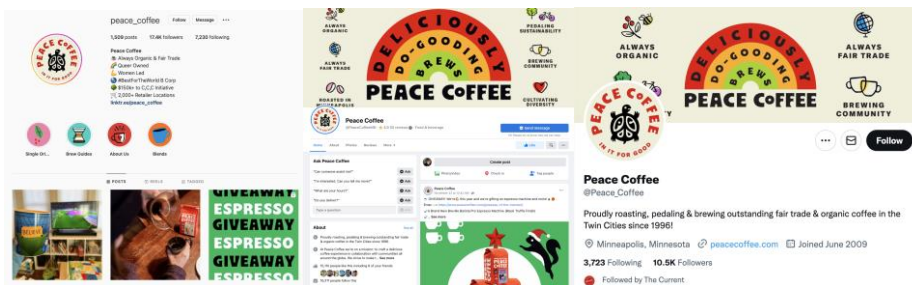
Peace Coffee Social Media (Instagram, Facebook, and Twitter), November 2022

Audit

The use of social media is important for modern businesses and provides the ability to reach customers from anywhere, sell and promote products, and create online networks. Peace

Coffee can improve its social media presence by engaging on additional platforms and by additional means. Peace Coffee's strategy has been to provide updates about current products and events. Focusing on content that targets a mix of end users and business-to-business clients would be advantageous.

Another option is co-created content. This content could be used on their website or catered to specific social media platforms. To implement this, Peace Coffee would join with another company, brand, or influencer with similar values to create content together in order to achieve better brand exposure. An advantage of co-created content is the ability to have combined creative forces and unique content between the two companies. This type of content comes with increased exposure due to reaching the followers of the co-creator's network that don't overlap with the network of Peace Coffee.

Recommendation

Reels

According to Forbes, 54% of consumers want to see video content from the brands they enjoy. Brands putting in the effort towards this kind of content strengthen customer relations and engagement (Carlson, 2022). Instagram Reels are specifically a great way to leverage their customer content through short-form video because they've reportedly outperformed all other types of posts on Instagram since the beginning of 2022 (A Berkshire Hathaway company, 2022). Peace Coffee has 17,400 followers on Instagram alone and could benefit from the use of reels.

Although Peace Coffee has made use of the reels feature on Instagram, they don't really use it to its specific function and typically sub in GIFs. Peace Coffee could use the reels feature to show drink tutorials with their coffee blends. Customers find it easy to engage, especially if

Commented [1]: is there an example you can provide showing how this method has worked for another company?

the recipes call for ingredients they already have (like a fresh bag of Nocturnal blend) and they can follow along.

   The content should be presented in a fun and relatable way - in a home kitchen using simple ingredients with a blend of Peace Coffee as the main ingredient. The videos should be short and to the point, easy for a customer looking to make a quick cup of coffee in the morning to start the day. First showing the needed ingredients, each step of the process, and the finished product. This would make customer content that Peace Coffee could put out a couple times a month whether it's a recipe for when you're feeling ill, want a boost of energy, or to get in the mood for the new season. Repeated content like this would help build brand loyalty for repeat customers and attract new coffee lovers to the page that are scrolling through the reels tab and stop to watch a quick coffee tutorial.


Social Media Mockups

View reel here:

https://youtube.com/shorts/w_afuOdfSTw?feature=share

Other Digital Marketing

Peace Coffee is well known in Minnesota and the Midwest. Optimization of digital marketing has the potential to improve website sales directly to consumers, which would be beneficial to the bottom line as there are less costs involved when compared to selling in brick-and-mortar locations.

Audit

When searching the term "fair trade coffee," Peace Coffee does appear in the "Places" portion on the first page of results. Nine out of 10 shopping ads shown on the page are for Equal Exchange. Since Peace Coffee no longer has coffee shops open, being listed in "Places" is not helpful.
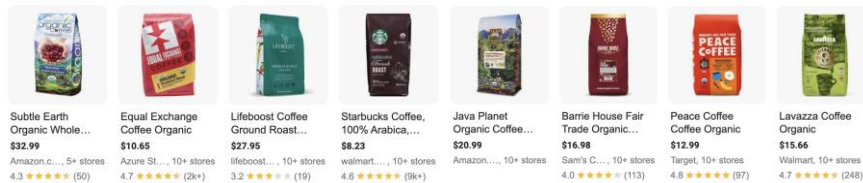
Shopping Ad Examples from searching for "organic coffee", November 2022

When searching the term "organic coffee," Peace Coffee does appear in the shopping ads along the top of the page but only if you scroll to the right. It is the 14th ad shown. Note that the shopping ad directs the user to the Target website, not to the Peace Coffee website, which means its appearance in the results is not due to the digital marketing efforts of the company, but those of Target.

Peace Coffee has a "News" section on their website which includes media mentions, company news, and blog-like posts. Implementing a traditional blog would improve the website ratings, as there would frequently be new content for web spiders to crawl, and the content could feed out to social media along with links for readers to share and create organic traffic.
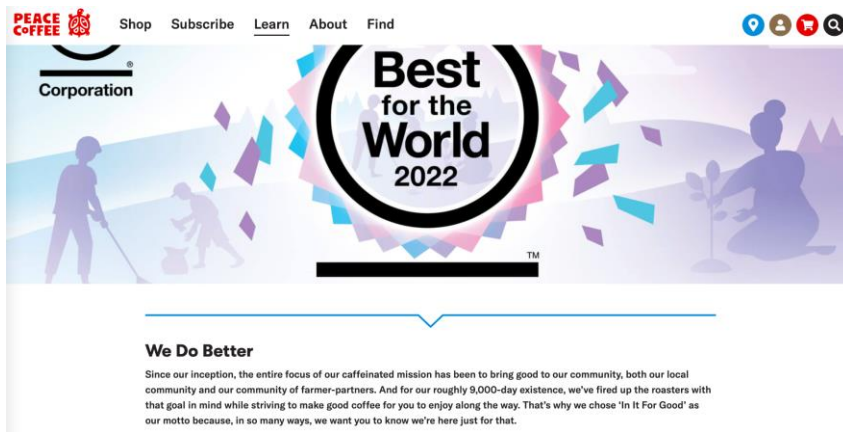
Most Recent "News" Post on the Peace Coffee Website as of November 2022, Published by Peace Coffee on July 14, 2022.

On review sites such as Yelp, Google and Glassdoor, Peace Coffee overwhelmingly has good reviews compared to competitor coffee companies. As their coffee shops are no longer open, there are no recent reviews. On Yelp, Peace Coffee has164 ratings, with an average of 4.5/5 stars. Positive ratings frequently mention aesthetic, environment and include photos. Positive reviews in these locations along with those that might be found on third-party sites could provide for testimonial content for use in multiple marketing channels. On Google Business, Peace Coffee has 20 reviews with an average of 4.7/5 stars. The address listed is for the distribution location. This may confuse buyers seeking to buy the product locally as that can't be done at the address provided.
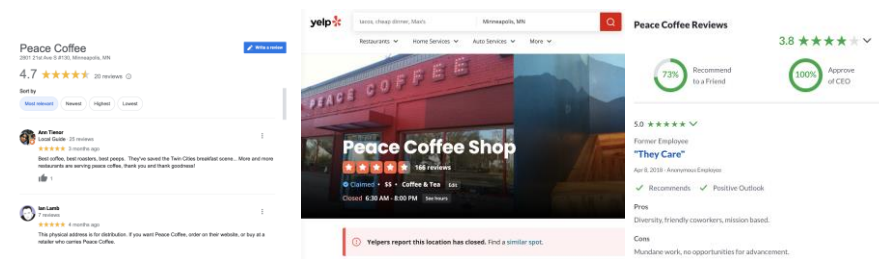
Snapshots of Reviews/Review Sites Google, Yelp and Glassdoor, November 2022.

Recommendations

SEO & PPC

As noted in the website section, creating pages devoted to "always organic" and "always fair trade" ties not only to the mission of the company but will benefit SEO results when users search those terms in a browser. The pages should be titled with "organic coffee" and "fair trade coffee" and use those terms as H1 headers. Information about these topics live throughout the website and can continue to do so, but devoting pages and content to these reinforce the fact that they are prioritized by Peace Coffee. The impact this will have is improved rankings for "organic coffee" and "fair trade coffee."

Webpage Mockups.

It is recommended that a budget be allocated for shopping ads in order for Peace Coffee to appear on the top of the first page for the search term "fair trade coffee." Similarly, we recommend shopping ads and/or search ads for Peace Coffee to appear closer to the top of the shopping ad results for the search term "organic coffee," but "fair trade coffee" should be prioritized. We also recommend that Peace Coffee encourage or require restaurants serving Peace Coffee to explicitly state so on the restaurant website.

Appearing on the first page of search results is a great position, and being closer to the top and appearing in more shopping and display ads is better. Frequency of appearances

improves consumer trust in the brand/product. Appearing on page one results matters because "the first page of Google captures 71% of search traffic clicks and has been reported to be as high as 92% in recent years" (Shelton, 2022). The expected impact of better SEO is increased online sales. Implementation involves creating display and shopping ads featuring the best-selling blends and focusing on the keywords mentioned above.

Blog

Peace Coffee doesn't post the same exact content across every one of their social media platforms and implementing a blog could potentially streamline content creation. Implementing a blog would allow for them to summarize all their content in one post and provide links in the blog to their other social media platforms for more information regarding the post.

Blog Mockup.

Review Sites

Without physical coffee shops, there is not much need for Peace Coffee to monitor review sites and respond to customers. With Target selling Peace Coffee online and at over 600 stores, it would be worthwhile for Peace Coffee to encourage Target to allow brands to respond to reviews on Target's website/app. Responding to negative reviews boosts consumer trust and some brands have garnered attention for their ability to infuse humor into responses.

One way to implement a review site could be to introduce Peace Coffee. By doing so, we can briefly outline what Peace Coffee has to offer. This response may revolve around a

paragraph, so customers still pay attention to the content of the product. In order for people to view a review site, we need to understand who our target audience is. Briefly describe who is likely to benefit most from using the product. This statement can be enough to help determine whether to buy. Finally, publish your review site. Find the best website that will drive customers to read about Peace Coffee. Sites like Yelp, including a star rating or a picture in a review makes it easier for people to read and see what to buy since there is no store for customers to visit.

⭐⭐⭐⭐⭐ 1/14/2020

📷 2 photos

One of my favorite coffee shops in the Twin Cities area. It is cheery with an energy that feels creative and happy. When I grab a seat indoors, there are usually several people working (computers out, headsets on). Other tables are used for meeting, friends or co-workers, the vibe is positive, productive and fun.

Coffee is great and presented so artistically. I like staying in to get it in a big mug (no tippy cups if I have the time to enjoy).

I haven't eaten anything here yet but there are several pastries, oatmeal, and soup to choose from. It all looks good but I'm usually here for the coffee.

Staff is friendly.

Stay for a cup and take some beans with you for home.

From Peace Coffee with love

Take some beans home after you enjoy yo...

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