

MARKETING PLAN Q3–Q4 2026

Brewhouse Coffee Co. — Marketing Plan



Strategy, channels and budget for Q3–Q4 2026

Brand & Growth Team · Q3–Q4 2026 · Draft 1.0

Agenda

01 Situation

02 Audience

03 Strategy

04 Channels

05 Budget & KPIs



Image

01

SITUATION

Where we are today

9

cafés

4.5★

average rating

31%

loyalty members

Baseline figures are sample data.

SWOT analysis

S

Strengths

Great coffee, cosy spaces
Loyal regulars

W

Weaknesses

Weekday afternoons are quiet
Limited delivery

O

Opportunities

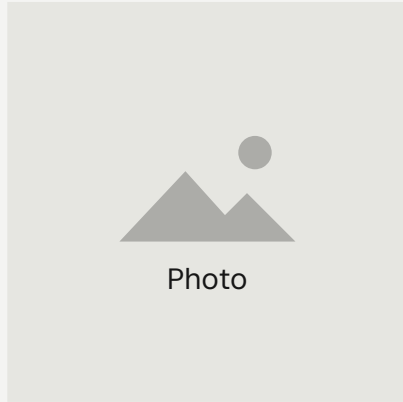
Remote workers
Office catering

T

Threats

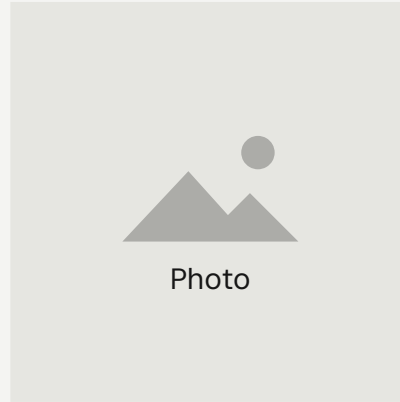
Chain discounts
Rising milk prices

Target personas



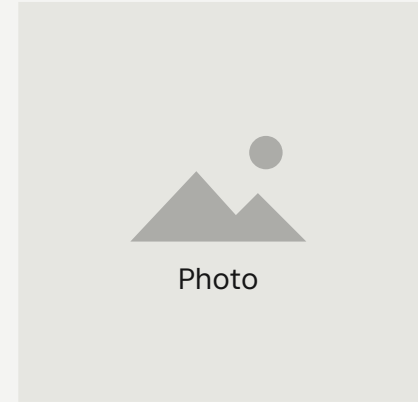
Aditya, 28
REMOTE WORKER

Needs Wi-Fi and good coffee.



Sneha, 21
STUDENT

Meets friends on weekends.



Office manager
CORPORATE BUYER

Orders for meetings.

02

STRATEGY



Your third place, every day.

Campaign idea

Marketing objectives



Footfall

+20% weekday traffic.



Delivery

10% of sales.



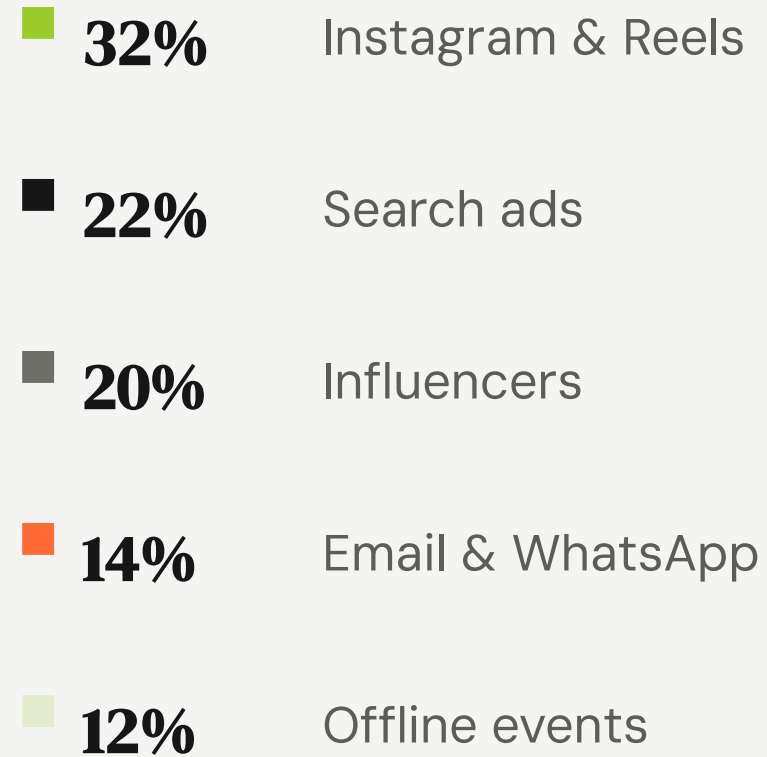
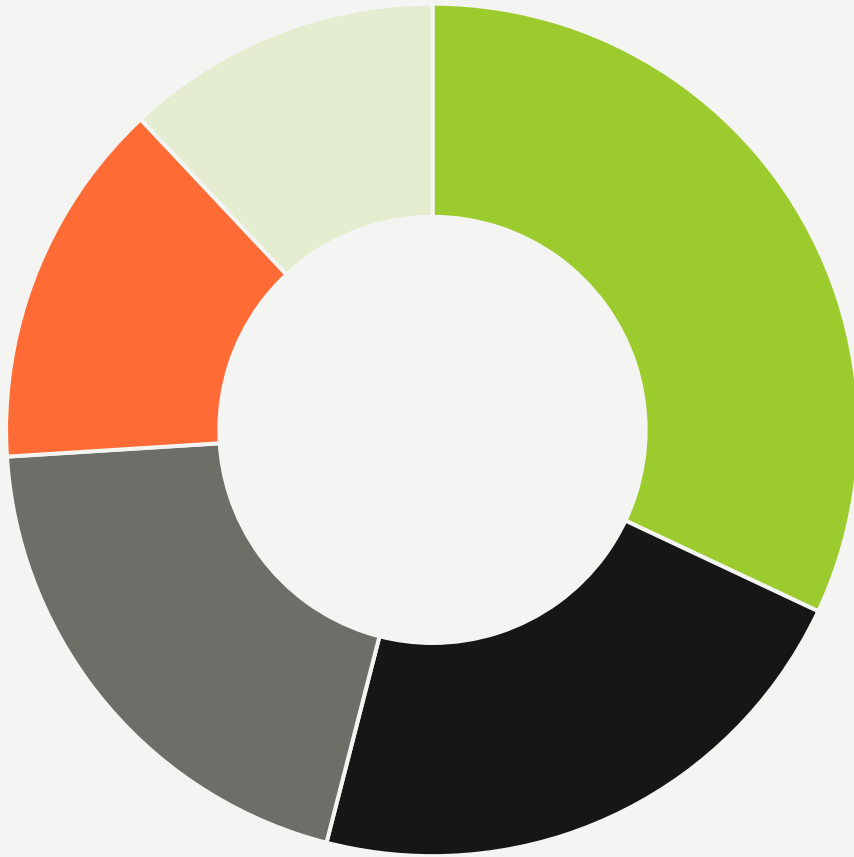
Loyalty

45% members.

03

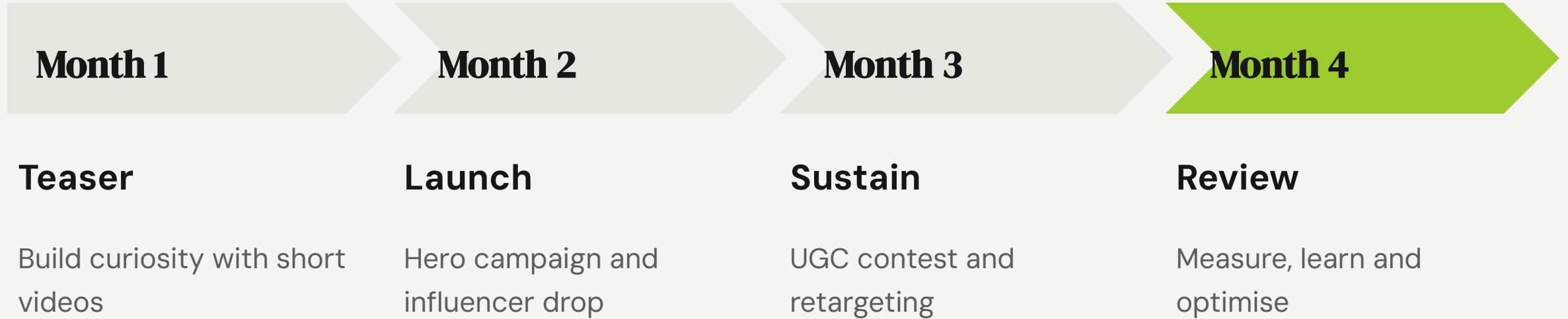
CHANNELS

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

04

BUDGET & KPIS

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

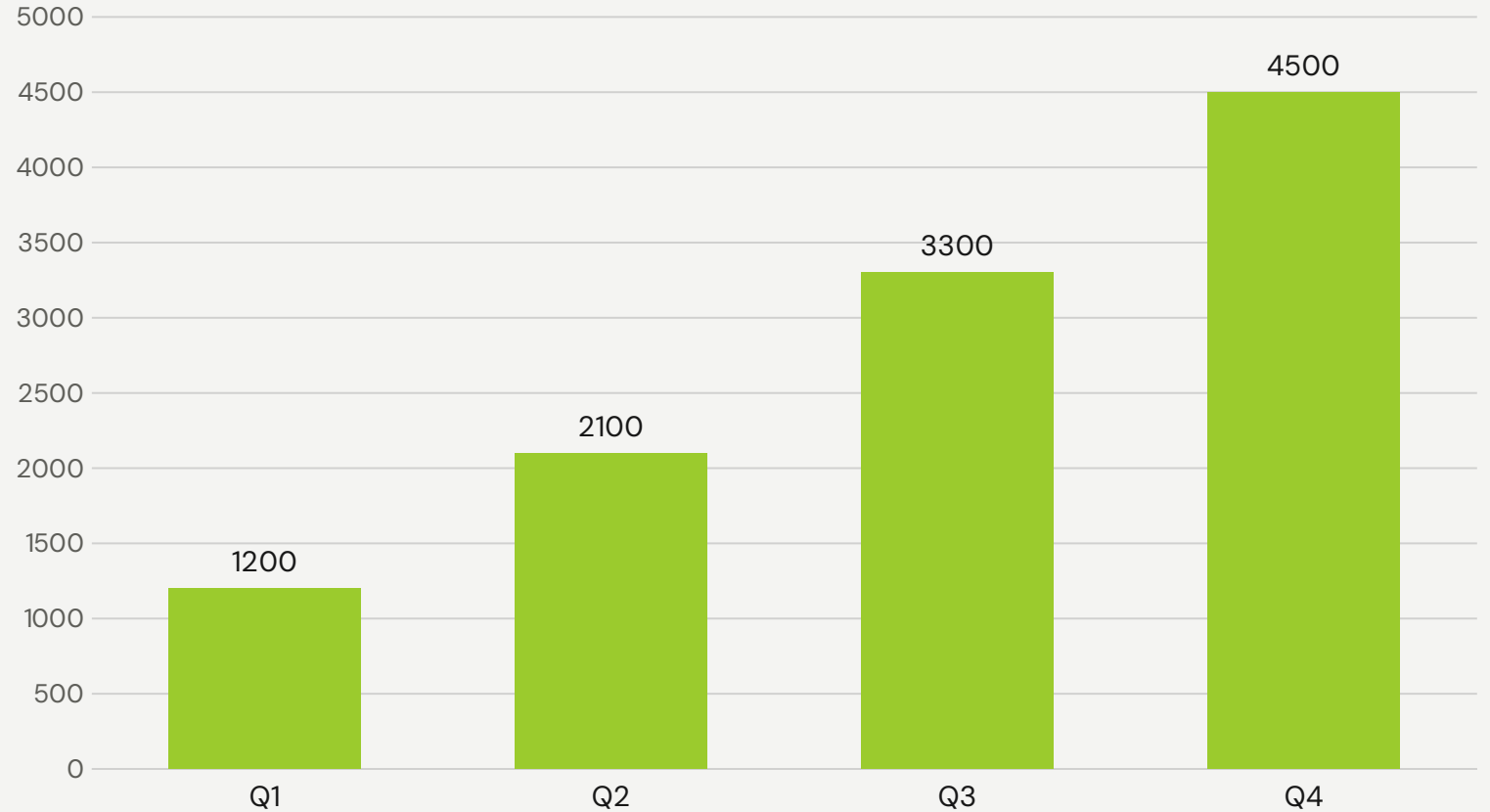
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.

Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team

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