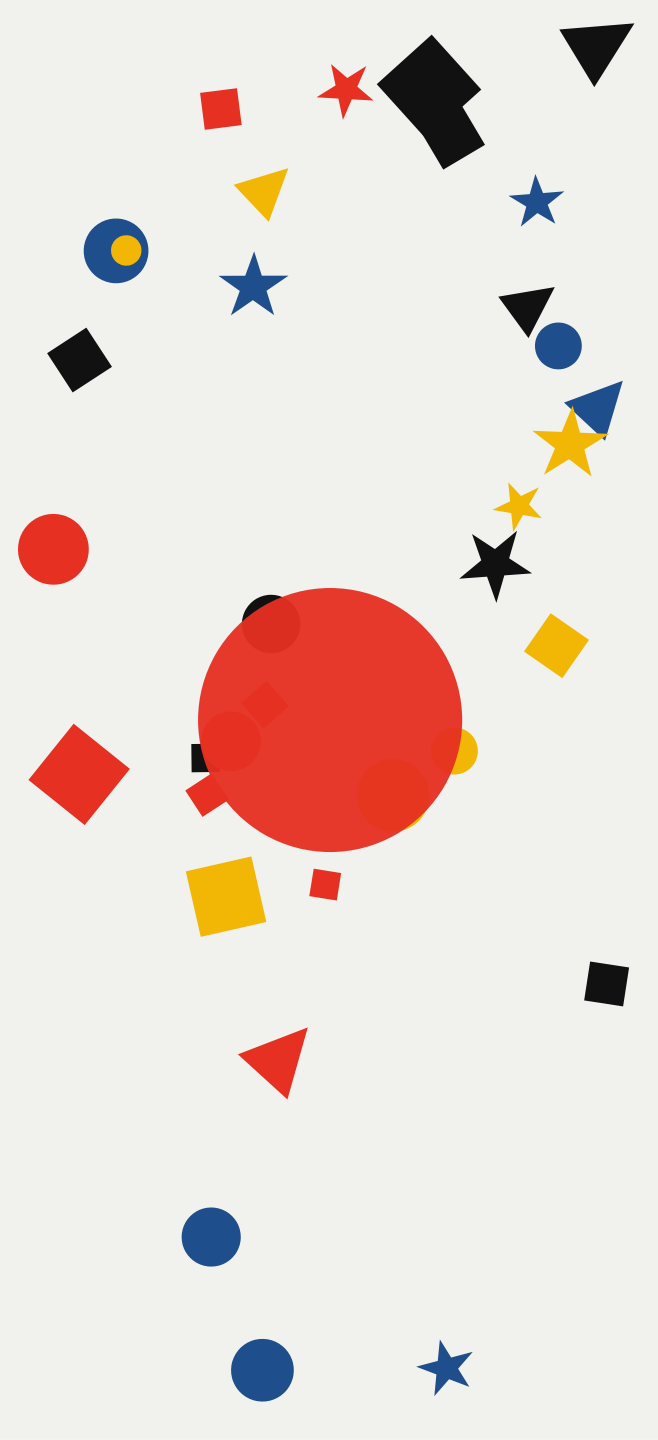




MARKETING PLAN Q3–Q4 2026

Brewhouse Coffee Co. — Marketing Plan

Strategy, channels and budget for Q3–Q4 2026

PREPARED BY
Brand & Growth Team

PERIOD
Q3–Q4 2026

VERSION
Draft 1.0

02 | Agenda

01

Situation

02

Audience

03

Strategy

04

Channels

05

Budget & KPIs

03 | Where we are today

9

cafés

4.5★

average rating

31%

loyalty members

Baseline figures are sample data.

04 | SWOT analysis

S

Strengths

Great coffee, cosy spaces
Loyal regulars

W

Weaknesses

Weekday afternoons are quiet
Limited delivery

O

Opportunities

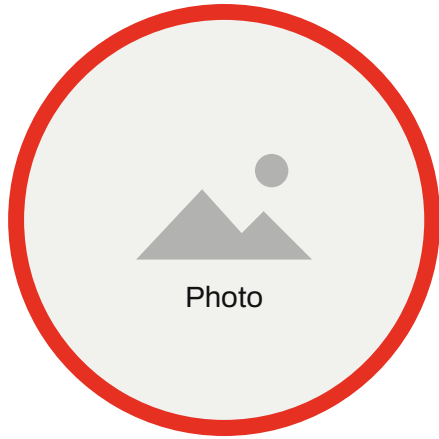
Remote workers
Office catering

T

Threats

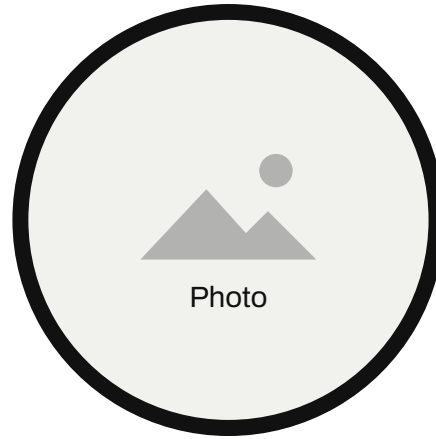
Chain discounts
Rising milk prices

05 | Target personas



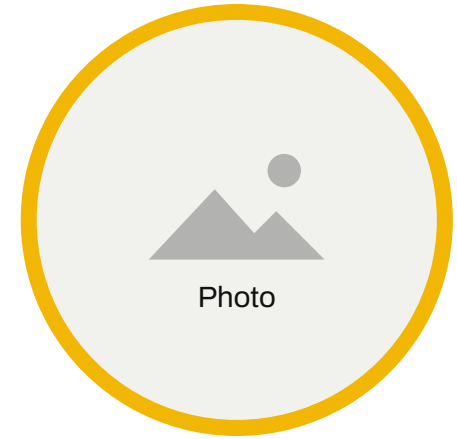
Aditya, 28
REMOTE WORKER

Needs Wi-Fi and good coffee.



Sneha, 21
STUDENT

Meets friends on weekends.



Office manager
CORPORATE BUYER

Orders for meetings.



**Your third place,
every day.**

Campaign idea

07 | Marketing objectives



Footfall

+20% weekday traffic.



Delivery

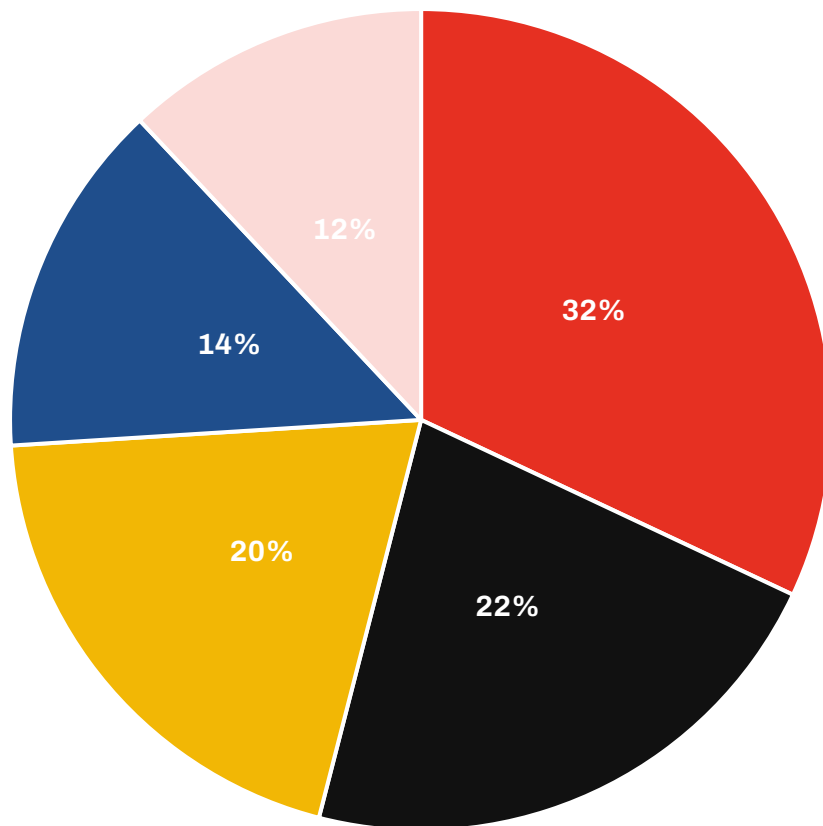
10% of sales.



Loyalty

45% members.

08 | Channel mix

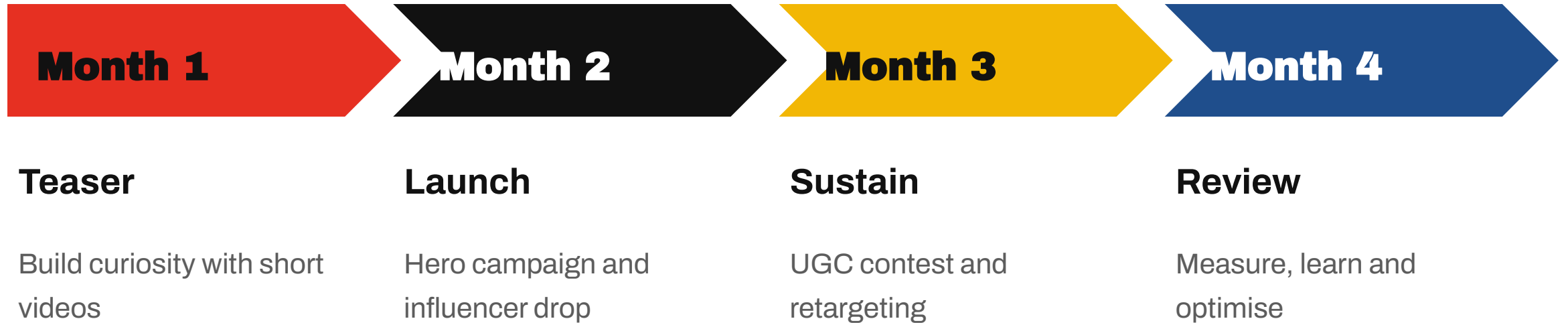


- **32%** Instagram & Reels
- **22%** Search ads
- **20%** Influencers
- **14%** Email & WhatsApp
- **12%** Offline events

Sample data for illustration.

09

Campaign calendar



10 | 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

11 | 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.

12 | KPIs and targets

3x

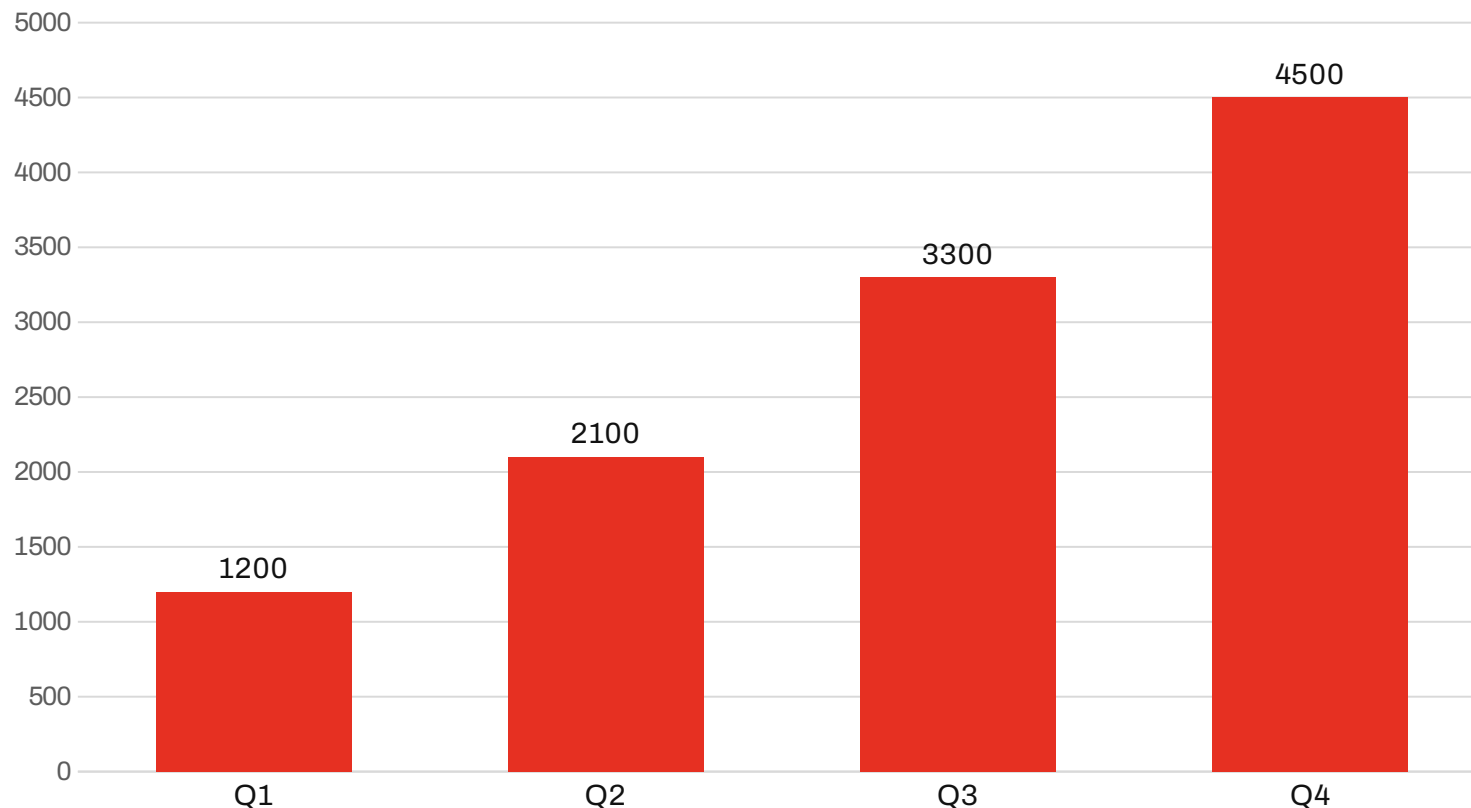
reach vs last year

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
marketing@yourbrand.in

