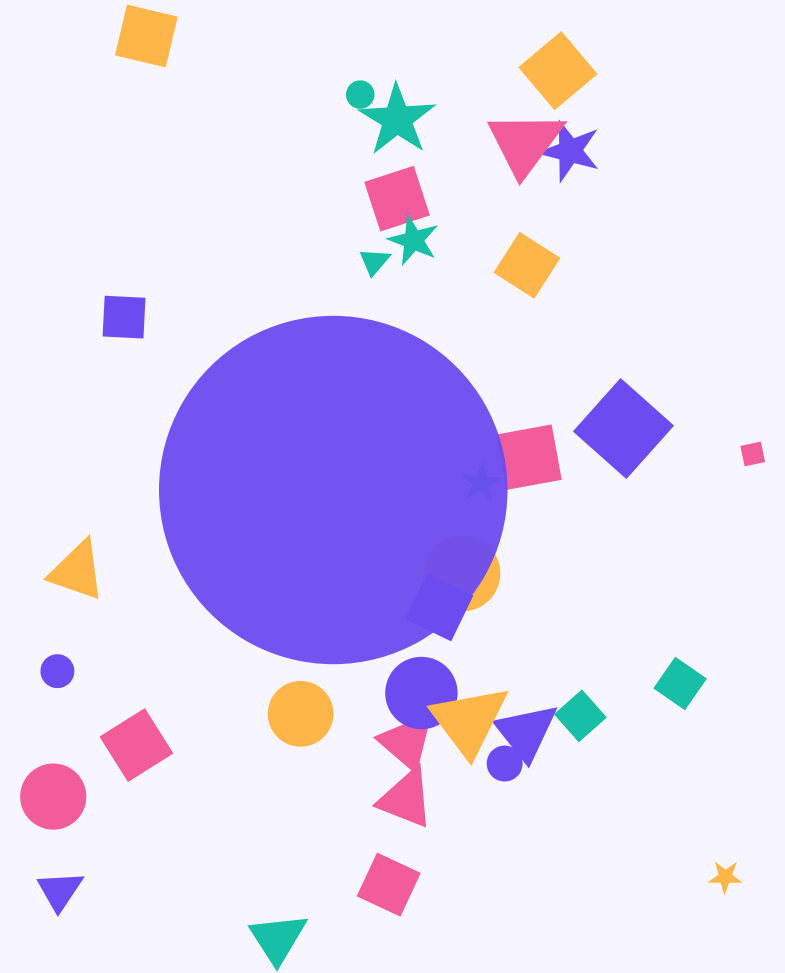


MARKETING PLAN Q3–Q4 2026

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

Agenda

01

Situation

02

Audience

03

Strategy

04

Channels

05

Budget & KPIs

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

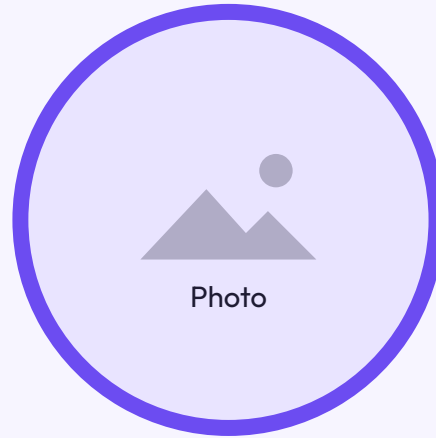
Target personas



Aditya, 28

REMOTE WORKER

Needs Wi-Fi and good coffee.



Sneha, 21

STUDENT

Meets friends on weekends.



Office manager

CORPORATE BUYER

Orders for meetings.

KEY IDEA

**Your third place, every
day.**

Campaign idea

Marketing objectives

01

Footfall

+20% weekday traffic.

02

Delivery

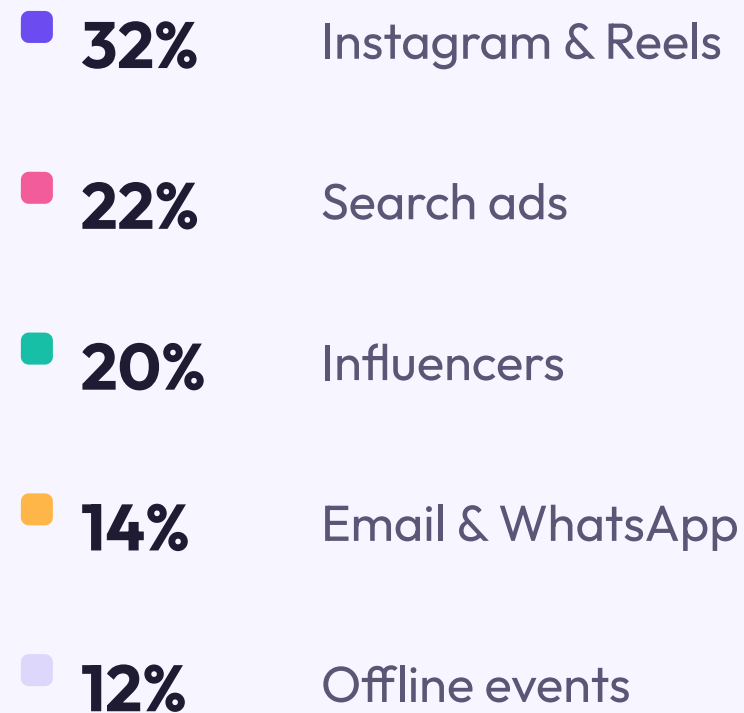
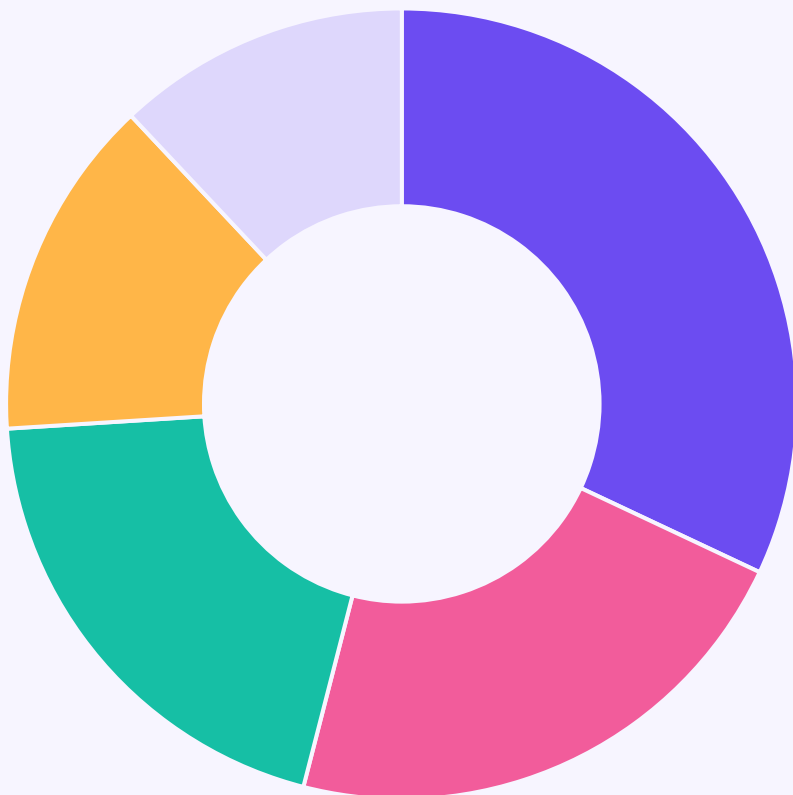
10% of sales.

03

Loyalty

45% members.

Channel mix



Sample data for illustration.

Campaign calendar

Month 1

Teaser

Build curiosity with short videos

Month 3

Sustain

UGC contest and retargeting

Month 2

Launch

Hero campaign and influencer drop

Month 4

Review

Measure, learn and optimise

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

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

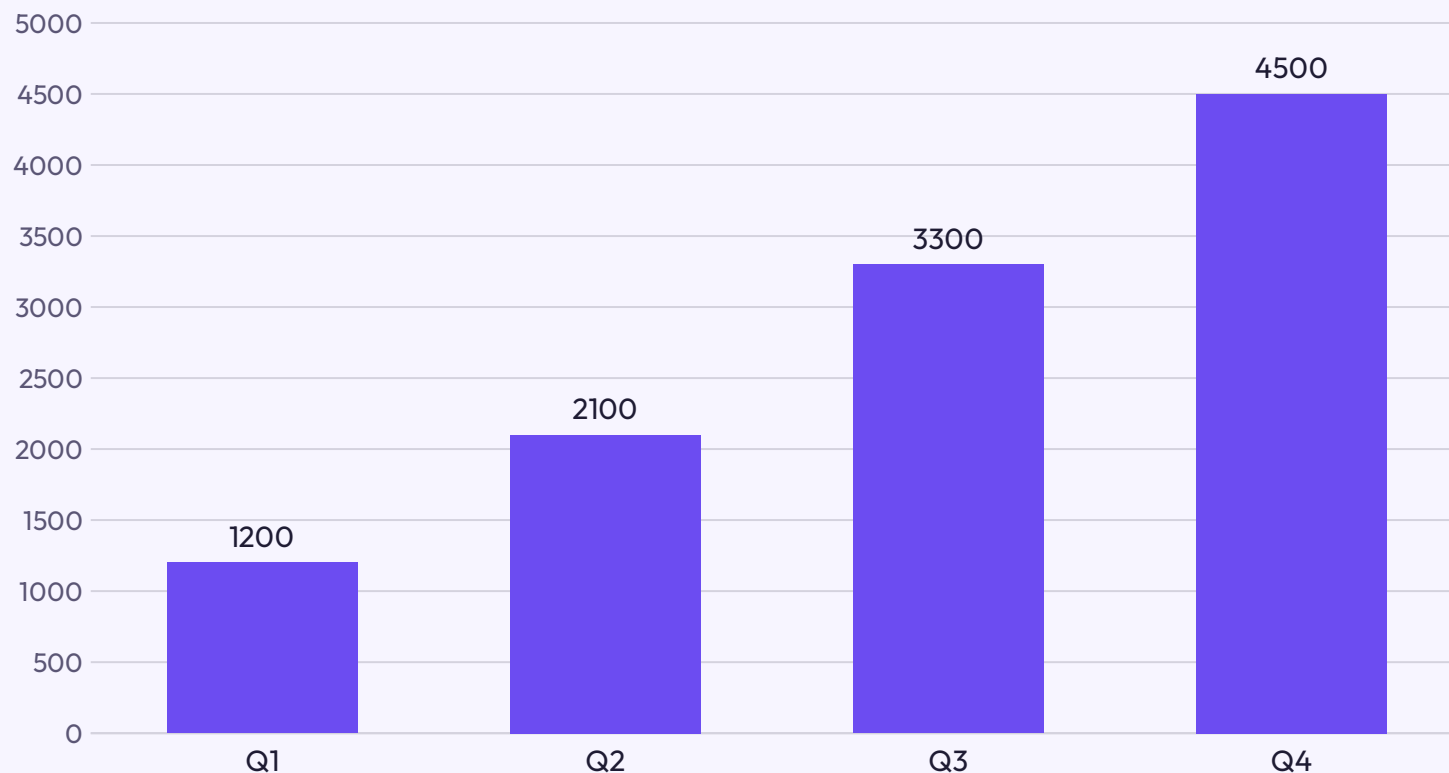
2.5%

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
marketing@yourbrand.in

