

BOROUGH COFFEE

Marketing Plan

204 N Mendenhall St, Greensboro, NC 27401
boroughcoffeegso.com

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Executive Summary

Borough Coffee is an independently owned, self-funded specialty coffee shop located at 204 N Mendenhall St in Greensboro, NC. Founded in 2019 and moved into its current historic-home space in 2023, Borough has built a loyal following on the strength of premium, ethically sourced craft coffee, a living-wage employment model, and consistent community programming.

This marketing plan presents a comprehensive strategy to accelerate brand awareness, deepen customer loyalty, and grow revenue across Borough's core and adjacent channels, including the Coffee Club subscription, events, merchandise, and digital marketing.

The plan is organized across sixteen sections: mission, situation analysis, industry trends, competitor analysis, website and search review, influencer strategy, customer analytics, primary research design, marketing strategy, target customer profiles, the marketing mix, events strategy, QR codes, social media content, signage, and promotional video concepts.

01 / Mission

Existing Brand Statements

"A space for community connection, built on integrity and authenticity, over a cup of world-class coffee."

- Noah, Co-Founder

"To create living wage jobs within coffee, while elevating the overall quality of coffee in Greensboro."

- Austin, Co-Founder

Revised Mission Statement

The existing statements were refined using AI-assisted iteration. The prompt submitted was: "Combine and refine these Borough Coffee brand statements into one efficient mission statement that will differentiate them from competition in the Greensboro area, while appealing to their local customers."

"Borough Coffee exists to elevate Greensboro's coffee culture by serving meticulously crafted, ethically sourced coffee in a welcoming historic-home setting—while creating meaningful, living-wage jobs that strengthen our local community."

Pros of the Revised Statement

- Clear community emphasis and local identity
- Highlights ethical positioning and living wage commitment
- Communicates the distinctive physical environment
- Shows commitment to elevating the local coffee scene

Cons of the Revised Statement

- Does not mention locally sourced coffee specifically
- No reference to community events as a differentiator
- Slight overemphasis on sourcing may undersell the experience

Final Mission Statement

"Borough Coffee exists to elevate the coffee culture in Greensboro through world-class, ethically and locally sourced coffee, community events, and a commitment to living wages."

02 / Situation Analysis

Strengths

- **Independently Owned and Fully Self-Funded:** Enables brand autonomy and fast decision making from the three founders.
- **Distinct Storefront:** A historic home with a living-room feel creates an atmosphere competitors cannot easily replicate.
- **Brand Integrity & Ethical Positioning:** Clear commitment to living wages and ethically sourced coffee strengthens trust and differentiation.
- **High-Quality Craft Coffee:** Strong, consistent quality attracts consumers willing to pay premium prices.
- **Established Customer Trust:** 4.8+ Google review rating and consistent daily customer base.
- **Community Programming:** Frequent events create a community atmosphere and recurring interest beyond coffee purchases.
- **Coffee Club Subscription:** Monthly recurring revenue model that supports customer retention.
- **Merchandising:** Display of merchandise adjacent to the primary POS encourages brand loyalty and additional revenue.

Weaknesses

- **Limited Indoor Seating:** Small indoor area restricts capacity to 30-40 during peak hours.
- **Unused Kitchen:** Zoning regulations require an expensive upgrade before the kitchen can be brought to code, limiting food offerings.
- **Parking Constraints:** Reliance on street parking creates friction for customers and a general annoyance during busy hours.
- **Seasonal Variability:** Traffic fluctuates with the nearby college's academic calendar; summer is considerably slower.
- **Underutilized Email Marketing:** A 2,000+ customer database lacks segmentation and a consistent outreach strategy.
- **Limited Social Presence:** Minimal activity on Facebook, TikTok, and LinkedIn reduces digital reach and discoverability.

Opportunities

- **Specialty Coffee Growth:** Rising consumer demand for ethically sourced specialty coffee aligns directly with Borough's core value proposition.
- **Events Scaling:** Existing success with events shows clear potential to expand workshops, collaborations, and community programming.
- **Coffee Club Expansion:** The subscription model can be leveraged through tiered offerings, exclusive perks, and more intentional promotion.
- **Email Marketing:** The 2,000+ contact database is a strong foundation for segmentation, lifecycle campaigns, and a monthly newsletter.
- **Social Media:** Strategic and consistent content could scale viral engagement beyond word-of-mouth to a broader audience.

- **B2B & Professional Catering:** Catering and hosting nearby businesses and offices could establish a reliable, planned revenue stream.

Threats

- **Rising Labor Costs:** The living wage commitment limits capacity to hire for roles outside of barista duties.
- **Local Competition:** Competitors such as Chandler's and Union Coffee offer comparable value propositions and constrain Borough's geographic reach.
- **Academic Calendar Dependence:** Strong reliance on the student population creates revenue volatility during summer and academic breaks.
- **Brand Perception Risk:** Borough's ethical identity means any inconsistency in pricing, service, or messaging could damage customer trust quickly.

03 / Industry Trends

Trend 1: Specialty Coffee Growth

The coffee industry has been moving toward higher quality, specialty coffee. More consumers are willing to pay a premium for better beans, pour-over methods, and a more thoughtful experience. Borough Coffee was built around this premise, focusing on single-origin craft coffee and consistency in quality. Their early belief that Greensboro had an underserved segment of coffee enthusiasts willing to seek out better coffee has proven to be accurate.

The growth of specialty coffee supports Borough's premium pricing and product focus. Customers are choosing quality over convenience, which helps Borough remain competitive without pressure to lower prices.

Trend 2: Ethical Sourcing Demand

Consumers today increasingly care about product origins and worker treatment. Ethical sourcing and fair wages are becoming meaningful decision factors when choosing where to spend. Borough Coffee's traceable sourcing and living-wage model are directly aligned with this trend.

This trend gives Borough a structural advantage because their values already match what their core customers want. It reinforces long-term brand trust and customer loyalty.

Trend 3: Experiential Retail Spaces

Coffee shops are no longer just transactional venues. Customers seek spaces to study, work, and socialize. The overall experience carries as much weight as the product. Borough creates this environment through its community-focused space and recurring events such as Jazz Fridays, Chess Tuesdays, and art markets.

Borough benefits strongly from this trend because the business is built around community and experience—differentiating it from competitors focused primarily on convenience or price.

Trend 4: Subscription-Based Loyalty Programs

Subscription programs are gaining traction for their dual benefit: steady revenue for businesses and convenience for customers. Borough Coffee operationalizes this through its Coffee Club, which offers tiered membership options including discounted coffee and exclusive perks.

This trend creates a clear opportunity for Borough to increase customer lifetime value and generate more predictable revenue. Promoting and expanding the Coffee Club is a high-priority strategic lever.

04 / Competitor Analysis

Brand	Differentiation Factors	Price Range	Target Market
Borough Coffee	Community vibe, artisanal roasting, Coffee Club subscription, ethical sourcing, living-wage model	\$3.25 - \$6.25	Local residents, coffee enthusiasts, remote workers
Chandler's	Specialty drinks, pastries, strong aesthetic presence	\$3.00 - \$6.50	Young adults, students, local residents
Union Coffee	Quality beans, minimalist design, sustainability focus	\$3.75 - \$6.00	Professionals, remote workers, local residents
Arrowhead Coffee	Seasonal drinks, quality beans, friendly service reputation	\$3.85 - \$6.50	Commuters, professionals, families
Starbucks	Mobile ordering, national brand recognition, product consistency	\$2.65 - \$5.50	Students, professionals, travelers

05 / Website Review & Search Results

Website: boroughcoffeegso.com

The current website reflects Borough's brand and story well, but functions more like a digital brochure than a tool designed to drive traffic, subscriptions, or conversions.

Overall Strengths

- Strong storytelling centered on origin and community focus
- Clean, aesthetic design that matches the in-store vibe
- Clear brand identity anchored in quality and community

Overall Weaknesses

- Weak calls-to-action with no strong prompts to visit, join, or buy
- Limited SEO optimization for high-intent searches like "coffee shop Greensboro NC"
- Basic menu page lacking descriptions, origins, or flavor notes
- Underdeveloped Coffee Club page that does not communicate clear value
- Events are not highlighted as a major brand differentiator

Page-by-Page Recommendations

Homepage

Issue: No strong headline or immediate value proposition, and no clear next step for users.

Recommended headline: "Greensboro's Home for Craft Coffee, Community, and Connection."

Add CTA buttons for View Menu, Join Coffee Club, and Get Directions. Include a section highlighting upcoming events, outdoor seating, and community atmosphere.

Menu Page

Issue: Too basic to justify premium pricing.

Recommended copy direction: Single-origin espresso with notes of citrus and dark chocolate, ethically sourced and roasted for balance. Add flavor notes, coffee origins, and brewing methods to reinforce craft positioning.

About Page

Issue: Strong story but not fully leveraged.

Add the final mission statement, explicit mention of living-wage commitment, and community involvement highlights.

Events Page

Issue: Not emphasized as a differentiator.

Add a live event calendar, photos from past events, and a CTA to host private events at Borough.

Coffee Club Page

Issue: Not persuasive enough to convert.

Restructure the page around a “Why Join?” section, clearly listing benefits: discounts, exclusive coffee access, and priority event access. Suggested headline: “Join Borough Coffee Club and make your daily coffee part of a community-driven experience.”

Contact Page

Add parking information, Google Maps integration, and “Near UNCG” keyword placement to capture organic local search traffic.

Search Results Analysis

Search Term	Insight & Recommendation
coffee shop Greensboro NC	High competition. Borough needs stronger on-page SEO and Google Business optimization.
best coffee Greensboro	Review volume dominates results. Brand consistency and review generation are key.
coffee near UNCG	Missed student targeting opportunity. Add “Near UNCG” to homepage and contact page.
coffee subscription Greensboro	Low competition and high opportunity. Coffee Club page should rank for this term.
coffee shop with outdoor seating	Borough has a natural advantage here. Feature outdoor seating prominently in copy.

SEO Keywords

- Craft coffee Greensboro
- Artisan coffee Greensboro
- Ethical coffee Greensboro
- Sustainable coffee shop NC
- Coffee near UNCG
- Coffee shop with outdoor seating Greensboro
- Best coffee Greensboro NC

Hashtag Strategy

Local: #GreensboroNC #GSOcoffee #UNCG

Brand: #CraftCoffee #EthicalCoffee #SupportLocal

Lifestyle: #CafeVibes #CoffeeAesthetic #ThirdPlace

07 / Customer Analytics

Because Borough has not yet implemented robust analytics systems, the following framework presents concrete steps to collect, track, and activate customer data.

In-Store Data Capture

- POS System (Square or Toast): Track purchase behavior by drink type, frequency, and time of visit. Identify top-selling items and peak hours.
- Wi-Fi Login Capture: Require email or social login for free Wi-Fi access. This passively builds the email list with minimal customer friction.

Email & CRM Collection

- Add sign-up incentives: “Get 10% off your next drink when you join.”
- Segment the list into: Students, Professionals, Event Attendees, and Coffee Club Members.
- Deploy targeted messaging per segment based on their primary use case for visiting Borough.

Website Tracking: Google Analytics 4 Setup

Install GA4 to track traffic sources (Google, Instagram, direct), user behavior (time on site, pages visited), and conversion actions including Coffee Club sign-ups, event page clicks, and direction requests.

Greensboro Demographics

- Population: 300,000+
- Median Age: 35 years old
- Large college population: UNCG and NC A&T
- Income Range: Students <\$25k, Professionals \$50k to \$100k+
- Diverse population with growing Hispanic/Latino and Black/African American segments

Email Marketing Strategy

Welcome Email (Post Sign-Up)

- Subject: Welcome to Borough Coffee
- Include brand story, Coffee Club benefits, 10% discount code, and CTA to visit

Weekly/Monthly Newsletter

- Include upcoming events, new drinks, community highlights
- Clear CTA: “Join us this weekend”

Reminder Emails

- Event reminders 24 to 48 hours before each event
- Coffee Club renewal reminders

Social Media Competitor Heat Map

Content Type	Engagement Level	Purpose
Lifestyle (people, vibes)	High	Brand building and identity
Events	Medium-High	Community engagement and RSVP generation
Promotions / Offers	Low-Medium	Sales conversion

Best Posting Times: Morning (7-9 AM) for commuters, Afternoon (12-2 PM) for lunch traffic, Evening (6-9 PM) for students.

o8 / Primary Research

A Qualtrics survey of 25+ questions was designed and distributed to collect quantitative data from Borough's core customer segments. The survey was structured to capture awareness, usage, product perception, loyalty intent, and demographic information.

Survey Sections

- Section A: Screening & Consent
- Section B: Awareness and Usage
- Section C: Product and Experience Perception
- Section D: Mission and Ethical Positioning
- Section E: Loyalty and Engagement
- Section F: Events, Partnerships, and Local Presence
- Section G: Competitive Awareness (Optional)
- Section H: Digital Engagement and Communications
- Section I: Demographics (End of Survey)

Selected Survey Questions

Awareness & Behavior

- Have you visited Borough Coffee in the last 12 months?
- How did you first hear about Borough Coffee?
- How often do you visit Borough Coffee?

Product & Experience

- What primarily motivates your Borough visits?
- How would you rate Borough's ambiance on a 1-5 scale, focusing on the living-room vibe, historic home setting, and outdoor seating?

Mission & Values

- How important are ethically sourced coffee and living-wage jobs when choosing a coffee shop?
- How clear is Borough Coffee's mission and ethical positioning to you?

Loyalty & Events

- Are you interested in a Coffee Club or loyalty program?
- What perks would you value most from a Coffee Club membership?
- What types of events would you attend at Borough Coffee?

09 / Marketing Strategy

Segmentation

Method	Borough Coffee Application
Geographic	Greensboro, NC. Primary focus on the UNCG area, downtown neighborhoods, and nearby residential corridors.
Demographic	Ages 20-45. Mix of college students and working professionals. Income range from <\$25k (students) to \$100k+ (established professionals).
Psychographic	Community-driven, progressive individuals who value authenticity, ethical consumption, and local businesses.
Behavioral	Daily and weekly coffee drinkers, event attendees, and Coffee Club subscribers.
Benefit	Quality, ethical sourcing, and a sense of belonging in a curated community space.

Positioning Statement

"Borough Coffee delivers premium, ethically sourced craft coffee in a welcoming living-room-style, historic-home café that strengthens Greensboro's local culture and community."

Positioning Statement Development

The positioning statement was developed through an iterative process. An initial draft was submitted to AI with the following prompt: "You are a marketing assistant helping a local coffee shop craft a compelling positioning statement. Use the following framework and keep it aligned with Borough Coffee's mission and Greensboro, NC context."

Pros of the collaborative statement: Clear alignment with Borough's values around ethics, community, quality, and local character. Differentiates from generic cafés through the living-room vibe and historic-home environment.

Cons: May imply broader offerings if misinterpreted. Sourcing stories and local partnerships need to be consistently communicated to support the claim.

10 / Target Customers

Profile 1: Jordan Ellis — The Creative Professional

Profile Overview	Demographics
Jordan works remotely and uses Borough Coffee as a third workplace. They value environments that stimulate creativity while providing a sense of community belonging.	Gender: Non-binary/Female Age: 24-34 Location: Greensboro (Downtown, Lindley Park, Westerwood) Income: \$45-80k Employment: Freelance, remote, or hybrid creative roles
Goals: Find a consistent creative workplace, build social and professional connections, support local ethical businesses, maintain a productive daily routine.	Pain Points: Lack of inspiration at home, isolation from remote work, poor coffee quality at chains, difficulty finding spaces that feel authentic.

Geographic context: A high concentration of remote workers exists in the downtown Greensboro area, particularly around UNCG, Westerwood, and Fisher Park. Borough is positioned adjacent to this zone, making it a convenient and attractive workspace for this segment.

Profile 2: Avery Thompson — The Progressive Student

Profile Overview	Demographics
Avery is a full-time UNCG student who uses Borough Coffee as both a social and academic space. She is highly influenced by values around inclusivity and community. To her, Borough is part of her social identity and student routine.	Gender: Female Age: 18-24 Location: UNCG Campus or nearby apartments Income: <\$25k Employment: Part-time or unemployed
Goals: Consistent study and social environment, build friendships, support values-aligned businesses, balance academic focus with social life.	Pain Points: Limited budget for premium coffee, overcrowded campus spaces, lack of welcoming environments, seeking escape from dorm monotony.

Geographic context: The highest undergraduate student density is located directly adjacent to the UNCG campus. Borough is positioned just outside this cluster, offering students a slightly removed, more relaxed off-campus option while remaining highly accessible.

Profile 3: Daniel Kim — The Routine-Driven Professional

Profile Overview	Demographics
Daniel is a mid-career professional with a structured schedule who incorporates Borough	Gender: Male Age: 34-48 Location: Greensboro suburban residential areas Income:

into his daily routine. He prioritizes efficiency, consistency, and reliability over exploration.	\$75k-\$130k Employment: Full-time corporate professional
Goals: Reliable high-quality coffee to start each day, seamless routine stop, occasional use of the space for casual meetings.	Pain Points: Inconsistent quality at chains, long wait times during peak hours, overly crowded environments, limited high-quality options near daily route.

Geographic context: Households in the \$75k-\$99k income range are distributed across residential areas surrounding Borough Coffee, suggesting this segment commutes through or near the area. Borough’s location along an imagined commute route supports routine-based visit patterns.

Profile 4: Robert & Linda Carter — The Established Retirees

Profile Overview	Demographics
Robert and Linda are a retired couple who have lived in Greensboro for years and value routine, comfort, and community. Their visits are slower-paced and centered on conversation and connection rather than productivity.	Ages: 60-75 Location: Established neighborhoods (Westerwood, Irving Park, Lindley Park) Income: \$60k-\$120k (Retirement, savings, investments) Status: Retired
Goals: Enjoyable daily routine, community connection, supporting trusted local businesses, spending time in a welcoming environment outside the home.	Pain Points: Discomfort in loud environments, lack of personal connection at chains, inconsistent service, limited comfortable seating options.

Geographic context: Higher concentrations of residents aged 65-74 are present in established neighborhoods near Borough Coffee. This segment is more geographically dispersed, reflecting long-term homeownership patterns, but Borough’s proximity makes it an accessible community destination.

11 / Marketing Mix

Product

Borough Coffee offers more than beverages. The core product is a community-centered experience built around craft coffee.

Unique Selling Proposition: Borough Coffee is a historic home in Greensboro, NC transformed into a community-driven space where premium, ethically sourced coffee and curated experiences bring people together.

Product Breakdown

- **Coffee:** Single-origin, ethically sourced beans. Specialty brewing methods including pour-over. High consistency in quality.
- **Experience:** Living-room style environment, outdoor garden seating, and recurring community events including jazz nights, board game nights, art markets, and live music.
- **Coffee Club Subscription:** Tiered membership offering discounts and exclusive perks, creating recurring revenue.
- **Merchandise:** Branded shirts, hats, coffee cups, and local artisan goods sold near the POS.
- **New Product Opportunities:** Expanded Coffee Club tiers, event packages (workshops, tastings), and private event booking.
- **Collaborations:** Local artists, UNCG student organizations, and neighboring businesses.

Price

Borough uses premium value-based pricing, supported by ethical sourcing, living wages, and a distinctive environment. Current menu range: \$3.25-\$6.25.

- **Coffee Club (Key Strategy):** Tiered Basic to Premium subscription that drives retention and recurring revenue.
- **Bundle Pricing:** Coffee and pastry bundles, student study bundles, event and drink packages.
- **Discount Strategy:** Off-peak student discounts and loyalty rewards to drive repeat visits without broad margin erosion.
- **Future Expansion:** Online coffee bean sales with free shipping at subscription tiers.

Place

Borough operates from a historic home at 204 N Mendenhall St, Greensboro, NC 27401. The space itself is a primary differentiator from competitors.

- **Short-Term Distribution:** Pop-up booths at local festivals and markets to extend brand reach beyond the fixed location.
- **Long-Term Distribution:** Corporate catering partnerships and expanded online ordering and subscription options.
- **Location Improvement Opportunities:** Improved exterior signage, an A-frame sidewalk sign for foot traffic, and “Near UNCG” positioning across digital channels.

Promotion

Core strategy: Leverage Borough's strongest asset—community and experience—across all promotional channels.

- **Events:** Jazz nights, art markets, and workshops serve as vehicles to collect emails, promote the Coffee Club, and build brand loyalty.
- **Social Media:** Instagram and TikTok content focused on barista craft, the study environment, and community messaging.
- **Email Marketing:** Use the 2,000+ contact list for segmented campaigns targeting students, professionals, and event attendees.
- **Referral Strategy:** “Bring a friend, both get a discount.” Encourage word-of-mouth with structured incentives.
- **Signage & Local Promotion:** A-frame signs, yard signs for events, and exterior branding improvements.

Promotional Mailer

- Size: 6” x 11” postcard
- Printing cost: \$150 for 1,000 units
- Mailing cost: \$250

People

Target Segments: Students (UNCG), young professionals, and community-focused locals.

- **Internal:** Living-wage employees are core brand ambassadors. Strong service is a key differentiator.
- **External:** Events, UNCG student partnerships, and local collaborations expand the people network.

How to Get People Talking

- Pop-ups at festivals and campus events
- Social media hashtag competitions and latte art challenges
- Giveaways: free coffee, event tickets, merchandise
- Referral programs incentivizing repeat customers to bring new ones

12 / Events Strategy

Borough Coffee should strategically participate in local vendor events to generate revenue and industry events to strengthen business decisions.

Revenue-Generating Events

Foodees Fest Greensboro

- Type: Large food and vendor festival
- Location: Four Seasons Town Centre, Greensboro, NC
- Dates: October 2-4, 2026
- Audience: Thousands of attendees including families, students, and locals
- Opportunity: Sell coffee, cold brew, and merch; promote Coffee Club sign-ups
- Contact: info@foodeesfest.com | (877) 909-FEST | foodeesfest.com

Greensboro Food Truck Festival

- Type: Food and beverage festival
- Fees: \$100 (small vendor booth) to \$150 (larger space)
- Opportunity: High-volume drink sales and brand exposure
- Contact: greensborofoodtruckfestivals.com

NC Folk Festival Vendor Marketplace

- Type: Cultural festival with vendor marketplace
- Fees: \$50 vendor registration with table included
- Opportunity: Sell coffee and reach a large, diverse audience
- Contact: ncfestival.org

Business & Educational Events

Specialty Coffee Expo

- Type: National coffee industry conference
- Focus: Trends, sourcing, equipment, and professional networking
- Fees: \$300-\$600 per attendee
- Value: Pricing strategy education, new product discovery, competitive benchmarking
- Contact: specialtycoffee.org

Greensboro Chamber of Commerce Events

- Type: Networking and business workshops
- Fees: Free to \$50 per event
- Value: Local partnerships, increased visibility, business strategy workshops
- Contact: greensboro.org

Required Permits for Event Participation

- Mobile Vendor Permit: Approximately \$50 annually, issued by the City of Greensboro
- Contact: 336-373-2501

Strategic Event Recommendations

- Attend 2-3 local markets per month for steady revenue generation
- Participate in 1-2 large festivals annually for broad brand exposure
- Invest in 1-2 industry events per year for stronger business decisions
- Use all events as opportunities to promote the Coffee Club, collect customer emails, and test new products

14 / Social Media Content Plan

A total of 24 social media posts are outlined below, designed for distribution across Instagram and TikTok. Each post includes copy with a call-to-action and relevant hashtags.

Post Copy with CTA and Hashtags
Come visit us at Borough Coffee in Greensboro for a cozy latte and a friendly face. #GreensboroNC #SupportLocal #EthicalCoffee #SpecialtyLatte
Looking for a new local Greensboro cafe? Borough Coffee is the spot! #GreensboroNC #SupportLocal #GSOCommunity #CraftCoffee
Add Borough Coffee to your weekend ritual! #GreensboroNC #SupportLocal #CraftCoffee #GSOCoffee
Make connections and enjoy a delicious cup of coffee at Borough. #GreensboroNC #SupportLocal #GSOCommunity #CraftCoffee
Vote for your favorite seasonal sip in the comments at Borough Coffee. #GreensboroNC #SupportLocal #SeasonalDrinks #CraftCoffee
Start your morning with Borough Coffee, enjoying a good book in our outdoor space. #GreensboroNC #SupportLocal #GSOCoffee #BookCommunity
Share your weekend Borough moment and tag us. #GreensboroNC #SupportLocal #WeekendVibes #GSOCommunity
Come support local and enjoy a delicious cup of coffee at Borough Coffee in Greensboro. #GreensboroNC #SupportLocal #EthicalCoffee #MadeInGreensboro
Support local at Borough, your neighborhood cafe. #GreensboroNC #SupportLocal #BoroughCoffee #SpecialtyCoffee
Tag your study squad and enjoy connecting at Borough Coffee. #GreensboroNC #SupportLocal #StudySquad #UNCG #CraftCoffee
What's your go-to morning pick-me-up at Borough Coffee? #GreensboroNC #SupportLocal #CraftCoffee #GSOCoffee #MorningMood
Come read a book, study, or just meet up with friends at Borough. #GreensboroNC #SupportLocal #BoroughCoffee #GSOEvents
Come sip, relax, and recharge at Borough Coffee. #GreensboroNC #SupportLocal #CraftCoffee #GSOCoffee
Show this post to the barista and get 10% off at Borough Coffee! #GreensboroNC #SupportLocal #GSOEvents #CraftCoffee
Escape your day-to-day at Borough Coffee. #GreensboroNC #SupportLocal #SpecialtyCoffee #BoroughCoffee

Quality coffee in a beautiful historic house. Come hang at Borough Coffee. #GreensboroNC
#SupportLocal #GSOCoffee #WeekendVibes

Come relax with friends and enjoy a delicious latte at Borough! #GreensboroNC #SupportLocal
#GSOCoffee #SpecialityCoffee

Need an escape? Come enjoy the sunshine outdoors at Borough Coffee. #GreensboroNC
#SupportLocal #CraftCoffee #GSOCoffee

Come hang out with your friends and enjoy Borough Coffee's outdoor space! #GreensboroNC
#SupportLocal #EthicalCoffee #GSOCommunity

Looking for a place to build community in Greensboro? Come to Borough Coffee where smiling faces
welcome you. #GreensboroNC #SupportLocal #CraftCoffee #GSOEvents

Come check out our unique seasonal lattes at Borough Coffee! #GreensboroNC #SupportLocal
#EthicalCoffee #SeasonalLattes

Come enjoy our outdoor oasis and amazing seasonal lattes at Borough Coffee. #GreensboroNC
#SupportLocal #CraftCoffee #GSOCommunity

Support Borough Coffee, your neighborhood spot for coffee, community, and comfort. #GreensboroNC
#SupportLocal #BoroughCoffee #SpecialityCoffee

Come and support our barista team here at Borough Coffee! #GreensboroNC #SupportLocal
#GSOCoffee #CafeVibes

15 / Signage & Branding Strategy

Borough Coffee's location near UNCG receives strong foot traffic from students, local residents, and professionals. However, because the business operates out of a historic home, the building blends into the surrounding neighborhood, creating a missed opportunity to attract first-time customers.

Problem Statement

The current lack of prominent exterior signage limits Borough's ability to attract new customers who are not already familiar with the brand. Compared to competitors like Union Coffee and Starbucks, Borough has less visible street-facing branding.

Exterior Building Sign Recommendation

A non-illuminated exterior sign on the front-facing side of the building would improve visibility while preserving the historic character of the space. Suggested materials are aluminum composite or painted wood for durability and weather resistance. Suggested copy:

- Borough Coffee
- Craft Coffee • Community Space
- Ethically Sourced • Worth the Trip

Sidewalk A-Frame Sign

One of the most cost-effective tools for driving foot traffic. The A-frame can be updated regularly to promote events, featured drinks, and Coffee Club sign-ups. Chalkboard style recommended to match Borough's cozy aesthetic.

- Total cost estimate: \$150 to \$400

Event Yard Signs

Temporary yard signs placed around nearby neighborhoods and near campus to promote recurring events like Jazz Fridays and art markets.

- Cost: \$10-\$20 per sign. Recommended quantity: 10-20 signs.
- Total cost estimate: \$100 to \$400

Professional Signage Pricing (Greensboro Vendors)

Vendor	Component	Estimated Cost
Fastsigns Greensboro	Design Fee	\$150 – \$300
Fastsigns Greensboro	Sign Production	\$800 – \$1,500
Fastsigns Greensboro	Installation	\$400 – \$800
Fastsigns Greensboro	Permit Costs	\$100 – \$300
Signs By Tomorrow	Sign Production	\$1,000 – \$2,000

Signs By Tomorrow	Installation	\$500 – \$900
Signs By Tomorrow	Setup/Materials	\$200 – \$400

Given Borough’s self-funded model, the A-frame sidewalk sign should be prioritized first for its low cost and high flexibility. Professional exterior signage should follow as budget allows.

16 / Promotional Videos

Six promotional video concepts were developed for Borough Coffee, each targeting a distinct message and audience segment.

Video Concepts

- **1. Day in the Life at Borough:** A cinematic walkthrough of a Borough morning, from the barista's setup to the first customer. Showcases the environment, craft, and community atmosphere.
- **2. Coffee Sourcing Story:** A short documentary-style video tracing Borough's coffee from the Loom Coffee Roastery to the cup. Reinforces the ethical sourcing brand narrative.
- **3. Event Highlights Reel:** Compiled footage from Jazz Fridays, chess nights, and art markets. Positions Borough as Greensboro's community hub.
- **4. Customer Testimonials:** Short testimonials from regulars across each target persona. Authentic social proof for Instagram and TikTok.
- **5. Coffee Club Promotion:** A direct sell video explaining the tiered Coffee Club benefits. Targeted call-to-action to sign up at boroughcoffee.com.
- **6. Outdoor Seating Showcase:** A seasonal video highlighting the outdoor garden space during spring and fall. Targets the experiential retail trend and drives visit intent.

Video assets are available at:
drive.google.com/drive/folders/1Y86DeRGmW91VcvfDzd4g8-wF7Oswge4s