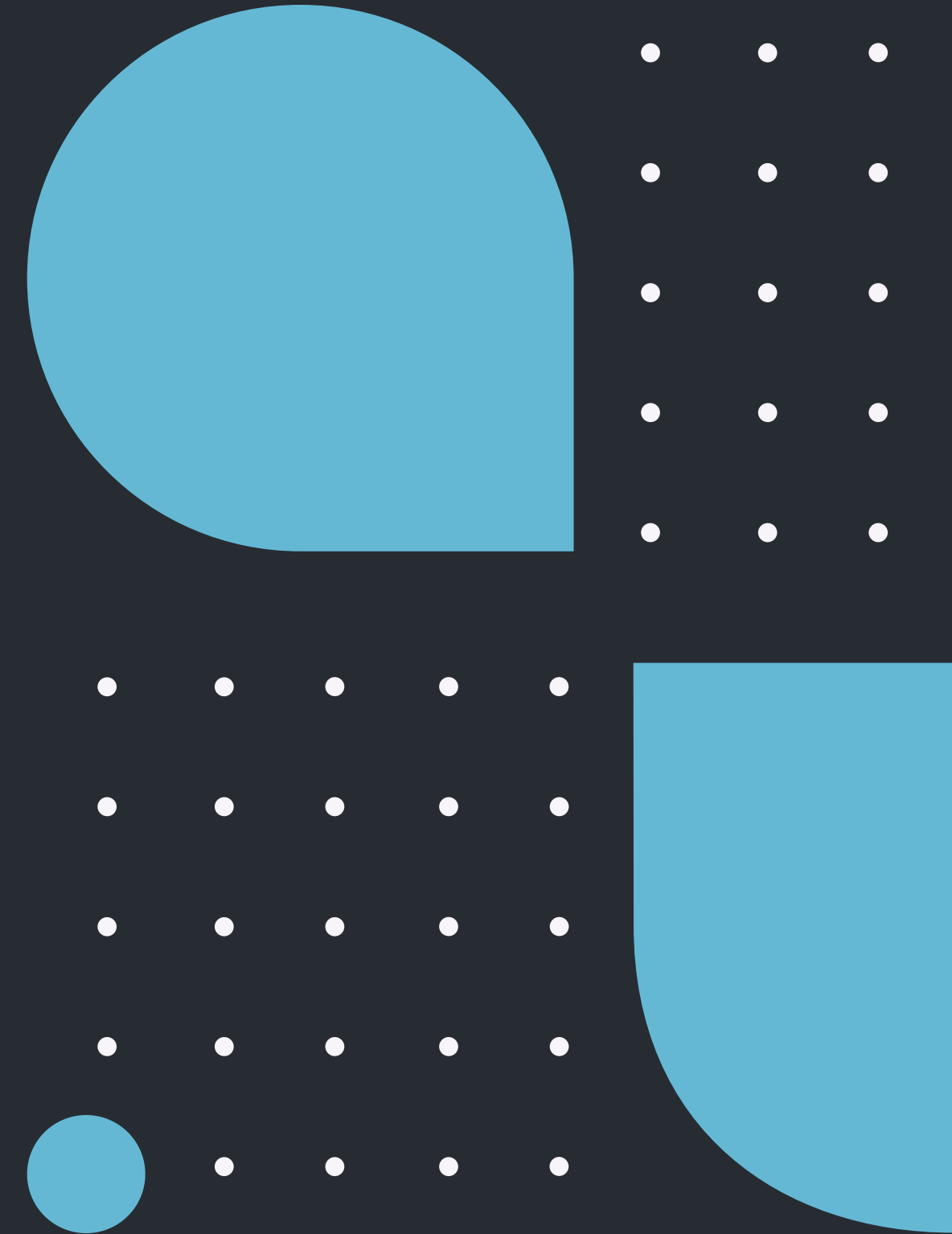




# Content Marketing Packet

Ashland Graviil



# Write-up

Strategy, Plans, and Goals



## ● Problem

- At Midnight Cookies, there is no efficient strategy to keep consumers aware of the deviating menu within seasons
- There are no efficient marketing strategies to grasp consumers attentions, this gives competitors and advantage

## ● Existing Alternatives

- These problems are being solved currently through a Facebook page that is up and running.

## ● Solution

- Recent content will be uploaded on Instagram Account.
- Pamphlet containing product options
- Strategies will help current and potential consumers have the ability to view the products being sold.

## ● High Level Concept

- This service fits into the grand scheme of things due to the location of the business. Gainesville, Fl. is the perfect location for this company, as it is a college-town due to the influx of students

## ● Channels

- Marketing strategies will be launched in August 2020. The intent is to have this pamphlet featured in the food section of The Independent Florida Alligator newsletter within the first week of December. National Cookie Day is on December 4th, 2020, increasing foot traffic.
- The mission statement provides a foundation for the company while articulating why the restaurant exists. . This is significant both for all stakeholders: the owner, employees, and consumers.
- Mission statement shows to consumers that the company is not only worried about revenue, but the total satisfaction for consumers as well.

## ● Weakness

- While some Consumers may view a regularly changing menu as an opportunity to experience various flavors, other may view this as an inconsistency

## ● Unique Value Proposition

How will you turn an unaware visitor into an interested customer?  
Create a clear and compelling one-liner message you want to send across.

## ● Key Metrics

- Average ticket size: Total sales (in dollars) / number of consumers
- Tracking and measuring the amount of orders made annually: I will analyze when the highest peaks and drops take place throughout the year, to evaluate how it can be improved.
- Accounts payable and receivable: analyzing the expenses and revenue made. Return on Investment: ratio of net profit and the cost of investment. Expenses will include marketing efforts and press mentions.
- Traffic on social media sites

## ● Cost Structure

- Fixed cost: Website Updates, launching social media accounts
- Variable costs: Pamphlet printing/advertisements

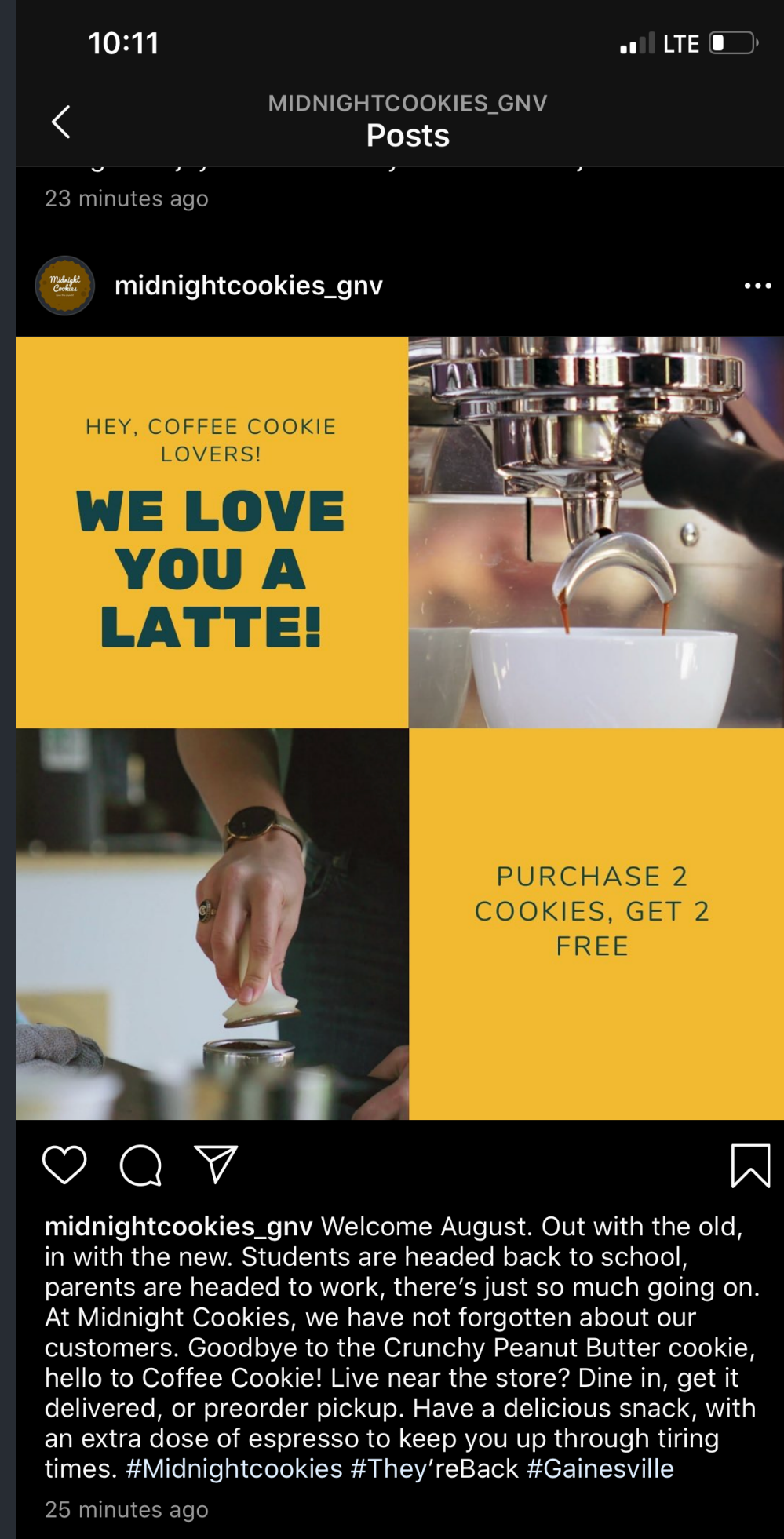
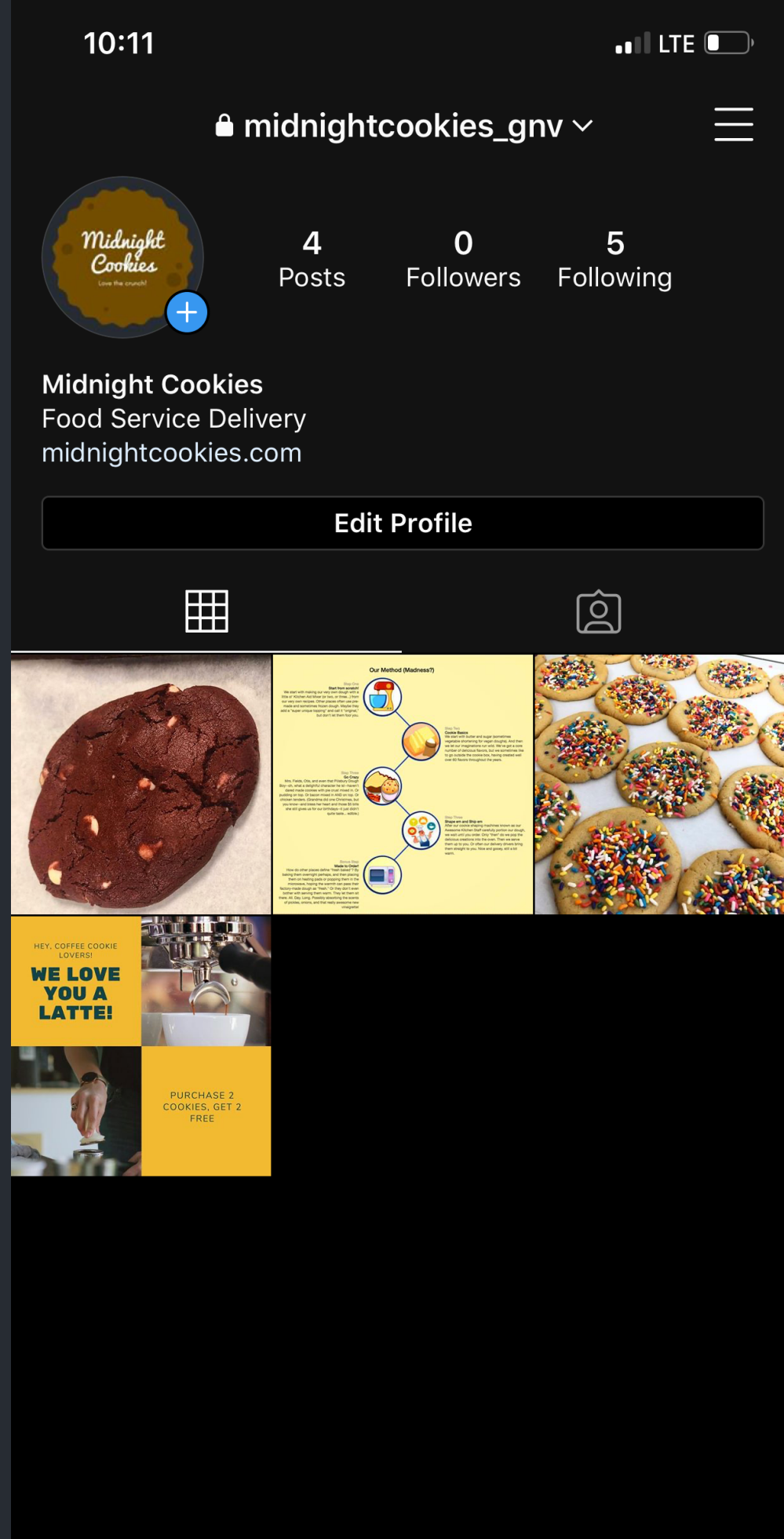
## ● Revenue Streams

Sales from consumers  
Gratuity system in place

# Short Piece









Final batches of Red Velvet—they will likely be gone either tonight or tomorrow, so order them before they... more

2 minutes ago



midnightcookies\_gnv



### Our Method (Madness?)

Step One

#### Start from scratch!

We start with making our very own dough with a little ol' Kitchen Aid Mixer (or two, or three...) from our very own recipes. Other places often use pre-made and sometimes frozen dough. Maybe they add a "super unique topping" and call it "original," but don't let them fool you.



Step Two

#### Cookie Basics

We start with butter and sugar (sometimes vegetable shortening for vegan doughs). And then we let our imaginations run wild. We've got a core number of delicious flavors, but we sometimes like to go outside the cookie box, having created well over 60 flavors throughout the years.



Step Three

#### Go Crazy

Mrs. Fields, Otis, and even that Pillsbury Dough Boy--oh, what a delightful character he is!--haven't dared made cookies with pie crust mixed in. Or pudding on top. Or bacon mixed in AND on top. Or chicken tenders. (Grandma did one Christmas, but you know--and bless her heart and those \$5 bills she still gives us for our birthdays--it just didn't quite taste... edible.)



Step Three

#### Shape em and Ship em

After our cookie shaping machines known as our Awesome Kitchen Staff carefully portion our dough, we wait until you order. Only "then" do we pop the delicious creations into the oven. Then we serve them up to you. Or often our delivery drivers bring them straight to you. Nice and gooey, still a bit warm.



Bonus Step

#### Made to Order!

How do other places define "fresh baked"? By baking them overnight perhaps, and then placing them on heating pads or popping them in the microwave, hoping the warmth can pass their factory-made dough as "fresh." Or they don't even bother with serving them warm. They let them sit there. All. Day. Long. Possibly absorbing the scents of pickles, onions, and that really awesome new vinaigrette!



**midnightcookies\_gnv** Folks, there is a method to the madness. We believe in freshness of each bite within a cookie. There is no comparison as to how delicious a cookie is when it's fresh, still a bit warm so that it melts in your mouth. This is a warm, melt-in-your-mouth dessert, that you can't experience anywhere else. & Finish it off with a glass of milk #Midnightcookies #Gainesville

4 minutes ago



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**midnightcookies\_gnv** Open from 6:30 PM to 1 AM tonight! Final batches of Red Velvet—they will likely be gone either tonight or tomorrow, so order them before they leave the menu! Stay tuned for our new-coming menu item. #Midnightcookies #Gainesville #Outwiththeold 362-371-3535

2 minutes ago



midnightcookies\_gnv



# Long Piece



# Midnight Cookies

WELCOME TO LATE NIGHT  
DELICIOUSNESS

## MISSION STATEMENT

*At Midnight Cookies, our goal is simple: to bake fresh cookies that taste really, really good. By using exceptional ingredients and providing great customer service, we assure you that we make cookies that you'll feel good about eating.*

*You order, we bake, we deliver, you eat.*



HOW WILL YOU  
CHOOSE

# 15 Savory Offerings

FOUR VEGAN OPTIONS

Handcrafted cookies with the perfect gourmet ingredients

## CRUNCHY PEANUT BUTTER

We use crunchy peanut butter in this cookie for a touch of added crunch



## COFFEE COOKIE

This cookie features a good dose of coffee grounds for a nice kick of caffeine



## BANANAS FOSTER

Banana flavored dough with a touch of rum extract, cinnamon, and walnuts. Topped with slices of bananas and caramelized brown sugar



## CHOCOLATE COOKIE CRUNCH

A chocolate base dough with Oreos mixed in. Topped with crushed Oreos



## ADDITIONAL OPTIONS

### COWBOY

Oats, coconut flakes, semisweet chocolate chips, and toasted pecans



### CHOCOLATE CHIP

The classic cookie, featuring semisweet chocolate chips



### COOKIES 'N' CREAM

Our original creation and best seller ever since opening, it features white chocolate chips and Oreos mixed in the dough



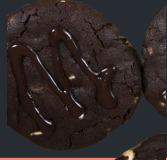
### S'MORES

Graham crackers and semisweet chocolate chips are mixed into the dough, topped with Hershey's Bar piece and marshmallow



### THE MIDNIGHT COOKIE

A chocolate base dough with semisweet, milk, dark, and white chocolate chips mixed in, topped with a homemade chocolate sauce.



### BIRTHDAY CAKE

A cake batter flavored dough with sprinkles and white chocolate chips mixed in



### SUGAR

A classic simple cookie. Have it plain (topped with white sugar) or choose one of the following toppings for no additional charge: Sprinkles, M&Ms, Reese's Pieces, Hershey's Kiss



### PEANUT BUTTER

Our take on a classic features just a touch of Reese's Peanut Butter Chips. Get it plain, or choose one of the following toppings for no additional charge: Jelly, Banana Slices, Hershey's Kiss



## ADDITIONAL OPTIONS

### DIRT COOKIE

A chocolate base dough with Oreos and milk chocolate chips mixed in. Topped with chocolate pudding and Oreo crumbs



### OATMEAL RAISIN

A classic with oats, raisins, and a touch of cinnamon



### SNICKER-DOODLE

Another classic flavor, we sprinkle cinnamon sugar on top of our signature Sugar Cookie



## BEVERAGES

2% MILK  
CHOCOLATE MILK  
SWEETENED PLAIN ALMOND MILK  
CHOCOLATE ALMOND MILK  
PLAIN SOY MILK  
STARBUCKS MOCHA FRAPPUCCINO  
YOOHOO  
BOTTLED WATER  
COKE OR DIET COKE



# Midnight Cookies...

## WHY US?

At Midnight Cookies, we have 15 traditional flavored cookies. However, you are not limited to just these.

We're not your standard bakery, baking endless amount of desserts and breads overnight, hoping to sell them throughout the day. We're more like a pizza joint, but with cookies.

**You order, we bake, we deliver, you eat.**

We feature a regularly changing menu, loaded with traditional ones such as Chocolate Chip and Oatmeal Raisin, then we take a creative leap and introduce you to our crazy minds. Peanut Butter cookies are great, but try it with some sliced bananas? How about some jelly on top? Then go for our best-selling signature Cookies 'n' Cream, with Oreos and white chocolate chips. Desserts of all kinds (S'mores, Bananas Foster, Banana Pudding, Strawberry Shortcake, Key Lime Pie...) inspire us along with our creativity (Lucky Charms, Bacon Pecan...).

So yes, you may have to wait for a little while, but we assure you that your mouths will appreciate the experience of freshly-baked treats. View it as a warm, melt-in-your-mouth dessert, that you can't experience anywhere else.

# TALK TO US

Jen@midnightcookies.com

Phone: (352) 371-3535

Location: 3345 SW 34th St, Suite 1 Gainesville, FL

Instagram: MidnightCookies\_gnc

## Business Hours (normally)!

\*\*WE ARE CURRENTLY CLOSING AT 1 AM EACH NIGHT FOR MARCH 23\*\*

23\*\*

Monday	6:30PM • 1:00AM
Tuesday	CLOSED •
Wednesday	6:30PM • 1:30AM
Thursday	6:30PM • 1:30AM
Friday	6:30PM • 2:00AM
Saturday	6:30PM • 2:00AM
Sunday	6:30PM • 1:00AM

Last orders taken 15 minutes before close!