

The background is a teal gradient. On the left, there is a vertical strip of golden grass. On the right, there is a close-up of two hands, one darker-skinned and one lighter-skinned, reaching towards each other. The text 'Coffee Klatch SoLoMo Case Study' is overlaid in white with a drop shadow.

Coffee Klatch SoLoMo Case Study

Background

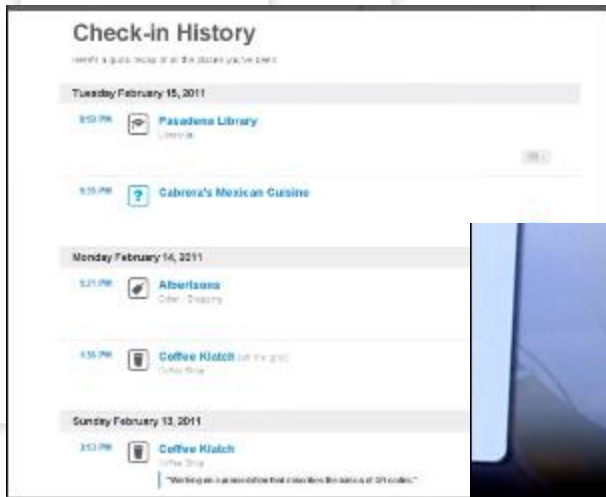
- Coffee Klatch is a small local coffee shop in Southern California with four locations.
- Coffee Klatch ran a promotion on FourSquare, a location based platform where consumers check in, comment and often receive offers.
- This story is the experience of Matthew Gallizi.



Location Based Platform

- Whole experience driven by interaction on Smartphone
- In-store monitor encourages alignment

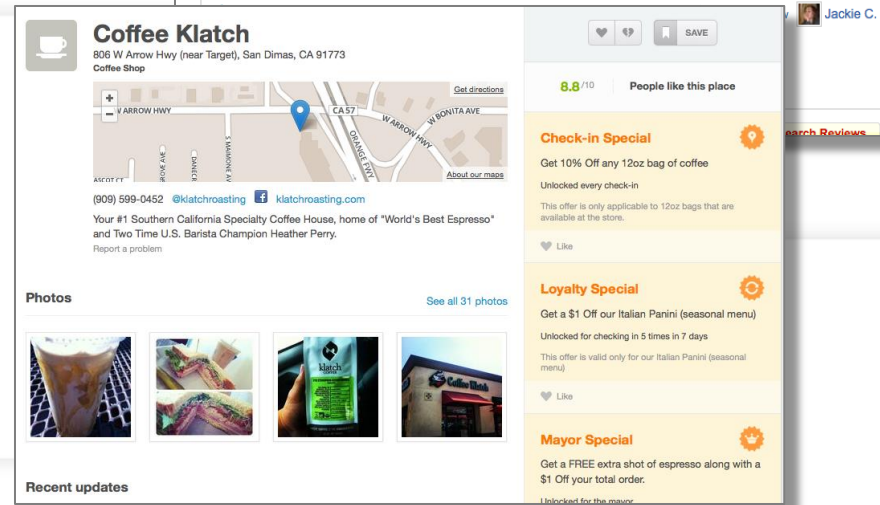
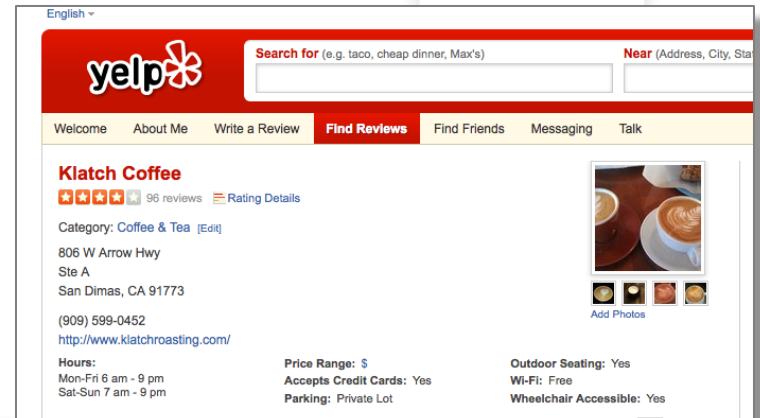
foursquare



In-store

Mobile

- Multiple Social Platforms
- Interactions
 - Consumer to consumer
 - Consumer to brand
 - Discussing, even rating experiences.



Social and local

- Facebook exchange
 - Friendly competition to be Coffee Klatch Mayor requires more visits.



Matthew Gallizzi

As-it-happens bucket list item #2: Going to Coffee Klatch a lot last year. Becoming the Mayor on Foursquare (location-based social networking site). Putting up quotes on the quote board and signing them as "CK Mayor". Working from Coffee Klatch and hearing someone ask about "the Mayor." I overheard him, introduced myself, and that's where the friendship started. I treated him to Thai food for his birthday months later. Last night, although weeks away, he treated me to my birthday. Our 2.5 hour dinner with great food and conversation was awesome. Thank you David. You showed me that being a Mayor has other perks, like new friendships. :)

New Post · May 30 at 12:41pm

14 people like this.

Jolene David Reyes See, and I didn't do half those things during my term as Mayor of CK. LOL
May 30 at 1:24pm · Like

David Chacon I'm glad I asked while you were there or I might have never known. Dinner was great and it was my pleasure. I can't believe you finished those ribs!



Matthew Gallizzi

And there I was. Typing away on a talk at Coffee Klatch and then I heard it. "Mexican Mocha for the Mayor." I laughed and claimed what was mine. Sorry, Bobby Schneider. Now where was I. Ah, yes, this Mexican Mocha...

Yesterday at 5:08pm · Like · Comment

Marieke Hensel, Roger Gallizzi, Bobby Schneider and 2 others like this.



Arnold Santos We're in the presence of internet royalty.
Yesterday at 5:24pm · Like



Bobby Schneider

Coffee Klatch: "hi, my name is bobby schneider and I'm going to soon be your new mayor, thanks" #beatmattg

2 hours ago · Like · Comment

Result

- Word of Mouth
 - Advocate through customer experience
- Alignment
- Store recognized status and responded accordingly
- Consumer online experience consistent with in-store experience



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- Read [Putting SoLoMo into Practice: A Nike Case Study](http://www.strategicdriven.com/marketing-insights-blog/putting-solomo-into-practice-a-nike-case-study/).
(<http://www.strategicdriven.com/marketing-insights-blog/putting-solomo-into-practice-a-nike-case-study/>)
- OR...Check out our Starbucks Case Study... just click the green graphic!
(or go to <http://www.strategicdriven.com/sbux-landing-pageform/>)

