



· GREAT GROUNDS ·

COFFEE SHOP

Filter	Insights	Actions
Positive mentions	<p>Holiday coffee drink flavors—such as gingerbread, pumpkin spice, and eggnog lattes—are very popular right now.</p> <p>There is a relationship between people interested in photography and animals and positive mentions.</p>	<p>Heavily promote Great Grounds' holiday flavors, particularly gingerbread latte. Directly thank users who posted positive comments about Great Grounds' holiday flavors.</p> <p>Do a giveaway for those who tag Great Grounds in a post with a photo of themselves with their coffee and pet.</p>
Negative mentions	<p>Many people complained about coffee being too expensive.</p>	<p>Share the unfavorable response to peppermint latte beverages with stakeholders. Do not promote this drink in posts.</p>
Great Grounds mentions	<p>Great Grounds' new gingerbread latte flavor received a number of positive mentions, while the peppermint latte received several negative mentions.</p> <p>Some people stated that they were upset about the recent increase in Great Grounds' prices.</p>	<p>Share complaints about the recent Great Grounds' price increases with stakeholders. In order to help justify these increases, emphasize in posts that Great Grounds coffee is a premium product. Offer promotions such as "buy one get one free," discount days/times, etc. to encourage sales.</p>