

Tim Hortons Bangalore
Coffee Launch



Social Media Strategy

Hey everyone, get ready for our big launch of three stores in Indiranagar, Whitefield, and Koramangala bringing Canadian coffee love to Bangalore!

Presented by Priyanka Umesh



How We're Launching Our Bangalore Coffee Scene



Where to Share the Coffee Love

Let's hit Instagram and TikTok with stunning coffee art and Double Double pours, use Facebook to chat with families about our Timbits, and get X buzzing in Bangalore's hotspots like Indiranagar. These spots are where coffee fans are active!

Make Every Cup Count Online

Post quick Instagram Reels of baristas crafting coffee art, live Facebook sessions from the Koramangala launch, and X polls asking 'What's your go-to Tim Hortons blend?' Toss in #TimHortonsBangalore to keep the coffee talk flowing daily.

Team Up with Local Coffee Stars

Partner with Bangalore's foodie influencers think those who live for a good latte to show off the new Whitefield store. Their real love for coffee will pull in the crowd and spread that Tim's warmth.

Let's use these platforms to share cozy, coffee-filled moments that blend our Canadian roots with Bangalore's energy, getting everyone excited to visit!



Getting Influencers to Spread Coffee Joy

Teaming up with Bangalore's coffee lovers builds trust, mixes our Canadian flair with local tastes, and gets people chatting about every sip

01

Find the Perfect Coffee Buddies

Look for influencers who get our crowd—young Bangaloreans crazy about coffee. Pick vloggers who vibe with our warm, community feel to hype up the new stores.

02

See the Coffee Buzz Grow

Watch how many views their stories get during launch week, track mentions of our Original Blend, and check the love with tools like Instagram Insights.

03

Tweak for the Best Brew

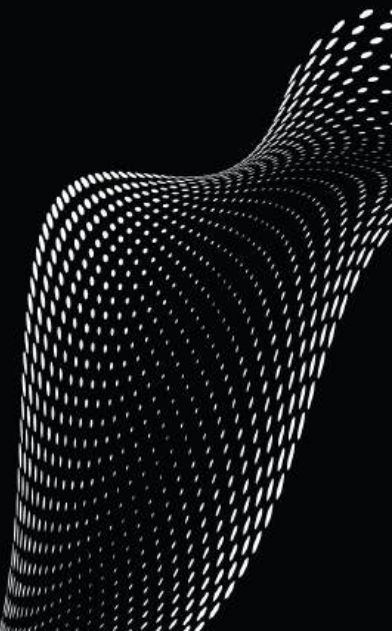
See which posts bring in new fans or store visits, compare what works, and adjust based on the feedback to keep the coffee hype strong.



Tracking Our Coffee Success

Use Google Analytics and social insights to track ad clicks to store maps and offline event codes, keeping our coffee strategy on point.

Digging into data helps us tweak the launch, adjust plans, and make sure every rupee boosts footfall across Bangalore.



Community Management

A little online chat and fun events turn first sips into loyal visits, planting Tim Hortons deep in Bangalore with that warm coffee hug.



Foster Brand Loyalty

Connect with folks sharing their first Double Double moments—reply with a personal touch—and offer app rewards for coming back to Indiranagar or Whitefield.

Chat with Our Coffee Fans

Jump into comments with quick replies about Timbits, answer coffee questions, and start a 'Show us your Tim's coffee art' challenge to get everyone involved.

Bring the Coffee Party Offline

Host coffee tastings in busy spots like Koramangala malls, free sample days at launch, and barista chats to draw people in and make them feel at home.

Tim Hortons India



Fresh Ideas to Boost Our Coffee Game

Experiment with Instagram AR filters to 'pour' a virtual Double Double, and tweak based on what Bangalore coffee lovers like—maybe a spicy twist!

Use Paid Tools for Coffee Wins

Schedule posts with apps and run targeted ads—Instagram Reels for young Bangaloreans, Facebook invites for family events—to make our launches smooth and big.

Instagram: Carousel ads of coffee art to catch eyes. Facebook: Retargeting for loyalty perks. X: Promoted trends for instant coffee buzz. Why? These hit where Bangalore's coffee fans hang out, driving store visits.

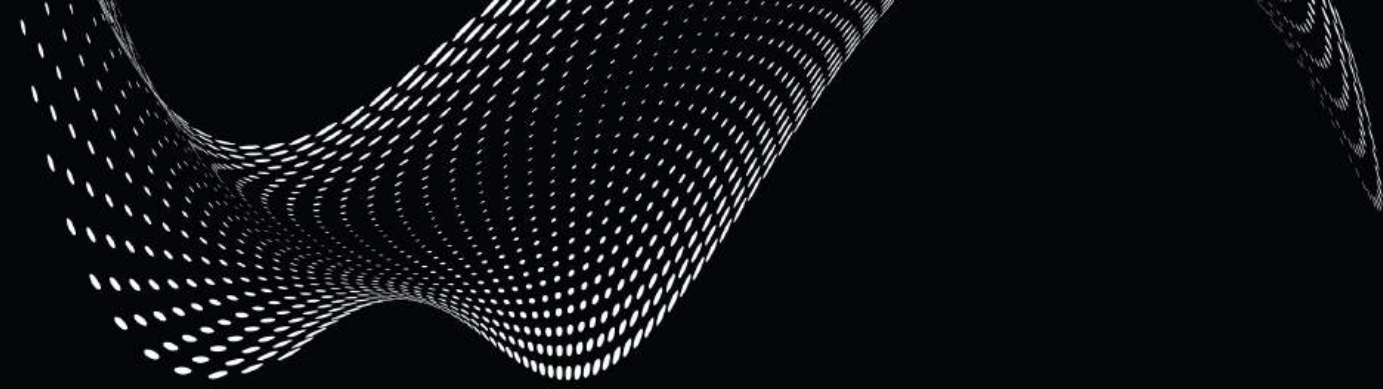




Getting to Know Bangalore's Coffee Fans

Figuring out who loves coffee here like IT pros in Whitefield helps us tailor posts and ads to grow our fanbase naturally.

Study coffee habits of 18-35-year-olds in urban spots to shape campaigns, targeting techies for quick coffee stops.



Crafting Coffee Stories That Stick

Share tales that mix our Canadian coffee heritage with Bangalore's vibe, using cool pics and chats to get people hooked.

Post relatable stuff like 'Morning coffee in busy Bangalore' with shots of our stores, showing off quality and that community feel to draw coffee lovers in.





Paid Advertising

Integrate paid campaigns strategically across social platforms to drive targeted traffic and increase lead conversion rates overall with measurable impact.

Set Our Coffee Ad Spend

Plan our ad budget carefully stay smart with costs, understand what each click brings us, and focus on one goal: filling our Indiranagar and Koramangala stores with excited coffee fans.

Find Our Coffee Fans

Let's target Bangalore's true coffee crowd young professionals in Whitefield, families in Koramangala anyone who loves a great brew, quick bites, and cozy café vibes.

Bring Back Coffee Lovers

Reach out again to people who've seen or clicked our ads before. A gentle nudge with a "Double Double" offer or a new donut flavor can bring them right back to Tims.

Watch Our Coffee Ads Shine

Keep tracking what works test visuals, tweak copy, and adjust budgets so every ad we run brings more people through the doors of our Bangalore cafés.



Thank You For Joining Us

We appreciate your attention and look forward to implementing our social media strategy collaboratively for mutual success with continued innovation.



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