

Firster

Wants to be first to try everything. Early adopter.

- Wants to make a blend first
- Wants to share blend with friends
- MIGHT become a Prosumer

Challenge/Opportunity:

Try to make Firster a brand evangelist rather than a one-and-over-it.

Solution:

Give Firster a sense of “ownership”

Remind them they were first to see trend.

Make sharing easy by including it in the end of blend process.

DO NOT require purchase to share.

Try to convert to Subscriber, emphasizing ease of use and reliability with light touch.

Prosumer

Serious Coffee person. May be in the business. Current or former barista. Probable blogger. Likes content, data.

- Wants high quality
- Wants to dial-in blend.
- Wants multiple blends
- Possible best customer

Challenge:

This customer must be won over on quality and connoisseurship.

Solution:

Be knowledgeable maintain quality

Make adjusting a blend easy.

Introduce “Test Market” coffees for limited times “By Invite Only”

E-mail marketing should include coffee news, coffee stories.

Use of buy now button + data on ordering to convert to subscriber.

Dilettante

NOT in coffee business. Will “try anything once.” Susceptible to peer pressure.

- Wants new experience
- One and done for blend.
- Possible Gift Giver
- Difficult to convert to Subscriber

Challenge:

First order may be the last. If they are not hooked on convenience or subscription, then will probably move on.

Solution:

Be reliable.

Discounted brand merch - bags, hats, stickers

Heavier rotation on email marketing. More people stories of happy customers.

Try to convert Dilettante to Subscriber by way of Firster or Prosumer - test each with “invite only” or “free stickers” or similar promotion.

Subscriber

Serious Coffee person. THE gold standard customer. Has multiple blends, some on rotation.

- Wants reliability
- Wants easy, customized orders.
- Wants an account, payment automation
- BEST CUSTOMER

Challenge:

This customer might get bored, start to see other services, other subscriptions.

Solution:

Surprise and delight.

FREE taster pack for new coffees

Instore cash rewards - one free gift blend to gift

Discount merch, one free gift merch item as thank you surprise