



Leopold's

Katie St. Peters, Zoe Stevens, Addyson Farias, Renee Marconi, Ivan Xiong

Overview of the Business

Positioning Statement:

Leopold's Books Bar Caffè is a multifaceted haven in Madison, Wisconsin, seamlessly blending literature, artisanal coffee, and handcrafted cocktails. As an independent bookstore, coffee shop, and bar, we provide a vibrant space for intellectual exchange, relaxation, and spirited social gatherings. Our unique establishment offers a blend of literary exploration, comfort, and delightful conversation, ensuring everyone finds their place in our shelves and inviting ambiance.



Brand Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none">● Loyal, diverse customer base● Vibrant atmosphere● Varied menu● Event opportunities	<ul style="list-style-type: none">● Mass marketing strategy and quality● Limited resources for customer data collection● Competitive digital presence

Brand Personality: Intellectual and cultured, welcoming and inclusive, community involvement and employee advocacy

Target Market Online

Importance of Understanding the Demographic

- Enables Tailored Offerings
- Facilitates Targeted Marketing
- Fosters an Inclusive Environment

Recognizing Loyal Customer Base

- Acknowledging Haley's Recognition of Loyalty
- Leveraging Repeat Customer Base for Operational Efficiency

Insights into Online Behavior

- Utilizing Insights for Effective Online Engagement
- Enhancing Operational Efficiency through Customer Behavior Analysis

Leopold's Consumer Persona

Creating a Relatable Persona - Meet Alex

- Humanizing the Demographic
- Understanding Alex's Preferences: Apple Pay, Amazon, Kindle
- Informed Recommendations for Leopold's



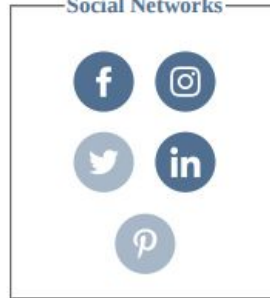
Job Title

PhD Student

Age

28

Social Networks



Organization Size

Self-employed

Alex (They/Them)

Online Characteristics

- Active on Instagram, Facebook, and LinkedIn
- Uses Apple products for ease-of-use
- Reads casual literature on Amazon Kindle
- Uses Chrome and Safari for academic research

Behavioral Characteristics

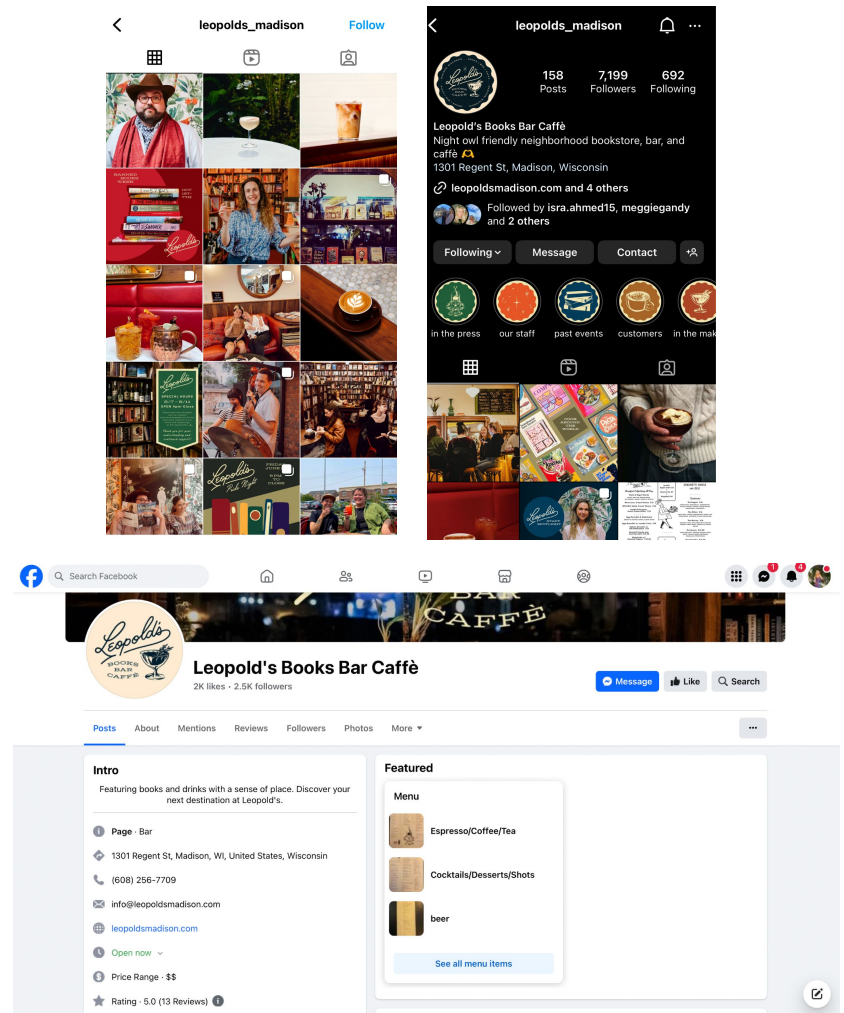
- Visits Leopold's 2-3 times a week
- Prefers quality coffee and values local businesses with a sense of community
- Drinks socially and engages in intellectual discussions
- Enjoys being able to study, work, and socialize in one place

Interactions

Posts and shares Instagram stories as an advocate for LGBTQ+ rights
Subscribes to e-newsletters for cultural events around Madison
Views online bookstores and Amazon book reviews on their Kindle
Streamlines the consumer experience with Apple Pay and other mobile apps

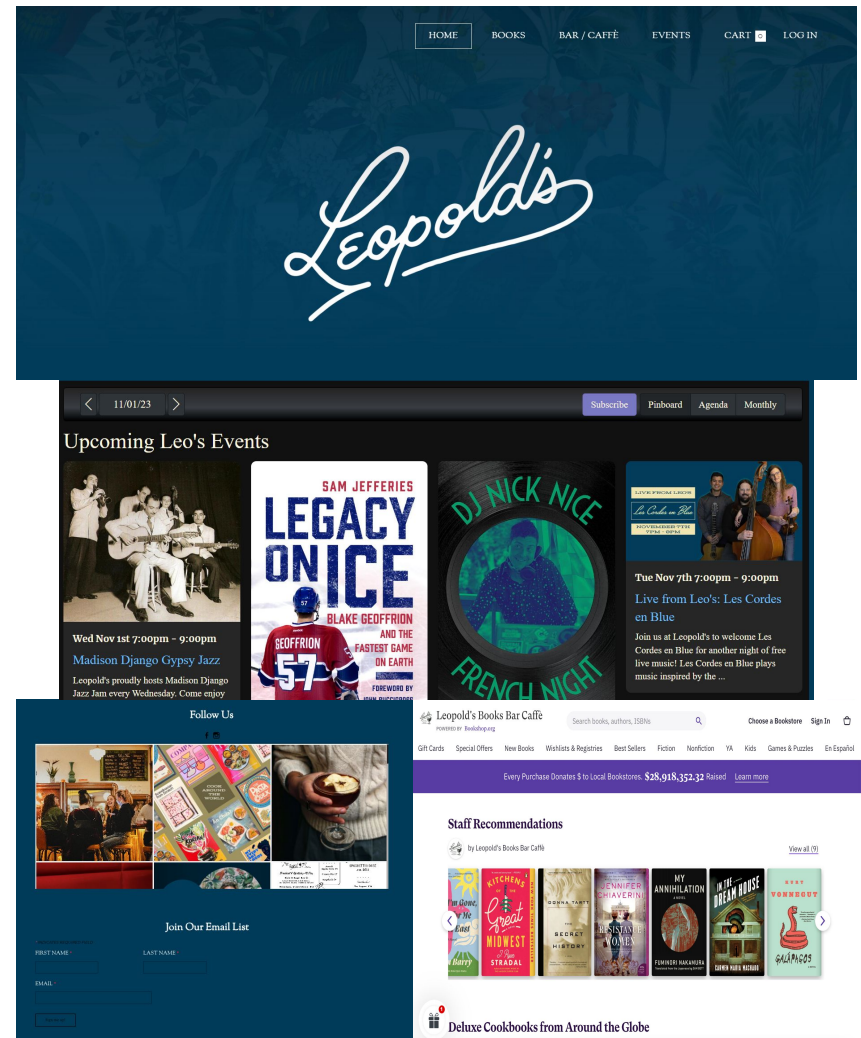
Digital Audit (Social Media)

- Respectable Social Media Presence
 - Instagram Followers = 7.2K
 - Facebook Followers = 2.5K
- Leopold's Uses Social Media to:
 - Share In-Store Promotions
 - Post Upcoming Events
 - Present New Menu Options
- What Do They Well?
 - Posting on a Regular Basis
 - Establishing a “Authentic” Brand Presence
- What Can Do They Do Better?
 - Track Engagement
 - Respond to Comments



Digital Audit (Website)

- Leopold's Uses their Website to:
 - Shop for Books
 - Present their Menu
 - Share Upcoming Events
 - Buy Gift Cards
- What Do They Well?
 - Share Upcoming Events
 - Post Staff Recommendations
 - Link to Social Media Accounts
- What Can Do They Do Better?
 - No Call-to-Action
 - Decrease Number of Clicks
 - Implement a Mobile App
 - Allow Customers to Order Online and/or Create a Reservation





what is leopolds madison



The bar serves espresso, craft cocktails, wine, beer, and treats. It also offers weekly events, including: ▾

- Free live music
- Wine tastings
- Book events
- Madison Django Jazz Jam every Wednesday

The bar's hours are: ▾

- Monday–3 PM–midnight
- Tuesday–3 PM–10 PM

The store is located at 1301 Regent St, Madison, WI 53715. It has a parking lot, Wi-Fi, and wheelchair accessible entrance, parking lot, restroom, and entrance. ▾



what is leopolds madison



Leopold's Books Bar Caffè is a **bookstore, bar, and coffee shop** in downtown **Madison, Wisconsin**. It opened on July 6, 2021. ▾




The bookstore is organized by country of origin. It has fiction, history, travel, and cookbooks for a specific place. ▾




Online Listening Analysis

- Receives Positive Feedback
- Responsive to Concerns/Complaints




corinnebmeister can't wait 🤔

4w 1 like Reply




petphoria Can't wait to try! 🔥

4w 1 like Reply




soggy_burrito exciting!!

4w 1 like Reply




jendasimpson I can't wait!!!

3w 1 like Reply




misc_alt_ I didn't think Leopolds could get any cooler

4w 1 like Reply



downtownmadlifestyle I've been watching & waiting! 📺🍷

4w 1 like Reply ...



jbccoffee roasters We cant wait to check it out. Congratulations! 🎉👏

4w 1 like Reply

Leopold's Books Bar Caffè

1301 Regent St, Madison, WI

 Write a review

4.8 ★★★★★ 333 reviews ⓘ

 **Michelle m**
4 reviews

★★★★☆ 3 weeks ago **NEW**

I really wanted to give this place five stars but I went in for a hot chocolate and paid five dollars for brown colored water. I just didn't feel like bringing it back to the counter and complaining but it really was the worst hot chocolate I've ever had. This probably won't matter to very many people but I am not a coffee drinker so it mattered to me. All was not lost however, I discovered and purchased an excellent "staff pick" book and I loved the NYT best seller shelf, the warm lighting, atmosphere and comfy couch.

 Like

Response from the owner 3 weeks ago

Hey Michelle,

We use delicious and locally produced Madison Chocolate Company chocolate sauce and milk of your choice in our hot chocolates.

If something is not to your liking, you can always bring it back and work with our bartenders on a different item.

Please reach out to us at info@leopoldsmadison.com with any other information you'd like to provide about your experience.

Recommendations

1. Collect customer data by utilizing POS system features to segment target customers.
2. Enhance website design and content for user experience and consistency.
3. Leverage social media planning and analytics tools to regularly track and analyze engagement metrics and schedule.

1. *Collect customer data by utilizing POS system features to segment target customers.*

- Data tracking analysis with Square POS or CRM software
 - Initiate consistent, active data collection
- Cross-reference data
 - Purchase behavior, email list, and following
 - Competing social profiles and consumer research
- Customer segmentation and target segments
 - Personalize content for tailored audiences
 - Strategize events, loyalty programs, promotions

2. Enhance website design and content for user experience and consistency.

- Prioritize improved navigation and content
 - Consistent brand style and messaging
 - Accessibility
- Minimize clicks for seamless experience
 - Optimize calls to action
 - Prominent placement
 - Guide customers through buying journey
- Incorporate integral website pages
 - Cafe and book selection
 - Order Now, Book Now, View our Menu
 - Square POS
- Convey brand tone and welcoming customer experience
 - Interactive, engaging media and content

[Events](#) [Reserve a Table](#) [View Menu](#) [Shop Books](#)

[ORDER FOR PICKUP](#)

Leopold's

noun

*bookbar, caffè; a vibrant space for intellectual
exchange, relaxation, and spirited social gatherings*

[VIEW OUR MENU](#)

3. Leverage social media planning and analytics tools to regularly track and analyze engagement metrics and schedule.

- Leverage social media analytics
 - Instagram Insights, Facebook Meta Suite
 - Data-driven content strategy
- Systematic social media management
 - Assigned role and responsibility
- Structured assessment of content impact
 - Consistent tracking and analysis
 - Positioning strategy
- Foster community and loyalty

Measurement and Evaluation

- 1) Utilize A/B Tests to determine which tailored content works best for specific audiences & Track loyalty program usage
 - a) obtain email addresses of 15% of all customers + 3% increase in engagement with email content
- 2) 1-3-6 test & Survey to customers
 - a) 5% increase in user engagement and clicks on website
- 3) Analyzing Instagram and Facebook business analytics & altering content to produce different results
 - a) Increase followers by 3% and user engagement by 5%

*all benchmarks are within 6 months

Conclusion

- Main company weaknesses: Lack of marketing and content quality and limited resources
- Our recommendations: Implement a CRM system, redesign the website, and leverage social media analytics performance tools
- Impact: Leopold's can increase their social media and email customer list, improve navigation and user experience, and introduce a regular schedule for performance reviews & be proactive in adjusting their digital marketing approach

References

- Website: <https://www.leopoldsmadison.com/#/>
- Instagram: https://www.instagram.com/leopolds_madison/?hl=en
- Facebook: <https://www.facebook.com/leopoldsmadison/>