



# HearthStone Diner

## Speculative Case Study

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# Summary Overview

**HearthStone** is an independently owned diner that offers artisanal quality goods at a locally accessible price by sourcing their ingredients from local farmers, butchers, and boutique growers to provide their customers with top quality food. **The challenge** the diner is facing is that due to the diner's focus on neighborhood harmony, they have a fairly small audience and minimal engagement on social media.

**The strategy** includes a marketing campaign that focuses on the farm-to-table aspect of the diner as well as posts that feature new menu items and videos of the daily ingredients being prepared to emphasize the freshness of the products. **The objective** of the marketing plan is to expand audiences and increase foot-traffic to the diner while maintaining appeal to the original target audience






# Challenge

Where is HearthStone struggling?



### Challenge 1




Increase mid-week  
(Tuesday–Thursday)  
morning foot traffic by  
25% within the first 90  
days of launch

### Challenge 2



Achieve a brand  
sentiment rating where  
"atmosphere" and  
"quality" are cited as the  
top reasons for visiting  
in 80% of customer  
reviews within the first  
six months



### Challenge 3



Generate 100 unique  
pieces of  
User-Generated  
Content (UGC) per  
month under the  
hashtag  
#HearthstoneHaven.



# SWOT Analysis

## Strengths

- Unique HearthStone visual identity; specialized "Zoning" floor plan; artisanal menu.

## Weaknesses

- Higher price point than mass-market competitors; slower table turnover by design.

## Opportunities

- University partnerships; "Slow Living" social media trends; local community events.

## Threats

- Rising cost of artisanal ingredients; high-volume competition (e.g. IHOP).

# Strategy

Social Media and Content Marketing



Day	Platform	Pillar	Content Description	Goal / KPI
<b>MON.</b>	Instagram	<b>The Source</b>	Photo of fresh lavender arrival + teaser for Tuesday's podcast.	<b>Awareness: Build anticipation.</b>
<b>TUE.</b>	TikTok / Reels	<b>The Craft</b>	ASMR Sourdough prep using audio from the "Heart to Hearth" podcast.	<b>Traffic: Reach "Scholars" via relaxing audio.</b>
<b>WED.</b>	Blog & Email	<b>The Dialogue</b>	Email blast: "How we source our honey" + link to the new Blog post.	<b>Retention: Drive repeat visits via email.</b>
<b>THU.</b>	Podcast	<b>The Dialogue</b>	"Heart to Hearth" Episode 1: Interview with the boutique flower grower.	<b>Sentiment: Establish "Atmosphere" and "Quality."</b>
<b>FRI.</b>	All Channels	<b>The Sanctuary</b>	#HearthStoneHaven: Reposting customer photos from the week.	<b>UGC: Hit the 100 posts/month goal.</b>
<b>SAT.</b>	Instagram	<b>The Craft</b>	Close-up "Food Porn" style video of a seasonal brunch special.	<b>Traffic: Drive weekend sales.</b>
<b>SUN.</b>	Facebook	<b>The Sanctuary</b>	Long-form post about "Neighborhood Harmony" and upcoming community events.	<b>Community: Reinforce the "all are welcome" vibe.</b>

# Implementation

Phases and Timeline



## Brand Awareness

- Tactic: Launch "The Sound of Hearthstone" ASMR video series.
- Goal: Establish the #HearthstoneHaven hashtag.
- Owner: Social Media Manager.

Phase 1  
Months 1-2

Phase 2  
Months 3-4


Phase 3  
Months 5-6



## Community Retention

- Tactic: Launch "Hearth's Heirloom" monthly recipe exchange.
- Goal: Build a loyal local email database (The Hearth Registry).
- Owner: Marketing Coordinator.

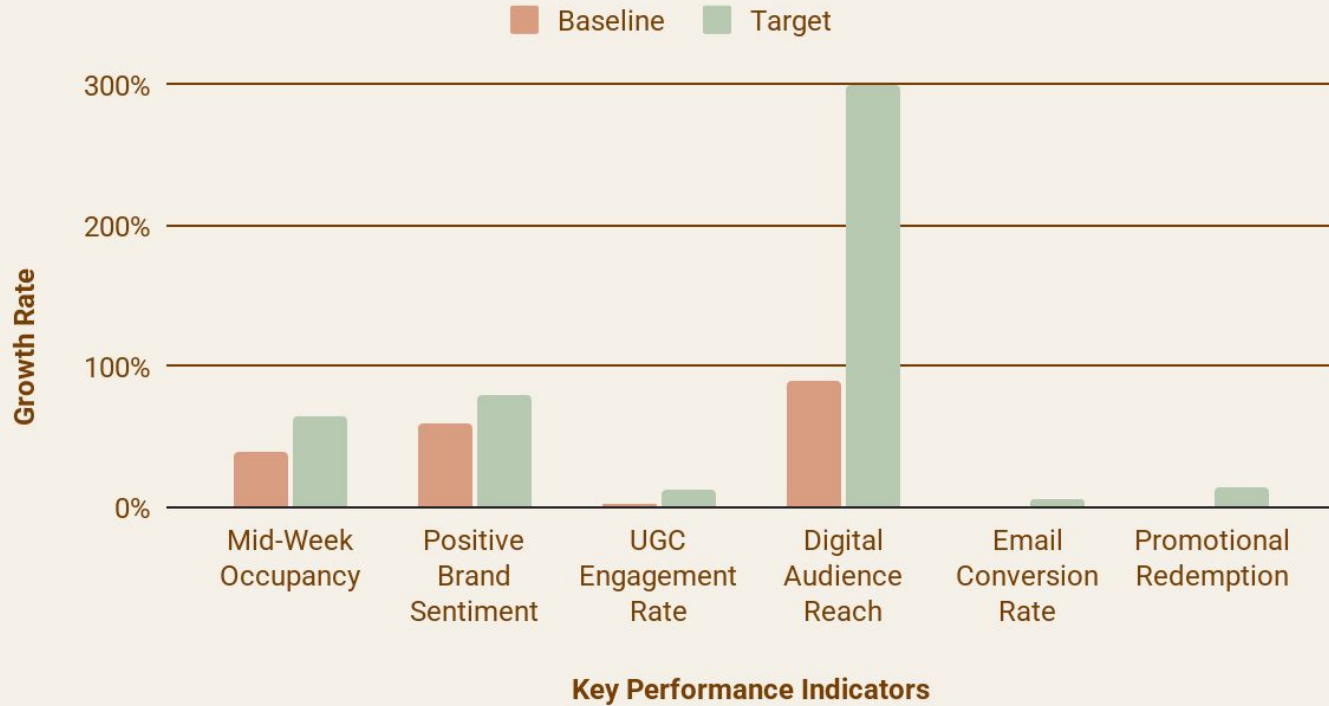
## Traffic Conversion

- Tactic: Activate "Scholar's Respite" (15% Student Discount Tue-Thu).
  - Goal: Fill midweek morning capacity to 75%.
  - Owner: General Manager.
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# Impact

Expected Outcome

## Projected Growth: Target vs. Baseline





# Expected Outcome

With this strategy, HearthStone Diner should expect to see a significant rise in student engagement and an increase in profit, becoming the thriving community haven it aspires to be.

