

# HearthStone Diner Marketing Plan A speculative plan by: Jasmine Warren

## Mission Statement

It is HearthStone's honor to provide our diners with a place to belong, to gather, and to escape the hustle and bustle of everyday life through the warmth of our hearth and the taste of home grown dining.

## Executive Summary

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. They have a heavy focus on neighborhood harmony and have created a series of programs and promotions to bring together their local community and provide a space where all patrons can feel welcome.

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 **objective** of the marketing plan is to expand audiences and increase foot-traffic to the diner while maintaining appeal to the original target audience.

The **goals** of the plan are as follows:

- **Increase mid-week (Monday–Thursday) foot traffic** of 720 guests by 25% within the first 90 days of launch.
- **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 (e.g. sharing unedited "Early Morning Prep" Reels, leading guests to describe the "authentic peace" and "handcrafted quality" in their reviews)
- **Generate 100 unique pieces of User-Generated Content (UGC)** per month under the hashtag *#HearthStoneHaven* (e.g. a "Cozy Study-with-Me" story featuring a messy stack of textbooks next to a slice of sourdough and steaming tea) to highlight the diner as a genuine community third-space

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. HearthStone will also have a Blog section on their website that posts longer content about the cooking process as well as answering questions and taking suggestions from patrons in their podcast "Heart to Hearth". Platforms such as Facebook, Instagram and TikTok will be posted to on a scheduled basis with media ranging from still images of freshly picked lavender set next to freshly steeped tea to videos of sourdough being prepared. Finally, we will be monitoring how the campaign is doing by **measuring** social media metrics like impressions, shared posts, and positive feedback while also monitoring the Redemption rate.

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## Swot Analysis

### Strengths

- Direct connection to local farmers and growers
- Unique "Cottagecore" visual identity
- Specialized "Zoning" floor plan
- Artisanal home-grown menu quality

### Weaknesses

- Higher price point than competitors
- Slower table turnover by design
- Minimal social media engagement
- Low mid-week morning foot traffic

### Opportunities

- University and student partnerships
- "Slow Living" social media trends
- Local community events and workshops
- User-Generated Content expansion (#HearthStoneHaven)

### Threats

- Rising artisanal ingredient costs
- High-volume corporate competition (e.g., IHOP)
- Seasonal supply chain volatility
- Risk of alienating niche audience during expansion

## Target Market Analysis

Segment	Profile	Primary Need
<b>The Aesthetic Escapee</b>	Ages 24–40; values "Cottagecore" and slow-living.	A "Pinterest-worthy" Haven for social connection.
<b>The University Scholar</b>	Local students/grad students; high stress.	A quiet, "low-arousal" space for focused work/study.
<b>The Conscious Parent</b>	Families with young children (Sprouts).	Wholesome ingredients and a welcoming homestead vibe.

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## #HearthStoneHaven Strategy calendar

Day	Platform	Pillar	Content Description	Goal / KPI
<b>MON.</b>	Instagram	<b>The Source</b>	"The Hands that Grow It": A photo series of the farmer delivering this week's botanical harvest. Tag the farm and teaser for the podcast.	<b>Awareness:</b> Establish raw quality before the guest even visits.
<b>TUE.</b>	TikTok / Reels	<b>The Craft</b>	Footage of the owner making sourdough using audio from the "Heart to Hearth" podcast	<b>Traffic:</b> Reach "Scholars" via relaxing audio
<b>WED.</b>	Blog & Email	<b>The Dialogue</b>	"Letters from the Soil": A deep dive into the honey sourcing process featuring a Q&A with the beekeeper.	<b>Retention:</b> Drive mid-week visits by educating regulars on ingredient value.
<b>THU.</b>	Podcast	<b>The Dialogue</b>	"Heart to Hearth" Ep. 1: The owner interviews the boutique flower grower about sustainable farming and sensory beauty.	<b>Sentiment:</b> Achieve that 80% "Atmosphere/Quality" rating by providing the backstory.
<b>FRI.</b>	All Channels	<b>The Sanctuary</b>	#HearthStoneHaven: Reposting 5–10 customer photos that capture the "Haven" vibe.	<b>UGC:</b> Track progress toward the 100 posts/month target.
<b>SAT.</b>	Instagram	<b>The Craft</b>	"The Saturday Slice": Close-up, high-definition video of the owner plating a brunch special featuring the farmer's seasonal greens.	<b>Traffic:</b> Drive weekend sales.
<b>SUN.</b>	Facebook	<b>The Sanctuary</b>	"Neighborhood Harmony": A long-form reflection from the owner on the importance of community and a preview of next week's local events.	<b>Community:</b> Reinforce the "all are welcome" mission to build long-term loyalty.

## The Marketing Mix (The 4 Ps)

- **Product:** home-grown artisanal menu, locally sourced botanical teas, and a sensory-controlled "Haven" environment.
- **Price:** Premium Value. 15–30% markup over IHOP to reflect quality and **"Peace Premium."**
- **Place:** Zoned physical location (Social Zone vs. Scholar's Library) and digital storefront (Instagram/TikTok).
- **Promotion:** relaxing video content, "Scholar's Respite" student discounts, Loyalty Programs, "Sprouts Eat Free" family programs, and community cooking classes.

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## Action Plan and Implementation

### Phase 1: Brand Awareness (Months 1–2)

- **Tactic:** Launch "The Sound of HearthStone" cooking prep video series.
- **Goal:** Establish the *#HearthStoneHaven* hashtag.
- **Owner:** Social Media Manager.

### Phase 2: Traffic Conversion (Months 3–4)

- **Tactic:** Activate "Scholar's Respite" (15% Student Discount Tue–Thu).
- **Goal:** Fill mid-week morning capacity to 75%.
- **Owner:** General Manager.

### Phase 3: Community Retention (Months 5–6)

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

## Budget Allocation

- **30% Content Creation:** Professional photography and "Slow Living" video production.
- **25% Local Awareness:** Hyper-local social media ads (3-mile radius) and analog flyers.
- **25% Community Programs:** Student ambassador perks, "Sprouts" menu subsidization, and cooking classes.
- **20% Administrative:** Printing Aged Parchment menus and sidewalk signage.

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## Measurement and KPIs

KPIs	Target	Frequency
<b>Sentiment Score</b>	>85% Positive Mentions	Monthly
<b>Student Redemptions</b>	200+ per month	Weekly
<b>Avg. Ticket Size(ATS)</b>	\$18.00 – \$22.00	Daily
<b>UGC Tags</b>	100+ Unique Posts	Monthly

## Contingency Plan

- **If Weekend Wait Times Exceed 60m:** Implement a "Garden Waiting Ritual" with free botanical tea samples to maintain the Haven vibe.
- **If Mid-Week Traffic is Low:** Introduce "Scholar Study Bundles" (e.g., Tea + Sourdough Toast for a flat \$12).