

Overview of Teaism

The first Teaism was founded in 1996 by Michelle Brown and Linda Neumann in the Dupont Circle neighborhood of Washington, D.C. Michelle and Linda strove to create a collection of teahouses that replicated the authenticity of Asian teahouses, but also harmonized with the more casual, fast-paced nature of America and the bustling city of Washington, D.C.

Today, Teaism operates three teahouses in the DC area, in the neighborhoods of Dupont Circle, Penn Quarter, and Lafayette Park. Although Teaism has grown, its founders remain pro small-business, and each Teaism is different, reflecting the culture of the neighborhood in which it is located. Teaism is not a Starbucks, nor a traditional teahouse, either, but an outstanding entry in the fast-casual dining business. At these critically-acclaimed restaurants, Teaism patrons can enjoy Japanese bento boxes, Thai curries, the ever-popular salty oat cookies, Udon noodle soups, a variety of sandwiches, and of course, a long list of exotic and traditional black, oolong, green, and white teas and tisanes.ⁱ

“Use your teaism” is a saying by Michelle Brown.ⁱⁱ “Teaism” itself was originally coined by Japanese scholar Okakura Kakuzo in his 20th century work, *The Book of Tea*. In it, Teaism is described as the art or the way of tea, a combination of Taoism, Zen, Japanese and Chinese tea culture that emphasized ritualism, harmony, tranquility, and purity. Indeed, the idea of “teaism,” when applied to a modern American lifestyle, is the essence of Teaism’s culture: not one of commerce, but of enjoying and savoring; not one of disinterest, but of immersion in the tea culture; not one of formality, but of relaxed enjoyment; not one of corporate copies; but of individual community places; **not one of style, but of substance.**

Social Media Landscape

What Is Social Media Anyway?

Daniel Nations has a great explanation of social media in layman's terms:

"A website that doesn't just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as...recommending movies to you based on the ratings of other people with similar interests.

Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.

Social media, on the other hand, is a two-way street that gives you the ability to communicate too."ⁱⁱⁱ

Essentially, social media allows a brand to interact with its customers and engage in two-way conversation. Mashable, the self-named social media guide and technology blog, describes it as "a fancy way to describe the zillions of conversations people are having online 24/7."^{iv}

Whatever you want to call it, social media is a big player in the communications industry. Some social media statistics:

- 96% of Gen Y (10-35 years old) have joined a social network
- If Facebook were a country, it would be the world's fourth largest
- The fastest growing segment on Facebook is 55-65 year old females
- Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire population of Ireland, Norway, and Panama
- 80% of Twitter usage is on mobile devices—people update anywhere, anytime

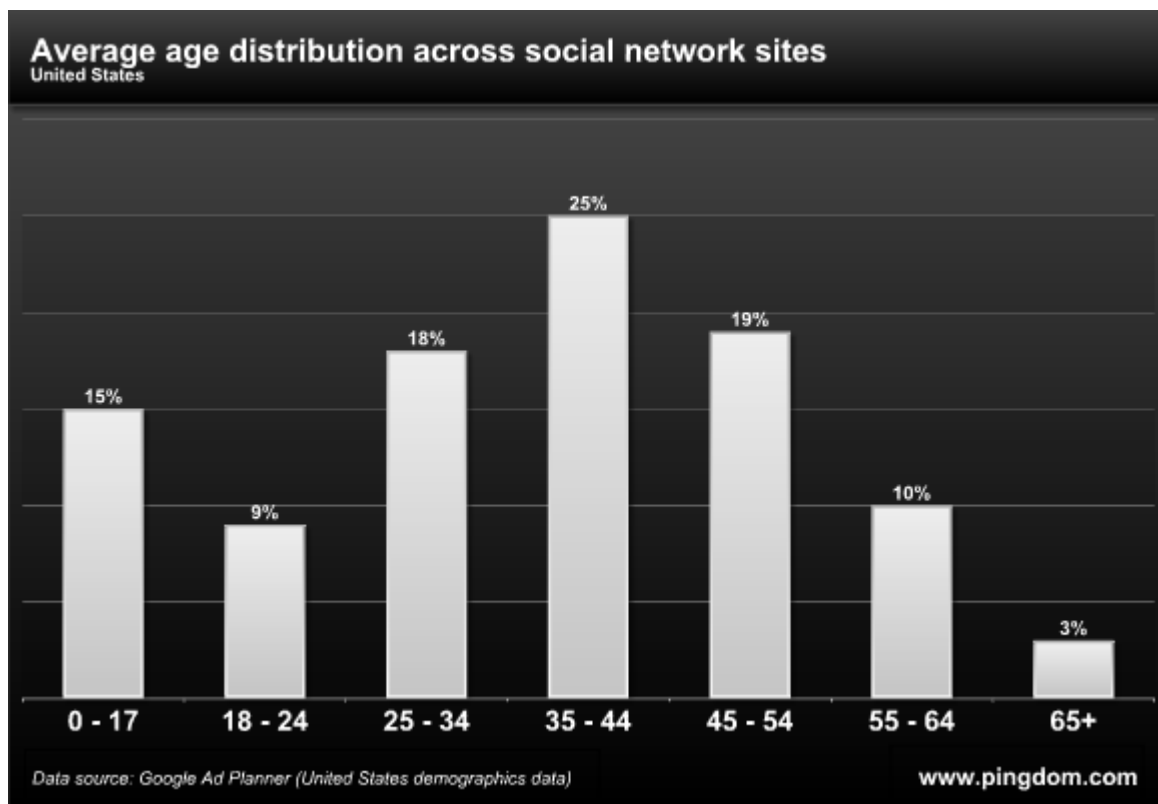
- There are over 200,000,000 blogs, and 54% of bloggers post content or “tweet” daily
- 34% of bloggers post opinions about products and brands
- 78% of customers trust peer recommendations, only 14% trust advertisements^v

“Social media isn’t a fad; it’s a fundamental shift in the way we communicate.”

Erik Qualman, author of Socialnomics^{vi}

Who Uses Social Media?

Overall, social network users are between 25 and 54 years of age, with the highest concentration in the 35-44 age range.



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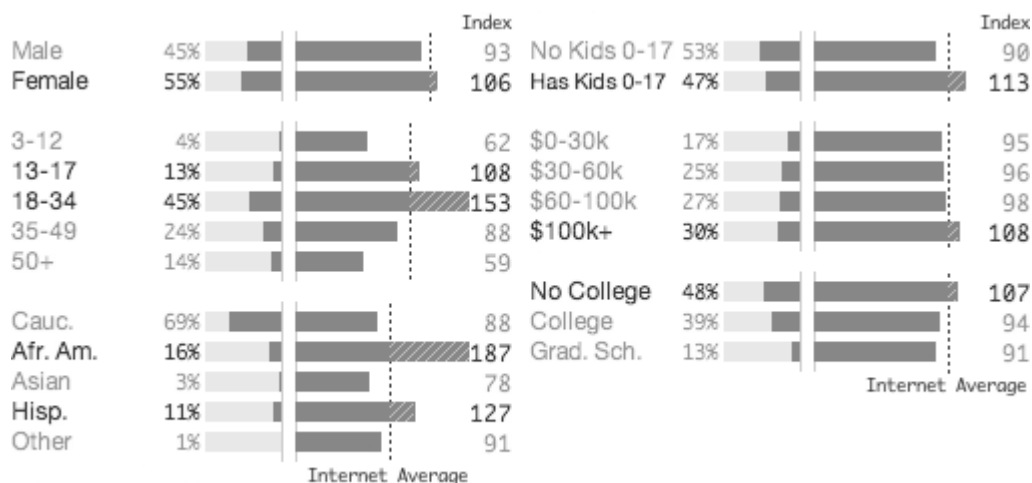
Who Are the Big Players? A Selection



- A real-time information network where users share news and opinions with friends and the community at large. Such information is sent via “tweets,” short updates limited to 140 characters. Users can “follow” others such as friends, celebrities and new organizations to track these tweets.
- 75 million active users at the end of 2009^{viii}
- 75 million visitors worldwide (about 23 million in the US) in January 2010 alone, a growth of 1,100% from the previous year
- 50 million Tweets are sent each day^{ix}

Demographics

- Core users are 18-34 and Caucasian but with a sizable African American population (higher than the proportion in the US population), across multiple income levels



twitter.com
Demographics - 02/19/10

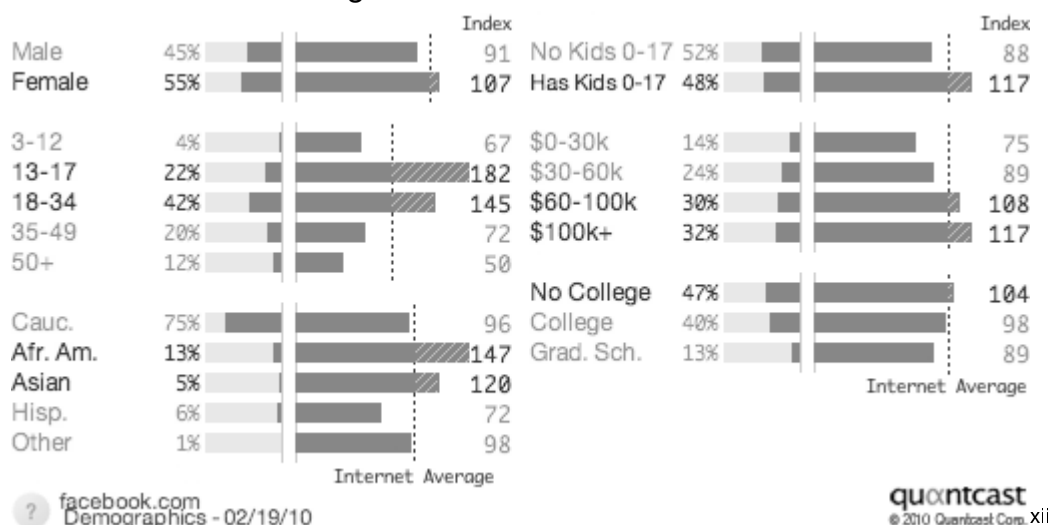
quantcast
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- A free social networking site where users can share stories, news, information, links, photos, and videos with a network of friends. Businesses can create Pages (filled with information, photo/video content, etc.) for their brand, which Facebook users can interact with much like a friend's profile.
- More than 400 million active users
- 50% of active users log on to Facebook in any given day
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 1.5 million local businesses have active Pages on Facebook
- Pages have created more than 5.3 billion fans of those Pages^{xi}

Demographics

- Core users are 18-34, predominately Caucasian, somewhat affluent, and evenly divided between college-educated and not

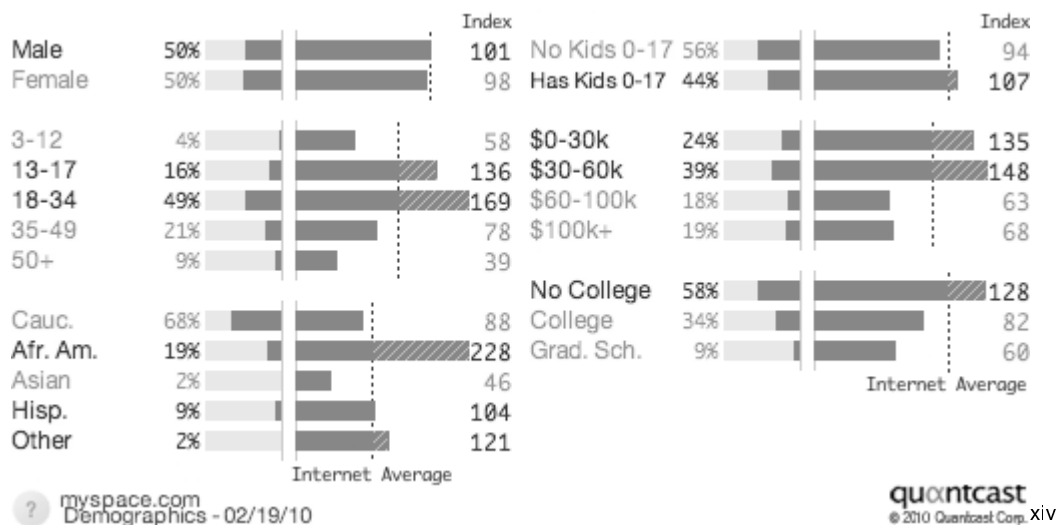




- Similar to Facebook, MySpace is a free social networking site where users can share stories, news, information, links, photos, and videos with a network of friends. Also popular with music groups looking to grow their fan base (“hubs” or communities devoted to music, video, downloadable apps, celebrities, comedy, fashion, games and other interests are available).
- 70 million unique users in the United States
- 100 million monthly active users worldwide^{xiii}

Demographics

- Core users are 18-34, Caucasian with a sizable African American population, less affluent and likely not college educated

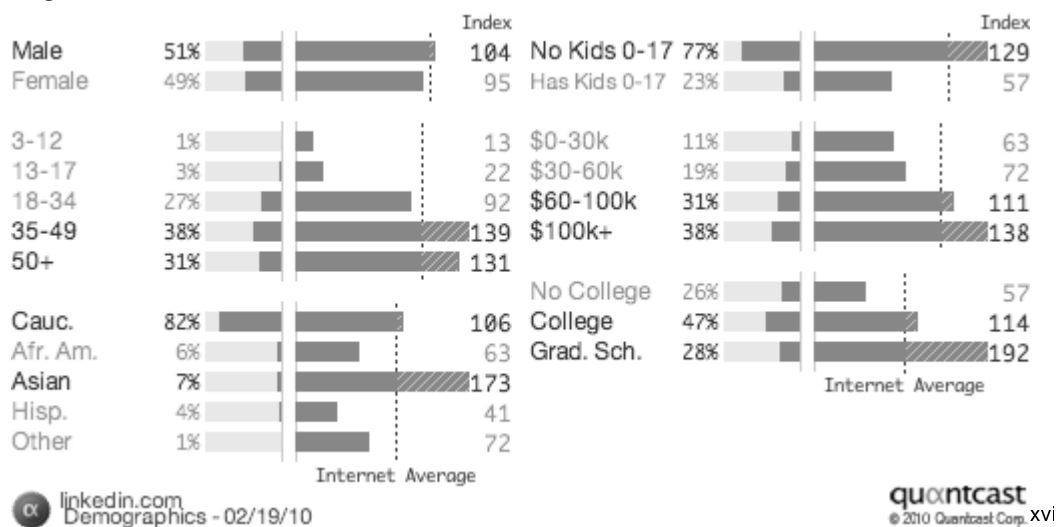




- A free social network mostly for business professionals looking to network with other professionals, friends, colleagues, and businesses to make contacts, find employees/jobs, or simply to discuss their industry or field of interest
- 60 million members in over 60 countries around the world as of February 2010
- Half of all members are from outside the United States
- A new member joins LinkedIn approximately every second
- Executives from all Fortune 500 companies are LinkedIn members^{xv}

Demographics

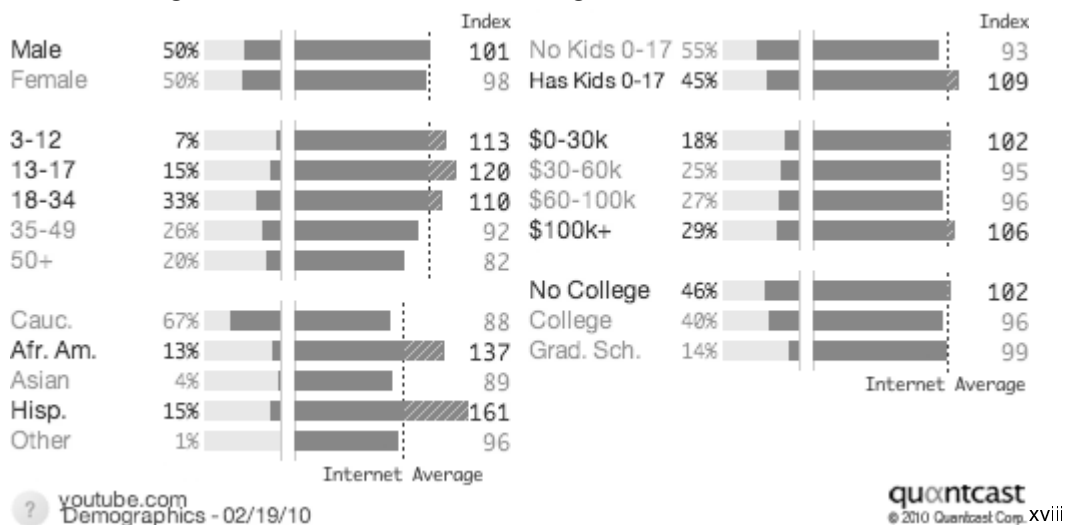
- Core users are 35-49, with a sizable number 50+ and 18-34, very likely to be Caucasian, very affluent, much more likely to have graduated college and gone to graduate school, most are childless



- A free video sharing website where users can upload and share user-generated videos, movie clips, television clips, and music videos
- 300 million visitors worldwide per month, 100 million in the US (nearly 3.5 million unique visitors each day alone)
- 15 hours of video uploaded every minute
- Largest video site on the web^{xvii}

Demographics

- Core users are 18-34 with sizable 35-49 population, mostly Caucasian, income and college attendance across all ranges



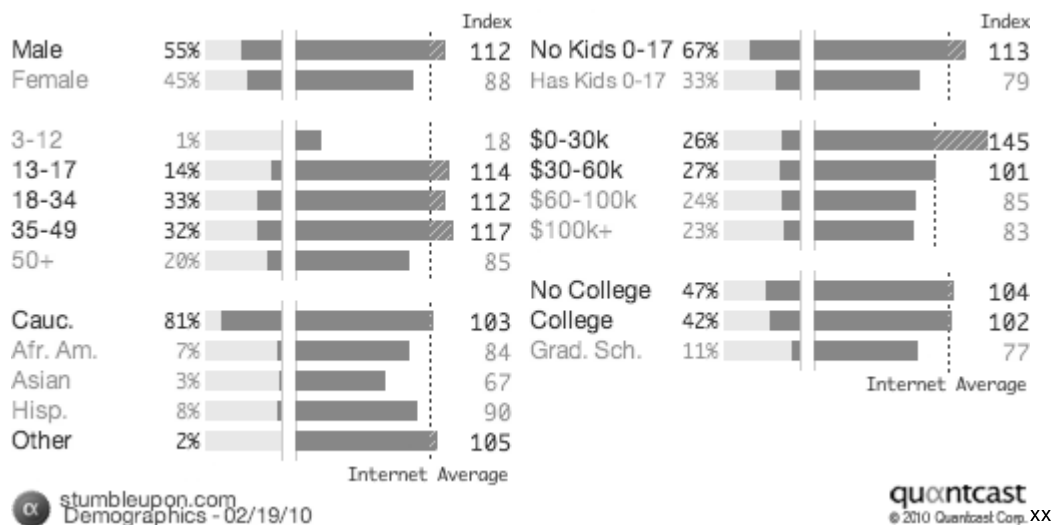
StumbleUpon

- A community of users who can connect via shared interests, which they select via a topics list to “stumble” or discover new websites relevant to their interests. Users can recommend and review these websites, as well as interact with other users who share their interests.

- 8 million people a month use StumbleUpon
- More than 35 million webpages had been “stumbled”(or discovered and tagged by StumbleUpon users) as of October 2009
- A newer service spun off from Ebay, establishing itself as “somewhere between a Twitter and a Google”^{xix}

Demographics

- Core users are slightly more male than female, 18-34 and 35-49 (with a sizable 50+ audience), very likely to be Caucasian, variable incomes and education, likely to be childless

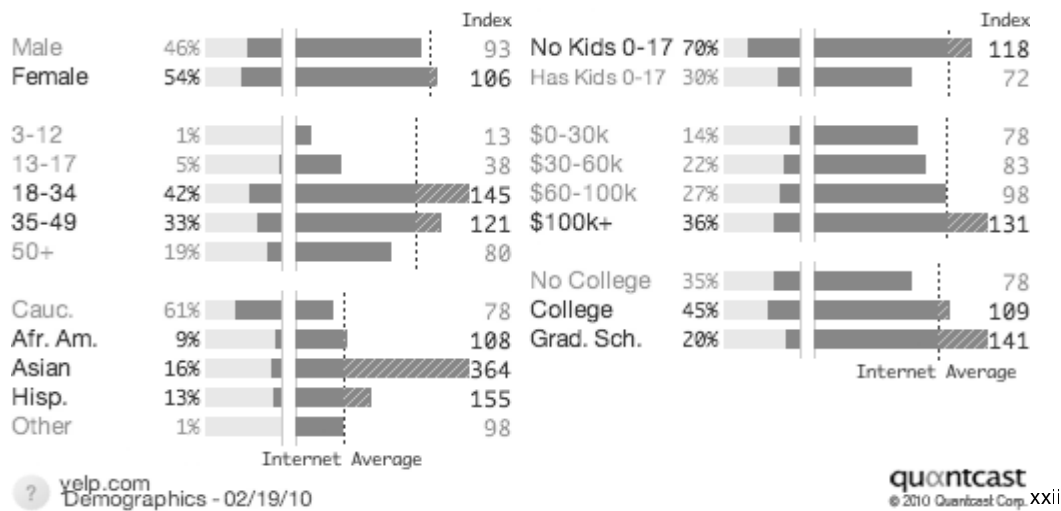


- A social networking and review site where users can share reviews and information about local restaurants, venues, events, and businesses, and discuss local businesses in a forum-style setting. Businesses can also set up their own pages to interact with “Yelpers.”

- As of December 2009, more than 26 million people visited Yelp in the past 30 days
- “Yelpers” have written over 9 million local reviews
- Over 85% of “Yelpers” have rated a business 3 stars or higher^{xxi}

Demographics

- Core users are slightly more female than male, mostly 18-34 with a sizable 35-49 population, likely to be Caucasian but also a fair number of Asian and Hispanic users, incomes tend to be higher, generally college graduates and childless



Summary of Social Media

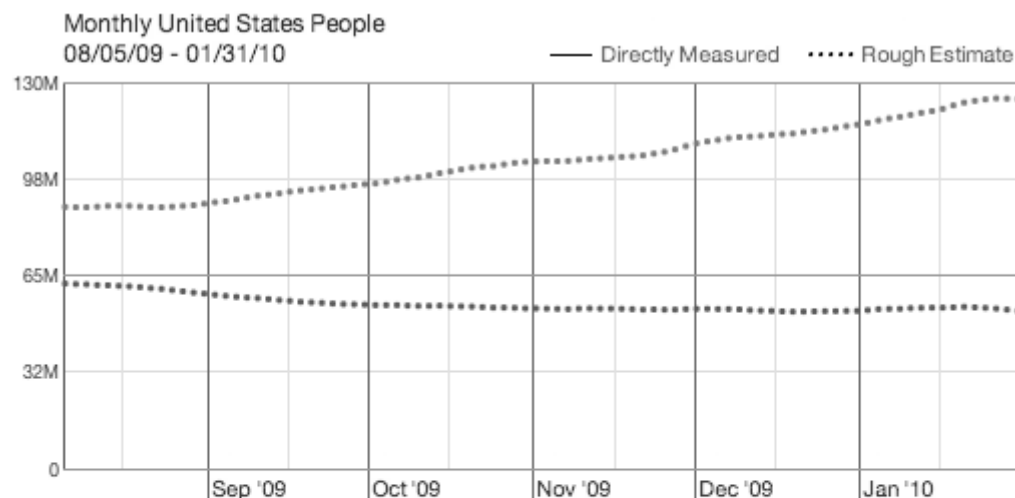
In summary, these social networking sites can be compared at their most basic level, by number of uses and by demographics:

Social Media Site	Number of Users	Demographics
Twitter	75 million	18-34, Caucasian and some African American, many income levels
Facebook	400 million	18-34, Caucasian, somewhat affluent
MySpace	70 million	18-34, Caucasian and some African American, less \$
LinkedIn	60 million	35-49 (also 50+ and 18-34), Caucasian, very affluent
YouTube	300 million	18-34 (also 35-49), Caucasian, many income levels
StumbleUpon	8 million	18-34 and 35-49 (also 50+),

		Caucasian, many income levels
Yelp	26 million	18-34 (also 35-49), Caucasian (also Asian/Hispanic), higher income levels

How Are They Trending?

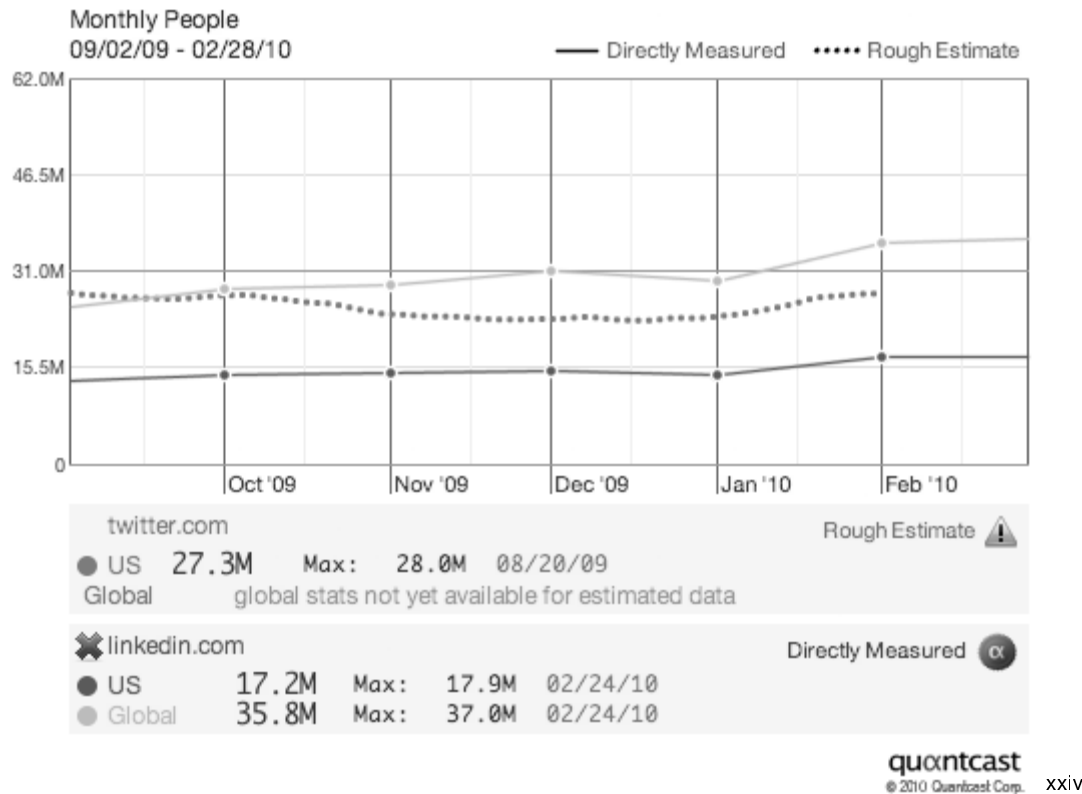
Of the social networking-oriented sites, Facebook has been growing steadily over the past six months, MySpace has continued to decline, and Twitter and LinkedIn have seen a small amount of growth.



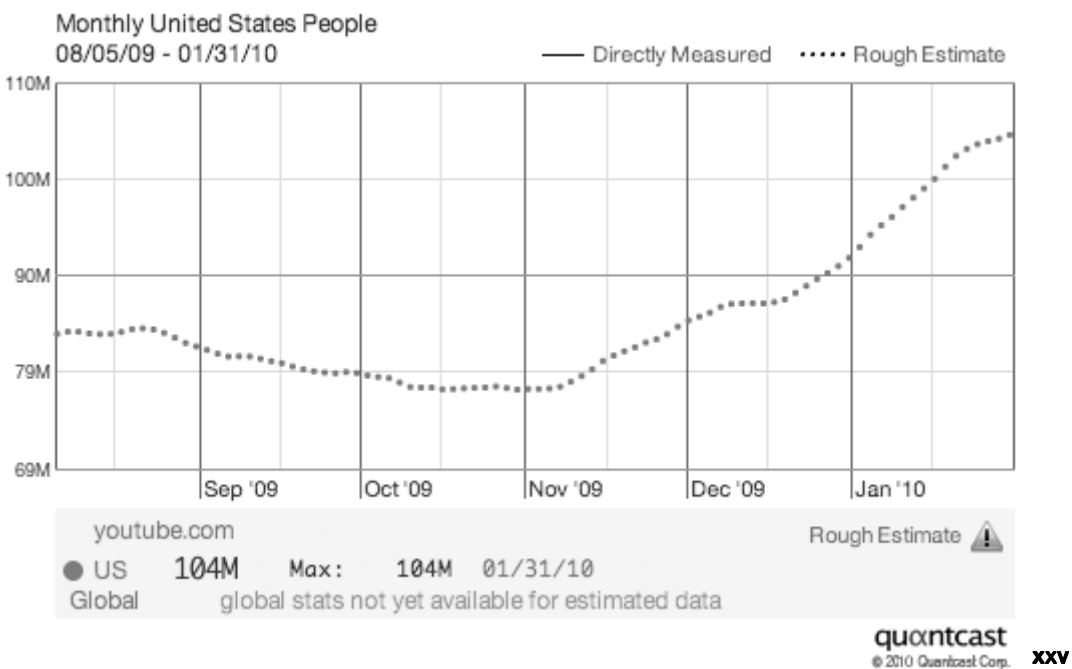
facebook.com		Rough Estimate	⚠
● US	124M	Max: 124M	01/27/10
Global	global stats not yet available for estimated data		
✖ myspace.com		Rough Estimate	⚠
● US	54.8M	Max: 63.9M	08/05/09
Global	global stats not yet available for estimated data		

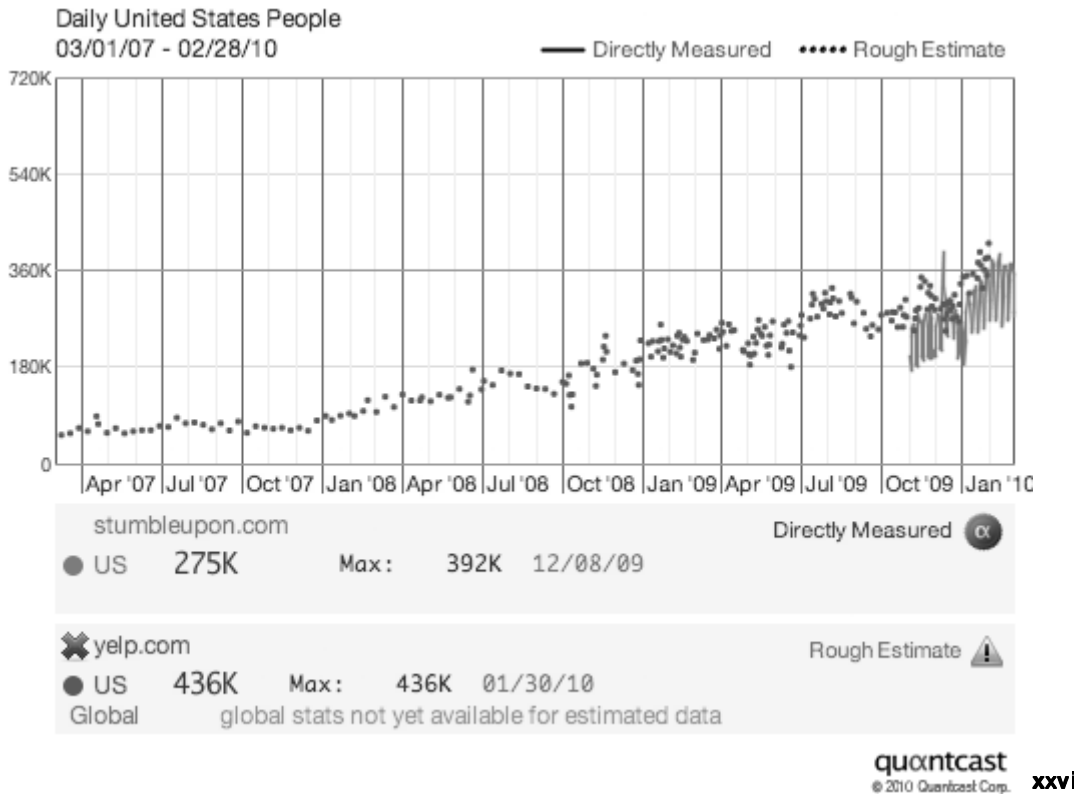
quontcast
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Of the content-sharing sites, Youtube has grown enormously in the past three months, while both StumbleUpon and Yelp have grown steadily.





Situation Analysis

Current Buzz about Teatism

News Media

News media coverage has been sparse, but favorable, mostly from newspaper review sections.

“There are reasons these urban teahouses are packed during the lunch rush—the food is fast, healthy, cheap, and tasty.”

Washingtonian

December 2009^{xxvii}

“When you have a tea attack, make tracks here.”

Gayot

Date Unknown^{xxviii}

Teaism recipes have been featured on both the [Washingtonian](http://www.washingtonian.com/blogarticles/restaurants/bestbites/13722.html) (<http://www.washingtonian.com/blogarticles/restaurants/bestbites/13722.html>) and [Food Network](http://www.foodnetwork.com/recipes/40-a-day/teaism-chai-recipe/index.html) (<http://www.foodnetwork.com/recipes/40-a-day/teaism-chai-recipe/index.html>) websites.

Social Media

A look at Teaism's *current social media buzz* reveals a variety of responses.

Twitter

A mix of positive reviews and informing friends about meeting at Teaism. Live results can be viewed [here](http://twitter.com/#search?q=teaism) (<http://twitter.com/#search?q=teaism>).



decreeoffreyja Deciding to hoof it up to Dupont and go to **Teaism**...best decision ever. I have Yunnan Gold black tea and a bento box!

1 day ago from Twitterrific



missjenyoung 40 mph winds. Bbbrr! Sencha tea @ **Teaism** takes the edge off.

2 days ago from txt



heatherataylor @lloyddavis for DC, could do downstairs of **Teaism** at 9/E for day talk & Bar Dupont or @BusboysandPoets for pm as recommended by @dcconcierge

2 days ago from TweetDeck



dcconcierge @heatherataylor You could do downstairs of **Teaism** at 9/E for day talk and Bar Dupont for evening. Also consider @BusboysandPoets!

2 days ago from web



willandbeyond Off to **Teaism** for some geekism.

2 days ago from txt



Kay819 @frijolita I'm guessing **Teaism**? :o)

3 days ago from web



fertilephoto just got back from hanging Amidst the Andes at **Teaism** in Dupont. If you're in D.C., feel free to come by to check...
<http://bit.ly/9UnVQz>

3 days ago from Facebook



socialchngediva meeting @sonyers at **Teaism**- good stuff and brainmelding. YAY!

3 days ago from web




bambubanger **Teaism**. Sweetttt chai. :)

4 days ago from UberTwitter

Facebook

A [Facebook group](#) dedicated to “teaism” as a concept has morphed into a fan/review page for the DC-area Teaism.

facebook



Teaism


Join

Wall

Info

Photos


Discussions



Elaine Song

Cardamom tea vs. Blueberry tea?


February 12 at 8:18pm · Report



Scott Harrison

was at Teaism in the Penn Quarter of Washington, D.C. last Thursday with his friend, Noah. What a wonderful slice (or cup) of heaven.

February 11 at 8:39pm · Report



Elaine Song

An iced "Berry Beauty" is my favorite from the Teaism in Dupont. It is even better with a salty oat cookie.

February 12 at 8:19pm · Report

Information

Category:

Common Interest - Philosophy

Description:

Never underestimate the power of Tea. Teaism is a philosophy of life for those who believe in the power of Tea, be it in times of crisis or just one of those moments when only Tea will do. If your waking thoughts are of Tea than Teaism is the way for you. There is no elitism in Teaism.


The Tea Commandments:

Thou shalt not waste Tea.
 Thou shalt not covet thy neighbours Tea.
 Thou shalt not steal Tea.
 Thou shalt not take the Tea's name in vain.
 Thou shalt maketh Tea for others as thou maketh... (read more)

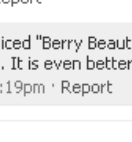
Privacy Type:

Open: All content is public.


Admins



Neema Doma




Teaism Photos



Kim Hudson

I was in DC this weekend and of course had to pop in for lunch. This was my parents first time there - I think they were quite impressed. The Morracan mint is my favorite green tea.

March 31, 2009 at 12:03pm · Report



Turti Alhaj Yousef

I prefer turtle tea after a hard days work...

November 15, 2007 at 6:10am · Report

Flickr (photosharing)

More than a thousand results, most relevant, on the photosharing site Flickr. Live results can be viewed [here](http://www.flickr.com/search/?q=teatism) (<http://www.flickr.com/search/?q=teatism>).

Sort: **Relevant** | Recent | Interesting

View: **Small** | Medium | Detail | Slideshow

From dcflatenco From Mr. T in DC From Mr. T in DC From Mr. T in DC From La Citta... From Ashbet From La Citta... From Erin Hawkins

From Erin Hawkins From Carl_C From westcotn From Aaron Landry From intelchick From Andrew Jay From merrin... From brixton

From Andrew Jay From LollyKnt From indanle From fallenposter... From sojoyful From sojoyful From fallenposter... From enjacobt

From mizinformati... From Poorani S From Lisa_foto From ifotog... From brixton From mustachioed From brixton From katmere

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Groups more...

DCist Photos
2,868 members | 78,596 photos

dcProper (DC only; please no MD or VA)
963 members | 24,384 photos

Photographers more...

chpauette - Philadelphia, Pa., USA
See related photos

Yelp.com
See related photos

Tag Clusters

Photos with tags like **dc**, **washingtondc** and **dcist**

Yelp

On this opinion sharing site, local users have reviewed the Dupont Circle location 225 times, the Penn Quarter venue 166 times, and the Layfayette Park branch 19 times. Average rating is 3.5 out of 5 stars. Live results for the Dupont Circle location can be viewed [here](http://www.yelp.com/biz/teaism-washington-2) (<http://www.yelp.com/biz/teaism-washington-2>).

Some Dupont Circle reviews:

"They have drinkmasters that could work behind the curtain at Starbucks R&D labs, yet this place is very much a local high-end coffee shop vibe."

Dan B., 5 star review

November 2009

"the tea is great, the food (that i've had) is yummy, the seating sucks, attempting to go here for brunch will make you crazy."

Sarah J., 4 star review

January 2010

"Overall this seems like fast food fusion that's tasty, but heavy and syrupy...a decent value, but not something I would seek out again in the future."

<p><i>John G., 2 star review</i></p> <p><i>November 2009</i></p>
<p>“...Weren't impressed. Downstairs was completely packed. When I asked about upstairs...almost as an afterthought, as we were ordering, they mentioned that it was totally full also...service was not great, and they weren't trying to be helpful.”</p> <p><i>Frank T., 2 star review</i></p> <p><i>February 2010</i></p>
<p>“We were terribly disappointed in the lack of communication and service at Teaism, especially as we were the ONLY customers in there the entire time. Common sense would have prevented this from happening...”</p> <p><i>H.S., 1 star review</i></p> <p><i>January 2010^{xxix}</i></p>

Although patrons seemed to enjoy the tea and the off-hours atmosphere, lunch-hour visitors were frustrated with the rush and crush of people. Service was also an issue for some visitors, something Teaism may want to take into account.

Other Sites

Although I have outlined the main social media players, there are other sites on which Teaism has a small presence. These include Upcoming and Eventful, event listing and editing sites, as well as Delicious, a site that allows users to share their favorite websites and for others to rate and comment on them, much like StumbleUpon.

More Social Media

- Teaism is listed as a venue on [Upcoming](#), and under event listings at [Eventful](#).

Both are social event listing sites

- 40+ bookmarks on [Delicious](#), a web site sharing site
- [StumbleUpon](#) has led 459 viewers to the Teaism website via its “stumble” feature. No reviews yet.
- The Teaism website has been “dugg” (or shared and approved by users) six times on [Digg](#), a website sharing site.
- Teaism *lacks* a presence on the following social network channels: LinkedIn, MySpace, CiteULike, Redditt, Mixx, Youtube, Vimeo, or Epinions.

Blogs

Reviews are somewhat sparse, and not always on the most popular of blogs, but generally glowing.

“For me, Teaism is like an old friend that I can always count on.”

J., Two DC (Statbrain estimate of 10 visitors/day)

August 2009^{xxx}

“And although I've always found a seat, looking with a group can be nerve racking. Doesn't matter. The food is worth it.”

Tim, The 42 (Statbrain estimate of 10 visitors/day)

February 2010^{xxxi}

“With its second location thriving downtown, Teaism is certainly on top of its game.”

Scott Reitz, DCist (Statbrain estimate of 7,500 visitors/day)

July 2005^{xxxii}

“Quality loose-leaf tea is dying out, and Teaism is making an earnest attempt at maintaining this tradition.”

Everything2 post (44,628 visitors/day)

August 2004^{xxxiii}

Competitive Analysis

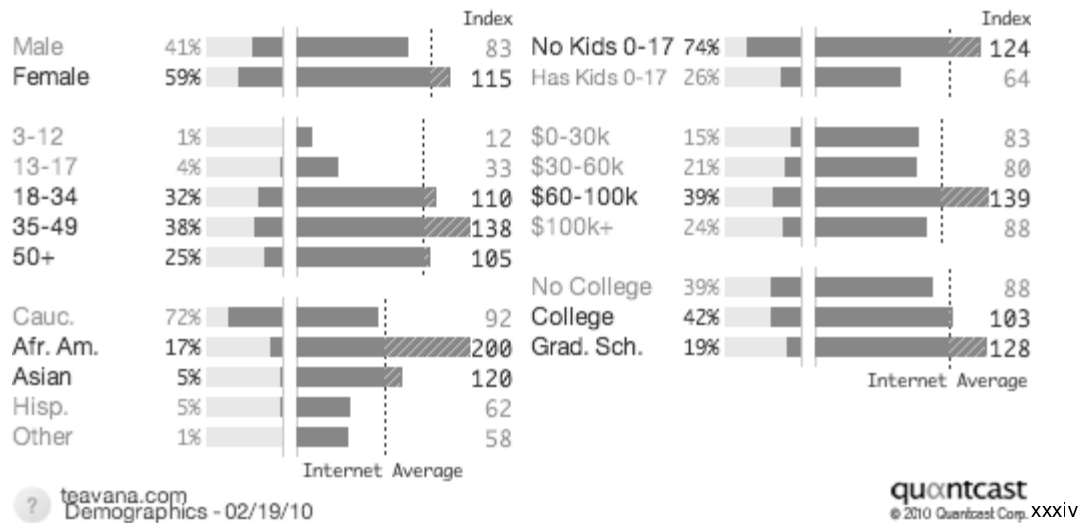
Who Are Our Competitors?



- 115 locations across the United States and Mexico, two locations in the DC area (Bethesda, MD and McLean, VA)
- Sells loose-leaf tea and tea accessories (pots, cups, sugar, and honey), no restaurant component or food offerings
- Aims to be “part tea bar, part tea emporium” and to offer healthy, fresh, and high-quality tea to customers while educating them on tea varieties and history

Demographics/Psychographics

- Visitors to the Teavana website are predominately female, 35-49, mostly Caucasian but with a sizable African American population, middle-range income
- Users looking for a retail experience and a variety of loose leaf teas from a trusted national source
- Some interest in authenticity and high quality tea, but no need for traditional atmosphere (prefer retail oriented)



Reviews

“Love the teas and the staff. The free samples are delicious, too.”

Jaclyn W., Yelp User, 5 star review

October 2009

“One of my favorite stores is slipping downhill faster than glaciers in the Himalayas. How can you operate a loose tea outlet without fully stocked shelves of your customers' favorite selections?”

Lynn S., Yelp User, 3 star review

September 2009^{xxxv}



- Located in the Georgetown neighborhood of Washington DC
- Traditional Chinese teahouse
- Billed as a “lofty tearoom” that is serene, calming, soothing, authentic and a place to enjoy the tea ritual
 - Offers over 70 kinds of tea, along with a lunch menu featuring dumplings, beef rolls, and vegetable soups

- Visitors can also select from special event menus like The Tea Lunch, The Afternoon Tea, The Tasting Luncheon, The Tea Culture, and The Tea People with similar menu items

Demographics/Psychographics

- No demographic data available, but reviewers on Yelp are mostly young (20-30s) Caucasian and Asian women
- Users looking for a serene, calming, authentic, ceremonial experience

Reviews

<p>“The atmosphere is so much more relaxed than Teaism -- no crowds, no crush of people trying to order, no filthy tables with trays stacked up at lunch.”</p> <p><i>Alycia E., Yelp User, 4 star review</i></p> <p><i>January 2010^{xxxvi}</i></p>
<p>“The floor looked like a cattle auction had just finished. The layout is dismal.”</p> <p><i>JustCamIt, Zagat User</i></p> <p><i>April 2008^{xxxvii}</i></p>
<p>“You’ll emerge feeling soothed and refreshed, like you just walked out of a different world.”</p> <p><i>Capital Spice blog review</i></p> <p><i>January 2009^{xxxviii}</i></p>



- UK-based dim sum restaurant with 12 locations in London, one in Brazil, one in Dubai, and one in the Chinatown neighborhood of Washington, DC (near Teaism’s Penn Quarter location) that opened in early 2010

- Called a 21st century tea house, and billed as fast casual restaurant, but with a fresh, Asian twist
- Menu focuses on dim sum, flowering teas, and cocktails (traditional Chinese ingredients with a modern twist)

Demographics/Psychographics

- No demographic data available, but reviewers on Yelp are mostly young (20-30s) Caucasian men and women
- Visitors looking for an American version of dim sum, hip and modern atmosphere, happy hour hangout, place to go with friends to share dishes (i.e. tapas bars)

Reviews

"I will admit that they have a contemporary feel, if you want a clean, overpriced and hip place to have this time honored tradition."

Thomson M., Yelp User, 2 star review

February 2010

"I would not go here every weekend to enjoy dim sum, but rather to go out with friends for a nice social gathering or party. Appreciate the experience for what it is, if you compare it to an authentic Chinese dim sum place, you will be set up for disappointment."

Jeffrey C., Yelp User, 4 star review

February 2010^{xxxix}

"Beyond the new restaurant's glass front: a handsome curved counter backed by a handful of cooks and clouds of steam, as well as family-size round tables whose centers beam with what looks like moonlight."

Tom Sietsema, Washington Post review writer

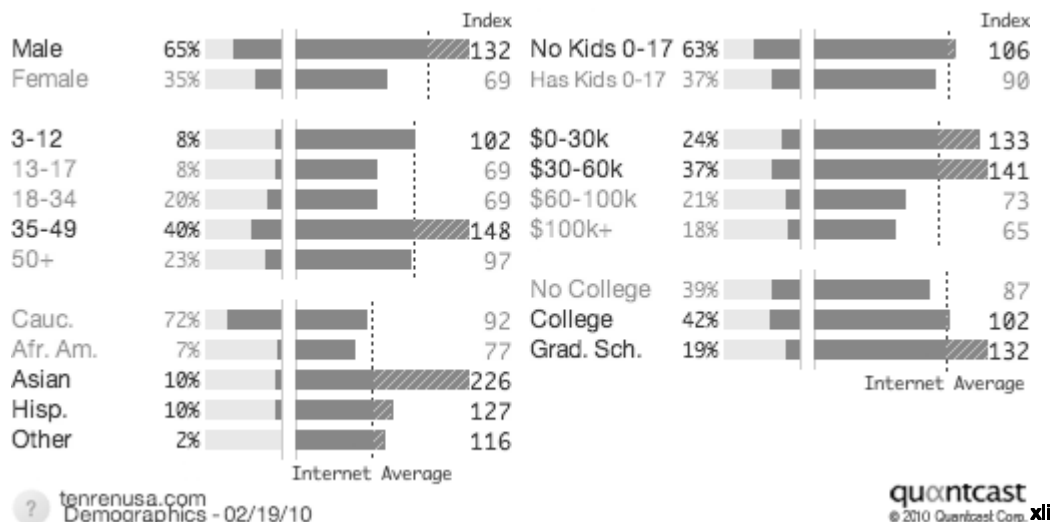
January 2010^{xl}



- Founded in Taiwan, where it is the largest tea company
- 136 stores nationwide, 37 stores in the U.S. (one in Rockville, MD)
- Retail store offering traditional Chinese teas and tea products, lessons in tea ceremony, and popular bubble tea

Demographics/Psychographics

- Visitors to Ten Ren Tea's US website are predominately male, 35-49, Caucasian, middle income
- Yelp reviewers appreciate the standardized, national chain and retail aspect of the store
- Some interest on Yelp in authenticity and high quality tea, but no need for traditional atmosphere (prefer retail oriented)



Reviews

<p>“Ten Ren has always been the best for me, in the high quality teas and accessories. Their teas are so good in quality I give their tea as Christmas gifts.”</p> <p><i>Derryk A., Yelp User, 5 star review</i></p> <p><i>December 2009</i></p>
<p>“It's a franchise, nothing special. I tried the bubble tea here, not great, not bad.”</p> <p><i>A.L., Yelp User, 3 star review</i></p> <p><i>November 2007^{xlii}</i></p>
<p>“This is for tea in Taiwan what Starbucks is to coffee.”</p> <p><i>Washington Post review</i></p> <p><i>Date Unknown^{xliii}</i></p>

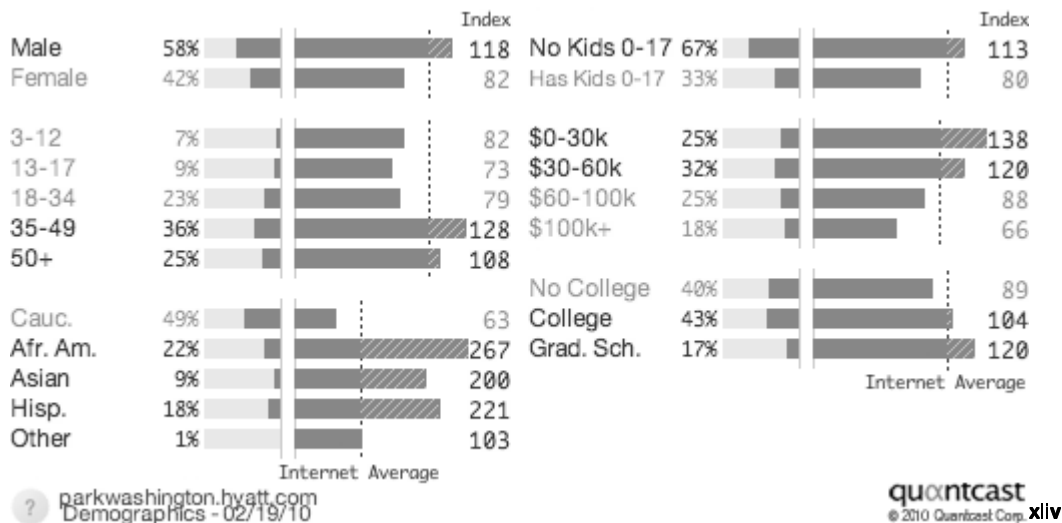


Park Hyatt Tea Cellar

- Located within the Park Hyatt, a luxury hotel in the West End neighborhood of Washington, DC
- Serves more than 50 varieties of tea from China, Japan, Sri Lanka, and the Himalayas
- Offers a high tea “tea tasting,” in which pots of tea range from \$8-\$300
- Employs a tea sommelier, who is an expert on the tea varieties they offer

Demographics/Psychographics

- No demographic data available on visitors to the tea cellar portion of the Park Hyatt website, but in general Park Hyatt website visitors are most male, 35-49 or 50+, Caucasian, African American and Hispanic, childless, across a variety of incomes and education levels
- Customers looking for traditional high tea experience, expensive and exotic teas within a luxury setting



Reviews

"What sets the Tea Cellar apart from other tea houses is that every small detail is a feast for the eyes. The small jars of honey, the sugar cubes, even the water glasses - elegant and refined but without pretense. Bottom line: Tea here is the perfect balance of traditional (cucumber and dill sandwiches), modern (the space), and delicious (everything)."

Lydia H., Yelp User, 5 star review

January 2010

"Went back for a second time. Thought it was a waste of money. Same desserts and tea sandwiches. The service was snotty more than upscale."

J.S., Yelp User, 2 star review

October 2009^{xlv}

“The Tea Cellar...provides a relaxing, Zen-like, private, cozy, and yet sophisticated atmosphere... The staff treats you like you are princesses on a vacation, spoiling you with service.”

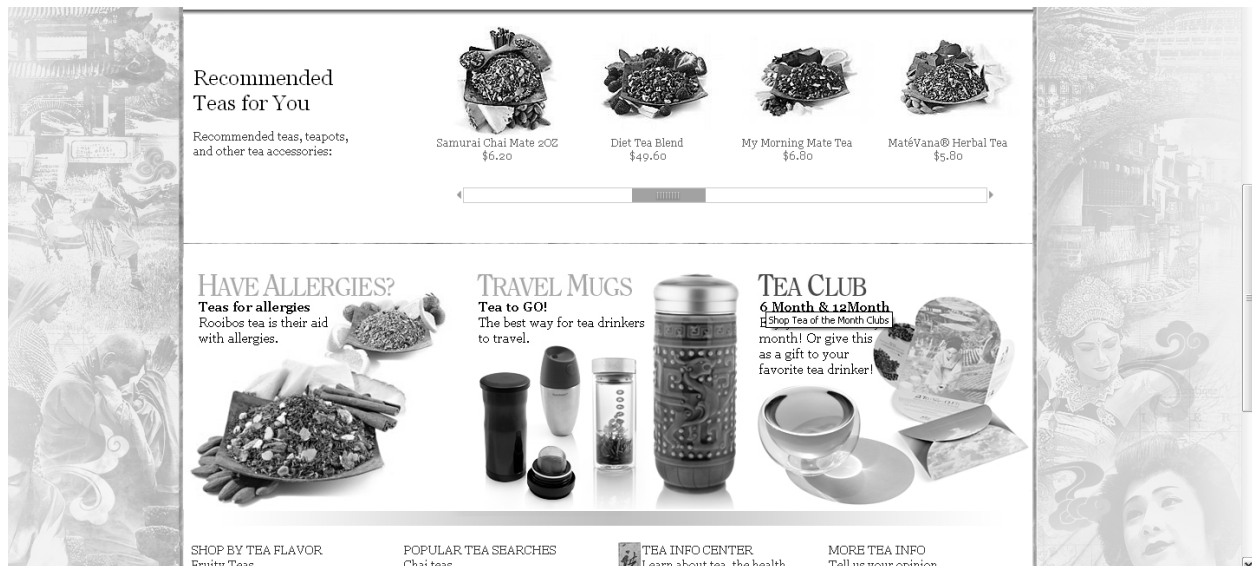
Pamela Sorenson, Pamela's Punch (Statbrain estimate of 279 visitors/day)
April 2009^{x/vi}

How Do They Use the Internet and Social Media?

Teavana

Website

Teavana's website emphasizes tea varieties, with a collection of colorful links to each type of tea they sell. Also highlighted are new items, value offerings, and a “tea info center” which explains more about tea culture. The website features a clean, engaging layout.



Social Media

Of the “big five” social media networks, Teavana, as a national company, is active on all of them (Twitter, Facebook, MySpace, LinkedIn, and Youtube). Of note:

twitter

Home Profile Find People Settings Help Sign out

teavana

TEAVANA

+ Follow

Lists ⌵ ⚙

Name Teavana
Location Atlanta, GA
Web <http://wefollow.com/teavana>
Bio Tea, tea, tea. Need I say more?

5,222 following 5,186 followers 254 listed

Tweets 1,409

Favorites

Actions
 block teavana
 report for spam

Following

View all...

RSS feed of teavana's tweets

As the weather warms, enjoy iced tea: <http://www.teavana.com/emails/033110ICE/O/email.htm>
 about 3 hours ago via web

Ha ha! It's a great visual, though. RT @Browntideguy Well played. You had me up until the coffee picking monkeys.
 about 23 hours ago via web

Teavana is proud to announce our new line of whole bean coffees! My favorite is our special Monkey Picked Dark Roast.
 10:25 AM Apr 1st via web

Sale: "Teavana Origami Stacking Tea Mugs" was: \$39.95 now: \$27.97 <http://bit.ly/9pTPET>
 7:49 PM Mar 31st via wishpot

@jgarcia421 Try Six Summits Oolong, Apple Lemon Pomegranate or Youthberry white tea. All three are good ways to branch out.
 10:14 AM Mar 31st via web in reply to jgarcia421

@pjindavie Try Almond Biscotti or maybe Peach Cran-Tango. What flavor in RM makes it your favorite?

<http://wefollow.com/teavana>

Teavana's Twitter page employs simple links, customer interaction, and brief announcements.

Ching Ching Cha's website is very simple, highlighting its teas, food, teatimes, and location. It features calming greens, yellows, and reds with Asian script and flair.



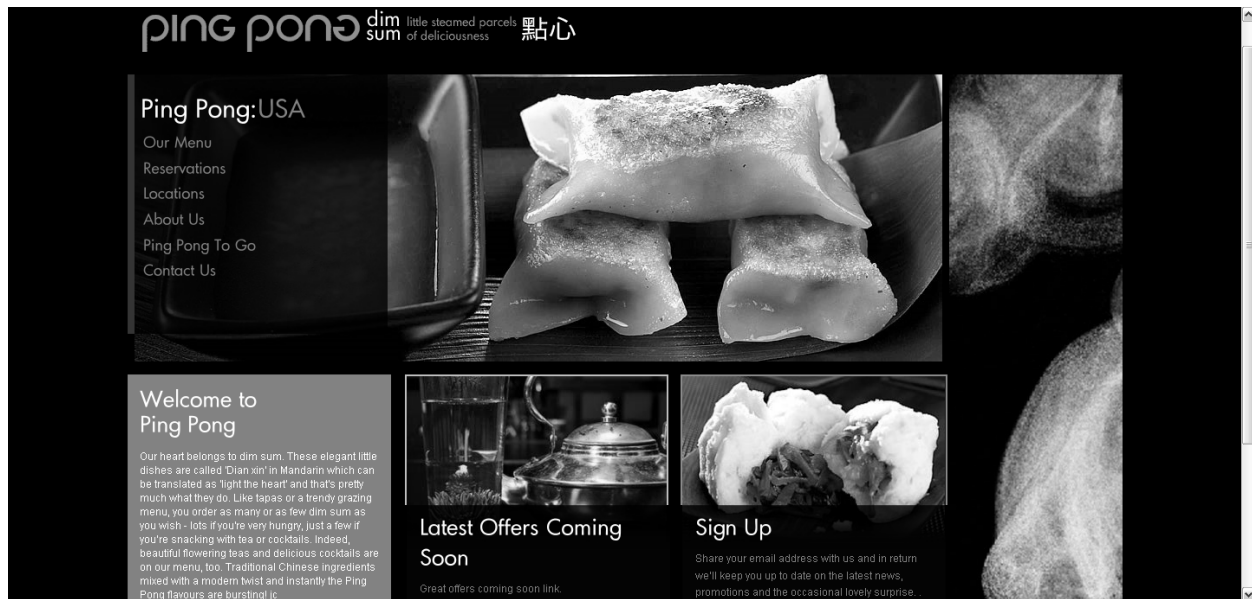
Social Media

Ching Ching Cha is not active on any social networks: an opportunity for Teatism to be the first small tea business in DC to do so.

Ping Pong Dim Sum

Website

Ping Pong's website is sleek and efficient, highlighting its notoriety as a bar scene. The front page is not overwhelming, and interested customers can use various links (i.e. "Our Menu" or "Locations") to access the information they want.



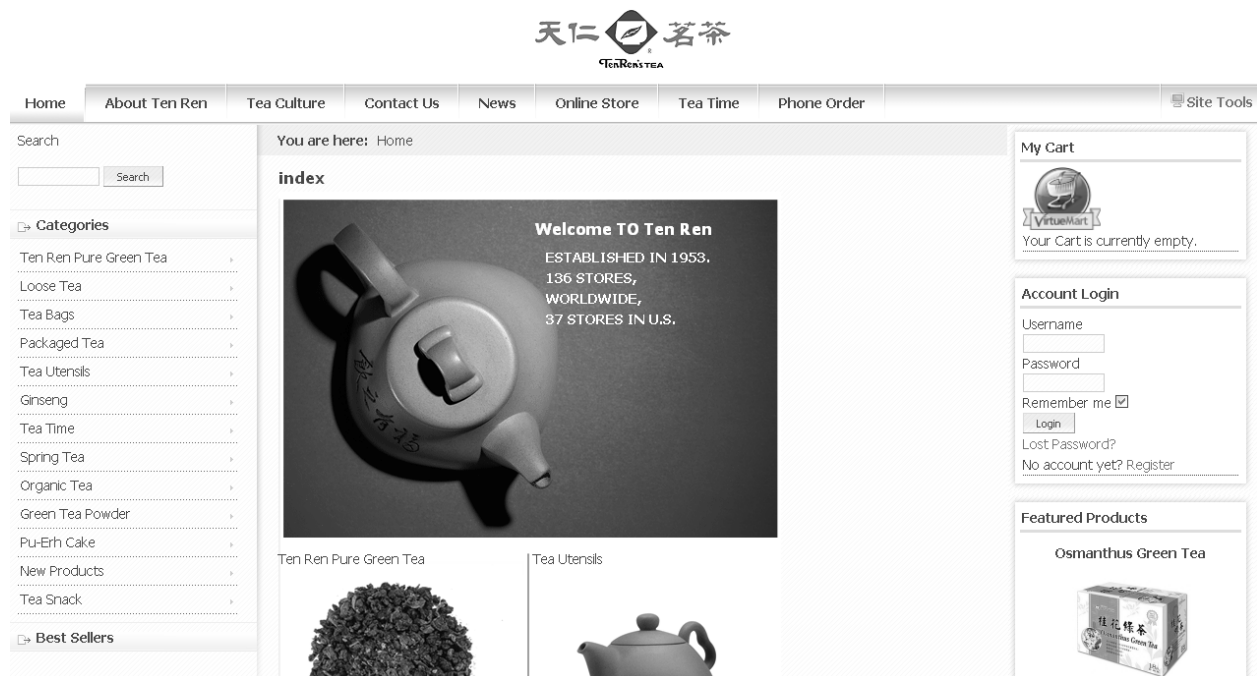
Social Media

Ping Pong's London branch is active on several social media sites, but its DC affiliate has yet to connect.

Ten Ren Tea

Website

Ten Ren has multiple websites for multiple countries, but they are not clearly labeled, leading to confusion. However, their Ten Ren Tea USA site seems to be the correct one for US visitors. The website is focused on selling, with prominence giving to the online store and virtual shopping cart. The "tea culture" page is empty, and the website itself is fairly cultureless: featured pictures are generic and there is little color.



Social Media

Ten Ren is active on Facebook only, with a simple webpage that allows fan interaction and very general updates. Again, there is brand confusion, as the Facebook page is for “Ten Ren Tea Time,” another name for Ten Ren tea.



WHITE TEA

The BEST QUALITY TEA MUST HAVE

creases like the leathern boot of Tartar horsemen,

CURL LIKE THE DEWLAP OF A MIGHTY BULLOCK,

Unfold like a mist rising out of a ravine,

GLEAM LIKE A LAKE TOUCHED BY A ZEPHYR,

And be wet and soft like a fine earth newly swept by rain.

- LU YU (D. 804) CHINESE SAGE, HERMIT



WHITE DARJEELING 11

Organic and biodynamic white tea grown deep in the Himalayas.

A light silky muscatel flavor.

CEYLON PLATINUM TIPS 12

Rare white tea grown on the highest mountain tops of the Dumbala region.

Possessing a haunting pine and honey flavor.

WHITE DRAGON 25

The highest grade of white tea from the mountains of the Anhui province.

Loaded with antioxidants preserved at the source.

ROYAL SNOWFLAKES 25

Among the rarest teas available on the planet, made of just the tips of organic and biodynamically harvested leaves.

Produced in the Himalayas where the clouds kiss the sky.

The "Petrus" of teas.

Social Media

The Tea Cellar is not active on any of the social media networks, but the Park Hyatt is on some. The Park Hyatt DC has a Facebook page, with some updates and promotions of the Tea Cellar:



Suggest to Friends

Simple Elegance. Modern American Style.

Information

Location:
24 & M Streets, NW
Washington, DC, 20037

Phone:
+1 202 789 1234

Fans

6 of 533 fans

See All



Elan Artists



Jared Eros



Deborah Kalkstein



Kathleen M Doyle



Lonnie Jano



Koelling Borneman

Park Hyatt Washington D.C.

Wall

Info

Photos

Discussions

Reviews

Park Hyatt Washington D.C. + Fans

Park Hyatt Washington D.C.

Just Fans



Park Hyatt Washington D.C. Final days to participate in Travel + Leisure's "World's Best Awards Survey 2010". Vote for Park Hyatt Washington!

Travel + Leisure's World's Best Awards Survey 2010

tlworldsbest.roiresearch.com

We are delighted you have chosen to participate in the Travel + Leisure World's Best Awards Survey 2010, and as a result, you'll be entered into our sweepstakes to win a \$10,000 dream trip.

Tue at 2:23pm · Share



Park Hyatt Washington D.C. Park Hyatt Washington receives 2 nominations for the 2010 ISES Capital Awards Gala <http://bit.ly/9zJBHs>

March 25 at 11:02am

Hyatt Regency Denver likes this.



Park Hyatt Washington D.C. Celebrate the cherry blossoms with our Cherry Blossom Japanese Green Tea available in the Tea Cellar. With a floral scent and sweet taste, this tea is perfect for the season!

March 23 at 1:53pm



Park Hyatt Washington D.C. Happy St. Patrick's Day! Get in the green spirit with one of our rare Chinese or Japanese green teas from the Tea Cellar!

March 17 at 12:10pm



Park Hyatt Washington D.C. Thank you to Chas Kroll with the American Tea Masters Association and to all who attended "Tea Extravaganza 2010" this past weekend. We had a lovely time!

March 15 at 10:41am



Park Hyatt Washington D.C. Read about "Chefs at the Park", featuring our very own executive chef Brian McBride!

SWOT Analysis of Teaism

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Strong selection of teas and a variety of food offerings • Offers a fast casual dining experience without the lingering of the tea ceremony or the inattention of other fast casuals • Strong understanding of how Teaism wants to portray itself 	<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Able to espouse the health benefits of tea and vegetable-heavy Asian food offerings • Interest in tea is becoming a trend • Able to attract a variety of audiences, from business lunchers to avant-garde types to happy hour enthusiasts
<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Little awareness of Teaism's culture, message, and tea culture • No clear explanation of the nature of Teaism on the website • Not getting the message out on social media networks (as competitors like Teavana do), where much of the audience is and would be able to spread the intended message 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Retail stores (Teavana, Ten Ren) have large tea selections and appeal to those who want a strict retail experience <ul style="list-style-type: none"> • Tea houses (Ching Ching Cha, Park Hyatt Tea Cellar) offer the traditional, serene experience of Japanese tea houses • Asian restaurant Ping Pong Dim Sum threatens to take away business (offering happy hour and trendy cocktails) • Starbucks offers the same "sit and rest awhile" atmosphere during off-hours

Goals and Objectives

Goal

Teaism will let its audience know what its true tea culture is (“showing the passion behind the logo”) by building an online presence throughout the spring and summer of 2010. Teaism also will create an online relationship with its customers already present in the space.

Loyalty is key in this goal, and in turn building on loyalty that already exists amongst Teaism’s customers, especially those in the social media space. Social media is the newest and most innovative way of attracting and retaining customers, and in the future it may become the best way to converse and interact with brand loyalists and to build relationships with this audience, and to ignore its presence may be problematic. Social media is both new and variable (new ideas and spaces are constantly emerging and developing), so it must be constantly monitored and explored. The goal is not to be cutting-edge by using social media, but to control the Teaism’s message and what is being said about the brand.

This social media interaction and presence is expected, even required, by Teaism’s audience, who already exists and interacts within this space, and look to Teaism to introduce a branded message.

As a result, the goal of this plan will be to ensure Teaism’s long-term viability and relationship with its customers by entering the social media space.

Objectives

- 1) Introduce Teaism to the social media sphere and target social media spaces during the spring and summer of 2010
- 2) Increase daily website visits from around 1,000 unique visitors a day to 2,000/day by August 2010
- 3) Continuously monitor social media landscape/ensure a longer-term social media presence throughout Teaism’s projected use of social media

Target Audience

The target audience for Teaism's goals is the audience that already frequents and enjoys Teaism: the same audience that can be found on social networks, already spreading the word about Teaism. These fiercely loyal customers will be the ones who spread the message of Teaism's culture.

Teaism's loyalists are clued into social media and are technologically saavy, and they expect Teaism to be on board with their social media use.

Primary Audience

Teaism should first and foremost target current customers. Here, Teaism will build on the loyalty that already exists amongst these customers, interacting with them in their preferred space (social media) and building on their loyalty and trust to create an interactive, informative and friendly relationship.

Secondary Audience

On a secondary note, Teaism will also target longer-term, potential customers. Although Teaism does not seek to grow its customer base, it is a fact of the business that customers will leave Teaism. Maybe a long-term visitor will move to a new city, another will reject a change in menu, or another will find a new tea or coffee shop to frequent. As a result, Teaism cannot allow new business to go unnoticed.

Who Makes Up Our Social-Media Savvy Audience? A Sampling

Who is already talking about Teaism in the social media space? They are bloggers and writers, foodies and exercise enthusiasts, and of course, regular people.



From left to right, some of Teaism's social media fans:

- Rachel Gold works at the American Council for an Energy-Efficient Economy and graduated from Brandeis. She enjoys musical theater, biology and nature, and is a self-described “lover of all things bug and tree.” On Twitter, she has said of Teaism: “I LOVE Teaism. Especially the chai shakes with cinnamon gelato.”
- Emily Olson is a blogger and journalist for Hungry City Blog. She describes herself as a “culinarian, writer, recipe taster, blogger, traveler, sports fan.” After studying marketing and economics in college and working for a Fortune 500 company, Emily left the cubicle life and moved to Chicago to pursue a classical culinary education. She works in the food and beverage industry. Having also tweeted about Teaism, she has written the Hungry City Blog: “Regardless of the time of day, Teaism aims to please for any meal.”
- Jasmine calls herself a “wannabe Zagat reviewer.” She hails from New Jersey, but recently moved to Washington, DC. She loves Office Space, Sugar Ray, The Kite Runner, and seed pudding. She prides herself on visiting new places everyday and has Yelped that Teaism is “a really great tea shop/restaurant, very cute, delish and only 2 blocks away from me.”
- Kenny is a “musician trapped in a salesman's body.” He was born in Fremont, CA and has been Yelping for more than three years. Kenny has an office job during the day, but aspires to be a musician at night. His first concert was Ozzfest 99', and he now lives in Oakland, CA and is an occasional DC visitor. “Apparently, this is the ‘fast food’ version of Teaism,” he wrote on Yelp. “If that is so, then this is the best fast food that I have ever had.”
- Kara is from nearby Lynchburg, VA but resides in Chicago, IL these days. She loves Post Secret and often gets bacon cravings. She listens to Destiny's Child, likes the movies V for Vendetta and The Color Purple, and she doesn't want you to know that she cries during soaps. She has a bike with rainbow spoke lights. “Went here to grab

some food and holy choices batman!,” she said of Teaism on Yelp. “Overall a solid place and if I’m back in DC will go back and try some other things on the menu.”

- “Mr. T. in DC” is a photographer and blogger who has spent over a decade in the District. He is married and resides in Columbia Heights. He is a Washington Capitals and Nationals fan, enjoys working out, biking, and jazz and swing music. He maintains an active Flickr page of his Washington, DC based photography and has included a collection of artistic Teaism photos in his snapshots.

- Patrick Timony works for the DC Public Library system in the Martin Luther King Library as an adaptive technology coordinator. He graduated from Franklin & Marshall College. He has professional Twitter, Facebook, and YouTube accounts and runs a technology training blog. He’s interested in accessibility and blindness issues and is a fan of the TV show the Wire, as well as both Michael Jackson and Nickelback. He has posted videos of Teaism on YouTube.

- Scott Reitz is a food blogger and former food editor at DCist, a popular DC-based blog on local issues. Scott is originally from New Jersey but now lives in Washington, DC. He maintains a blog, with other food writers, called District Plates that looks “beyond the recipe while cooking and eating, in and around the District.” He obviously loves eating and reviewing food, but also likes baseball, farmer’s markets and happy hours. As a DCist writer, he wrote that “You owe it to yourself to spend a Saturday morning with the paper, a white jasmine tea, and a hearty ginger scone” at Teaism, and continues to mention Teaism on Twitter.

After a thorough investigation of the Twitterers, Facebookers, and Yelpers who have talked about Teaism, a profile of the audience has emerged. In general, Teaism’s social media audience is:

- Young (a range of about 22-35)
- Professional and college-educated
- Mostly Caucasian, but also Asian and African American
- Unmarried and childless, although some young parents

- Creative, interested in food, and often technology-minded

Strategy

Teaism's overall strategy will be to develop a web presence, particularly on social media spaces. Since Teaism is a social media beginner, developing a presence on selected social media targets (those where the audience is present and active) will be the initial step. With time, effort, and growth, Teaism will be able to grow and direct their social media message through these selected outlets.

Tactics

Website Content

Teaism's current website does not reflect its intended message in some of its content areas. Teaism's website does contain "what and why" sections that explain Teaism's

message.



[What](#) [Why](#) [Where](#) [Who](#) [Events](#) [Books](#) [Reviews](#)

What

"...the art of concealing beauty that you may discover it, ..it is the noble secret of laughing at yourself, calmly yet thoroughly, and is thus humour itself,--the smile of philosophy."

The Book of Tea

A collection of Asian-inspired [teahouses](#) that infuse the cultures of tea and the ideals of teaism with the informality and casualness of America

A collection of [critically acclaimed restaurants](#) that produce simple foods from the cuisines of tea, Bento boxes from Japan, curries from Thailand, and tandoor breads from India

A collection of tea shops with an abundance of tea accessories and exhibitions of work by local potters and artists

A [tea seller](#) with a constantly updated inventory of over three dozen teas that represent the best of what is available and a belief that selecting, serving, and selling tea is art and love not just commerce

[What](#) [Why](#) [Where](#) [Who](#) [Events](#) [Books](#) [Reviews](#)

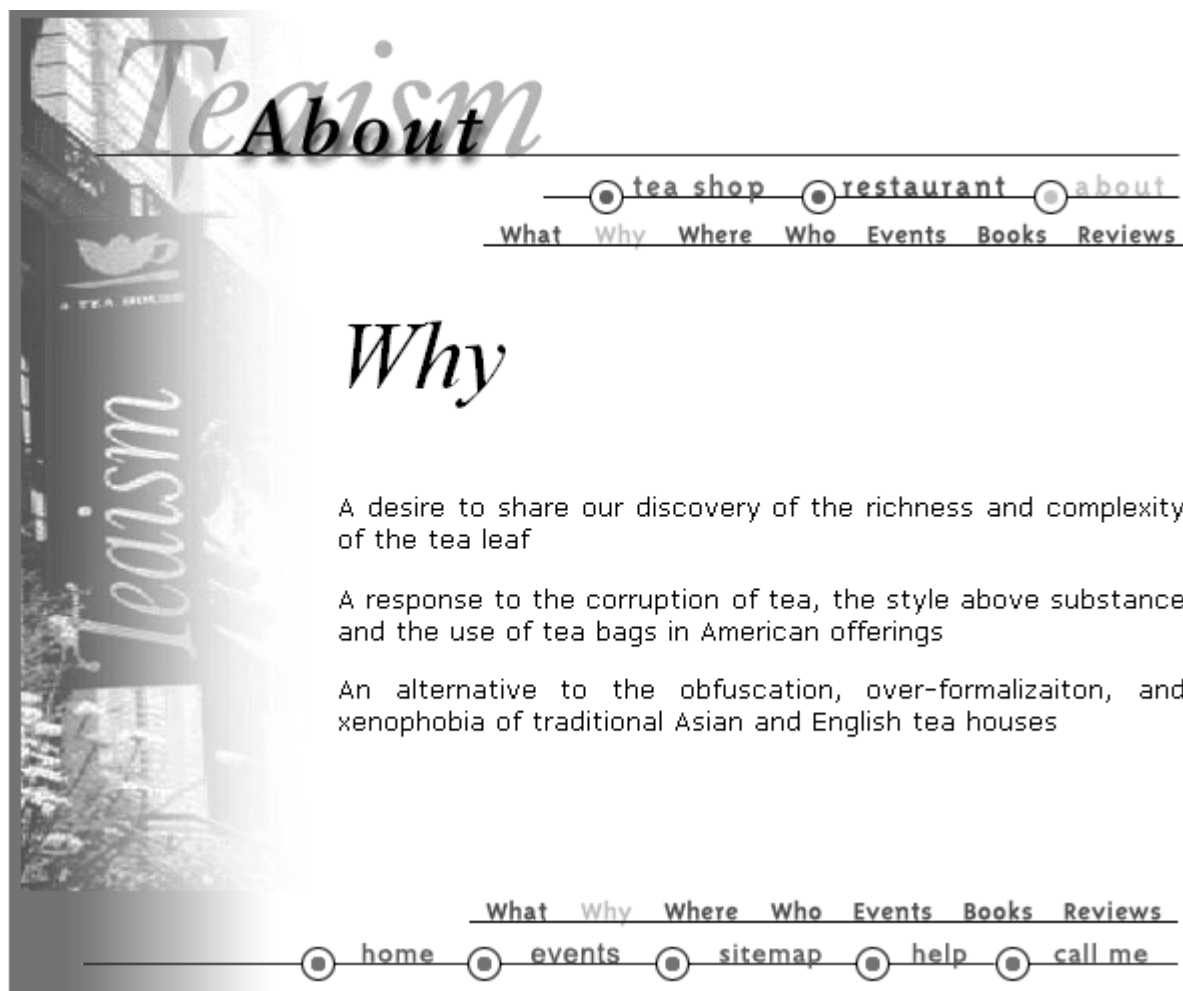
[home](#)

[events](#)

[sitemap](#)

[help](#)

[call me](#)



However, as the website is the only established web presence built and controlled by Teatism, it can be further developed to capture the essence of Teatism's message through content development. In effect, it should serve as the central hub for new published content, which will in turn be published through social media channels, giving social media participants a variety of ways to access Teatism's message on the Internet. Engagement and interest-building will be the goals of the website development.

Specific tactics will include:

- Development of how-tos: A "How To..." section will be added to the website. Examples include "How to Make Teatism Chai at Home" or "How to Select the Right Type of Tea for Any Occasion." In this way, Teatism will create original content to

engage readers, draw them to the website, and hold them there. With time and effort, the how-to's can be developed into a blog on the website.

- Review development and rehashing: Teaism has a small section of reviews, all from 1998 and earlier and from professional reviewers (i.e. The Washington Post Magazine, Bon Appetit, Tea: A Magazine). Although this reflects a professional image, it does not tap into the Internet review or blogosphere market. As a result, Internet savvy customers and the organic reviews they present are ignored, and the reality of the state of Teaism today is not present. In the future, Teaism should:
 - Replace the old reviews with the most up-to-date professional reviews, some of which are featured in this plan
 - Add constructive reviews from bloggers and Yelpers, which encourages them to continue spreading the positive word and includes the social media space and blogosphere in the website's updates

Website: Social Media

The website, as a central hub, needs to connect to all forms of social media spaces that Teaism will enter. Social media enthusiasts and our audience need to know that Teaism is present in their social media space, and there is no better place to advertise our presence than the website.

Specific tactics will include:

- Social media link placement: Direct links to the Twitter feed, Facebook page, and Yelp site will be placed on the website's main page. Each of these services offer "badges" or "widgets" that can be placed on websites like Teaism's to link to Teaism's presence on each. These links act as "buttons" or direct clicks to easily access the social media world of Teaism (see below for "quick link" examples).





Samir Balwani

connecting brands with consumers online



Mashable is an online guide to social media. [\[+\]](#)

Join the **2.6 Million** people following Mashable



Buzz



Twitter



Facebook



RSS

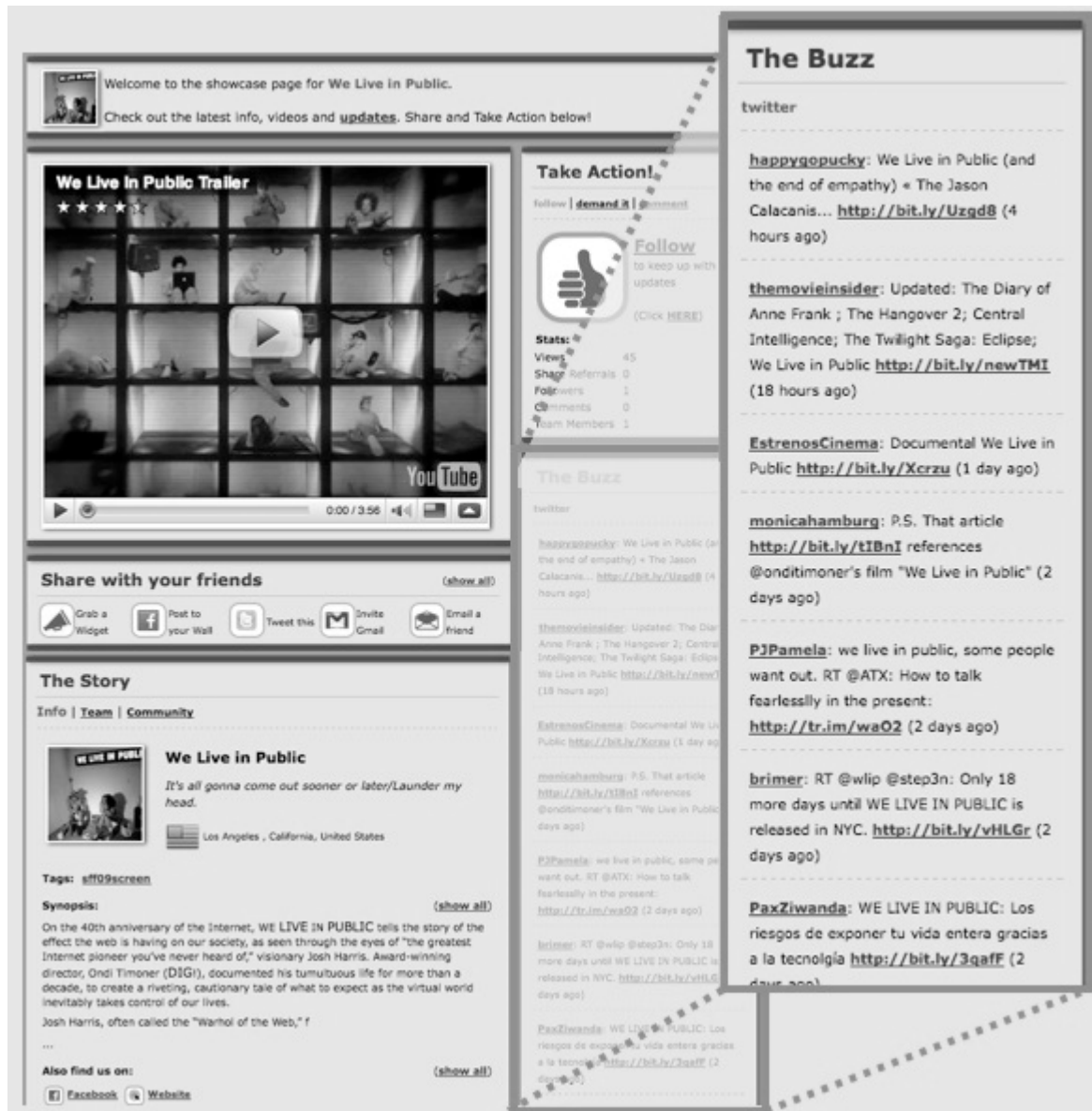


Email

[More Subscription Options »](#)

- Live Twitter feed: The website will be linked to live Twitter mentions of Teatism, Teatism's own updates, and replies to Teatism's posts. This will allow website visitors to see the live interactions between the Twitter community and Teatism, understand and appreciate the nature of that relationship, and to join the conversation themselves. (See below for examples)





Twitter Page

In tandem with the website's central hub and live Twitter feed, Teatism will develop a Twitter page to broadcast short messages to its Twitter followers. Since Twitter messages must be 140 character or less, updates will be short, and because Twitter is by nature interactive, @replies will be used to interactive with customers who direct questions or comments to Teatism's Twitter feed.

Specific tactics will include:

- Linking to how-to articles on the website
- Advertising promotions and specials and reward loyalty by offering exclusives to Twitter followers
- Short responses to questions or comments about Teaism (engaging and developing relationship with followers)
- Following and tracking competitors and tea businesses

Facebook Page

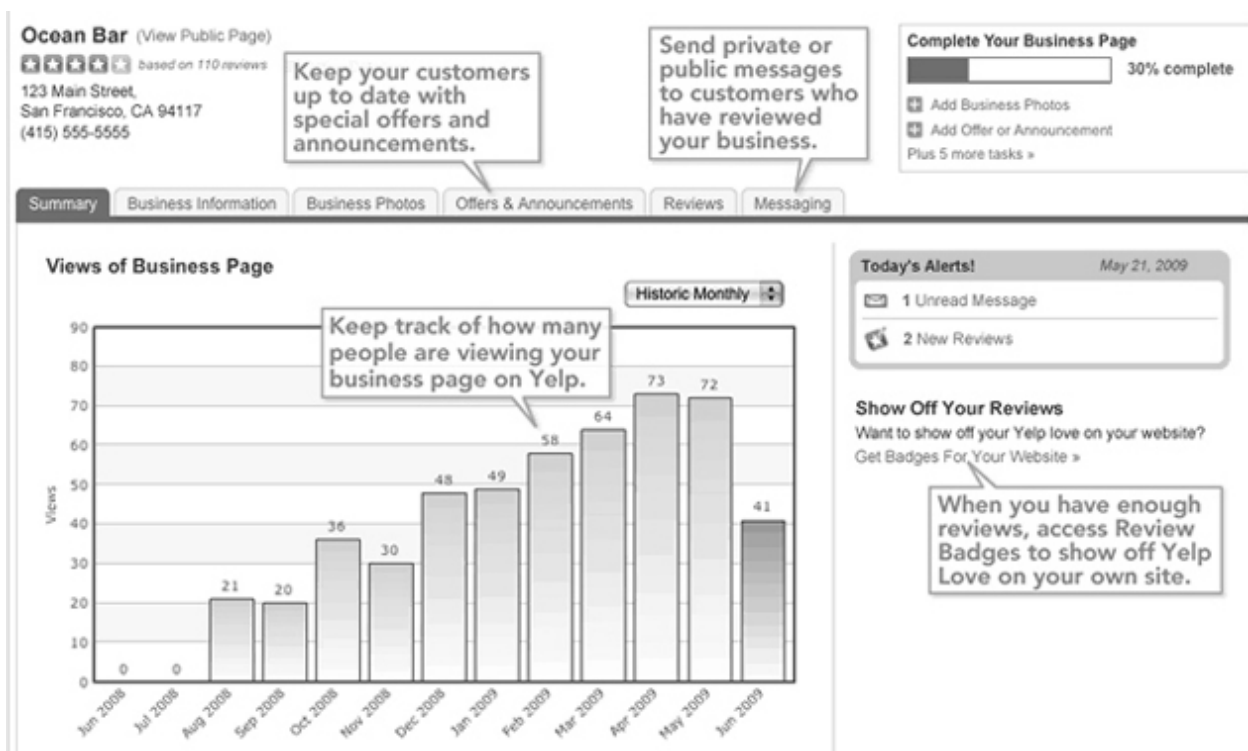
A Facebook page will also be developed as part of Teaism's social media presence. From here, Teaism will post its blog and how-to articles. To maintain more consistent posting and integration across the social media sphere, Teaism will link its Facebook and Twitter accounts to allow Twitter to automatically post to Facebook. Although the Facebook page will reference the same how-to posts, it will post these articles in full.

Specific tactics will include:

- Posting of full-text how-to articles in the notes section, with links provided on the Facebook wall
- Providing a menu tab that lists menu offerings, especially those that are featured or popular
- Consider a "Nighttime Features" tab that highlights the alcohol and beverage featured at Teaism after regular business hours, considering linking with Twitter posts about the subject
- Posting videos from local news sources (i.e. Teaism b-roll that has been used for broadcasts) to the video tab
- Creating an "Alison Swope" tab highlighting new chef Alison Swope and her background, while linking to her relevant web presence or web articles

Yelp Business Page

Yelp is an important tool for businesses like Teatism looking to get into the social media space. Teatism already has hundreds of reviews and commentary on Yelp's site from "Yelpers," but it has no control over the message. Customers refer to Yelp business pages to learn about a business before going out to visit in person. If the information on the Yelp page is incomplete, they are likely to move on to a competitor that provides more details simply because they will better know what to expect and are less likely to be surprised, be disappointed or have their time wasted.^{xlvii} By creating a Yelp business page, Teatism can help guide the message that is being spread about its business and can even use the service to notify Yelpers about announcements or special offers. (Below is an example of how you might complete the business page).



Specific tactics will include:

- Complete and update information for all Teatism branches (including hours, location, and even photos) and maintain changes in hours or other changes to avoid customer confusion

- Respond to highly negative customer reviews, either privately via direct message on Yelp or through the Yelp feature that allows a business to correct misinformation in a Yelp review. This allows for interaction with the customer, apologies for a bad experience, and the building of a long-term relationship with potential loyalists, who will be appreciative of Teaism's response.
- Use the offers and announcements feature. Since Yelp is one of the most referenced sites before heading to a restaurant,^{xlviii} announcements will be noticed. In addition, Yelp would be a perfect place to integrate the planned monthly discounts for local law firms. Not everyone uses Yelp, but the discount (and others, if Teaism chooses to use them) will be noticed and spread by Yelpers. Changes in price, specials events, and other notices can now be posted to the Yelp business page as well.
- Use a Yelp badge on the website. Unlike the social media link, a Yelp badge simply notes that a business is on Yelp and engaged with the community. This badge offered by Yelp can also track how many positive reviews Teaism has gotten on the main website, which is great for a business that has already garnered glowing reviews from Yelpers.

FourSquare: A Cutting-Edge Opportunity



What is Foursquare?

Foursquare is a mobile check-in device, primarily used with smartphones (i.e. iPhone, Droid, Blackberry, or Palm phones) but can also be used with the web. Essentially, the application allows users to share their location with their friends on Foursquare, whether it is a bar, restaurant, or other public place. The application is also game of sorts, with a

point system for each “check-in” at each place, “badges” for completing certain tasks, and a “mayorship” assigned to the person who has visited an establishment the most.

Another feature of Foursquare is its ability to “unlock” or view certain offers and promotions from local business. For example, if a Foursquare user is in Dupont Circle is using his or her Foursquare application to “check-in,” he or she will receive a notification that a special is being offered nearby by a business. These offers are generally only available to Foursquare users, and in addition only to those that are within a certain radius of the business, reinforcing the sense of community amongst Foursquare users.

As of March, Foursquare has passed 500,000 unique registered users nationally, and continues to grow exponentially, even though the company is only a year old. Its biggest day for check-ins was March 11, when 275,000 check-ins occurred.^{xlix} Technology blog Mashable has called Foursquare “the next Twitter.”^l

Foursquare is new, different, and constantly evolving (i.e. it may be replaced by the next social media network soon), but it is a unique way to tap into a niche audience.

What are the Benefits of Foursquare?

Foursquare provides access to a unique, small community of users. Since one realistically must have a smartphone or web-enabled phone to use it (checking in on a laptop would be cumbersome on a Saturday night at a bar, for example), its community has remained relatively small and tight-knit.

As a result, businesses like Teatism can target that small group of people who use the location-based service. Foursquare is an excellent choice for the secondary audience, i.e. new business of Teatism, or the Foursquare users who are not yet avid customers.

A Foursquare user who can unlock promotions at Teaism will likely return, if she or he has a good first experience at Teaism. Considering DC has only a few discounts being offered by local businesses, the excitement of finding a discount will encourage repeat visits, especially if the discount or offer changes or is unique to Foursquare. The Foursquare website suggests such unique discounts as:

- Mayor Specials: unlocked only by the Mayor of the venue (the user who has checked in the most in the last 60 days)
 - i.e. "Foursquare has deemed you the Mayor? Enjoy a free order of french fries!"
- Check-in Specials: unlocked when a user checks in to the venue a certain number of times
 - i.e. "Foursquare says you've been here 10 times? That's a free drink for you!"
- Frequency-based Specials: are unlocked every X check-ins
 - i.e. "Foursquare users get 20% off any entree every 5th check-in!"
- Wildcard Specials: always unlocked, but staff has to verify some extra conditions before awarding the Special.
 - i.e. "Show us your foursquare Swarm badge and get a free drink!"

New loyalists will spread the word amongst the Foursquare community, growing the business while earning accolades from and generating excitement within the Foursquare community.

How Will Teaism Use Foursquare?

Teaism will establish itself on Foursquare and in the community by first establishing and verifying that all its locations are already listed, and listed properly, on the application. Teaism will also use the application to develop unique, interesting, and engaging discounts using the suggestions above, changing the discount if it becomes over-used or stale. Finally, Teaism will promote its involvement with Foursquare in-store by using

the Foursquare decals (examples are shown below). Similar decals can also be obtained, usually for free, from Yelp and Facebook for display on windows.



Budget

Teaism has no established marketing or advertising budget, and does not allocate funds to public relations activities. As such this plan has been developed with that in mind, and has incorporated social media channels that are essentially free to use. The only dedication to such mediums is time.

As a result, the budget for this plan is essentially \$0. However, Teaism may want to consider hiring a website developer or social media specialist to make changes to the website and to add social media links. Still, the maintenance of social media spaces (i.e. creating how-to's, updating the Twitter feed, and responding to customers) can be done by a Teaism staffer or an intern, if Teaism wishes to hire one for this purpose.

Monetary Expenditures

Creation of social media sites	\$0
Creation of messages (via intern or staffer)	\$0
Social media specialist/web site developer	\$600 (\$100/hour industry rate for 6 hours)
<i>Total</i>	<i>\$0-600</i>

Time Expenditures

Creation of social media messaging	5-6 hours for first pieces
Social media training for staffers/interns	2-3 hours
Maintenance of social media sites	2-3 hours/week
<i>Total</i>	<i>7-9 initial hours, 2-3 hours/week thereafter</i>

Timeline

Activities surrounding the creation of social media sites should begin as soon as possible, in order to take advantage of the mediums listed here, and to ensure that they are still relevant once they are implemented. It may take a few months to set up, become comfortable with, and truly develop each social media space, so the creation time will run through August 2010.

In addition, maintenance of the social media spaces and the website will be important. A Teatism staffer will have to produce and maintain how-to's, the Twitter feed, Facebook page, Yelp business page, and Foursquare offerings. He or she will have to respond to customers on these sites, integrate discounts or offerings if necessary, and continue to produce content as long as these sites are being used.

Furthermore, this employee should also be seeking out and monitoring new social media tools as they emerge. The social media landscape is fast-changing and ever evolving, and the smart social media specialist should stay on top of emerging social mediums and evaluate whether they will be useful or not to Teatism's overarching message or targeted audience. In turn, social mediums come and go, and the ones that are being put in to use here may become obsolete in the future. As such, the social media monitor should abandon those tools that are no longer useful and replace them with up-to-date tools, especially if the audience has shifted to those tools.

Timeline

Early May 2010: create content (how-to's and other) to add to website and to broadcast via social media channels

Early May 2010: begin preliminary setup of Twitter, Facebook, and Yelp pages, verify correct Foursquare listings

Early May 2010: hire a web developer (if necessary) to create social media links on the website

Late May 2010: begin broadcasting from social media channels

Late May 2010: begin responding to Yelp reviews, Facebook wall posts, and Twitter replies

June-August 2010: offer discounts and promotions, including planned law firm discounts, via all social media channels and display window decals

June-August 2010: consider adding additional information, videos, and tabs to Facebook page

Continuous: monitor and record social media responses, especially good reviews

Continuous: note blogosphere reaction, Yelp reviews, and new social media followers during the campaign

Continuous: monitor emerging forms of social media and consider implementation

Evaluation

Evaluation of this plan will involve monitoring the social media spaces that have been put into use. Since Teaism is a social media beginner, there is no real baseline to measure social media involvement (i.e. Teaism does not already have a number of Twitter followers, and cannot track its increase). However, the amount of people engaging in the presented social media spaces can be examined, but a percentage increase cannot be discerned in this case. However, website visits, blog mentions, and Yelp reviews can all be measured in percentages, considering they are already present.

Initial objectives were to:

- 1) Introduce Teaism to the social media sphere and target social media spaces during the spring and summer of 2010
- 2) Increase daily website visits from around 1,000 unique visitors a day to 2,000/day by August 2010
- 3) Continuously monitor social media landscape/ensure a longer-term social media presence throughout Teaism's projected use of social media

Specific evaluative tools will include:

- Monitoring social media engagement
 - Number of Twitter followers, tweets about Teaism, or tweets at Teaism (i.e. @teaism)
 - Number of Facebook fans and posts on the Facebook wall

- Increase in Yelp reviews and engagement
- Monitoring blogosphere
 - Increase in blog mentions about Teaism
- Monitoring website engagement
 - Noting increase in website visitors
- Monitoring for new social media tools
 - Inspecting usefulness, use by audience, and number of users of current tools
 - Actively seeking innovative social media tools, especially those in which the targeted audience is involved

Although an increase in positive attitude was not an original objective of this social media, Teaism may wish to understand and sort the reactions of social media participants and Internet denizens. Additionally, Teaism may want to use any positive results on the website for reviews.

Specific evaluative tools would include:

- Monitoring tone of media engagement
 - Are tweets positive or negative?
 - Are Facebook wall posts positive or negative?
 - Are Yelp reviews positive or negative?
 - Are blog reviews positive or negative?

Closing Remarks

Social media is both a new, and powerful, tool. It is also inexpensive and taps into an Internet savvy, social, and youthful audience.

As such, this plan has strove to provide a key to the social media world, in order to build a foundation for communication and interaction with customers on the social media

front. However, this plan, if desired, can be just the beginning for Teatism. Ultimately, Teatism may decide to gain a stronger foothold in social media networks. This plan will serve to point Teatism on its way to becoming a social media expert.

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