

**HOW WE REACHED
OUR COFFEE
ADDICTS ON TIKTOK**



Overview

Case Study

Department of Coffee being the best coffee roasters in the whole of Sri Lanka reached out to DontBlink with the aim of growth hacking on TikTok while creating awareness & building the follower base in order to bring in more store footfall.

This task was undertaken by DontBlink through the concept of following trends and interlinking them with educational content around coffee, coffee roasting & everything to know about coffee.

Read on to learn more how the content DontBlink executed for Department of Coffee performed.

Department of Coffee

Client

Department of Coffee

Department of Coffee is derived down from Robertson Cafes, being one of the only coffee grounders in the whole of Sri Lanka.



The Challenge

Department of Coffee

Growth hacking on TikTok while:

01. Building brand awareness
02. Increasing reach
03. Creating educational content around coffee & beans



Our Approach

1. Explore industry relevant hashtags.
2. Stay on top of trends.
3. Creating short form videos, ideally within 8-15 seconds.
4. Content for coffee enthusiasts - educational.

THE EXECUTIONS

Our Executions

Department of Coffee

FIRST STEP

Creating a digital presence on TikTok under the brand name "Department of Coffee" in order to align all brand collaterals.

THIRD STEP

Creatives around relatively content around the products offered, daily specials and new beans introduced by Department of Coffee, enhancing for its customers to always try out something new.

SECOND STEP

Create trend based content based on the brand to drive in pure engagement in order to create a direct connection with the audience of Department of Coffee.

FOURTH STEP

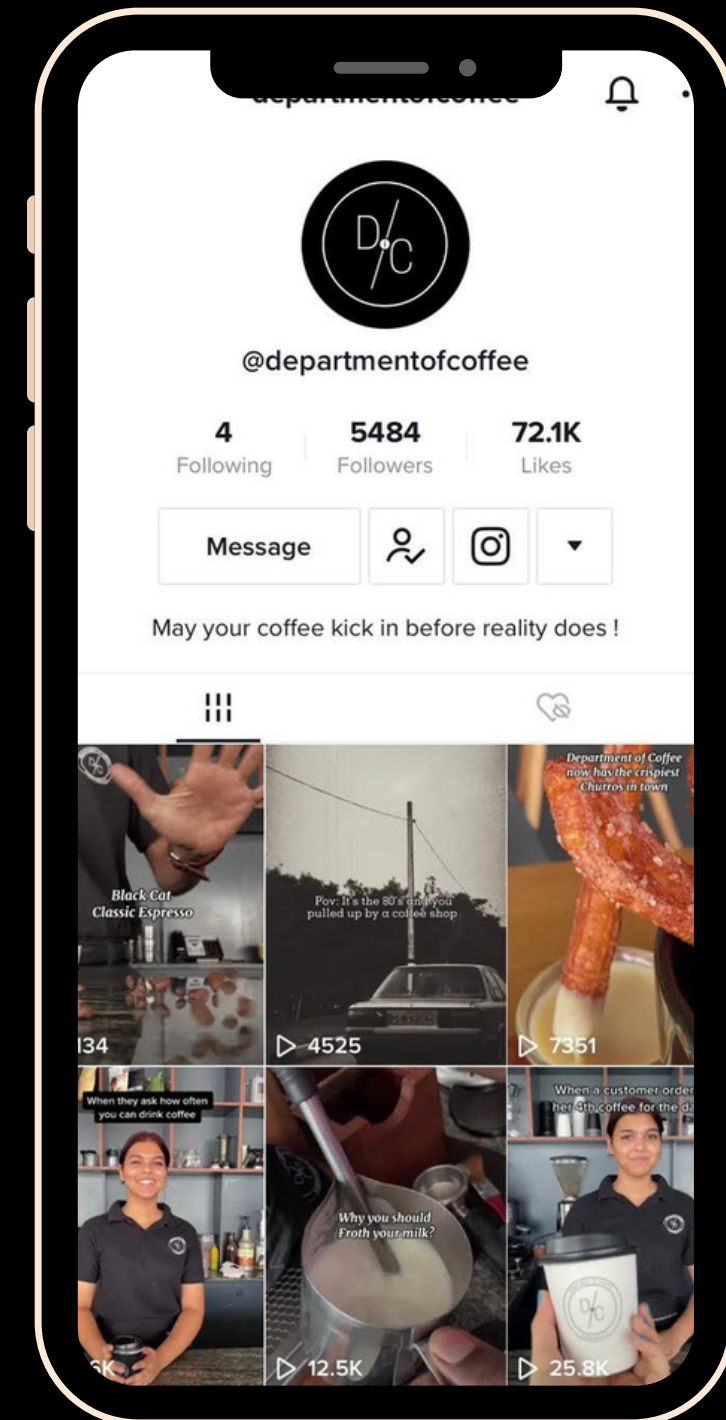
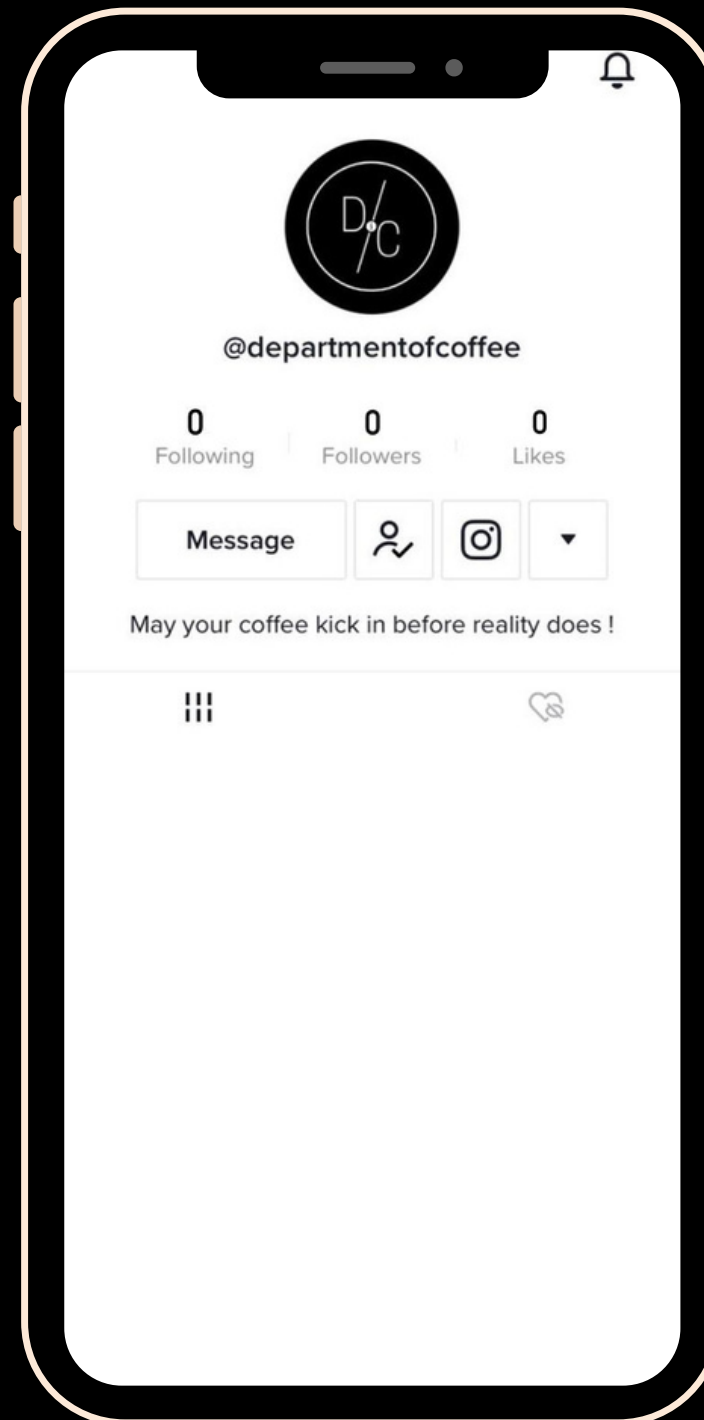
Consistency in executions and allowing the content rolled out do the work for the brand - Department of Coffee.

TikTok

Content Results & Growth

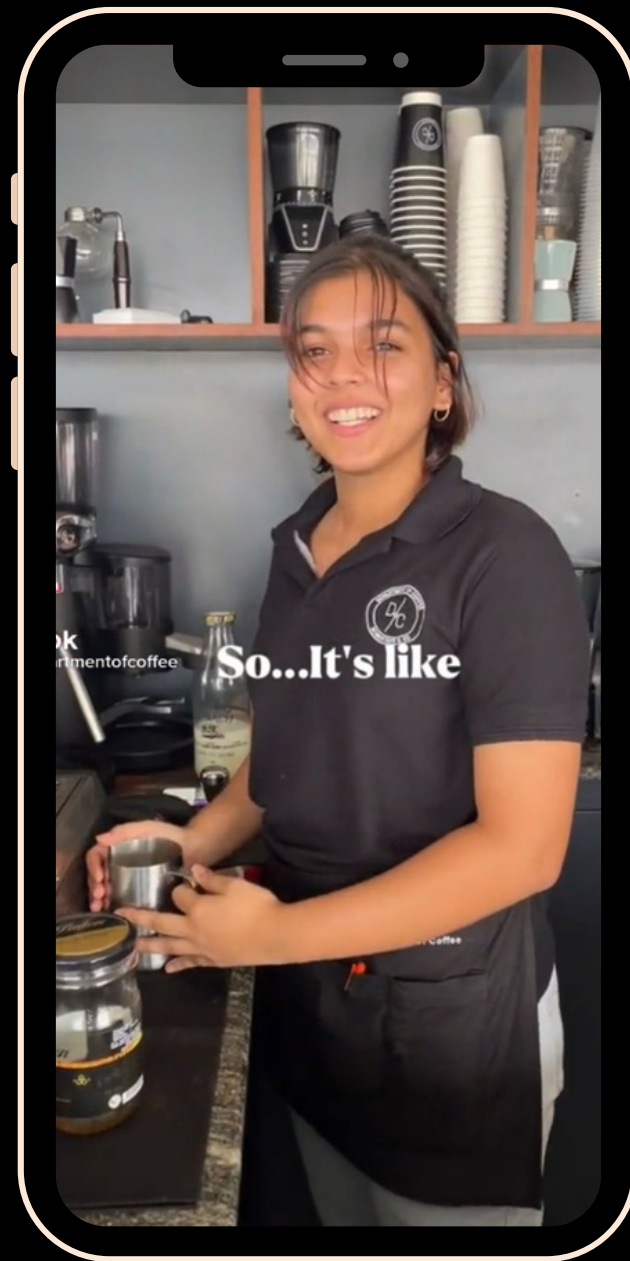
TikTok follower base has increased by 5K+ followers, with over 1.4M+ reach within 8 months.

Head over to the next slide for further details.



Creative Executions

October 2021 - June 2022



Reach : 92K



Reach : 82K



Reach : 78K +

Creative Executions

October 2021 - June 2022



Overview of 8 months

01. 87 videos have been posted over 08 months.

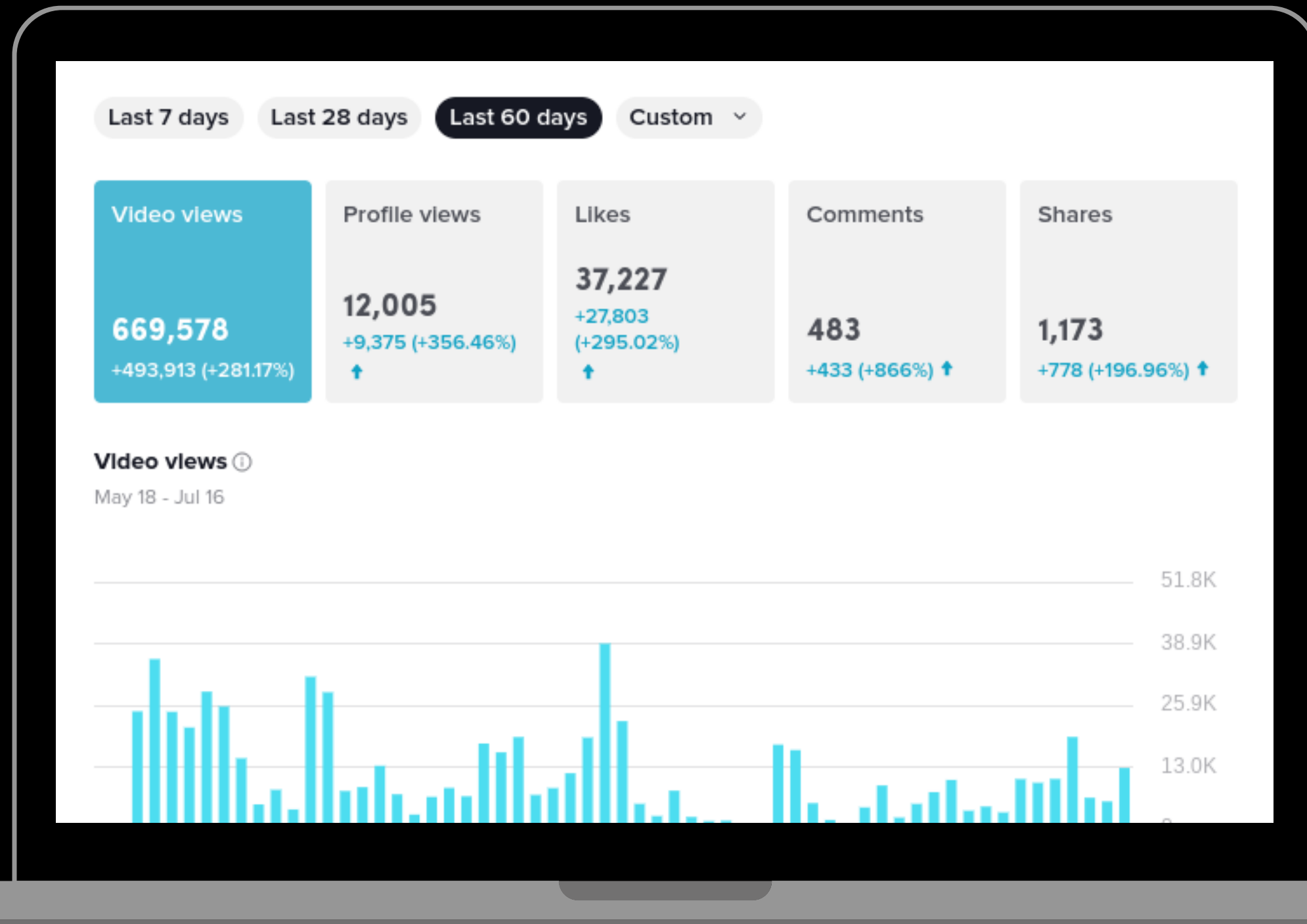
02. Growth of follower base by 8000+ followers.

03. Reached over 800K+ people.



Results We Got

Dash Board Snap-Shot (May 2022 - July 2022)



670K +
VIEWS

12K
PROFILE VISITS

5K +
FOLLOWERS



DONTBLINK