



· GREAT GROUNDS ·

COFFEE SHOP

Great Grounds Social Listening Insights

Filter	Insights	Actions
Positive mentions	Gingerbread coffee popular, lots of people like the variety of flavors/sweeteners, coffee is an exciting and necessary part of people's mornings	Market gingerbread coffee with customer reviews, promote sales/discounts on special days to combat price complaints, create relatable coffee content for coffee lovers, rework peppermint flavoring and post when it is updated
Negative mentions	GG coffee is expensive, people don't like peppermint latte	
Java	Expensive, mixed about which is better, peppermint had a good review	Share the unfavorable response to peppermint latte beverages with stakeholders. Do not promote this drink in posts. Offer a free drink to customers who posted negative comments about this flavor.