



# Brewing brands, one sip at a time.

Jersey City, NJ · Social Media · Content Creation · Video Production

WEBSITE DESIGN › SOCIAL MEDIA › CONTENT CREATION › VIDEO PRODUCTION

## Coffee Cup Adverts

CLIENT	LOCATION	SERVICES	YEAR	STATUS
Coffee Cup Adverts	Jersey City, NJ	Web · Social · Content	2023 – 2024	Closed 2024

### 01 – OVERVIEW

## About the Project

Coffee Cup Adverts is a hyperlocal advertising company based in Jersey City, NJ, helping local businesses grow their brand by placing custom-printed cups in cafés across the community. They came to eslo nyc needing a complete digital presence — from a professional website to a fully managed social media strategy.

The strategy was clear: build a clean, conversion-focused website that communicated the value of hyperlocal advertising, then grow an engaged Instagram audience through consistent, on-brand content. Over the course of the engagement, eslo nyc created 46 original posts, directed a promotional video, and helped establish Coffee Cup Adverts as a recognizable name in the local business community.

Coffee Cup Adverts ultimately closed operations in 2024 — but during the period eslo nyc managed their digital presence, the brand grew from zero to a recognizable name in the NYC metro area with an active Instagram following and a steady stream of inbound leads.

### THE CHALLENGE

Coffee Cup Adverts had a strong concept but no digital presence — no website, no social accounts, and no visual identity to show potential clients. They needed everything built from scratch.

### CONTENT STRATEGY

Every post was crafted to speak directly to local business owners — mixing educational content, client spotlights, and brand-awareness posts to build credibility and drive inbound inquiries.

### VIDEO PRODUCTION

eslo nyc wrote the script and directed a promotional video designed to communicate the CCA value proposition in under 60 seconds — used across social media and the website homepage.

[Watch the promo video](#)

### RESULTS

Over the engagement, eslo nyc published 46 original posts, built the brand's full Instagram presence from zero, launched the website, wrote and directed a promotional video that drove awareness and client acquisition across the NYC metro area.

46

Original Posts Created

1

Promo Video Directed

3+

Client Spotlights

100%

Original Content

0 → 1

Built From Scratch

02 — SOCIAL MEDIA CONTENT



Brand Voice



Product Showcase



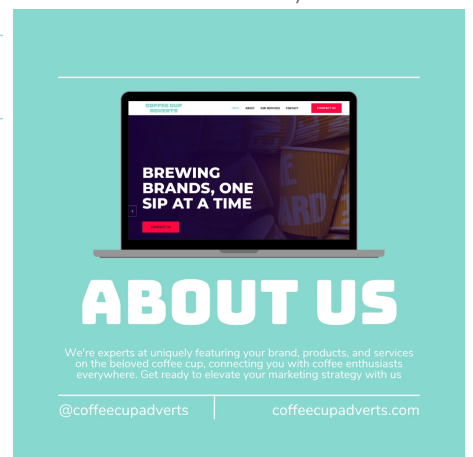
Brand Personality



Brand Awareness



Community Engagement



Web Design

03 — CONTENT APPROACH

**Educational Posts**

Each week, eslo nyc published posts that taught local business owners about the value of hyperlocal advertising — building trust before the sale.

**Brand Awareness**

Consistent visual identity across every post — teal, navy, and bold typography — made CCA instantly recognizable across the NYC metro area.

**Client Spotlights**

Featuring real clients like Cafe Peanut gave the brand social proof and showed prospective clients exactly what working with CCA looked like.

**Lead Generation**

CTAs woven into content drove direct inquiries via Instagram DMs, converting followers into paying clients throughout the engagement.

04 — WHAT WAS DELIVERED

- Website Design & Launch
- Promo Video Script & Direction

- Instagram Account Setup
- Content Strategy & Calendar

- 46 Original Social Posts
- Brand Voice & Messaging

□ Watch the Promo Video: [instagram.com/reels/CzWgJD6s4E6](https://www.instagram.com/reels/CzWgJD6s4E6)

*"From a blank page to a brand that NYC businesses recognize."*

eslo nyc · Web Design, Social Media Management & Video Script