brandrocket

GROWTH PLAN

EXAMPLE PLAN

# Onyx Coffee Lab

## Paid Media Opportunities & Roadmap

October 23, 2026 • onyxcoffeelab.com




### ACCOUNT SNAPSHOT

| | |
|---|---|
| **INDUSTRY**<br>Specialty Coffee (E-commerce) | **BUSINESS MODEL**<br>E-commerce + Subscriptions |
| **PLATFORM**<br>Custom storefront | **WEBSITE**<br>onyxcoffeelab.com |

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# 1. Your Growth Score

**74**

**out of 100.** Onyx has the strongest brand of any roaster we looked at: 293,000 Instagram followers, 33,100 searches a month for your name, Reddit's favorite roaster, and a Facebook and Instagram program with about 30 active ads. The gaps are the things that turn that love into first orders: reviews shoppers can see, a first-subscription offer that competes, and pages that load fast on a phone.

*Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.*

| Area | Rating | What We Found |
|---|---|---|
| Offer & message | Strong | "Most Awarded Coffee Roaster," roasted to order and shipped within 24 hours, free shipping over $40. |
| Competitive ad position | Strong | About 30 active Facebook and Instagram ads, including a seasonal advent calendar pre-order and retargeting ("Let's turn that click into a perfect cup"). |
| Search demand captured | Limited | On 5 buying searches we checked, you appeared once: #7 for "coffee advent calendar." Not in the top 8 for "coffee subscription" or "specialty coffee beans." |
| Landing page readiness | Solid | Clear product pages and offers, but phones wait 17-22 seconds for the main content on your homepage, product and subscribe pages. |
| Reviews | Limited | Your Google ad rating shows 4.1 from 10 reviews; Volcanica's shows 4.8 from 4,482. Your Trustpilot profile is unclaimed, with 1 review. |
| Search visibility | Solid | #1 for your name, #7 for "coffee advent calendar." Not in the top 8 for "coffee subscription," "best coffee beans online" or "gesha coffee beans." |
| AI search | Solid | Named among the best specialty roasters online. Not named for light-roast subscriptions or Gesha, both things you sell. |
| Social | Strong | 293,000 Instagram followers and 8,318 posts, the largest audience of any brand we compared (Atlas 178,000). |

## Red Flags

! Your homepage is 51 MB and takes about 18 seconds to show its main content on a phone; a product page takes about 22 seconds. 46.8 MB of it is video: 17 background videos load on mobile. Google's research found 53% of mobile visitors leave a page that takes longer than 3 seconds to load.

# 2. Your Business & Market

Onyx Coffee Lab is a specialty coffee roaster and cafe company from Northwest Arkansas, selling roasted-to-order whole bean coffee online, single bags and subscriptions, plus seasonal products like its 24-day advent calendar.

## Your Core Promise

**"Most Awarded Coffee Roaster - Never Settle for Good Enough" (your ads); coffee "roasted to order" and shipped "within 24hrs of being roasted" (your site)**

## What You Offer

| Service | What It Is | Posted Price |
|---|---|---|
| Whole bean coffee | Single origins (including Gesha lots) and blends like Geometry | Geometry 10 oz $22.50 |
| Subscriptions | Delivered every 1 to 8 weeks | Subscribe & Save 5% |
| Advent calendar | 24 days of coffee plus a limited-edition puzzle | Pre-order with early-bird pricing |
| Shipping | Roasted to order, ships within 24 hours | Free over $40 |

## What Your Site Asks Visitors to Do

| Element | What We Found |
|---|---|
| Ads send people to | Your main store (onyxcoffeelab.com) |
| Buying | Add to cart, or subscribe on the product page |
| Proof shown | Awards ("Most Awarded Coffee Roaster"); seller rating 4.1 from 10 in Google ads |
| Tracking | Google Ads tag visible on the site |

## Who You Are Really Talking To

- You serve two buyers: the enthusiast who already knows Onyx (your 293,000 followers and 33,100 monthly name searches), and the curious shopper looking for "good coffee beans online" or a subscription, who compares on reviews and first-order deals before they ever taste your coffee.

# 3. Competitive Ad Landscape

We looked at who shows up when U.S. shoppers search for specialty coffee and subscriptions, and what coffee brands are advertising on Google, Facebook and Instagram.

## Who Is Advertising Against You

| Competitor | Google Ads | Meta Ads | What They Lead With | Threat |
|---|---|---|---|---|
| Atlas Coffee Club | Ads: "First Bag Free", "First bag 50% off" | 30+ active ads | Story ads ("I was buying coffee from the big name grocery stores until I learned this...") to a separate landing site | High |
| Volcanica Coffee | Ads with seller rating 4.8 (4,482) | 24+ active ads | "GET 20% OFF YOUR FIRST SUBSCRIPTION ORDER" | Medium |
| Lifeboost Coffee | Ads with seller rating 4.8 (1,180) | 26+ active ads | "Save an extra 25% on your first Subscribe and Save order" | Medium |
| Trade Coffee | Top unpaid results for "coffee subscription" | None seen | "Coffee Subscription from America's Best" | High |
| Bean Box | Top unpaid results for beans and subscriptions | 3+ active ads | "The Best Coffee Beans in the U.S." | Medium |

*Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.*

## What Their Ads Promise

- A free first bag. Atlas: "First Bag Free" and "First bag 50% off."
- A big first-subscription offer. Volcanica: 20% off the first subscription order. Lifeboost: 25%.
- Visible proof. Volcanica's and Lifeboost's Google ads show 4.8-star seller ratings from thousands of reviews.
- A story, not a product. Atlas runs advertorial-style video ads that send people to a dedicated landing site.

## Where the Field Is Open

→ Nobody has your audience: 293,000 followers and Reddit's top recommendation. That praise just isn't showing up as reviews.

→ Your first-subscription offer (5%) is the weakest in the set, so a better one has room to win.

→ "Light roast" and "Gesha" are your specialties, and AI search recommends others for both.

→ "Coffee subscription" gets 9,900 searches a month, and Trade, Bean Box and magazine lists hold the top results.

# 4. Paid Media Opportunities

*How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the United States, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.*

Your online business is e-commerce with a subscription layer. Success is measured in first orders and the subscribers who stay, not clicks.

## Your Current Ads

Your Google ads (from Google's public ad library) and Facebook and Instagram ads (about 30 active) include:

| Your Ad | What It Says | Where It Sends People |
|---|---|---|
| "Most Awarded Coffee Roaster - Never Settle for Good Enough" | Google | Your store |
| "Free Shipping on $40+ Orders" | Google | Your store |
| "Let's turn that click into a perfect cup. Get the roast you've been wanting" | Facebook & Instagram (retargeting) | Your store |
| "Pre-order your 24 days of coffee + limited-edition puzzle now" | Facebook & Instagram | Your store |

A real, working program: awards, free shipping, retargeting and a seasonal campaign. What's missing from every ad is a first-order reason to try you, which is exactly what competitors lead with. A full read of performance needs access to your ad accounts.

## Where You Show Up Today

| Channel | What We Found | Checked |
|---|---|---|
| Facebook & Instagram ads | About 30 active, including the advent calendar campaign | Oct 23, 2026 |
| Google ads | 31 ads in Google's library; seller rating shown: 4.1 (10) | Oct 9, 2026 |
| Google search results | #1 for your name; #7 for "coffee advent calendar" | Oct 23, 2026 |
| Trustpilot | Unclaimed, 1 review, 3.3 out of 5 | Oct 23, 2026 |
| Instagram | 293,000 followers, 8,318 posts | Oct 23, 2026 |

## Which Platforms Fit

| Platform | Fit | Why |
|---|---|---|
| Facebook & Instagram | High | Already working, and your audience is the biggest in the category. The upside is a first-order offer and pages that load fast for these mobile shoppers. |
| Google Shopping & Search | High | Cheap clicks ($0.30-$12) on searches like "coffee subscription" (9,900 a month), where reviews and price show right in the ad. |
| Email & SMS | Medium | Your subscribers and pre-order buyers are the cheapest repeat sales you have. |
| LinkedIn | Low | Not where coffee is bought, outside corporate gifting. |

## Searches From People Ready to Book

Searches from U.S. shoppers looking to buy coffee like yours or start a subscription.

| Search | Monthly Searches | Est. Cost per Click | Competition |
|---|---|---|---|
| coffee subscription | 9,900 | $2.71 - $10.16 | High |
| whole bean coffee | 9,900 | $2.09 - $5.34 | High |
| light roast coffee beans | 5,400 | $1.16 - $6.15 | High |
| best coffee subscription | 2,400 | $1.95 - $11.39 | High |
| coffee subscription gift | 2,400 | $3.31 - $12.00 | High |
| specialty coffee beans | 1,900 | $1.46 - $4.37 | High |
| pour over coffee beans | 480 | $1.16 - $4.29 | High |
| coffee beans online | 390 | $1.92 - $5.55 | High |
| gesha coffee beans | 210 | $0.52 - $1.95 | High |

## Bigger, Broader Searches

Bigger, broader searches. Cheap to test, and the advent calendar and gift searches peak right now.

| Search | Monthly Searches | Est. Cost per Click | Competition |
|---|---|---|---|
| best coffee beans | 12,100 | $0.32 - $3.37 | High |
| single origin coffee beans | 12,100 | $1.66 - $4.50 | High |
| coffee gift | 5,400 | $0.42 - $3.40 | High |
| coffee advent calendar | 4,400 | $0.32 - $2.12 | High |

### The Page Your Ads Would Send People To

We tested your homepage, a product page and your subscribe page. We name what we found; the fixes are part of working together.

| Check | What We Found |
|---|---|
| Homepage, phone | About 18 seconds to show the main content (score 69 out of 100). Desktop: 2-3 seconds. |
| Why it's slow | 51 MB page; 46.8 MB of it is 17 background videos that load on phones (the largest 7.7 MB). |
| Product page (Geometry), phone | About 22 seconds (score 55). Desktop: 1.5 seconds. |
| Subscribe page, phone | About 17 seconds (score 59). Desktop: 1.6 seconds. |
| Product data | No product information in the page code that Google reads for shopping results; price appears only after the page's scripts run. |

*Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.*

## 5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

### Reviews

Shoppers see review counts right inside Google ads. Here's how yours compares:

| Store | Rating Shown in Ads | Reviews |
|---|---|---|
| Volcanica Coffee | 4.8 | 4,482 |
| Lifeboost Coffee | 4.8 | 1,180 |
| Onyx Coffee Lab | 4.1 | 10 |

*The full Market Intelligence Report covers this in depth.*

## Search Visibility

Where you show up on Google, without paying, for the searches that matter most:

| Search | Where You Show Up |
|---|---|
| onyx coffee | #1, with sitelinks |
| coffee advent calendar | #7 |
| coffee subscription | Not in the top 8 |
| best coffee beans online | Not in the top 8 |
| gesha coffee beans | Not in the top 8 |

*The full Market Intelligence Report covers this in depth.*

## AI Search

More shoppers now ask AI assistants where to buy coffee. We asked one three questions:

| Question | You're Named? |
|---|---|
| What is the best specialty coffee roaster to order beans online in the US? | Yes |
| What is the best coffee subscription for someone who loves light roast pour-over? | No |
| Where can I buy Gesha coffee beans online? | No |

*The full Market Intelligence Report covers this in depth.*

## Social

Your audience is the biggest in the category:

| Account | Instagram Followers | Posts |
|---|---|---|
| Onyx Coffee Lab | 293,000 | 8,318 |
| Atlas Coffee Club | 178,000 | 845 |
| Counter Culture Coffee | 159,000 | 3,239 |
| Lifeboost Coffee | 56,000 | 3,056 |
| Volcanica Coffee | 31,000 | 1,074 |

*The full Market Intelligence Report covers this in depth.*

# 6. Budget & Performance Benchmarks

## What You Can Afford to Pay for a New Client

For an online store, a common ceiling is 30-40% of the first order to win a new customer. Subscriptions raise that ceiling, because the first order isn't the last.

**Two 10 oz bags of Geometry ($45), just over your free-shipping line: approximately $45 x 30%-40% = a ceiling of approximately $14 - $18 to win a new client.**

That's the first order only. A subscriber who stays for months is worth many times more, which is why the first-subscription offer matters so much.

## Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $4.95, then multiplied by a 2% - 4% conversion rate. Source: the cost per click is the search-volume-weighted average of the buying searches in Section 4 (Google's own data for the United States). The 2%-4% range, clicks that place a first order, is our assumption for an online coffee store, not a measured figure for your account.

| Scenario | Monthly Ad Spend | Where It Goes | Est. Clicks | Est. Inquiries | Est. Cost per Inquiry |
|---|---|---|---|---|---|
| Focused | $3,000 | Google Shopping & Search: subscription and specialty bean searches | 606 | 12 - 24 | $124 - $248 |
| Growth | $6,000 | Adding light roast, single origin and gift searches | 1,212 | 24 - 48 | $124 - $248 |
| Fuller | $10,000 | Google, plus Facebook & Instagram first-order offers to new audiences | 2,020 | 40 - 81 | $124 - $248 |

- These figures are first orders, not subscribers. Your subscription take-rate decides what each customer is really worth.
- Seasonal searches like "coffee advent calendar" and "coffee gift" cost well under the average now and peak through December.

# 7. Strategic Roadmap

## If You Only Do One Thing

**Turn your fans' praise into reviews shoppers can see.**
**Every Google ad that shows your seller rating puts "4.1 from 10" next to competitors' "4.8 from thousands," even though Reddit calls you the best. Your 293,000 followers and your subscribers are the reviews you haven't asked for yet.**

## Your Quick Win: Free, and Doable This Week

**Claim your Trustpilot profile.**
**It's free, it takes minutes, and right now an unclaimed profile with one 3.3-star review is what shoppers find when they look you up.**

## Do These First, Ranked by Payoff Against Effort

| # | What to Do | Why (What We Found) | Impact | Effort |
|---|---|---|---|---|
| 1 | Ask customers for reviews after delivery | Your ad rating shows 4.1 from 10; Volcanica shows 4.8 from 4,482 | High | Low |
| 2 | Offer a first-subscription reason to try you | Yours saves 5%; Volcanica 20%, Lifeboost 25%, Atlas a free first bag | High | Low |
| 3 | Make your pages fast on phones | 17 background videos; 17-22 seconds on homepage, product and subscribe pages | High | Medium |
| 4 | Add product information Google can read | No product data in your page code for shopping results | Medium | Low |
| 5 | Win "coffee subscription" and "light roast" searches | 15,300 searches a month combined; you're not in the top 8 | Medium | Medium |
| 6 | Give Facebook & Instagram campaigns their own landing pages | Atlas sends its story ads to a dedicated site; yours go to the main store | Medium | Medium |

## What Waiting Costs

! Every Google ad showing your seller rating puts "4.1 (10)" beside Volcanica's "4.8 (4,482)."

! Atlas runs 30+ ads offering a free first bag; your first subscription order saves 5%.

! Phone shoppers wait about 18-22 seconds on your homepage and product pages in the middle of advent calendar season.

! When shoppers ask AI for a light-roast subscription, it recommends Kaffebox, Podium and Trade.

### Landing Pages for Paid Traffic

Your store introduces Onyx. A landing page has one job: turn an ad click into a first order. Pages built around one offer and one kind of shopper convert more of the people you pay to reach, and better-matched pages can also lower what you pay per click.

| Landing Page | Who It Is For | Why It Converts Better |
|---|---|---|
| Light Roast Subscription | Pour-over fans | Your specialty, said in their words |
| Gesha & Rare Lots | Enthusiasts hunting special coffee | Where AI search names others today |
| Advent Calendar Pre-Order | Gift shoppers through December | One product, one button, fast on a phone |
| Your First Bag | Curious first-timers from Facebook & Instagram | A first-order offer like the ones competitors lead with |

PageRocket, our landing page studio, builds these: pagerocket.net

## 8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

### Monthly Management

| Plan | Monthly Ad Spend | Hands-On Optimization | Our Fee, First Channel |
|---|---|---|---|
| Starter | Up to $6,999 ad spend / channel / month | Up to 7 hours / month | $895 / mo |
| Most Popular | $7,000 - $14,999 ad spend / channel / month | Up to 10 hours / month | $1,095 / mo |
| Larger Budgets | $15,000+ ad spend / channel / month | Up to 17 hours / month | $1,795 / mo |

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

### One-Time Options

| Service | What It Is | Price |
|---|---|---|
| Landing page | A done-for-you landing page built for your ads, live in 7-10 days | $1,495 |

Full published rates: brandrocket.net/rates

## 9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



*“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”*

**Pavel Sukhobok | Potomac Debate Academy**

Watch the video



*“Our inbound leads have more than doubled since before we were working with you.”*

**Teal Cooper | Co-Founder, VendiBean**

Watch the video



*“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”*

**Jason Beers, PsyD | Owner, Crescent Roots Psychological Services**

Watch the video

### What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

## Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

*Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.*