

## MARKETING CAMPAIGN + E-COMMERCE TEMPLATE

This campaign template can be used by hospitality marketers to develop their own e-commerce integration with any campaign being planned.



## THE BUSINESS

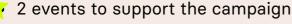
- Fast casual trendy Italian business love of everything Italian
- 15 locations across London neighbourhood locations with some prime tourist locations
- Demographic Millennials, Gen X, (trendy Baby Boomers)
- Challenges boost bookings for Springtime lunch and dinner trade

### THE OBJECTIVES

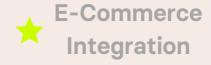
- Target the Millennial and Gen X customer base
- Generate 10% increase in table bookings
- Drive 30% more visits to the website whilst the campaign is running
- 2,000 new email addresses + entrants
- Provide exclusive experiences for our loyalty club members

## THE CAMPAIGN HOOK

- Win a free trip to the Italian mountains for a truly Italian gastronomic experience
- A trip for 2 to an Italian mountain hotel, with a rustic restaurant that serves traditional home-grown Italian food. It is inspired by tradition and seasonality - true authentic Italian food.
  - flights, 2-night accommodation, transfers, all food and drink expenses covered



Weekly giveaway of gift vouchers to buy Italian items from the online shop/deli or can be used in the restaurant.



## THE CAMPAIGN PLAN

Launch Date 1st April 2023

Win a trip to Italy - entered on a dedicated landing page on our website with an email address entry.

- dedicated landing page for entrants to capture data also encouraged to share on social channels for extra entry
- Facebook, Instagram and tiktok channel targeting adverts + content
- Retargeting for those who visit the landing page but don't enter



#### 2 Events across 2 restaurants

- Event 1: Artisan Italian 3-course supper club with live band
  - Tuesday night event to sales
  - Pre-purchase tickets online
  - Invite Italian influencers to take part
  - £60 per ticket including the 3-course, a beer/prosecco / soft drink + goodie bag
- Event 2: Ultimate Italian Prosecco Tasting Club loyalty members only
  - A pre-purchase ticket which is discounted for loyalty members only
  - 10 Prosecco's to taste with some Italian classic appetisers to pair
  - o Partnership with Aperol for a goodie bag for all attendees
  - ∘ £45pp
  - o Additional bottles to buy from £25-£80

Event 1 - £60 x 120 covers = £7,200 Event 2 - £45 x 50 covers = £2,250 £9,540 additional revenue



#### Gift Voucher Giveaway

 For the duration of the campaign, we'll give away a voucher to the value of £100



#### **Gifted Micro-Influencer Campaign**

 Partnership with Aperol giveaway + hamper gifts from our online shop.

# THE CAMPAIGN PLAN Continued.

#### **CRM Strategy**

- Collect all entrants into a segmented database
- All entrants need to fill in their name, email and birthday (preferred store if possible)
- Data must be captured from every person attending the event, not only from the person who books it - the booking software will facilitate this
- · Post-event email comms with photos, recipes and feedback
- All those who enter the comp or join an event will be sent personalised offers post-comp or event, to either visit the restaurant or, be aware of future events and encourage sharing amongst their friends
- Various automation to be set up from new data collected
- Post event and competition targeting on Facebook and Instagram with personalised offers.
- Postcard sent to the address of every event attendee, as a thank you

#### Video created of the winners going to Italy!

Shared across key social channels

## THE RESULTS

- Setup all detailed tracking, conversion goals, tag manager etc.
- Review and report on the campaign
- Tracking on discount codes and CRM targeting / retargeting offered post-event
- 3-month review looking at sales