



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
- ★ 2 events to support the campaign
- ★ Weekly giveaway of gift vouchers to buy Italian items from the online shop/deli or can be used in the restaurant.

★ E-Commerce
Integration



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
 - Partnership with Aperol for a goodie bag for all attendees
 - £45pp
 - 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