LAST CALL COLLECTIVE

THE BAR & RESTAURANT GROWTH BLUEPRINT

Making your bar the top recommendation, every time.

CORE MISSION

To transform local bars and restaurants from invisible digital entities into dominant top recommendations across search and AI platforms (AEO/SEO/GEO). We solve the hospitality friction problem by providing a high-performance digital foundation and activating automated revenue engines.

PHASE 1: THE FOUNDATION

01. AEO/SEO OPTIMIZED WEBSITE (THE ENTITY HUB)

What it is: A custom-built, high-conversion web property designed for the Answer Engine era.
The Value: Traditional websites are digital brochures; this is a data hub. It ensures that when a guest asks Siri or ChatGPT for a 'bar with great mezcal,' your venue is the definitive answer returned.
The Mechanics: We use advanced Schema.org (JSON-LD) markup to define your menu, location, and ambiance in a language AI models natively understand. This reduces 'Zero-Click' friction by feeding data directly into the search results page.

02. 2-HOUR CONTENT STUDIO

What it is: A professional, high-impact on-site production session focused on visual storytelling.
The Value: In a visual industry, your cocktails are your currency. High-production assets justify premium pricing and force the 'Vibe Check' conversion before the guest arrives.
The Mechanics: Delivery of 50 edited assets + 5 high-impact reels. These assets are metadata-tagged with geocoordinates to boost local search relevance.

03. DIGITAL INFRASTRUCTURE

What it is: Universal synchronization of location data across 20+ global directories.
The Value: Inconsistency kills ranking. If your hours are wrong in even one place, the algorithm loses trust and moves you down the list.
The Mechanics: Automated API sync ensures a 100% accurate signal for hours, menu, and contact info, eliminating client friction and bad data reviews.

04. THE EQUITY VAULT (DATA OWNERSHIP)

What it is: A proprietary first-party database of guest emails and phone numbers.
The Value: You cannot scale a business on 'rented' audiences (social media). The Equity Vault gives you a 'Fill The Seats' button you can press without paying for ads. $1 invested in owned lists yields $36+ in ROI.
The Mechanics: Custom landing pages and lead-capture systems (QR/WiFi/Contests) that funnel guest data into a CRM you own 100%.

05. CUSTOM ASSET DESIGN

What it is: High-res, on-brand QR collateral (Table tents, stickers, signage).
The Value: Makes data capture frictionless and automatic. Your staff focuses on hospitality while the physical assets focus on building your digital empire.
The Mechanics: Strategic placement design to maximize opt-in rates and bridge the physical-to-digital gap.

06. AUTOMATED MISSED CALL TEXT-BACK

What it is: An AI-driven safety net for hospitality phones.
The Value: Every unanswered call is a lost reservation or walk-in. The system immediately engages the guest via text, securing the booking before they call a competitor.
The Mechanics: Instant SMS trigger upon missed call detection with links to bookings or tonight's specials.

PHASE 2: REVENUE ENGINES

THE WELL ($449/mo)

Reputation Defense: Ensures your hard-earned reputation is protected. It signals 'Evidence of Life' to AI through professional responses to all guest feedback.
The Active Signal: Weekly updates that tell Google and AI that you are active, open, and thriving.

THE CALL ($1,149/mo) - THE GROWTH ENGINE

The Liquid Asset System: Systematic 'Pours' (SMS blasts) for specific events, slow nights, or spirit releases.
Group Revenue Engine: Automated targeting of birthdays and anniversaries to secure high-margin large group bookings.

TOP SHELF ($2,449/mo) - MARKET DOMINANCE

Total market saturation. For venues that want to be the undisputed #1 choice in their city. Includes monthly content studio refreshes and priority VIP agency access.