**Business Background and Motivation**

The Souq Lebanese Grill is a family-owned business in south Windsor. The restaurant primarily serves Lebanese food. They also have breakfast on weekends and are vegan friendly. They have an average of 4.7 stars on 704 google reviews. According to the business audience, the business was going well before the pandemic, but it slowed down a bit after that. They currently have 1981 followers on Instagram and 3100 followers on Facebook. The restaurant has a 4.9-star rating on Facebook and 4.5-star rating on yelp.

* Explain terminology and context.

There are 12 restaurants in close proximity to Souq Lebanese grill. The area is surrounded by famous parks much as Jackson Park, Optimist Memorial Park etc. The restaurant is located on popular bus routes such as 1A etc. making it accessible to the public.

Windsor has a population of approximately 340,000. Out of this, approximately 40% are senior citizens (above 60). Souq Lebanese Grill would like to reach this segment of the population and pitch a relaxed dine in experience to them. Their aim is to engage the target audience with ads to bring them to the restaurant. In addition to this, they would also like to segment retired senior citizens using RFM analysis and target the customers that they feel might churn.

For this project, they have chosen to monitor impressions and click rates to measure the engagement created by ads. They have chosen these metrics since the campaign aims at bringing customers to the store and therefore, they cannot measure an increase in revenue or customers.

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| Strengths | Weaknesses | Opportunities | Threats |
| Quality of social media content | Contrasting colors on landing page | Digital marketing can lead to higher traffic | Outside competition from players like Eddy's Mediterranean Bistro |
| Availability of dine-in, pick-up and delivery | Two websites | Offline marketing campaigns can increase engagement and business | Increasing grocery prices due to inflation. |
| High rating and SEO optimization | Low social media reach considering the quality of content | Specialized meal boxes can attract a wider audience | Economic recession will force people to avoid eating out. |
| Beautiful ambience and prime location |  | More and more people are getting familiar with Lebanese cuisine |  |

* Identify the reasons the business audience is interested in the marketing analytics project (motivation)

The business is interested in the marketing analytics project because-

1. They would like to target a specific demographic of the Windsor population.
2. The business would like to increase business with retired senior citizens.
3. To achieve this objective, the business would like to market their business to this target segment and use marketing analytics to make their campaign a success.

**Target Audience**

* Define the business opportunity in marketing terms using STP (Segmentation, Targeting and Positioning)

The market can be segmented using age. The broad segments will include school kids, college students, adults with families and retired senior citizens. Out of these segments, Souq Lebanese Grill can target retired senior citizens to boost their business. They shall then position their business so that the customers see their offering as a nice, relaxed, non-rushed dine-in experience.

* Define the target audience.

The target audience for this project is going to be retired senior citizens looking for a relaxed time while eating.

**Goals and Objectives**

* Define SMART Objectives
  + Specific

Does this objective have the potential to overcome real-world problems and unlock specific opportunities?

* + Measurable

Is the result of this objective trackable/countable? What are the key metrics that will be used?

* + Actionable

Will working towards this objective create positive change?

* + Relevant

Does this objective align with your overall marketing strategy?

* + Time-bound

What is the timeline for working towards and achieving this objective?

* Define specific metrics for evaluating the success of the campaign.

The campaign will be successful if:

1. The campaign can increase the number of backlinks and ad-clicks.
2. The campaign can boost the traffic on the Souq website.
3. Boost the number of social interactions (reviews, comments, likes etc.)
4. Percentage increase in the revenue after the completion of marketing campaign.

**Evaluate the Effectiveness of Previous Campaign(s)**

* Review previous campaigns and evaluate their effectiveness.
* Analyze previous campaign(s) and identify what they accomplished and did not accomplish.

**Propose New Campaign (Chinmay)**

* Propose the new campaign.

A google ad campaign will by launched where the ads will be personalized to the target audience which is retired senior citizens. So if anyone searches, Lebanese food or places to eat for elders, Lebanese food Windsor, souq Canada our ads will be shown at the top. Currently, this is not being done for Souq. If we search Souq Windsor, the google ads show up but if I type Souq Canada, nothing comes up. Currently, there is an opportunity for more keywords to be added to increase reach and the level of personalization.

If a lead clicks on the ad, they are taken to the Souq website, and a pop up comes with a special offer currently in store/online menu for the senior citizens. To claim the offer, we will require the lead to enter their email so that we can store that information for future email marketing campaigns. This sort of pop-up will increase the probability of lead conversion.

Web page design needs to be redesigned keeping the new target audience in mind. Softer earth tone colours will be more attractive for our target audience. In general, the website design needs to improve.

Finally, we want to make sure that the ad and the website pages all feature a call to action. Currently, when I click on menu, I see the dishes and the price and when I go to order online I see the dishes and the prices again. It seems a little redundant and there is no call to action on the menu page. We could probably just keep the order online page and rebrand it so that the people who just want to look at the menu also use the same page.

Ad design:

Graphical user interface, text, application, email

Description automatically generated

Special promotion: First 100-200 customers that come through the ad link and places a minimum purchase order will receive a 5$ gift card that can be redeemed at the offline store to bring these customers to our store and show them our ambience and relaxed environment.

* Define platform, budget, approach, etc.

Our campaign will primarily be run of Google ads as we expect people to google places to eat whenever they plan on eating out or ordering in. The budget shall be set by the business audience. Our approach will be to run ads on Google that attracts retired senior citizens to our establishment. We will also provide offers for returning customers and referrals.