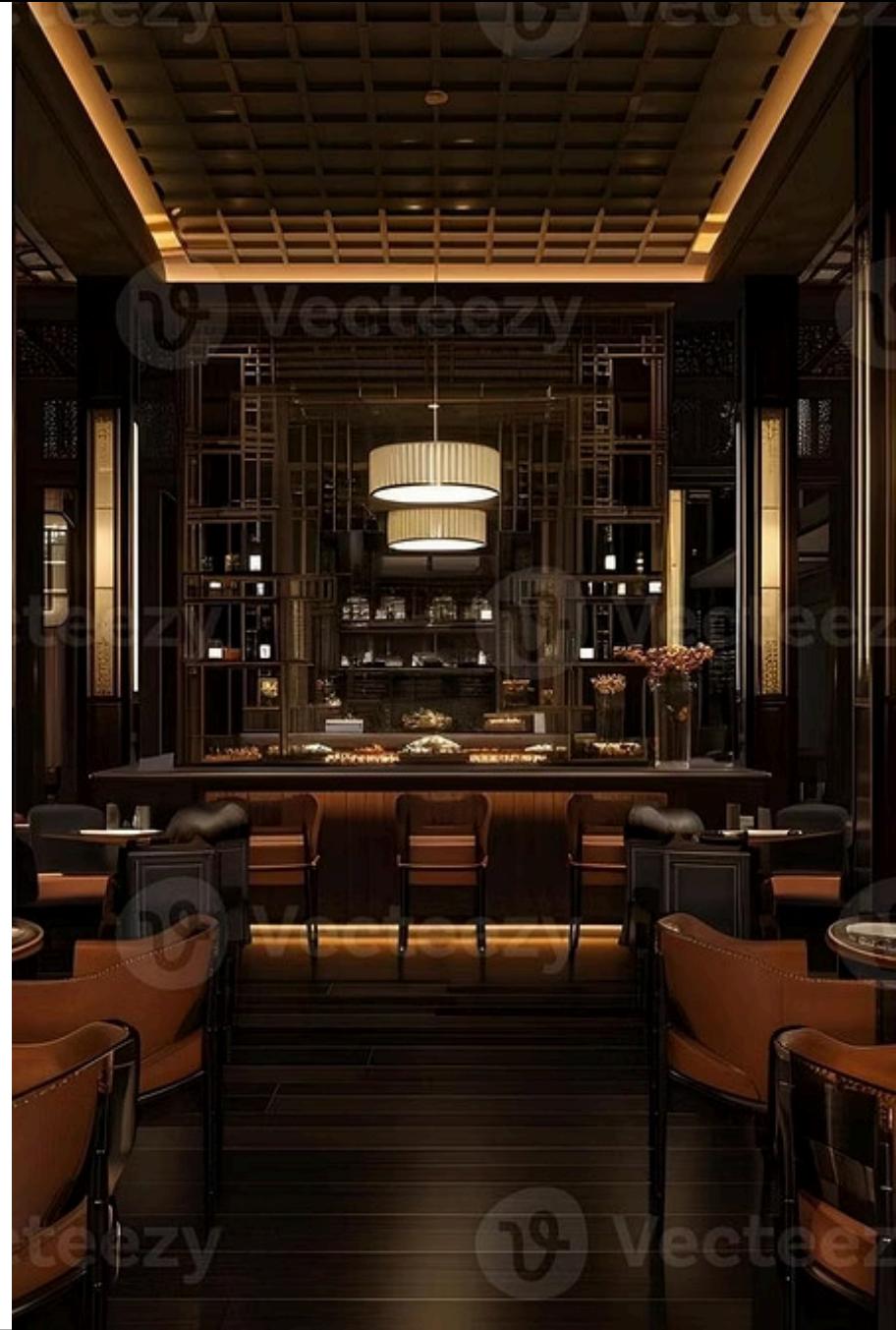


# The Luxe Experience: Digital Transformation

**Website Branding + Automations to Fill the Daytime Kitchen**

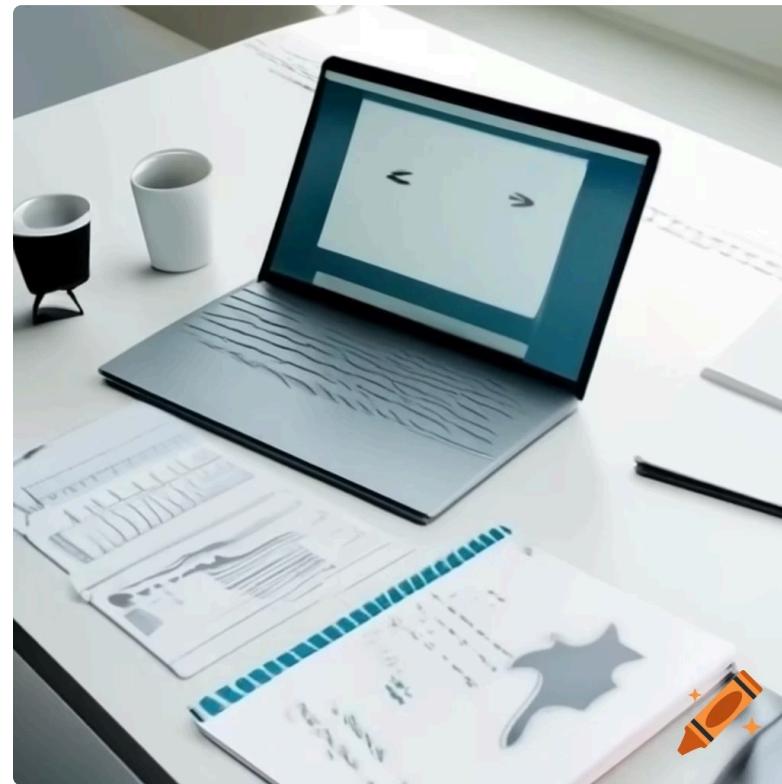
Prepared by Branded + Flow – Dana Point, California



## Who We Are: Branded + Flow

We build brands and automation systems so your business works when you're not. Our philosophy is simple: technology should amplify hospitality, not replace it. We create systems that capture revenue while you sleep.

Unlike agencies that lock you into proprietary "black-box" platforms, we believe in transparency. You own everything we build—from the code to the customer data.



### The Goal

To transform underutilized assets into high-margin revenue streams through smart design and seamless automation.

### Engagement Models

**DIY:** We build the complete infrastructure, hand you the keys, and you run it.

**Managed:** We build, maintain, and optimize the system for you continually.

# Luxe Today: Strength vs. Opportunity

## The Foundation: A Dana Point Icon

For over 15 years, Luxe has stood as the premier destination for nightlife—a hip, glass-wrapped martini bar and relaxed fine dining spot known for live entertainment and a cozy, sophisticated ambiance. The nights are packed, and the brand is strong.



## The Hidden Gap

While evenings are at capacity, the facility sits dormant during the day. The commercial kitchen—a massive asset—is currently under-monetized during daylight hours.

## The Opportunity

Daytime catering and private events represent a six-figure revenue stream that is currently being left on the table due to a lack of visibility and automated sales processes.



## Foundation: What's Already Built

We have established a new digital infrastructure designed to segment traffic effectively. The new site clearly splits the user journey, ensuring that a dinner reservation doesn't get lost in a catering inquiry, and vice versa.



### The Restaurant Journey

A dedicated pathway showcasing the vibe, the famous martini bar, live music schedules, menus, and a seamless reservation system.



### The Catering Hub

Specific landing pages for high-value segments: Corporate Events, Weddings, Senior Living partnerships, Private Parties, and Emergency services.



### SEO & Design

Award-ready design with copy and microcopy optimized for search engines to capture local intent for "Dana Point catering" and private dining.

## The Automation Engine: Turning Revenue On



We aren't just launching a website; we are activating a 24/7 sales machine. This engine is designed to capture leads instantly, nurture them automatically, and route them to the right fulfillment channel without manual intervention.

- **24/7 AI Voice Concierge** for catering and reservations.
- **Instant Quote Builder** with smart online ordering flow.
- **Lead magnets & scoring** with segmented nurture sequences.
- **Online ordering automation** for small jobs; consult routing for big jobs.
- **Post-event loop** for reviews, referrals, and reporting.

# Automation 1: AI Voice Concierge ("Luxe After Hours")

## How It Works

The "Luxe After Hours" concierge answers every call 24/7 with a Luxe-branded host voice. It qualifies catering inquiries by gathering event type, guest count, date, style, and budget.

It provides realistic price ranges, books consultations directly, or logs callbacks, pushing all call data and transcripts instantly into the Luxe CRM and portal.

## Tech Stack & ROI

**Tech:** iAnswering.ai + n8n + Airtable + Brevo + Base44

**The Problem Solved:** Saves after-hours and overflow calls that currently die in voicemail, ensuring no opportunity is missed.

- ☐ **Estimated Impact:** Rescuing just 2 extra \$4k catering events/month = ≈ \$8,000/month extra revenue.



## Automation 2: Instant Quote & Smart Ordering

### The Frictionless Experience

Visitors hit a catering page and tap "Get a Quick Estimate." They choose their event type, headcount, and service style (drop-off, buffet, or plated). The system generates a live estimated price range in under 60 seconds.

### Smart Routing

Smaller jobs are routed straight to online checkout and deposit. Larger, complex jobs are routed to a "custom proposal" workflow, optimizing your sales team's time.

### Tech & Financial Impact

**Stack:** Netlify front-end + Airtable pricing + n8n + Stripe + Brevo.

Removes the "submit a form and wait days" friction. Gaining +5 extra sub-\$1k orders/month from people who would have bounced = \$4,000–\$5,000/month extra.

## Automation 3: Lead Capture & Nurture Engine

We replace random inbox chaos with a structured funnel. By using segment-specific pages (Corporate, Wedding, etc.), forms send rich data into Airtable including timing, guest count, and budget.

### Intelligent Scoring

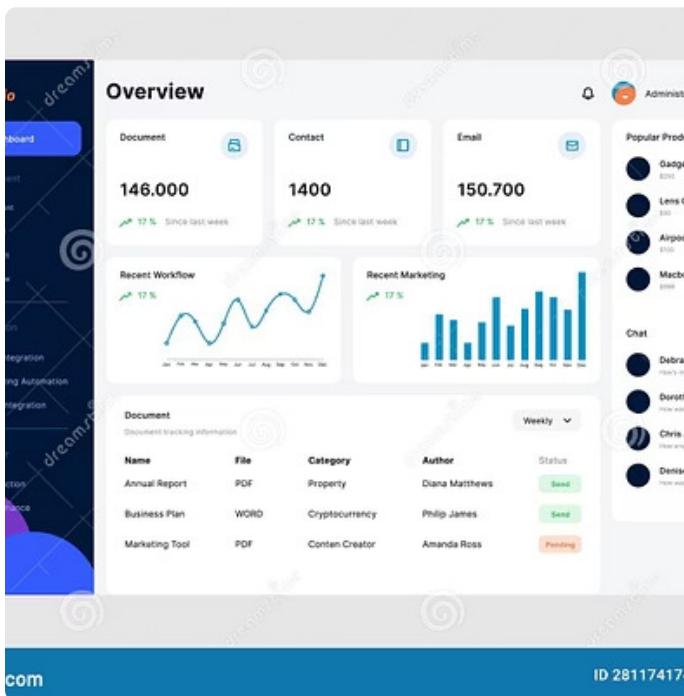
Our system (n8n) scores each lead as Hot, Warm, or Cool and sets the appropriate stage in the pipeline. This ensures your sales energy is focused only on high-fit leads.

### Automated Nurture

Brevo runs segment-specific sequences delivering value, social proof, and urgency. It even includes a "should I close your file?" sequence to re-engage ghosts.

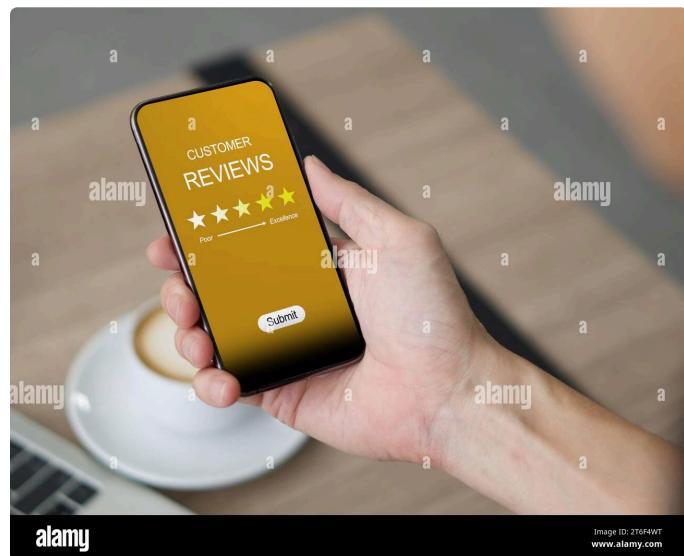
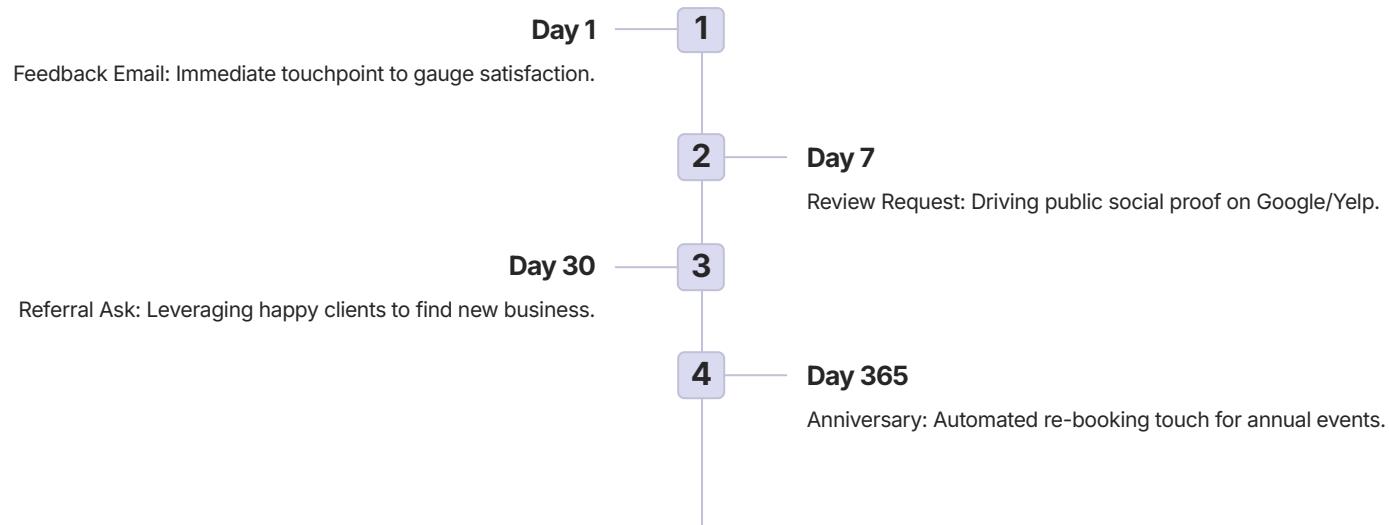
- ☐ **ROI Projection:** If nurture closes 3 extra mid-size events/month at ~\$2,500 each =  $\approx \$7,500/\text{month}$  incremental revenue.

Email from Resource.	17 new updates
Email from Resource.	3 new updates
Email from Resource.	2 new updates



## Automation 4: Reputation & Reporting

The sale doesn't end when the event is over. We automate the post-event lifecycle to build long-term value.



### The Dashboard Advantage

Negative feedback flags the team instantly. Executive dashboards show exactly which channels and pages are winning. A steady review flow lifts local ranking, driving more inbound catering and reservations organically.

## Tech Stack, Investment & ROI



### The Owned Stack

No proprietary black boxes. We use standard, swappable tools you own: Netlify (Web), Airtable (CRM), n8n (Automation), Brevo (Email/SMS), iAnswering.ai (Voice), Stripe (Payments), and Base44 (Portals).

### Projected ROI

Each solid catering event lands in the \$3k–\$15k range. The system pays for itself if it adds just one solid new event per month. Year-one impact is realistically in the low six figures.

## Ways to Work Together

### Website Branding Only

Brand, website, SEO, basic ops. Available as a one-time project (DIY) or with a lower monthly fee (Managed).

### Automations Only

AI phone, quote builder, funnels, ordering, reporting. One-time build fee (DIY) or mid-tier monthly (Managed).

### Full Transformation (Recommended)

Complete Website + Automations + ongoing optimization. The ultimate growth engine. Premium management ensures the system evolves with you.

- ☐ **Next Steps:** Decide on scope (DIY vs Managed), lock the agreement, and we start wiring the live stack immediately.