Haksoss Elite Campaign – Performance Analysis

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1️⃣ Campaign Overview

Brand: Haksoss Café

Objective: Showcase Haksoss as the leading luxury coffee experience in Alexandria; increase loyalty sign-ups, drive in-store visits, and maximize engagement across social media.

Scope:

- Email Marketing (English & Arabic)

- Social Media Posts & Stories (English & Arabic)

- Social Media Ads (English & Arabic)

- Campaign Guidelines & Brand Strategy

2️⃣ Target Audience

Primary: Affluent coffee lovers in Alexandria; early risers; luxury seekers

Secondary: Tourists visiting Alexandria, lifestyle enthusiasts, young professionals

Demographics: 20–45 years old, middle-to-high income, socially active

Psychographics: Interested in premium experiences, aesthetics, social sharing, and indulgence

3 Campaign Components & Simulated Results

Component	Details	Expected Metrics / Results
Email Marketing	6 emails in English + 6 in Arabic (VIP Loyalty included)	Open Rate: 38% (avg); Click-Through Rate: 14%; Conversions (loyalty sign-ups): 210 users
Social Media Posts	5 templates English & Arabic	Average Likes per Post: 1,250; Shares: 320; Engagement Rate: 5.2%
Social Media Stories	Hero Latte & Special Latte stories, swipe-up links	Average Views: 3,500 per story; Swipe-Up Rate: 4%; Conversions: 140 visits to landing page
Social Media Ads	Special Offer & Loyalty Program visuals	Reach: 18,000 users; CTR: 2.3%; Loyalty Signups via Ads: 65
VIP Loyalty Program	Private tastings, early access, personalized rewards	Signups: 95 VIP members; Repeat visits (monthly): 60%
Website & Landing Pages	Email CTA links + story swipe-ups	Visits: 4,200; Avg Time on Page: 2:15 min; Conversion Rate: 6%

4 Visual & Content Strategy Impact

- **Brand Colors:** Deep-sea blue + Sandy beige → increased recognition and consistent aesthetics.

- **Typography:** Playfair Display + Lato → elegant and professional readability.

- **Animations & Effects:** Floating steam, parallax images, floating CTA → +12% engagement on posts with animation vs static.

- **Images:** Hero Latte, Chocolate Croissant, Seasonal Treats → High click-through visuals.

5 Strengths

- Cohesive multi-channel approach ensures all touchpoints are aligned.

- Bilingual content doubles audience reach.

- Strong luxury positioning and sensory-focused content.

- Professionally designed posts, stories, and ads increase perceived brand value.

6 Opportunities

- Expand social media ads to Instagram Reels / TikTok → potential reach +35%

- Introduce limited-time contests to increase UGC → potential engagement increase +20%

- Leverage email automation sequences → incremental conversions +10–12%

7 Threats / Risks

- Luxury café competition in Alexandria could saturate social media content.

- Over-reliance on visual aesthetics may reduce conversions if CTA clarity is low.

- Seasonal footfall variation may affect in-store metrics.

8 Summary of Expected Impact

- Total Audience Reach (Social Media + Email): ~25,500

- Total Conversions (Loyalty Signups + Landing Page Actions): ~510

- Engagement Rate (Combined): ~5%

- Average ROI (Industry Estimate for Luxury Café Campaign): 3.2x ad spend

9️⃣ Notes

- Metrics are based on **industry benchmarks** for luxury café campaigns in similar markets.

- Numbers assume optimized targeting and timing for email sends and social media posts.

- Actual results may vary; this analysis is portfolio-ready and reflects **credible expected performance**.