

Campaign Strategy & Approach

A carefully designed plan to drive awareness, engagement, conversions, and loyalty for Haksoss Café, leveraging premium creative assets, data-driven channels, and measurable objectives.

Primary Objective

Establish Haksoss Café as Alexandria’s top luxury morning destination while growing a high-LTV loyalty audience.

Target Audience

Affluent morning coffee enthusiasts aged 25–45, who value premium experiences and are active on social media and email channels.

Key Channels

Social Media (Instagram & Facebook), Email CRM, SEO & SEM, In-store experiences, and Creative Content Production.

Core Tactics

- High-quality visual content highlighting hero products
- 10-step email automation for loyalty sign-ups and re-engagement
- Targeted social campaigns with A/B testing for creative variants
- SEO & SEM campaigns to capture local intent searches
- Retention strategies through VIP offers and referral incentives

Metrics for Success

- Reach: 80,000+ unique users
- Engagement Rate: $\geq 11\%$
- Loyalty Sign-ups: 1,070+ members
- Conversion Rate: $\geq 6\%$
- ROAS: 4:1+
- Retention & Referral: $\geq 15\%$