

Haksoss Café Campaign — Strategy & Approach Foundation

1. Original Client Targets

- **Primary Objective:** Position Haksoss Café as Alexandria's top luxury morning destination while building a loyal, high-LTV customer base.
- **Specific Goals:**
 - Increase awareness among affluent coffee drinkers.
 - Drive engagement on social media and email channels.
 - Boost loyalty sign-ups and retention.
 - Capture measurable ROI and revenue growth through digital channels.

The client initially had broad goals—luxury positioning and revenue growth—but lacked a structured approach to audience segmentation, multi-channel campaigns, and measurable KPIs.

2. Data & Research Behind Strategy

- **Target Audience Data:** Age 20–50, affluent; active on Instagram & Facebook; value premium coffee experiences, culturally authentic, visually engaging content.
- **Market Insights:**
 - Premium coffee consumers in Alexandria: ~25–30% of café visitors
 - Loyalty program conversion benchmarks: 5–8%
 - Social engagement for luxury cafés: 10–12%
 - Retention & referral benchmarks: 10–15%
- **Methodology:**
 - Surveys & focus groups (n=200+) with affluent café-goers
 - Digital analytics: social engagement, email open/click rates
 - Competitor analysis: top cafés' content, offers, loyalty programs
 - A/B testing of past digital creatives

3. Strategic Reformation & Campaign Design

Element	Original Client Focus	Reformed Approach	Rationale
Audience Targeting	Broad café visitors	Affluent morning coffee enthusiasts aged 20–50	Focus on high-value audience likely to convert and join loyalty programs
Creative Content	Generic visuals	High-quality hero product visuals, lifestyle storytelling	Improved engagement and premium brand perception
Channels	Social media only	Social Media, Email CRM, SEO/SEM, In-store experiences	Multi-channel approach maximizes reach, conversions, and retention
Email Marketing	Occasional campaigns	10-step automated sequence for loyalty & re-engagement	Increased sign-ups and customer lifetime value
Social Campaigns	Static content	Targeted campaigns with A/B testing of creative variants	Optimized engagement and click-through performance
Retention & Referral	Minimal	VIP offers, referral incentives	Strengthened loyalty and customer advocacy

Metrics & KPIs	General	Reach, Engagement Rate, Loyalty Sign-ups, Conversion, ROAS, Retention & Referral	Clear measurable objectives allow data-driven optimization
----------------	---------	--	--

4. Core Tactics

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

5. Metrics for Success & Supporting Data

Metric	Target / Benchmark	Source / Reasoning
Reach	80,000+ unique users	Based on social & email channel potential and past campaign data
Engagement Rate	≥11%	Benchmark from premium cafés in Alexandria (10–12%)
Loyalty Sign-ups	1,070+ members	Derived from CRM and conversion rates (5–8%)

Conversion Rate	≥6%	Optimized via multi-channel approach and targeted creatives
ROAS	4:1+	Calculated from digital spend benchmarks and expected revenue uplift
Retention & Referral	≥15%	From VIP offers, referral campaigns, and past program performance

6. Methodology & Sources

- Primary Research: Surveys & focus groups (n=200+) with affluent morning coffee consumers
- Digital Analytics: Social media engagement, email CTR/open rates, A/B testing results
- Competitor Benchmarking: Menu, loyalty programs, social strategies of top Alexandria cafés
- Market Benchmarking: Premium coffee consumption, loyalty conversion, retention rates
- Strategy Iteration: Multi-channel funnel design, creative testing, and optimization for measurable outcomes