Haksoss Café Campaign Introduction

1. Client Objectives (Original Targets)

Primary Business Goal: Increase morning foot traffic and revenue for Haksoss Café, particularly among premium-segment customers in Alexandria.

Digital Marketing Goals:

- Grow loyalty sign-ups via targeted campaigns.
- Maximize engagement rates on social media and email channels.
- Increase return on ad spend (ROAS) with a multi-channel digital strategy.
- Position Haksoss Café as the luxury morning destination in Alexandria.
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Original client target: Mainly focused on footfall and revenue growth, with a limited understanding of audience segmentation and digital funnel optimization.

2. Research & Data Collection (What Led to the Campaign Design)

Market Research:

- Alexandria coffee market: Premium cafés account for 25–30% of total café traffic, mainly affluent residents (20–50 years) and tourists.
- Competitor analysis: Top 5 cafés had loyalty programs but low social engagement (<8% on Instagram).
- Audience insights (survey of 300 target customers):
  - 72% value premium experiences over price.
  - 65% prefer brands with personalized digital interactions.
  - 58% are influenced by social media and online reviews.
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Digital Benchmark Data:

- Average ROAS for local café campaigns: 3:1
- Engagement rates for luxury brands in Alexandria: 10–12%
- Email open rates for hospitality industry: 20–25%
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Data Sources & Methodology:

- Secondary research via social listening (Instagram, Facebook, TripAdvisor).
- Local market reports on Alexandria's F&B and tourism sectors.
- Client POS & CRM data for loyalty and purchase behavior.
- Surveys and focus groups with 50+ premium-segment customers.

3. Strategic Reformation (How We Optimized the Original Plan)

Element	Original Client Focus	Reformed Approach	Rationale
Audience Targeting	General café visitors	Affluent residents & tourists aged 20–50	Ensured campaigns reached high-value customers more likely to convert into loyalty members
Content Strategy	Basic offers & promotions	Personalized content, premium visuals, lifestyle storytelling	Increased engagement and perceived brand exclusivity
Channel Allocation	Social media only	Social, Email/CRM, SEO & PPC, in-store activations	Multi-channel approach maximized reach, conversion, and retention
Measurement & KPIs	General awareness	Engagement, ROAS, loyalty sign-ups	Clear metrics allowed data-driven adjustments over the 90-day campaign
Campaign Structure	1-off promotions	10-step, 90-day funnel (Awareness → Engagement → Conversion → Retention)	Guided the audience systematically through the customer journey

4. Final Data & Key Decisions (Supporting the Section Content)

- **Primary Objective:** Convert visitors into loyal customers using targeted offers, personalized content, and high-impact digital creatives.
- **Target Audience:** Affluent residents and tourists, ages 20–50, seeking premium experiences.
- **Key Channels:**
    - Social Media: Instagram & Facebook for engagement and reach
    - Email/CRM: Loyalty nurturing and retargeting
    - SEO & PPC: Paid search to capture intent-driven traffic
    - In-store activations: Experiential touchpoints to reinforce brand value
- **Campaign Duration:** 10-step, 90-day structured journey, aligned with engagement → conversion → retention metrics.

Supporting Numbers & Benchmarks:

- Expected engagement rate: ≥11%
- Loyalty sign-ups target: 1,070+ members
- Conversion rate: ≥6%
- ROAS: 4:1+
- Multi-channel reach: 80,800

These numbers are derived from market benchmarks, client CRM history, and competitor digital performance, then optimized via refined audience targeting and funnel structuring.