# 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.

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.

**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%

**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.