# 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

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| **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

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| **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