**Haksoss Elite Campaign – Performance Analysis**

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**1️⃣ Campaign Overview**

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**Brand:** Haksoss Café

**Objective:** Showcase Haksoss as the leading luxury coffee experience in Alexandria; increase loyalty sign-ups, drive in-store visits, and maximize engagement across social media.

**Scope:**

- Email Marketing (English & Arabic)

- Social Media Posts & Stories (English & Arabic)

- Social Media Ads (English & Arabic)

- Campaign Guidelines & Brand Strategy

**2️⃣ Target Audience**

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**Primary:** Affluent coffee lovers in Alexandria; early risers; luxury seekers

**Secondary:** Tourists visiting Alexandria, lifestyle enthusiasts, young professionals

**Demographics:** 20–45 years old, middle-to-high income, socially active

**Psychographics:** Interested in premium experiences, aesthetics, social sharing, and indulgence

**3️⃣ Campaign Components & Simulated Results**

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| Component | Details | Expected Metrics / Results |
| Email Marketing | 6 emails in English + 6 in Arabic (VIP Loyalty included) | Open Rate: 38% (avg); Click-Through Rate: 14%; Conversions (loyalty sign-ups): 210 users |
| Social Media Posts | 5 templates English & Arabic | Average Likes per Post: 1,250; Shares: 320; Engagement Rate: 5.2% |
| Social Media Stories | Hero Latte & Special Latte stories, swipe-up links | Average Views: 3,500 per story; Swipe-Up Rate: 4%; Conversions: 140 visits to landing page |
| Social Media Ads | Special Offer & Loyalty Program visuals | Reach: 18,000 users; CTR: 2.3%; Loyalty Signups via Ads: 65 |
| VIP Loyalty Program | Private tastings, early access, personalized rewards | Signups: 95 VIP members; Repeat visits (monthly): 60% |
| Website & Landing Pages | Email CTA links + story swipe-ups | Visits: 4,200; Avg Time on Page: 2:15 min; Conversion Rate: 6% |

**4️⃣ Visual & Content Strategy Impact**

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**- Brand Colors:** Deep-sea blue + Sandy beige → increased recognition and consistent aesthetics.

**- Typography:** Playfair Display + Lato → elegant and professional readability.

**- Animations & Effects:** Floating steam, parallax images, floating CTA → +12% engagement on posts with animation vs static.

**- Images:** Hero Latte, Chocolate Croissant, Seasonal Treats → High click-through visuals.

**5️⃣ Strengths**

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- Cohesive multi-channel approach ensures all touchpoints are aligned.

- Bilingual content doubles audience reach.

- Strong luxury positioning and sensory-focused content.

- Professionally designed posts, stories, and ads increase perceived brand value.

**6️⃣ Opportunities**

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- Expand social media ads to Instagram Reels / TikTok → potential reach +35%

- Introduce limited-time contests to increase UGC → potential engagement increase +20%

- Leverage email automation sequences → incremental conversions +10–12%

**7️⃣ Threats / Risks**

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- Luxury café competition in Alexandria could saturate social media content.

- Over-reliance on visual aesthetics may reduce conversions if CTA clarity is low.

- Seasonal footfall variation may affect in-store metrics.

**8️⃣ Summary of Expected Impact**

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- Total Audience Reach (Social Media + Email): ~25,500

- Total Conversions (Loyalty Signups + Landing Page Actions): ~510

- Engagement Rate (Combined): ~5%

- Average ROI (Industry Estimate for Luxury Café Campaign): 3.2x ad spend

**9️⃣ Notes**

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- Metrics are based on \*\*industry benchmarks\*\* for luxury café campaigns in similar markets.

- Numbers assume optimized targeting and timing for email sends and social media posts.

- Actual results may vary; this analysis is portfolio-ready and reflects \*\*credible expected performance\*\*.