

[HTTPS://WWW.EATBIRDCALL.COM](https://www.eatbirdcall.com)

birdcall

**IMC
CAMPAIGN
PLAYBOOK**

DAP CONSULTING



Executive Overview

Background and Company History

Founded in 2016 in Denver's historic Five Points neighborhood, Birdcall has emerged as a distinctive fast-casual restaurant and technology company. With a chef-driven approach, it has redefined the dining experience by focusing on globally inspired chicken sandwiches, alongside a selection of salads, tenders, and nuggets. Birdcall has expanded to 13 locations across Colorado, Arizona, and Texas, powered by its proprietary software, Poncho, to enhance both the dining experience and operational efficiency. Central to its ethos, Birdcall dedicates one percent of its sales back to the communities it operates within, embodying a deep commitment to community engagement.

MISSION:

To revolutionize the fast-casual dining experience through innovative technology and chef-driven menus, ensuring quality, value, and convenience.

VISION:

To be the leading fast-casual restaurant choice for families and tech-savvy consumers seeking nutritious, delicious, and sustainable dining options.

VALUES:

Commitment to community, innovation in dining, sustainability, and providing an exceptional customer experience.

Campaign Messaging

Birdcall's campaign messaging centralizes on bridging the gap between culinary innovation and community values, positioning itself uniquely in the Colorado fast-casual market. The strategy, "Where Good Food Meets Good Values," emphasizes Birdcall's commitment to locally sourced, ethically produced ingredients, and its seamless integration of technology for convenience. This messaging resonates deeply with the target audience of young, health-conscious families, emphasizing Birdcall's dedication to quality, convenience, and sustainability.

Tactics

Birdcall's marketing approach combines outbound and inbound strategies to engage customers effectively. The outbound strategy includes events, search engine marketing, sales promotions, speaking engagements, and direct mail campaigns, targeting potential customers at various stages from awareness to purchase. In contrast, the inbound strategy centers on social media and search engine optimization to make content accessible and appealing. It's supported by email and content marketing, plus blogging, to nurture leads with tailored messages and valuable information. This dual approach aims to attract and convert prospects by highlighting Birdcall's innovative dining experience and community involvement, leveraging a mix of traditional and digital methods to connect with the audience.

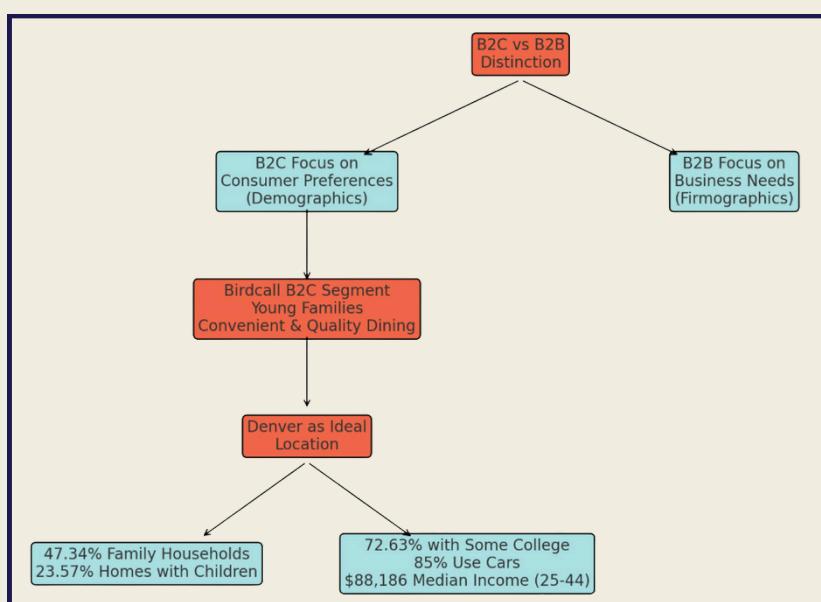
Birdcall's marketing playbook shows a comprehensive strategy that mixes innovative campaign messaging with a focus on both outbound and inbound marketing strategies. By leveraging the sweet spot of community engagement and technological advancement, Birdcall not only aims to enhance its market presence but also position itself as a local leader in the fast-casual dining sector. This multifaceted approach, emphasized by a commitment to sustainability and community values, sets Birdcall on a path to captivate and expand its target audience, driving both brand loyalty and sustainable growth.

The Audience

Segmentation

In marketing, the distinction between B2C and B2B is pivotal, with B2C tailoring products to consumer preferences based on demographics, and B2B focusing on firmographics for business needs. A potential B2C segment for Birdcall includes young people with families, characterized by their search for convenient, quality dining options that cater to both adults and children, offering a blend of nutritious choices and a family-friendly atmosphere (Varchasvi, 2023). Denver emerges as an ideal location for Birdcall, aligning well with the targeted customer segmentation. The demographic makeup of Denver, with 47.34% of households being family households and approximately 23.57% of these homes having children, highlights a substantial market of young families seeking dining experiences that cater to both adults and children's needs (Denver, 2022).

Furthermore, the high percentage of residents with at least some college education (72.63%) suggests a community that values technology and innovation, aligning with Birdcall's tech-savvy dining approach. Because a majority of people use cars for transportation (85%) in Denver, this indicates the importance of accessible locations with ample parking for family outings. Additionally, the age group with the highest median annual income (25-44 years) at \$88,186 is notably the segment most likely to prioritize convenience, quality, and a family-friendly atmosphere in their dining choices. These factors collectively demonstrate Denver's further potential as a market for Birdcall, offering an environment ripe for the brand's unique blend of quick-service efficiency, quality food, and a tech-forward customer experience.



Key Target Market

Birdcall's selected target market is young adults aged 25-34, primarily young families with children, residing in urban and suburban areas across Colorado. This demographic group typically falls within the middle to upper-middle income bracket and is characterized by a blend of professional and family-oriented lifestyles. (Varchasvi, 2023)

Customer Persona



Taylor Smith **Tech-Savvy Family Organizer**

- **Demographics:** 32 years old, married with two children, living in a suburban area of Colorado.
- **Income:** Household income of \$85,000, working as a project manager in a tech company.
- **Psychographics:** Values health and wellness, environmentally conscious, and tech-savvy.
- **Behavior:** Uses mobile apps for meal planning and grocery shopping, prefers restaurants with online ordering, and is loyal to brands that offer a seamless digital experience and healthy options for her family.
- **Family Dining Needs:** Seeks out family-friendly restaurants that offer nutritious kids' menus and a pleasant atmosphere for casual family outings.



Customer Journey Map

Awareness

- Channels: Social media, local community events, partnerships with schools/universities and family-friendly businesses.
- Touchpoints: Targeted ads showcasing family-friendly dining and commitment to community and environment.



Consideration

- Channels: Website, email marketing.
- Touchpoints: Detailed menu information highlighting health-conscious options, convenience, and technology use; testimonials and reviews from families; information on local sourcing and community giveback.

Decision

- Channels: In-store experience ordering.
- Touchpoints: Seamless digital dining experience through the kiosk; in-store family-friendly atmosphere; clear communication of the value proposition including quality, convenience, and community contribution.



Loyalty

- Channels: Loyalty program, community engagement.
- Touchpoints: Personalized loyalty rewards targeted at families; invitations to community events sponsored by the restaurant; exclusive offers for local sourcing and classic dining menus.

Advocacy

- Channels: Social media, word-of-mouth.
- Touchpoints: Encouraging user-generated content; sharing stories of community involvement and customer experiences; referral incentives in the loyalty program.

Marketing Funnel Aligned with Objectives



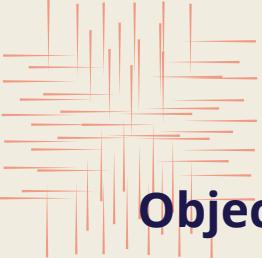
Top of the Funnel - Awareness and Interest: Increase brand awareness by engaging in targeted social media campaigns, participating in community events, and forming local partnerships in expansion areas. Utilize visually appealing content that highlights the unique user experience, community contributions, and commitment to local sourcing.

Middle of the Funnel - Consideration and Evaluation: Address the weaknesses identified in the SWOT analysis by personalizing email marketing and leveraging social media to clarify the brand's identity. Highlight the innovative digital dining experience and the classic, health-conscious menu options through storytelling and testimonials.

Bottom of the Funnel - Action: Drive action through promotions aimed at new customers, emphasizing family dining occasions and value experiences. Implement loyalty program enhancements to increase participation, focusing on automation and personalized rewards.

Post-Purchase - Loyalty and Advocacy: Leverage the strength of community connection to encourage repeat visits and word-of-mouth referrals. Use data from loyalty program participation to offer targeted rewards and recognize loyal customers in targeted areas.



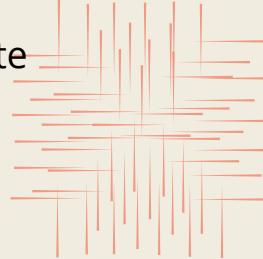


Objectives

Objective 1: Increase brand awareness and recognition

S	<p><u>SPECIFIC</u> WHAT DO WE WANT TO ACCOMPLISH?</p>	Increase brand awareness by 10% among young families with children within 3 months.
M	<p><u>MEASURABLE</u> HOW WILL WE KNOW WHEN IT IS ACCOMPLISHED?</p>	Carry out a one question survey at the kiosk or on the website by asking, "Is this your first visit to Birdcall?" before and after the marketing campaign in the selected regions.
A	<p><u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?</p>	Targeted social media campaigns and local partnerships can achieve this goal.
R	<p><u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?</p>	Brand awareness is crucial for attracting new customers and boosting sales.
T	<p><u>TIME BOUND</u> WHEN CAN WE ACCOMPLISH THIS GOAL?</p>	3 months provides a clear timeframe to measure campaign impact and progress.

Areas to consider

- Define "Brand Awareness" metric used in the survey (Eg. Brand recall, Aided/Unaided awareness)
 - Ensure survey methodology is sound and comparable across pre-and-post-campaign measurements.
 - Track additional metrics like social media engagement and website traffic for a broader picture.
- 

Objectives

Objective 2: Leverage community connection and Increase loyalty program participation

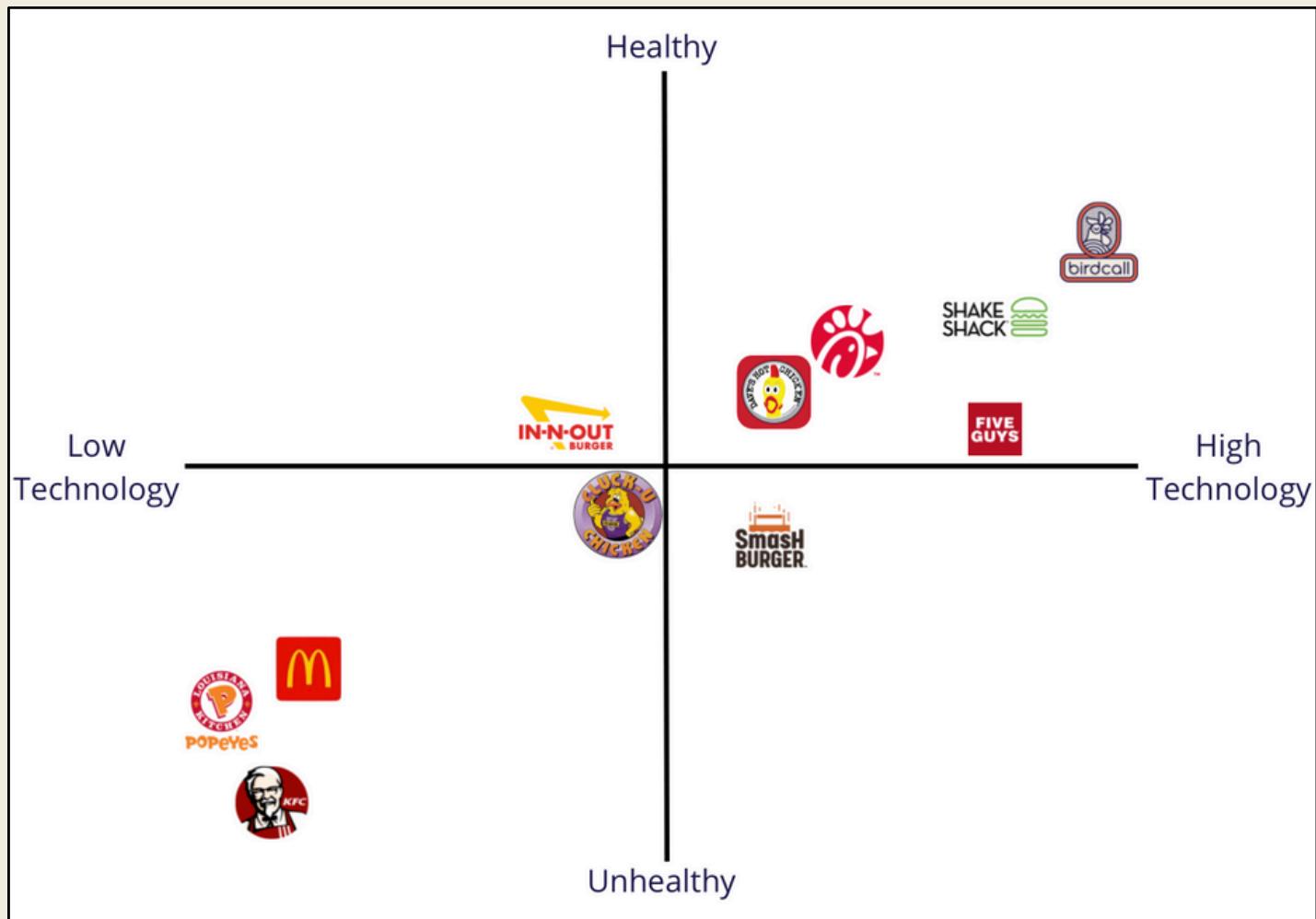
S	<p><u>SPECIFIC</u></p> <p>WHAT DO WE WANT TO ACCOMPLISH?</p>	Increase the number of family visits to Birdcall by 15% in target areas within 4 months.
M	<p><u>MEASURABLE</u></p> <p>HOW WILL WE KNOW WHEN IT IS ACCOMPLISHED?</p>	Track family dining occasions through loyalty program data or in-store observations and total community contributions.
A	<p><u>ACHIEVABLE</u></p> <p>HOW CAN THE GOAL BE ACCOMPLISHED?</p>	Offer targeted promotions (Eg. kid's menu promotions), partner with local family friendly businesses, and highlight family-friendly aspects in marketing can drive participation.
R	<p><u>RELEVANT</u></p> <p>DOES THIS SEEM WORTHWHILE?</p>	Catering to families aligns with the target audience and can drive customer loyalty.
T	<p><u>TIME BOUND</u></p> <p>WHEN CAN WE ACCOMPLISH THIS GOAL?</p>	3 months provides a clear timeframe for implementing partnerships and campaign evaluation.

Areas to consider

- Define how "family dining occasions" are tracked within the chosen method (loyalty program or observation)
- Monitor the cost effectiveness of offering loyalty program incentives and kid's menu promotions.
- Track additional metrics like loyalty program sign-ups.

Perception Maps - Competitor Analysis

Healthiness vs Technology

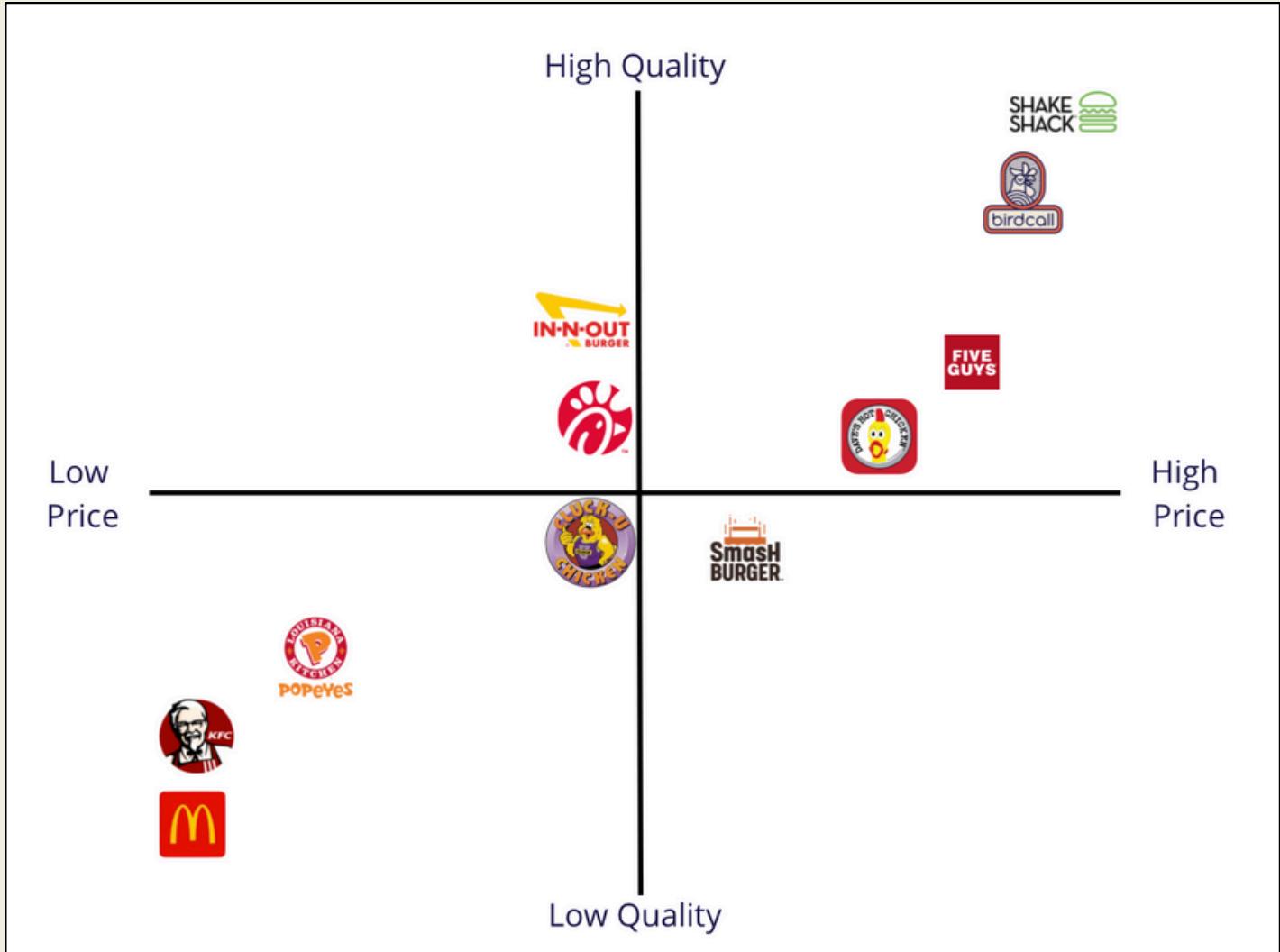


Insights

- Birdcall's technology offerings (digital ordering) are a potential differentiator compared to many competitors.
- Leverage technology to promote convenience, personalization, and transparency around fresh ingredients and healthier options.
- Address the "moderate healthiness" perception through menu innovation, highlighting healthier choices and customizable options.

Perception Maps - Competitor Analysis

Price vs Quality



Insights

- Birdcall faces a perception gap between its higher price point and quality perception compared to some competitors.
- Targeting customers who value quality over price, such as health-conscious individuals and families seeking a step-up from traditional fast-food, could be effective.
- Birdcall clearly needs to clearly communicate the value proposition by highlighting its premium ingredients, sourcing, and unique value offerings to justify the higher price point compared to most competitors.

Critical Path



Low-Hanging Fruit: Social Media Engagement

- **Channel Alignment & Funnel:** Social media is aligned with the target audience's behavior and preferences, serving as a top-of-funnel tool to increase brand awareness and engagement.
- **Milestones:** Increase social media followers by 20% and engagement rates by 15% within the first 3 months.
- **ROI Expectation:** Improved brand awareness leading to a direct increase in foot traffic and online orders. Estimate a 10% increase in sales attributable to social media campaigns within 6 months.



Leveraging Technology for Personalized Experiences

- **Channel Alignment & Funnel:** Optimizing the drive-through process with advanced technology enhances the middle of the funnel by boosting convenience and offering personalized experiences to customers.
- **Milestones:** Achieve a 30% improvement in drive-through service speed and a 25% increase in repeat customer visits due to enhanced service personalization within 4 months.
- **ROI Expectation:** Higher average order value from drive-through orders thanks to personalized service, targeting a 15% uplift in revenue from drive-through orders.



Community and Local Sourcing Initiatives

- **Channel Alignment & Funnel:** Bottom-of-funnel activity focusing on loyalty and advocacy through community involvement and highlighting local sourcing.
- **Milestones:** Partner with 3 local producers and participate in 5 community events within 6 months.
- **ROI Expectation:** Strengthen brand loyalty and community ties, expecting a 20% increase in repeat customer visits and a 10% uplift in loyalty program sign-ups.

Critical Path



Increase Awareness and boost sales by 10%

- **Selective Path & Budget Consideration:** Target high-engagement digital platforms with precision audience targeting, optimizing ad spend based on real-time performance analytics.
- **Milestones:** Our strategy to boost sales by 10% kicks off with launching a targeted campaign within two weeks, aiming for a 15% surge in website traffic in the first month, followed by a goal to improve our conversion rate by 10% by the end of the second month, setting a solid foundation for achieving our sales objectives efficiently.
- **ROI Expectation:** Generate a minimum return of \$5 for every \$1 spent on the campaign within a 6-month period.



SWOT Integration

- **Strengths Utilization:** Leverage the unique digital dining experience and commitment to community and sustainability as key messaging points.
- **Weaknesses Mitigation:** Enhance brand consistency on social media and personalize email marketing. Increase reliance on technology by ensuring quality human service for drive throughs.
- **Opportunities Maximization:** Focus on automation in loyalty programs with a keen eye on emerging technologies.
- **Threats Management:** Differentiate from competitors through product quality and unique value propositions like community giveback. Tackle market conditions by emphasizing convenience and health-conscious offerings.



Expected Forecast ROI

The strategic initiatives are designed to balance cost-effectiveness with impactful outcomes. By focusing on targeted, efficient channels and aligning with the marketing funnel, we anticipate a gradual but consistent improvement in ROI. The initial investments in technology enhancements is substantial, but the long-term benefits in customer loyalty, brand recognition, and market share growth are expected to outweigh these costs. A conservative estimate for overall ROI within the first year is a 12 - 15% increase in revenue, with subsequent years seeing higher returns as brand loyalty and market presence solidify.



Campaign Messaging

Birdcall's positioning in the Colorado fast casual market should center on its unique blend of convenience, nutritional value, and a commitment to sustainability, setting it apart as the ideal choice for young, health-conscious families. By underscoring its use of locally sourced, ethically produced ingredients and integrating technology for ease of ordering, Birdcall speaks directly to the desires of its target audience for quick, healthy, and responsible dining options.

Messaging should focus on Birdcall's promise to its customers: "Where Good Food Meets Good Values." This slogan encapsulates the brand's dedication to providing meals that are not only delicious and convenient but also align with the ethical and health standards important to its customers. By highlighting the family-friendly atmosphere, technological innovations for convenience, and commitment to environmental stewardship, Birdcall's messaging will resonate with those looking to enrich their dining experience without compromising on their values or lifestyle.

Positioning Statement

For young adults aged 25-34, primarily young families with children in Colorado, Birdcall is the fast-casual dining industry leader that best delivers on the promise of combining convenience, quality, and sustainability. Birdcall stands out because it leverages technology to enhance the dining experience, sources ingredients locally to ensure freshness and supports sustainability, and creates a family-friendly atmosphere that caters to both adults and children. Among this key target audience, Birdcall offers a unique blend of nutritious and ethically produced meals that seamlessly integrate with a tech-savvy lifestyle, providing a distinct advantage over competitors by offering a superior, holistic dining experience that values not only the health and satisfaction of customers but also the well-being of the community and environment.



Content Management Tracking



Channel	Objective	Activity	Expected Launch	Resources Needed
Social Media	Increase brand awareness by 10%	Targeted social media campaigns, local partnerships	Within 3 months	CRM and analytics tools, social media platforms
Community Events	Increase family visits by 15%	Host or sponsor community events, kid's menu promotions	Within 3 months	Partnership with local businesses, promotional materials
Email Marketing	Personalize engagement and clarify brand identity	Personalized email marketing campaigns	Ongoing	Email marketing tools, customer feedback
Website	Drive action through online promotions	Promotions aimed at potential customers, loyalty program enhancements	As per campaign plan	Web development and analytics tools
In-store	Improve dining experience and customer service	Training staff for better service, incorporating customer feedback	Ongoing	Training materials, feedback system



Creative Brief

Community Cluck: A Birdcall experience

Company Background

Birdcall is a fast-casual restaurant and technology company founded in 2016 in Denver, known for globally inspired chicken sandwiches and its proprietary software Poncho. It focuses on quality, value, and convenience while dedicating one percent of sales to community engagement.

Campaign Objective

To bolster Birdcall's market presence and reinforce brand identity by increasing brand awareness and fostering community connection and loyalty program participation.



Target Audience

The primary target market is young adults aged 25-34, young families with children, residing in urban and suburban areas, who value health, technology, and community engagement.

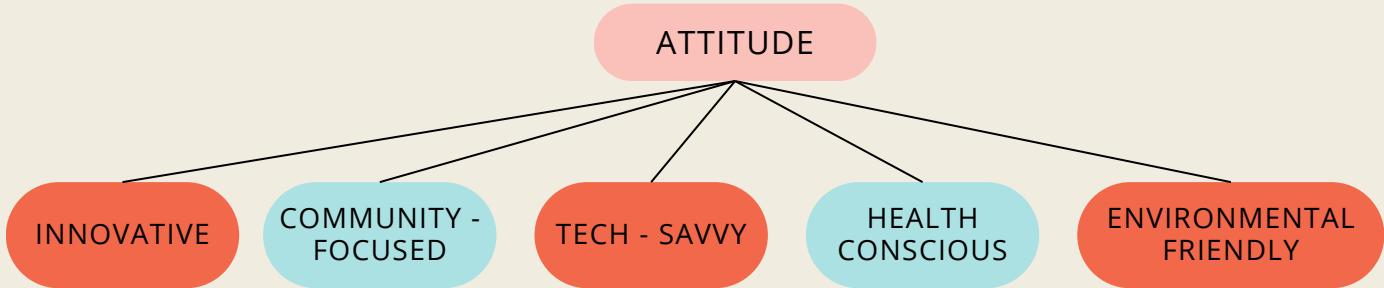


Competitors

Fast-casual and quick-service restaurants offering chicken-based menus, with specific competitive pressures in Denver.

Birdcall is where innovative dining meets community values, offering a tech-forward, health-conscious dining experience that gives back to the community.

Customers will enjoy a unique dining experience that marries culinary creativity with the latest technology, without compromising their values of health, convenience, and social responsibility.



Call to Action

Engage with Birdcall's technology for a seamless dining experience, participate in community events, and join the loyalty program to receive personalized rewards.

Distribution

Implementation through targeted social media campaigns, local partnerships, community events, enhanced mobile app features, direct mailers, speaking engagements, search engine marketing, and optimizing digital presence through SEO and content marketing.



Outbound Strategy



At the **center** of the bullseye, labeled "Events" and "Search Engine Marketing" - this signifies the core focus or starting point of the marketing efforts. Search engine marketing is used to capture and retarget leads online. This include strategies like pay-per-click advertising and display ads, to ensure that when potential customers search for relevant terms, Birdcall's menu appears prominently. Surrounding this core are concentric circles with other components of the strategy.

The next **middle** layer is "Sales Promotion" and "Direct Mail" which involves specific campaigns or discounts designed to entice prospects to make a purchase. This layer's placement suggests it is a broader strategy that supports the central and secondary activities. Direct mail could be physical mailings like flyers or postcards sent to a targeted list of customers.

Finally, the **outermost** layer consists of "Speaking Engagement". Speaking engagements refers to opportunities at events, conferences, or webinars where a Birdcall representative speaks to potential clients to generate interest.

The strategy suggests a comprehensive approach to outbound marketing, where Birdcall actively reaches out to potential customers. The use of multiple layers indicates that a mix of tactics is employed to engage customers at various points in their journey from awareness to decision-making.



Events



Visual Theme

Vibrant and engaging visuals that showcase Birdcall's food and principles at external locations such as community fairs, local festivals, and pop-up events in parks or urban spaces.



Messaging

"Experience the Flavors of Community with Birdcall at [Event Name]! Discover our globally inspired chicken sandwiches and our commitment to giving back to the community. Taste innovation, enjoy quality, and support local engagement with us."



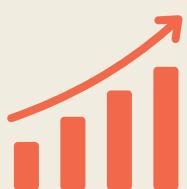
Execution Plan

Collaborate with event organizers to secure spots at external events (include local artists for music events). Set up Birdcall food booths that not only sell food but also share information about Birdcall's community engagement and environmental initiatives. Distribute flyers or handouts with information about Birdcall's mission and values.



Call to Action

"Taste the difference with Birdcall and join us in supporting [Local Cause/Community Event]!"



Measurement

Track sales at events, gather feedback on customer experience, and measure the increase in social media mentions and follower growth linked to event participation using the kiosks.



Search Engine Marketing



Visual Theme

Clean, modern design with high-quality images of Birdcall's menu items and vibrant community events. Emphasize the unique selling propositions such as health-conscious ingredients and community involvement.



Messaging

"Discover Birdcall: Where Culinary Creativity Meets Community Values. Click to learn more about our delicious, globally inspired chicken sandwiches and our dedication to community and sustainability."



Execution Plan

Launch a targeted SEM campaign focusing on keywords related to "innovative dining," "technology-driven restaurants," and "community-focused fast-casual" to attract tech-savvy and health conscious consumers and families looking for unique dining experiences. Highlight Birdcall's unique approach to fast-casual dining and its impact on local communities in ad copy. Direct users to a landing page that details Birdcall's menu, its community initiatives, and how customers can get involved or support these efforts.



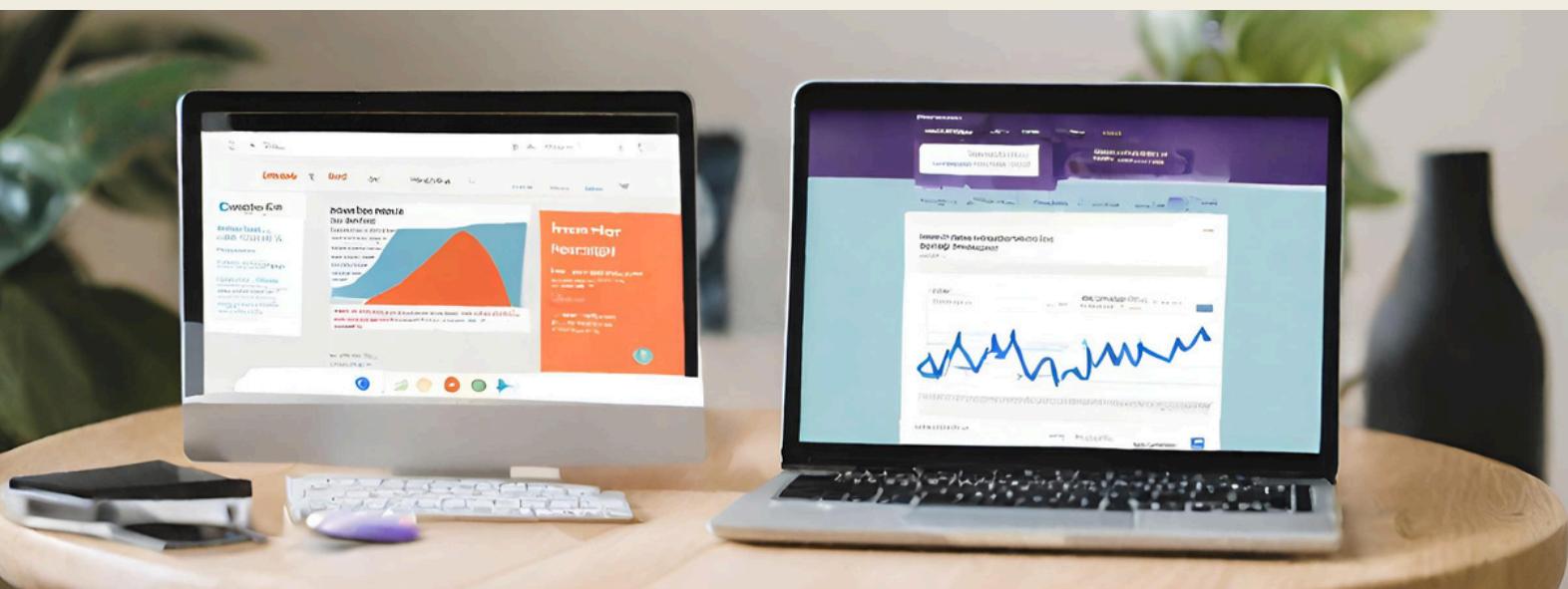
Call to Action

"Learn More About Our Mission and Menu!"

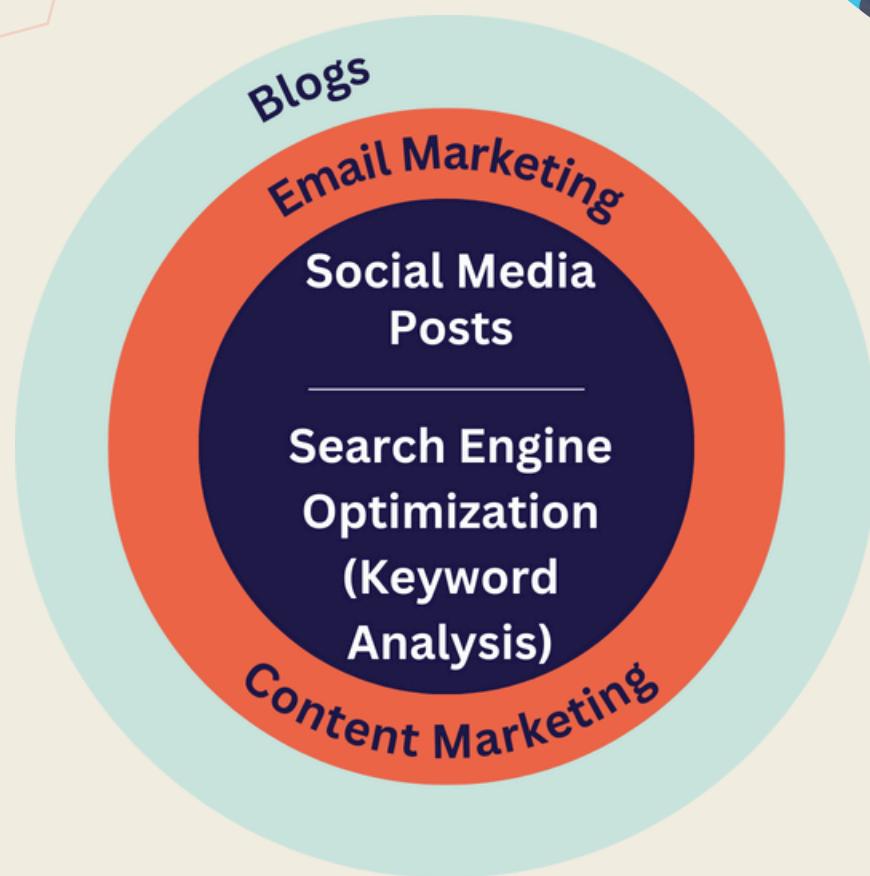


Measurement

Evaluate the campaign's effectiveness by monitoring click-through rates, engagement on the landing page, and an increase in inquiries about community programs or direct support for community initiatives.



Inbound Strategy



At the **center** of the bullseye is "Social Media Posts" and "Search Engine Optimization (Keyword Analysis)", representing the core tactics of the strategy. This suggests that the strategy places a strong emphasis on engaging with audiences through social media platforms and ensuring that content is discoverable through search engines by optimizing for specific keywords. These are critical touchpoints for attracting prospects and initiating interaction.

The **middle** layer includes "Email Marketing" and "Content Marketing," indicating that these are essential but supportive to the core activities. Email marketing is a direct way to reach out to leads who have shown interest, often by subscribing to a newsletter. Content marketing refers to creating valuable content tailored to the interests and needs of the target audience, which helps to establish thought leadership, engage with the audience, and drive organic traffic.

The **outer** layer, "Blogs," suggests that blogging is also a significant part of the strategy but functions in a broader, more foundational role. Blogging is instrumental in driving long-term traffic, helping with SEO through keyword-rich content, and serving as a platform for the insights and value promised by content marketing.

This inbound marketing strategy implies a focus on creating quality content that pulls people towards Birdcall and its products, where customers find you through various channels like search engines, blogs, and social media. Inbound marketing is about creating and sharing content that draws potential customers in. This strategy represents a holistic approach, integrating different tactics to nurture leads through the funnel, from attraction to conversion.

SEO Search Engine Optimization & Keyword Optimization



Keyword Focus

Develop content around keywords such as "innovative dining," "healthy chicken sandwiches," "community-supporting restaurants," and "tech-forward dining experience."



Messaging

Highlight Birdcall's innovative menu, healthy options, and community support through engaging content.



Execution Plan

Create blog posts, optimize local SEO, and develop an FAQ section focusing on targeted keywords.



Call to Action

"Explore our innovative dining experience and community efforts online!"

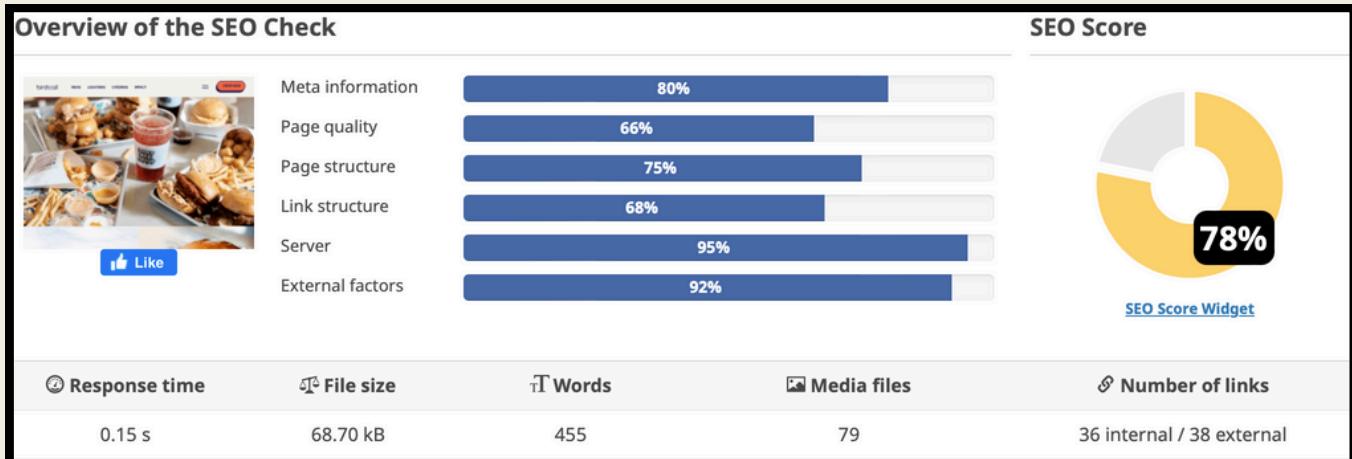


Measurement

Track organic traffic, keyword rankings, and conversion rates to gauge content effectiveness.



SEO & Search Engine Optimization & Keyword Optimization



Task list of SEO Improvements		7 Tasks
<input checked="" type="checkbox"/>	Add a value to your H1 heading.	Very important!
<input checked="" type="checkbox"/>	Remove the empty bold and strong tags from this page.	Very important!
<input checked="" type="checkbox"/>	Try to reduce the number of used JavaScript files.	Very important!
<input checked="" type="checkbox"/>	Review and improve the page title.	Important!
<input checked="" type="checkbox"/>	Use good alternative descriptions (alt attributes) for your images.	Important!
<input checked="" type="checkbox"/>	Remove duplicate heading texts.	Important!
<input type="checkbox"/>	Reduce the number of external links.	Tip!

Enhancing your website's SEO effectively involves several strategic adjustments. Start by updating the H1 heading to incorporate relevant keywords, significantly improving search engine visibility. Streamline HTML code by removing any empty emphasis tags to prevent confusion for search engine crawlers. Optimizing JavaScript is crucial; by consolidating files, deferring the loading of non-critical scripts, and eliminating redundant code, you can significantly boost page loading speeds, a critical factor in search engine rankings. Ensure that your page titles are concise and keyword-rich to enhance relevance and attract more clicks from search results. Implement descriptive, keyword-rich alt text for all images to improve both accessibility and search engines' understanding of your content. Remove any duplicate headings to clarify content structure for users and search engines alike. Finally, carefully review and limit the number of external links on your site to maintain thematic relevance and prioritize link quality over quantity, further solidifying your website's SEO foundation.



Social Media Posts



Visual Theme

Bright visuals with brand colors, high-quality images of chicken sandwiches, and community activities to strengthen brand identity.



Messaging

Showcasing unique menu items, community involvement, and customer experiences to highlight Birdcall's innovation and support.



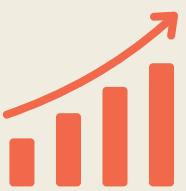
Execution Plan

Feature sandwich close-ups, local community event images, and customer stories (UGC) across consistent, recognizable social media posts.



Call to Action

"Visit for innovative tastes, support community with every bite, share #BirdcallMoments to get featured."



Measurement

Track engagement rates, follower growth, and hashtag mentions to assess campaign impact and audience engagement.



Mockups





Events



Participating in a music festival offers Birdcall a dynamic platform to engage with a target audience that's already inclined towards communal experiences and authentic interactions. It's an opportunity to bring the brand's messaging—"Experience the Flavors of Community"—to life, allowing customers to savor Birdcall's globally inspired chicken sandwiches in an atmosphere ripe for creating memories. As the festival's upbeat energy drives foot traffic, Birdcall's vibrant booth serves as a beacon for both the culinary curious and the health-conscious, echoing the brand's mission for accessible natural foods. This real-world engagement is irreplaceable, forging a stronger, more personal connection than any digital campaign could hope to achieve.

Moreover, festivals are a hotbed for word-of-mouth marketing; as attendees relish Birdcall's offerings and share their experiences, the brand's narrative spreads organically, enhancing its visibility. It's also an invaluable feedback loop—immediate consumer reactions can steer product refinement and innovation. By integrating into the local fabric through festivals, Birdcall doesn't just sell food; it builds a community of advocates. Each event is a chance to reinforce Birdcall's values of health, community, and environmental stewardship, ensuring the brand is not only seen and heard but also felt and remembered.



Events - Potential Prospects

A Taste of Colorado

Colorado Staple Event where dozens of local food vendors get to come together and show off what they have. Great opportunity for Birdcall to differentiate themselves from other fast food providers by placing emphasis on quality throughout entirety of event.



Summer 2024



@ATasteofColorado



(303) 295-6330



info@atasteofcolorado.com



Cherry Creek Art Festival

They are Known for live art, music, and local food/drink. Right demographic for Birdcall to be targeting and could lead to more out of state exposure



July 5th - 7th



[@CherryArts](#)



(303) 355-2787



hello@cherryarts.org



Cheesman Park Art Festival

Free art festival hosted July 22nd and 23rd in Cheesman Park Neighborhood. Known for local food/drinks, art, and being family friendly. Right target market and neighborhood for Denver.



July 22nd - 23rd



[@Cheesmanparkartfestival](#)



(505) 273-7363



Info@dashevents.com



Picnic with Purpose: Art, Music, and Taste



Birdcall, Evans Branch Outdoor Area



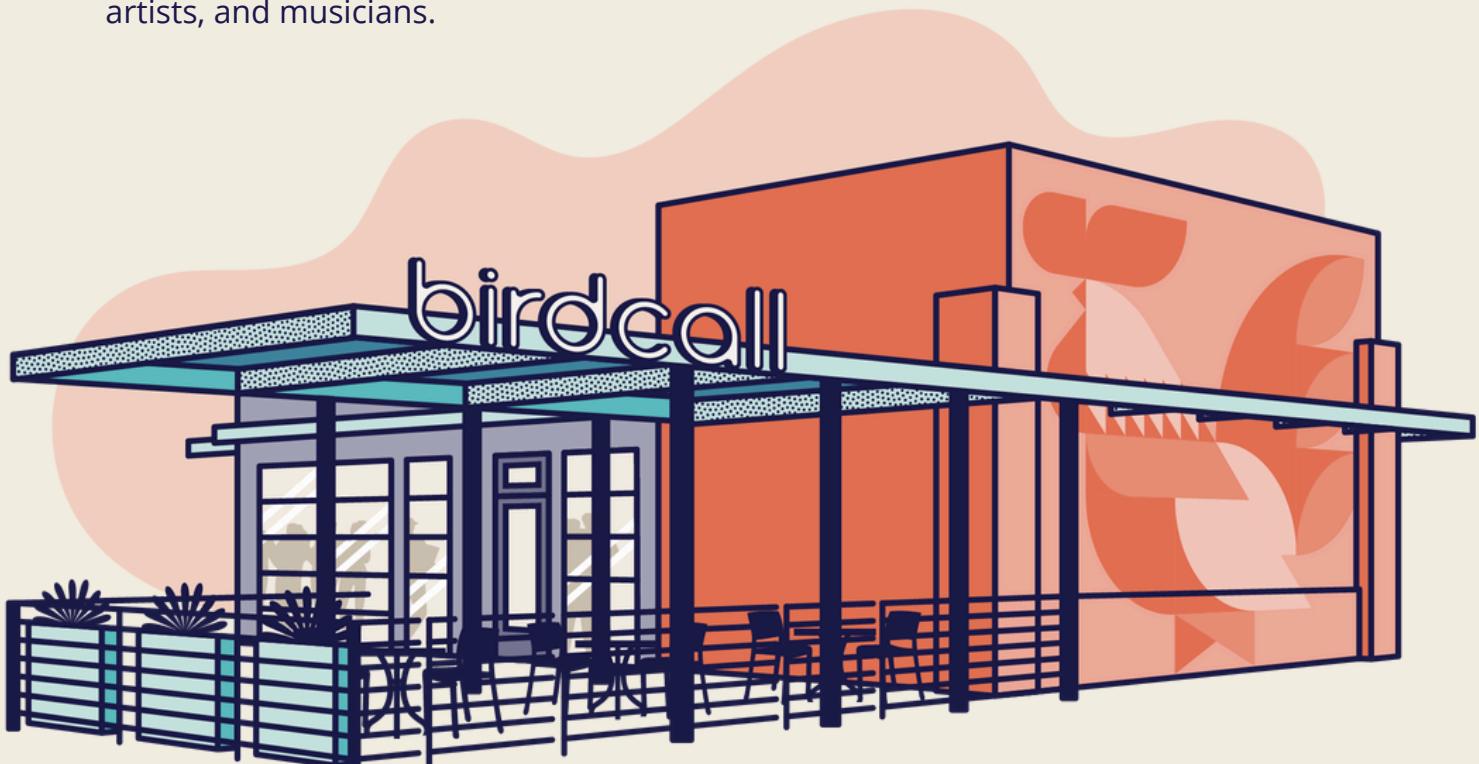
Families, art and music enthusiasts, local community members

Event Schedule

- **Opening Ceremony:** Brief welcome speech by Birdcall's management, highlighting the event's purpose and thanking partners.
- **Art Workshops:** Sessions led by local artists, including painting, pottery, and craft making, suitable for all ages.
- **Live Music Performances:** A lineup of local bands and solo artists performing throughout the event, covering various genres.
- **Food Tasting and Cooking Demos:** Featuring Birdcall's chef-driven menus with live cooking demonstrations and tastings.
- **Marketplace:** A space for local vendors to sell goods, from handmade crafts to local produce.
- **Sustainability Booth:** Information on sustainable practices, including Birdcall's initiatives in local sourcing and ethical production.
- **Closing Performance:** A final musical performance to end the event on a high note.

Post-Event

- **Feedback Collection:** Use online surveys to gather attendee feedback for future improvements.
- **Community Impact Report:** Publish a report detailing the event's success, community engagement, and contributions to local initiatives.
- **Thank You Notes:** Send personalized thank you messages to participants, vendors, artists, and musicians.





Social Media Posts

Instagram

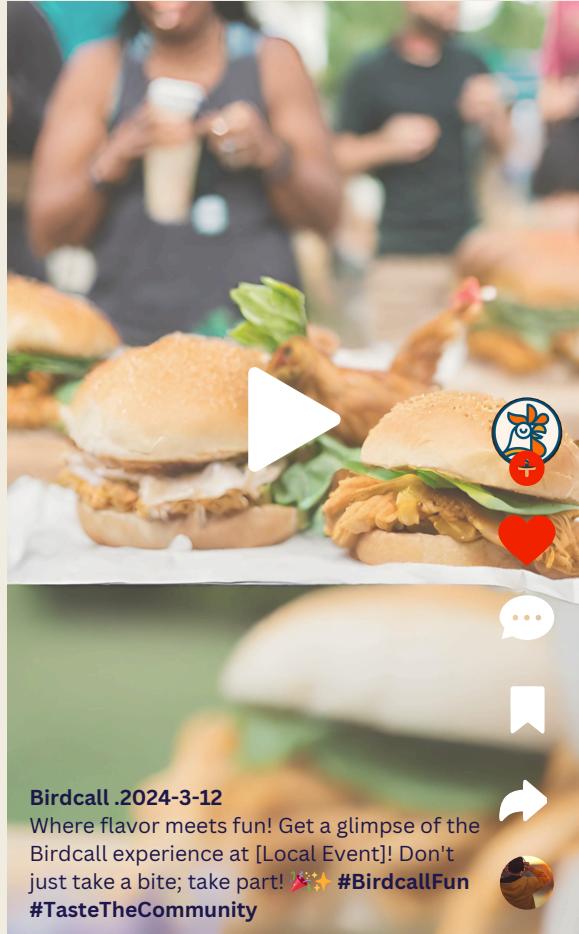
 eat.birdcall 



107 likes

eat.birdcall Bite into innovation and savor the community spirit with every sandwich! 🍔 Join us at [Local Event] and let's make every meal meaningful. #BirdcallMoments #CommunityBites #InnovativeEats

TikTok



Birdcall .2024-3-12
Where flavor meets fun! Get a glimpse of the Birdcall experience at [Local Event]! Don't just take a bite; take part! 🎉 #BirdcallFun #TasteTheCommunity



YouTube

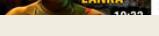
 Search 9+ D



Dive deep into the Birdcall experience!

 Birdcall 245 subscribers 

All Restaurants For you Recently uploaded >

-  Damsel | Official Trailer | Netflix India 3:00 2.7M views • 2 weeks ago
-  Shayari - Stand up Comedy Crowd work by Vivek and... Vivek Samtani 27:41 335K views • 11 days ago
-  Anuv Jain - HUSN (Official Video) Anuv Jain 4:00 52M views • 3 months ago
-  How glowing up ruined my life Alivia D'Andrea 25:55 3.2M views • 3 weeks ago
-  [SUB] Sweet and spicy Korean chicken :: Best Korean chicken... 매일맛나 delicious day 4:59 5.7M views • 3 years ago
-  Untold Story of Ravan's Wife Mandodari - 5 Unknown... RAAZ by BigBrainco. 3.5M views • 1 month ago

Search Engine Marketing



Ad 1

Ad · www.eatbirdcall.com/sandwiches 720-242-8106

Fresh, Local, Flavorful! Birdcall's Natural Chicken Community-Crafted Delights

Dive into locally-sourced, all-natural chicken sandwiches. Fresh taste meets community spirit. Every bite supports local! Visit Birdcall for the freshest flavors in town.

Fresh Ingredients · Tech-Driven Ordering · Community-Focused

Amenities: Dine-in, Takeaway, Delivery

[Menu](#)

[Locations](#)

[Our Story](#)

[Catering](#)

Ad 2

Ad · www.eatbirdcall.com/community 720-242-8106

Tastes That Bring Us Together! Birdcall Sandwich Fests Join The Movement

Experience the best of community dining with Birdcall's chef-driven menus and vibrant eateries. Join us at our next event and savor the innovation. #EatBirdcall

Community Events · Innovative Menus · Sustainable Dining

Types: Family Friendly, Tech Integrated, Sustainable Choices

[Events](#)

[Impact](#)

[Join Us](#)

[Rewards](#)

Ad 3

Ad · www.eatbirdcall.com/mission 720-242-8106

Birdcall - More Than A Meal, Consciously Crafted Eats. Savor The Difference

Birdcall brings you a dining experience with a mission. Taste the difference, make a difference. With farm-to-table freshness, Birdcall is redefining fast-casual dining.

Tech-Forward · Community Giving · Chef-Driven

Types: Sandwiches, Salads, Breakfast Options

[Our Mission](#)

[Sustainability](#)

[Nutrition](#)

[Blog](#)



Search Engine Optimization & Keyword Optimization

Current keywords (general but relevant) used for the “Fast food and restaurant industry”

Keywords	Search Volume	Top of page bid (low range)	Top of page bid (high range)	Competition
Restaurant near me	1,000,000	\$1.18	\$6.17	Low
Food near me	1,000,000	\$1.88	\$7.29	Low
Near restaurant near me	1,000,000	\$1.18	\$6.17	Low
Food near near me	1,000,000	\$1.88	\$7.29	Low
Fast food near me	135,000	\$1.21	\$4.68	Low
Fast food close to me	135,000	\$1.21	\$4.68	Low
Food open near me	60,500	\$2.00	\$8.04	Low
food near me open now	27,100	\$1.90	\$7.00	Low
food open near me open now	27,100	\$1.90	\$7.00	Low
food delivery close to me	22,200	\$2.27	\$8.94	Low

Sweet Spot



- Launch a program where each purchase contributes to local, social, or environmental projects. It can be via community events which would also enhance Birdcall's local presence and support.
 - This initiative adds value by positioning Birdcall as a socially responsible brand, appealing to conscious consumers.
 - By donating a portion of every sale to local projects or environmental causes, Birdcall not only enhances its brand image as a community ally but also engages customers who value ethical consumption.
 - This initiative can foster a deeper connection with the local community, encouraging repeat business and word-of-mouth promotion, and can be highlighted in marketing campaigns to attract a customer base that prioritize business with a purpose beyond profit.
- Develop a PR campaign to narrate how Birdcall integrates technology with community and environmental consciousness, enhancing brand perception and illustrating its commitment to more than just food.
 - Birdcall can take inspiration from Taco Bell's recent PR strategies by focusing on storytelling and engaging stakeholders, not just to increase followers but to create meaningful interactions.
 - This approach includes defining a brand voice, communicating new taglines authentically, and encouraging fans to share their experiences, like Taco Bell's "Live Mas" campaign.
 - Birdcall can use social media to share authentic content, reward loyal customers (loyalty programs), and engage in real-time conversations to build a deeper relationship with its customers.



Sweet Spot



- Collaborate with influencers who resonate with Bircall's values to promote the brand's community and environmental initiatives, leveraging their reach to endorse Birdcall's positive impact.
 - They can combine their influencer engagement strategy with a fusion cuisine concept.
 - Influencers can promote the restaurant's innovative fusion dishes while highlighting the product quality, and the brand's commitment to community and environmental causes.
 - It's a dual approach that can leverage the influencer's reach to showcase Birdcall's culinary creativity and social responsibility, enhancing customer engagement, attracting a diverse audience, and reinforcing Bircall's position as a forward-thinking, globally-conscious, and inclusive dining destination.

Influencer Recommendation



Asian chicken sandwich



Mediterranean-Greek Chicken Wrap



Tandoori chicken caesar salad



Asian-Mexican salad

Influencer Profile:
Asian cuisine influencers:
Adventurous, spicy flavor lovers with a focus on cultural fusion and sustainability.

Influencer Profile:
Mediterranean lifestyle influencers: Advocates for healthy eating, fitness, simplicity, and eco-friendly dining.

Influencer Profile:
Indian cuisine influencers: Specialists in blending traditional spices with Western dishes, promoting health and culinary innovation.

Influencer Profile:
Asian-Mexican cuisine enthusiasts:
Passionate about cross-cultural food & supporting environmental sustainability.

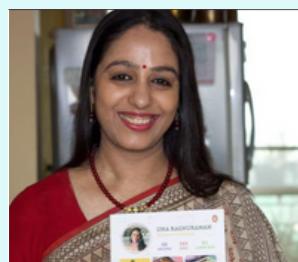
US Based Influencers



Chris Joe



Samira Kazan



Uma Raghuraman



Maura Wall Hernandez

Denver Based Influencers:

- [@dinnerdatecait](#)
- [@milehighmunch](#)
- [@denverfoodscene](#)

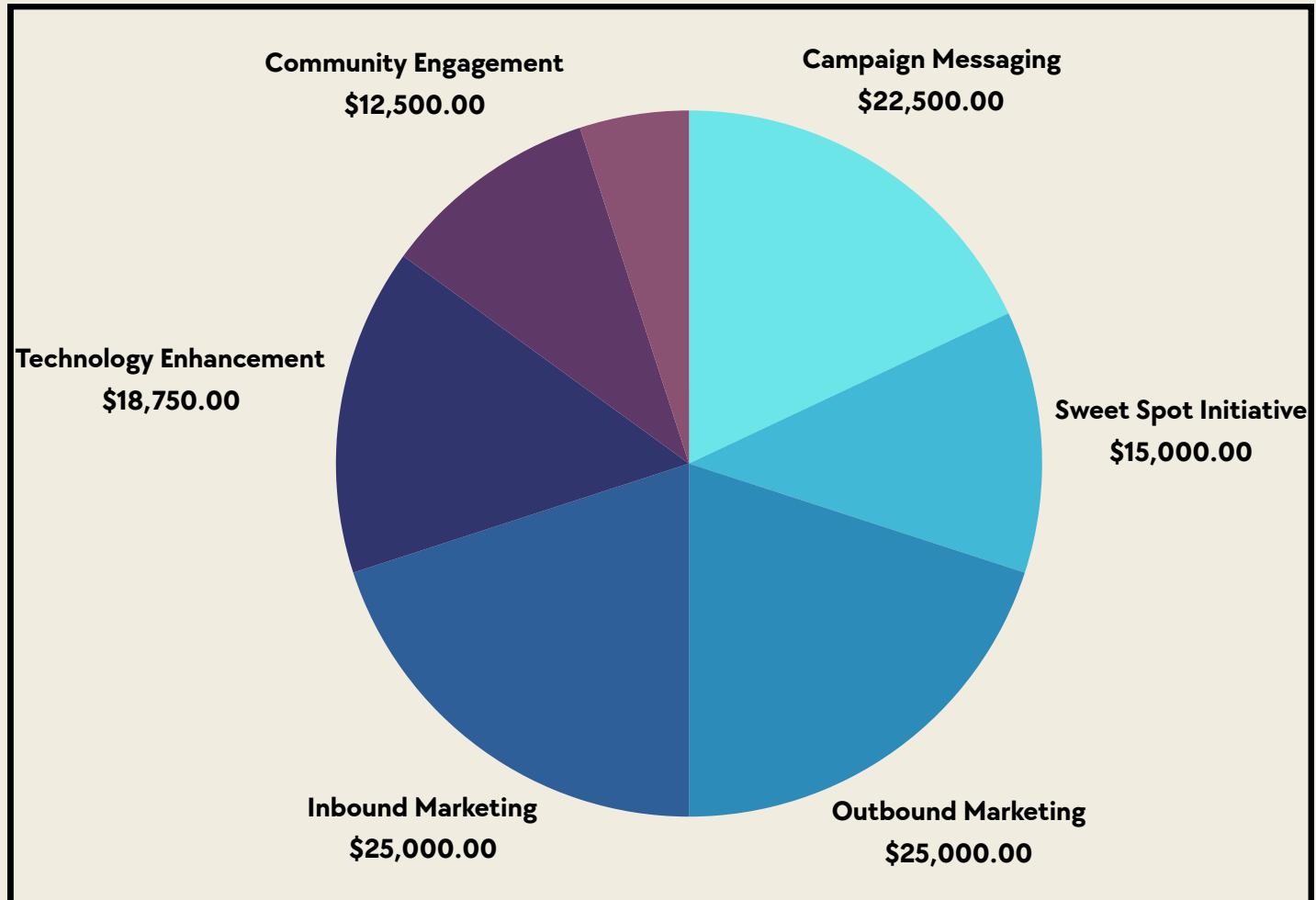


Budget

Category	Activity	Budget (\$)	Total
Campaign Messaging	Content creation (videos, blogs, infographics)	\$ 7,500.00	\$ 22,500.00
	Social media campaigns	\$ 5,000.00	
	Email marketing campaigns	\$ 3,750.00	
	Public relations	\$ 3,750.00	
	Market research and feedback analysis	\$ 2,500.00	
Sweet Spot Initiative	Partnership with local businesses	\$ 5,000.00	\$ 15,000.00
	Special event sponsorships	\$ 3,750.00	
	Exclusive discounts/promotions	\$ 3,750.00	
	Customer loyalty program development	\$ 2,500.00	
Outbound Marketing	Traditional advertising (TV, radio, print)	\$ 10,000.00	\$ 25,000.00
	Trade shows and exhibitions	\$ 5,000.00	
	Direct mail campaigns	\$ 5,000.00	
	Sales team training and materials	\$ 5,000.00	
Inbound Marketing	SEO and content marketing	\$ 10,000.00	\$ 25,000.00
	Social media management and engagement	\$ 7,500.00	
	Webinars and online workshops	\$ 3,750.00	
	Lead generation and nurturing systems	\$ 3,750.00	
Technology Enhancement	Website redesign and optimization	\$ 6,250.00	\$ 18,750.00
	CRM system	\$ 6,250.00	
	Mobile app development	\$ 3,750.00	
	Data analytics and reporting tools	\$ 2,500.00	
Community Engagement	Community events and workshops	\$ 5,000.00	\$ 12,500.00
	Support for local initiatives	\$ 3,750.00	
	Social responsibility projects	\$ 3,750.00	
Miscellaneous/Contingency	Unforeseen marketing opportunities	\$ 2,500.00	\$ 6,250.00
	Emergency fund for campaign adjustments	\$ 3,750.00	
		Total	\$ 125,000.00



Budget



The budget allocation pie chart suggests a comprehensive marketing strategy that balances traditional and digital channels. A recommendation is to apportion **\$25,000 each to Outbound and Inbound Marketing**, reflecting a dual focus that harnesses the reach of traditional advertising while capitalizing on the engagement opportunities of digital content and SEO.

Campaign Messaging is recommended to receive **\$22,500**, emphasizing the need to craft a compelling brand narrative. Meanwhile, **\$18,750 allocated for Technology Enhancement** highlights the strategic investment in digital infrastructure, which is essential for optimizing customer experience and data analysis.

\$15,000 is advised for the **Sweet Spot Initiative** to carve a distinct market position through strategic partnerships and loyalty programs, aligning closely with customer values.

Community Engagement is designated **\$12,500**, underscoring a commitment to societal impact and brand loyalty. Lastly, setting aside **\$6,250 for Miscellaneous/Contingency** ensures flexibility to leverage unforeseen opportunities or address challenges, maintaining the adaptability of the marketing strategy.

These investments should be closely monitored through KPIs to ensure the effectiveness and maximize the return on investment of the marketing activities.

Key Performance Indicators (KPI)



KPIs will help in tracking the effectiveness of each marketing activity and overall success of the campaign. Here's a proposed set of KPIs tailored to each category:

Campaign Messaging:



- **Content Creation:** Increase in website traffic by 20%, social media engagement by 30%.
- **Social Media Campaigns:** 25% increase in followers, 50% increase in interactions (likes, shares, comments).
- **Email Marketing Campaigns:** 15% higher open rate, 10% increase in click-through rate.
- **Public Relations:** 5 published articles or press mentions, 20% increase in brand mentions.
- **Market Research:** Completion of customer feedback survey with at least 500 responses.

Sweet Spot Initiative



- **Partnership with Local Businesses:** 5 new partnerships, 10% sales lift from partnered promotions.
- **Special Event Sponsorships:** 20% increase in event-related social media mentions, 30% increase in foot traffic during events.
- **Exclusive Discounts/Promotions:** 15% redemption rate of promotions, 10% increase in sales during promotion period.
- **Customer Loyalty Program:** Enroll 20% of existing customers, 5% increase in repeat purchase rate.

Outbound Marketing



- **Traditional Advertising:** Reach 500,000 people, achieve 5% increase in brand awareness.
- **Trade Shows and Exhibitions:** 200 leads gathered, 10% conversion rate from leads to customers.
- **Direct Mail Campaigns:** 20% open rate, 5% response rate.
- **Sales Team Training and Materials:** 15% increase in sales team efficiency, 20% increase in closed deals.

Inbound Marketing



- **SEO and Content Marketing:** 30% increase in organic search traffic, 10% increase in keyword rankings.
- **Social Media Management:** 25% growth in engagement, 20% increase in content sharing.
- **Webinars/Online Workshops:** 50% attendance rate, 25% follow-up action rate (sign-ups, inquiries).
- **Lead Generation:** 20% increase in leads generated, 15% increase in lead conversion rate.



Key Performance Indicators (KPI)



Technology Enhancement

- **Website Redesign:** 20% decrease in bounce rate, 25% increase in session duration.
- **CRM System:** 30% increase in customer retention, 20% increase in sales from targeted campaigns.
- **Mobile App Development:** 10,000 downloads, 4-star app rating.
- **Data Analytics:** Implement new tracking for all marketing channels, achieve 10% increase in marketing ROI.



Community Engagement

- **Community Events and Workshops:** 500 attendees, 50% increase in community-related social media mentions.
- **Support for Local Initiatives:** 3 projects supported, 20% increase in local community satisfaction.
- **Social Responsibility Projects:** Implement 2 major projects, achieve 25% positive feedback from community surveys.



Miscellaneous/Contingency

- **Flexibility in Adjustments:** Ability to reallocate funds quickly based on performance data.
- **Emergency Fund:** Maintain or improve project timelines despite unforeseen challenges.

These KPIs are designed to be specific, measurable, achievable, relevant, and time-bound (SMART), providing clear goals for evaluating the success of each marketing initiative.

Adjustments may be required as the project progresses, based on performance data and market changes.

Expected ROI

The estimated revenue for 3 months, which is a quarter of the year, would be \$1,250,000. A 12-15% increase in revenue would be \$150,000 - \$187,500. Based on this, the expected ROI for the marketing budget of \$125,000 over the same period would be 20% - 50%. This means that for every dollar spent on marketing, there's an expected return of \$1.2 - \$1.5 in revenue.



Content Calendar



Month 1: Awareness and Engagement

Week 1: Launch targeted social media campaigns highlighting Birdcall's innovative dining experience and community values. Use "Where Good Food Meets Good Values" as the central message.

Week 2: Host a community event or partner with local businesses to boost local presence. Share behind-the-scenes content from the event on social media.

Week 3: Email marketing campaign focused on Birdcall's commitment to local sourcing and its impact on quality and sustainability.

Week 4: Implement SEO enhancements based on targeted keywords to improve online visibility.

Month 2: Community Connection and Loyalty

Week 1: Launch a loyalty program promotion highlighting new features or rewards to increase participation, especially among families.

Week 2: Sponsor a local community event or charity, documenting the event and sharing on social platforms to showcase community involvement.

Week 3: Influencer collaboration week, partnering with local influencers to showcase Birdcall's menu and community efforts.

Week 4: Share customer stories and testimonials on social media, focusing on the seamless digital dining experience and the family-friendly atmosphere.

Month 3: Technology Integration and Personalized Experiences

Week 1: Promote the mobile app's unique features, such as order ahead, personalized recommendations, or special offers, through social media and email marketing.

Week 2: Launch a targeted ad campaign on digital platforms to highlight the ease of use of the digital ordering system.

Week 3: Share a series of blog posts or articles on leveraging technology for a better dining experience, focusing on health-conscious and tech-savvy families.

Week 4: Customer appreciation week: Feature top loyalty program members, offer exclusive deals, and encourage sharing of Birdcall experiences on social media using a branded hashtag.

Each activity is designed to reinforce Birdcall's strategic objectives: building brand awareness, enhancing customer engagement through technology, increasing loyalty program participation, and strengthening community ties.



References

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https://www.yelp.com/search?find_desc=Crispy+Chicken+Sandwich&find_loc=Denver%2C+CO

AI Prompts



1. Marketing consulting company name
2. Please look and find 5 of the best cities in Colorado for families
3. What are potential external threats a chicken burger/sandwich place can face?
4. **Image generation for the customer persona:** Generate a tech-savvy female aged 32 who is married and living in Colorado
5. What are some potential channels during the loyalty stage of a customer journey map?
6. What are some of Denver's best chicken sandwich burger joints?
7. How to leverage technology for personalized experiences?
8. **Image generation for the Mockup post:** Showcase a vibrant chicken burger made with a soft brioche bun, stall with light blue and orange banners at a music festival, buzzing with happy customers and lively music in Denver.

Appendix



SWOT

analysis

INTERNAL

STRENGTHS

WEAKNESSES

- Community-Based and Driven:** Birdcall fosters a strong connection with its neighborhoods, actively participating and contributing to local initiatives.
- Unique User Experience Incorporating Technology to Streamline Process:** Leveraging its proprietary technology, Birdcall offers a seamless and efficient ordering process, enhancing the overall customer dining experience.
- Gives 1% Back to Community:** Demonstrating a commitment to social responsibility, Birdcall donates one percent of its sales to support local community projects and organizations.
- Commitment to Local Sourcing:** By sourcing ingredients locally, Birdcall ensures freshness, supports local economies, and reduces its environmental footprint.
- Product Quality:** Birdcall prioritizes high-quality ingredients and culinary excellence, offering delicious and satisfying meals.
- Convenience and Accessibility:** With a focus on accessibility, Birdcall's locations and digital platforms make it easy for customers to enjoy their offerings.
- Classic Dining Menu, Using Classic Foods That Are Known and Loved:** Birdcall's menu features time-honored favorites, reimagined with a modern twist and global flavors, appealing to a wide range of tastes.

- Brand Can Feel Lost at Times, Especially with Social Media:** Birdcall sometimes struggles to maintain a distinct and engaging presence on social media platforms, potentially diluting its brand identity.
- Email Marketing Being Generic and Not Targeting:** The company's email marketing efforts tend to be broad and non-specific, missing opportunities for personalized engagement with its audience.
- Too Much Reliance on Technology:** Birdcall's heavy dependence on digital ordering and service technologies might alienate customers who prefer traditional dining experiences or face technology barriers.
- Higher Price Points Compared to Competitors:** The focus on quality and local sourcing can result in higher menu prices, which may deter price-sensitive customers and limit competitiveness.
- Drive-Thru:** The lack of a drive-thru option or inefficiencies in existing drive-thru services could impact convenience and speed, critical factors for the fast-casual dining segment.
- Limited Brand Recognition Outside of Its Current Markets:** Despite success in its established markets, Birdcall faces challenges in building awareness and expanding its footprint into new regions.

EXTERNAL

OPPORTUNITIES

THREATS

- Establish an Automation of Loyalty and Hospitality:** By automating loyalty programs, Birdcall can offer personalized rewards and experiences to customers, enhancing loyalty and increasing repeat visits.
- Expanding to New Markets:** There's significant potential for Birdcall to enter new geographic areas, tapping into untapped customer bases eager for innovative dining experiences.
- Using Relevant Marketing Channels (Social Media):** Enhancing its presence on social media platforms with targeted, engaging content can improve brand visibility and connect with a broader audience.
- Gaining ROI by Conducting Community Events:** Hosting or sponsoring community events can increase brand recognition and loyalty, providing a positive return on investment through community engagement.
- Partnerships and Collaborations:** Collaborating with local businesses, influencers, and other brands can introduce Birdcall to new customers and create mutually beneficial marketing opportunities.
- Leveraging Emerging Technology:** Birdcall can stay ahead of the curve by incorporating the latest technological innovations to further streamline operations, improve customer experiences, and explore new service models.

- Large Competition with Others Serving Similar Products:** Birdcall faces stiff competition from established fast-casual and quick-service restaurants offering chicken-based menus, making differentiation crucial.
- New Markets Are at High Competition (Texas Specifically):** Entering markets like Texas, where the fast-casual dining scene is already crowded, poses challenges in gaining a foothold against well-entrenched competitors.
- Market Conditions Post-COVID (Demand for Fast Food Declining):** The pandemic has shifted consumer dining habits, with a potential decline in demand for fast food as people opt for healthier or home-cooked options.
- Potential Challenges in Maintaining Food Quality While Expanding:** As Birdcall expands, consistently delivering high-quality food across all locations can become challenging, impacting brand reputation.
- Supply Chain:** Disruptions in the supply chain, whether due to global events or local issues, can affect the availability and cost of ingredients, impacting menu prices and profitability.
- Real Estate is Relatively Challenging:** Finding suitable locations for new outlets in competitive real estate markets can be difficult and expensive, affecting expansion plans and operational costs.



Appendix B

Varchasvi. (2023). Fast Casual Restaurants - US - 2023.
<https://drive.google.com/file/d/1uKbu3Frk97Zy9tHhrNeSVvJXt3yptjPn/view?usp=sharing>

Fast Casual research and information from this data set provided by **Mintel**:

Consumer Trends (Page 8):

- Budget Consciousness: With rising costs, consumers are increasingly budget-conscious. Highlighting value deals can attract price-sensitive customers.
- Health and Customization: Consumers often don't associate fast casuals with healthy options. Emphasizing customizable and healthy menu choices could change this perception.
- Visual Data: The charts illustrate consumer perceptions regarding value and healthiness in fast casual restaurants. This data is useful as it highlights the need for Birdcall to emphasize health and value in their marketing and menu design, addressing the gap between consumer perception and actual offerings.

Competitive Strategies (Page 9):

- Family-Friendly Focus: Strategies that cater to family needs, like offering kid-friendly menus and family meal deals, can be effective.
- Leveraging Technology: Implementing tech solutions for ordering and delivery can streamline the customer experience.
- Visual Data: The data showcases a noticeable gap in consumer perception about healthy options in fast casual restaurants. This insight is valuable for Birdcall, as it suggests an opportunity to differentiate themselves by promoting their healthy and nutritious menu options.

Opportunities and Data (Page 10):

- Loyalty Apps: Developing and promoting a loyalty app can enhance customer engagement and retention.
- Menu Versatility: Emphasizing the versatility of the menu to cater to diverse dietary needs is crucial.
- Visual Data: Graphs here emphasize the effectiveness of loyalty programs and personalized experiences in attracting and retaining customers. This information is crucial for Birdcall to consider developing a more robust loyalty program, which can lead to increased customer retention and higher sales.



Appendix B

Fast Casual Industry Overview (Pages 20-25):

- Consumer Perceptions: Consumers view fast casuals as convenient and offering good value, but not strongly associated with health and customization.
- Ordering Behaviors: Insights into ordering behaviors suggest potential for loyalty programs and promotion of new items.
- Visual Data: The charts provide a detailed analysis of consumer expectations versus their actual experiences in fast casual restaurants. Specifically, they highlight areas such as perceived menu variety, healthiness, and customer satisfaction levels. This data is particularly valuable for Birdcall as it underscores the importance of not only meeting but exceeding customer expectations in these areas. By understanding these gaps, Birdcall can tailor its offerings and marketing strategies to better align with consumer desires, potentially increasing customer satisfaction and loyalty.

Fast Casual Aptitudes (Pages 31-35):

- Marketing Health and Family-Friendliness: Marketing efforts should focus on health and family-friendly dining experiences.
- Technology Enhancement: Utilizing technology for improved customer experiences is vital.
- Visual Data: The data underscores the need for health-focused marketing strategies and the potential effectiveness of proprietary apps for customer loyalty. This visual information guides Birdcall in prioritizing health in their marketing messages and considering the development of a proprietary app.





Appendix C

Denver, co household income, population & demographics. (2022).

<https://www.point2homes.com/US/Neighborhood/CO/Denver-Demographics.html>

- 47.34% of households in Denver are family households
- 23.57% of households have children, which is around half of family households
- 72.63% of people in Denver have completed high school and at least part of college, making them more likely to be tech-savvy
- 85% of people within Denver use cars as their main method of transportation
- Ages 25-44 have the highest median income average at \$88,186 annually





Appendix D



Positioning the Target Audience

DAP Consulting understands that the consumers are primarily in their Awareness or Consideration stages, which is crucial for tailoring our marketing strategies to effectively guide our target audience towards choosing Birdcall. Positioning the target audience in the Awareness stage helps us approach and engage with health-conscious young adults and young families in Denver who are unaware of Birdcall and its unique offerings.

In the Awareness stage, we believe that the potential customers are just beginning to learn about Birdcall. They might not yet recognize the brand or understand what sets it apart from other dining options. The key here is for us to capture their interest and make Birdcall memorable for the customers.

However, once these potential customers are aware of Birdcall, we believe that they are seamlessly able to move into the Consideration stage, where they evaluate whether Birdcall meets their needs and preferences compared to other options. This stage is all about providing them with more detailed information and demonstrating value so that they can transition into the Decision/Loyalty stage.



Implementation Strategy

- **Data Tracking and Analysis:** Utilize CRM and analytics tools to track customer interactions across touchpoints and measure progress towards objectives.
- **Customer Feedback:** Regularly solicit and incorporate customer feedback to refine the journey and improve the dining experience.
- **Adaptability:** Be prepared to adjust strategies based on market conditions, customer preferences, and the effectiveness of current tactics.





Appendix E

Outbound Strategies

Direct Mail:



- **Visual Theme:** Vibrant, high-quality images of Birdcall's dishes, tech elements like app interfaces or QR codes, brand color schemes, and visuals of diverse groups enjoying meals and community events to engage the target audience.
- **Messaging:** Highlight the unique blend of technology, health-conscious dining, and community support.
- **Execution Plan:** Utilize data-driven insights to target young adults and families, integrating compelling design and clear messaging.
- **CTA:** Encourage interaction with Birdcall's tech for a unique dining experience and benefits from the loyalty program.
- **Measurement (ROI):** Track engagement, participation rates, and sales impact to assess the campaign's effectiveness.

Sales Promotion:



- **Visual Theme:** Highlight vibrant scenes of diverse patrons enjoying Birdcall's distinctive chicken offerings in a community-centric and technology-enhanced atmosphere.
- **Messaging:** "Discover the Fusion of Taste and Community at Birdcall" – spotlight the unique combination of innovative dining and commitment to community values.
- **Execution Plan:** Execute a focused campaign via social media, email, and partnerships, introducing special offers or points for community event participation and new menu trials, without relying on an app.
- **CTA:** "Connect with Birdcall: Your Gateway to Flavor and Community! Participate in our events and enjoy exclusive benefits."
- **Measurement (ROI):** Measure the campaign's effectiveness through increased participation in events, customer feedback, and monitoring sales trends and community engagement levels.



Speaking Engagement:

- **Visual Theme:** Utilize bright, dynamic visuals showcasing Birdcall's innovative menu and technology, paired with community-centric imagery, to appeal to a youthful, health-focused audience.
- **Messaging:** Emphasize Birdcall's blend of culinary creativity, advanced technology, and community commitment, with a focus on their unique dining experience that aligns with consumer values.
- **Execution Plan:** Host speaking events at relevant community and industry gatherings, spotlighting Birdcall's leaders to discuss their mission, technology, and community efforts, supplemented by interactive and tasting sessions.
- **Call to Action (CTA):** Motivate attendees to visit Birdcall, and join the loyalty program, offering incentives like discounts or loyalty points to spur immediate and ongoing engagement.
- **Measurement (ROI):** Evaluate event success through attendance, loyalty sign-ups, app usage, and sales post-event, alongside participant feedback, to measure brand impact and community response.



Appendix F

Inbound Strategies

Blogs:

- **Visual Theme:** Adopt a vibrant, engaging design with visuals of Birdcall's dishes, technology, and community activities, aligning with a fresh, modern aesthetic to attract the target demographic.
- **Messaging:** Communicate Birdcall's fusion of innovation, community, and technology in dining, emphasizing their commitment to health, convenience, and social responsibility.
- **Execution Plan:** Develop a series of blog posts highlighting Birdcall's unique offerings, technological advancements, community initiatives, and customer stories, distributed across Birdcall's website and social media platforms.
- **Call to Action (CTA):** Invite readers to experience Birdcall firsthand, and join the loyalty program, emphasizing exclusive benefits and community contributions.
- **Measurement (ROI):** Monitor blog engagement, track website traffic, loyalty program sign-ups, and social shares to assess the impact on brand awareness, customer acquisition, and community engagement.



Email Marketing:

- **Visual Theme:** Bright and inviting visuals featuring Birdcall's signature dishes, interactive technology elements, and community engagement imagery. Incorporate a modern, clean design that reflects the brand's innovative and health-conscious ethos.
- **Messaging:** Highlight Birdcall's unique blend of technology-driven convenience, culinary creativity, and commitment to community values. Emphasize the health benefits and the joy of participating in a community-focused dining experience.
- **Execution Plan:** Develop a series of emails that introduce Birdcall's story, showcase menu highlights, demonstrate the ease of the technology driven dining, spotlight community initiatives, and invite participation in the loyalty program. Segment the audience to personalize messages based on user preferences and behaviors.
- **CTA:** Encourage recipients to visit Birdcall, use the technology for a seamless experience, participate in community events, and sign up for the loyalty program for exclusive benefits.
- **Measurement (ROI):** Track email open rates, click-through rates, conversion rates to loyalty program sign-ups, and participation in community events. Monitor increases in restaurant visits and app usage post-campaign.



Content Marketing:

- **Visual Theme:** Modern and engaging visuals that highlight Birdcall's unique dining experience, technology integration, and community involvement. Use vibrant, high-quality images of the food, technology in use, and community events.
- **Messaging:** Communicate the fusion of innovative dining with a commitment to community and health. Emphasize the tech-forward approach and the benefits of participating in the loyalty program.
- **Execution Plan:** Develop a series of blog posts, infographics, and videos showcasing Birdcall's menu, technology, and community events. Feature customer testimonials and behind-the-scenes looks at how Birdcall operates and contributes to local causes.
- **Call to Action (CTA):** "Join the Birdcall community! Experience innovative dining, engage with our technology, and participate in our loyalty program for exclusive benefits."
- **Measurement (ROI):** Track engagement through website traffic, content shares, loyalty program sign-ups, and community event participation. Monitor sales growth and customer feedback to measure the campaign's impact on brand awareness and loyalty.



Appendix G

Caruthers, T. (2022, March 11). 5 Best Cities for Families in Colorado. Livability. Retrieved from <https://livability.com/topics/where-to-live-now/5-best-cities-for-families-in-colorado/>

Potential locations to research expansion:

- **Fort Collins:** Known for its health-focused community, family-friendly amenities, and abundance of outdoor activities. It offers a vibrant arts and cultural scene, as well as a variety of parks and recreation options.
- **Castle Rock:** Attracts families with its breathtaking mountain views, outdoor recreation opportunities, and commitment to open space. It has a low crime rate and is noted for its quality schools.
- **Broomfield:** Offers lower than average housing costs and a low unemployment rate. It has top-rated schools and a variety of kid-friendly amenities, making it an attractive location for families.
- **Littleton:** Offers scenic beauty and an active lifestyle, with excellent schools and a range of outdoor activities. It's close to Denver, offering a balance of suburban living and city access.
- **Lafayette:** A suburb of Boulder, it provides families with access to Boulder's amenities but with a lower cost of living. It has highly ranked schools and a low crime rate.

