



Digital Marketing Strategy

Amy Sahoo
MARK 4450
Summer 2021

Table Of Contents:

Introduction:	5
Executive Summary	6
Background	7
Background Cont.	8
Measurement Strategy - Section 1:	9
Positioning	10
Competitors	11
Digital Competitive Review	12
Competitive Overview	13
Current Strategies	14
Globalization	15
Differentiation	16
Digital Presence	17
Social Media Example	18
Digital Presence: Website	19
Website Cont.	20
Target Market	21
Audiences	22
Audience Personas	22



Table Of Contents Continued:

Company Goals - Section 2	
Macro Goals	24
Micro Goals	25
Strategies to Achieve Goals	26
How to Measure Goals	27
Campaign Strategy- Section 3	
Campaign Message	29
Virtual Passport	30
Campaign Overview	31
Campaign Tactics	32
Campaign Implementation	33
Projections for Peak Travel	34
Social Media	35
Social Media Examples	36
Google Searches	37
Editorial Calendar	38
Editorial Calendar Cont.	39
Campaign Optimization	40
Financial Analysis- Section 4	
Budget Expenditures	42
Returns on Ad Spend	43
Overview	44



Introduction

Executive Summary

This analysis of Hard Rock Cafe, observes the current marketing strategies and tactics used by the brand. Then there is an analysis of what goals the company wants to achieve based on the audience and brand identity as well as how to achieve those goals utilizing new strategies and tactics. By using specific examples to demonstrate the marketing campaign created, the analysis is clear on how much it will cost to implement and how frequently the campaign should be monitored.

Background

Hard Rock International is a chain of Rock and Roll Themed Restaurants that was founded in 1971 by Isacc Tigrett and Peter Morton. Originally, the chain was founded in London, but has since expanded to 180 locations. They are well known for their unique Rock and Roll memorabilia and amazing American Food. As time grew, Hard Rock implemented other strategies such as the addition of their Hotel and Resorts as well as their Casinos to keep up with the fast paced tourist industry.



Background

Continued

Their success in being a huge company that has remained relevant is due to their current and past marketing techniques, but since Covid- 19, the tourist industry (especially Hard Rock) has been impacted severely.



Measurement Strategy

Section 1

Brand Positioning

For tourists and Rock n' Roll fans globally, Hard Rock Cafe is an international restaurant/tourist chain that provides various activities including: Lounging at resorts, gambling in Casinos, and eating great food. Unlike other restaurant chains Hard Rock Cafe provides a combination of a better digital presence for people to use with ease, more products and services, and offers significantly more locations for easier accessibility.

09



Competitors

Even though Hard Rock Cafe competes with several restaurant chains, it has three MAIN competitors that have a similar concept to their cafes.



Planet Hollywood is a global chain of restaurants, hotels, and casinos, all based on Hollywood.



Johnny Rockets is an American burger franchise, with global locations.



Rainforest Cafe is a chain of jungle themed restaurants, with a global presence.

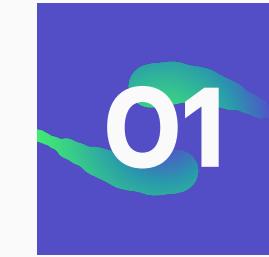
Digital Competitive Review

Hard Rock Cafe	Planet Hollywood	Johnny Rockets	Rainforest Cafe
<ul style="list-style-type: none">• 180 restaurants• 24 Hotels• 11 casinos• Huge global presence in 75 countries• Seasonal Menu items, but overall same menu worldwide• Has several mobile apps	<ul style="list-style-type: none">• 7 Restaurants• 4 Hotels• 1 Casino• Has a global presence in 6 locations outside the U.S.• Changes menus based on location• Has a mobile app	<ul style="list-style-type: none">• 320 locations• No hotels• No casinos• Has a global presence in 26 countries• Menu items stay relatively the same, with exceptions of new items on occasion• Has a mobile app	<ul style="list-style-type: none">• 27 restaurants• 0 hotels• 0 Casinos• Global presence in 16 countries• Same menu across locations• No Mobile App

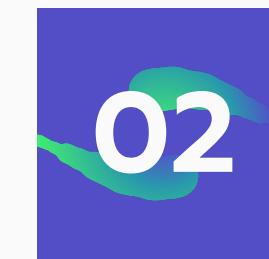
Competitive Overview

After comparing all four locations, it is evident that Hard Rock Cafe exceeds in almost all areas except their lack of inclusion within menu items.

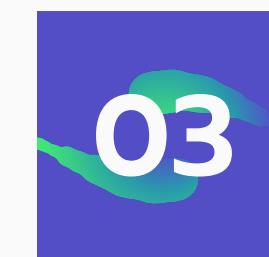
Current Strategies



Globalization



Differentiation



Digital Presence

Globalization

Due to being more of a brick and mortar company, geographic segmentation plays a huge role in the way Hard Rock implemented a globalization strategy. Since customers typically go to this chain while on vacation, the company added locations in numerous countries to maximize the amount of food they sell.



Differentiation

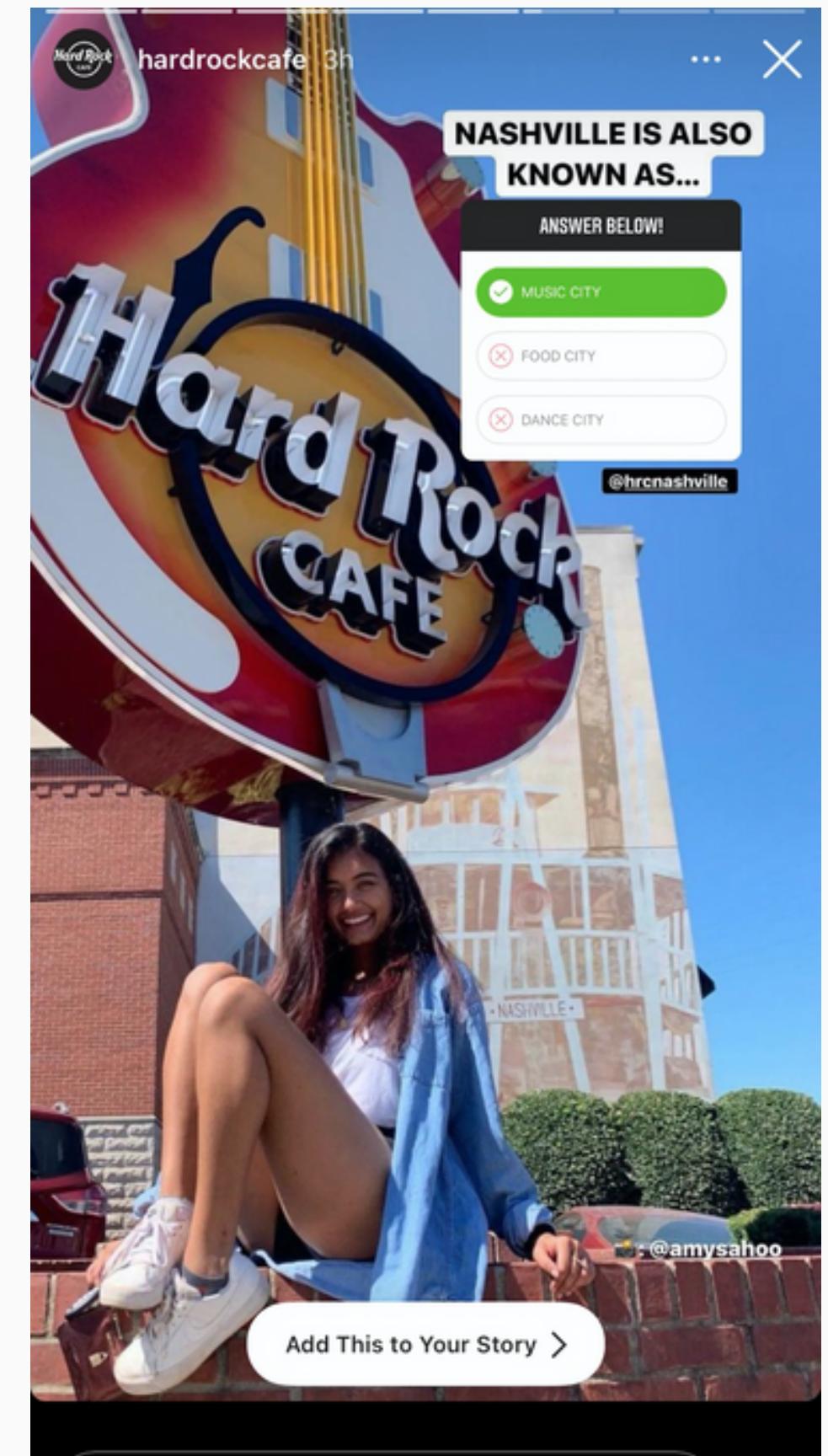
Due to various competitors, another strategy implemented by Hard Rock Cafe was to diversify their products and services. They have added hotels, resorts, and casinos to appeal to all kinds of tourists.

Digital Presence

- With the rapidly growing world of technology, Hard Rock Cafe has increased their digital presence drastically. They use their social media well, and quite frequently. A great example is their engagement with customers who post pictures on Instagram, they obtain permission and repost on their story.
- Not only have they maintained their social platform, but they frequently use their mobile app and website. During the pandemic they added a to-go and delivery option for customers who live near a location.

Social Media Example

This is a repost they chose of me from when I visited their Nashville location, in order to have audience interaction they included an interactive trivia game with each repost. This technique also increases brand awareness, because once someone gets posted on an account with a large following, they are more inclined to repost that on their own account.



Digital Presence- Website

Hard Rock Cafe uses a search engine optimization (SEO) to bring traffic to their website. This is the primary way they draw attention to their cafes. This is especially useful paired with beacon technology because it draws in tourists looking for somewhere to eat.

▼ Site Traffic

186375

Global Rank

50502

United States

339 K

Estimated Visits



Traffic Sources



42.78% 34.77% 16.64% 3.77% 2.01% 0.02%

Website Continued

57%

Geography Breakdown

	United States	57.02%
	France	5.55%
	Germany	3.42%
	United Kingdom	3.02%
	Italy	2.85%

57% of their searches are from the U.S., where the majority of their audience is.



Target Market

- 01 Tourists
- 02 Rock n' Roll Fans
- 03 Loyal Hard Rock customers

Audiences

It is important to note that even though there are 3 main target audiences that not all tourists are the same and that there are subsections to types of tourists. At the same time customers who are part of the loyalty program, probably have some inclination towards Rock n' Roll memorabilia.

Audience Personas



Tacky Tourists

These are the people who are touring family-friendly places.

Loyal Lucy's

These are the people who are die-hard HRC or rock fans.

Topsy Tourists

These are either older couples or couples who don't have kids

Company Goals

Section 2

Macro Goals

Hard Rock Cafe wants users who search their site to Pick Their Franchise to dine at while on vacation.

HRC exists in most tourist destinations so the likelihood of seeing one on vacation is high.

Micro Goals

HRC's micro goals include:

Following on Social media, signing up for the loyalty program, and increase amount of searches.

These actions help encourage brand awareness and encourages their customers to keep them in mind while on vacation.

Strategies to Achieve Goals

These are all ways to achieve the set goals, and they all go hand in hand with each other.

- Social Media Marketing

- Content Strategy

- Search Engine Optimization

- Customer Relationship Management

- Web and App Design and Development

- Analytics and Reporting

How to Set and Measure Goals

1. Step 1: Sign in to Google Ads.
2. Step 2: Click on 'Tools & Settings'
3. Step 3: Click on 'Keyword Planner'
4. Step 4: Click on the box 'Discover New Keywords'
5. Step 5: Enter a term and click 'Get Results'
6. Step 6: View results.

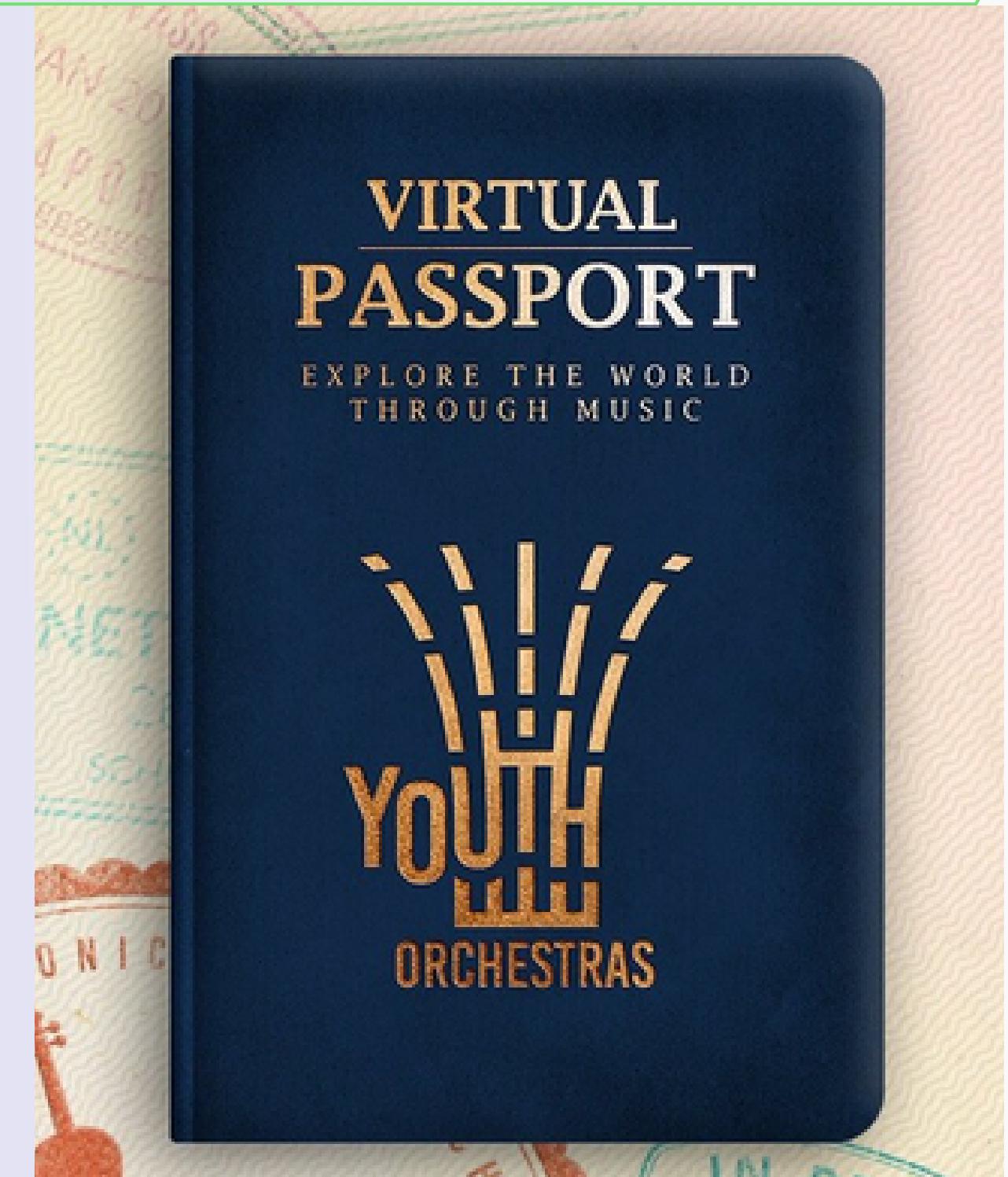
To set the goal of how many consumers pick the franchise while on vacation, HRC can monitor if their locations (globally) have had more searches per month than their competitors. To measure the goal we can use Google Ads.

Campaign Strategy

Section 3

Campaign Message

In order to appeal to both groups of tourists and the loyal fans of Hard Rock, the implementation of our Virtual Passport will help generate more business for all locations.



Virtual Passport

The virtual passport would be 100% online, via the Hard Rock Apps. The passport would be its own application and using a gps system, mark which location the customer is at. By visiting each location the consumer will collect a unique "stamp" and each stamp will have an embedded video attached. The video will be unique to each location, and will have a "secret" fact pertaining to either memorabilia in the store or a famous rockstar. After the first 15 stamps, visitors can receive a free limited edition pin.

Campaign Overview

Since the goal is to draw in more customers, by having a virtual passport, tourists on vacation are more inclined to visit the Hard Rock for the "secret" message. The passport becomes a way of appealing to families with kids because it is a unique activity. It also appeals to the "tipsy tourists" who come in for food and drinks because they get access to a "secret" video that they otherwise would be unable to obtain. The loyal Lucy's will either be incentivised by the "secret" message, the desire to collect stamps around the world, or by the mere fact of getting a special collectors pin.



Campaign Tactics

The U.S. has the most searches for "Hard Rock Cafe" with no comparison to any other country. By geotargeting large cities during peak tourist months, not only can HRC increase the engagement with the brand's online presence but they can also create PEAK ENGAGEMENT with the actual stores.

Campaign Implementation

In order to actually implement this campaign HRC needs to get their audience excited about it. This means more engagement with their social media right before and during the time of peak season. Since tourists are always taking pictures of vacations their phones are almost always in hand and if they see an ad for HRC they will be more inclined to go there instead of other places due to brand recall.



Projections for Peak Travel Months

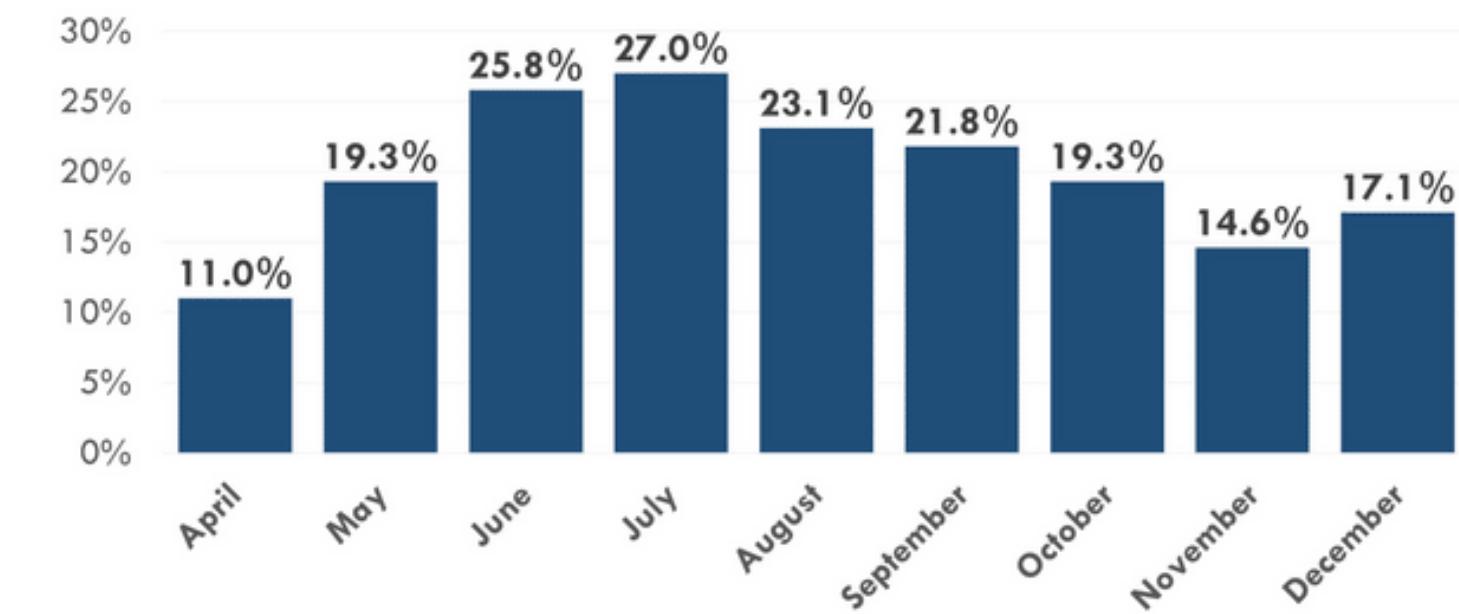
34

AMERICAN TRAVEL ON THE RISE

AS OF APRIL 25, 2021



MONTHS AMERICANS HAVE TRIP PLANS IN 2021
(% OF AMERICAN TRAVELERS WITH PLANS IN EACH MONTH)



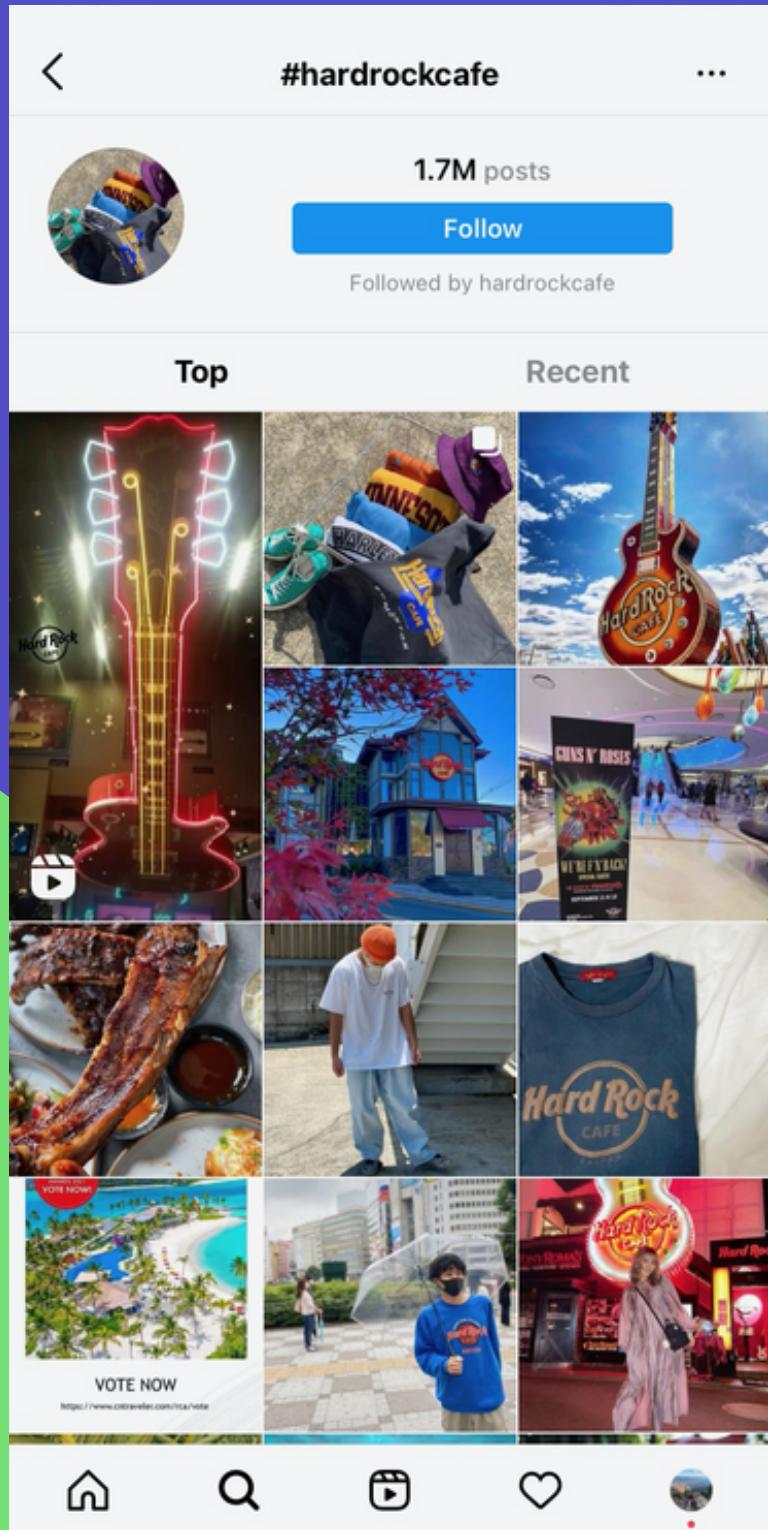
(Base: Wave 59 data. All respondents, 1,215 completed surveys.
Data collected April 23-25, 2021)

Destination Analysts
DO YOUR RESEARCH

Social Media

The use of hashtags sparks interest with minimal effort. By using their large social media presence on both their Instagram and Facebook platforms, they can introduce their app on social media and use hashtags to promote the app. The tags will generate more views and conversation about their brand. Since there is already a social media manager, this can just be a quick addition to their strategy. Another method of doing this is by hiring micro-influencers to use hashtags about HRC during peak season.

Social Media Examples

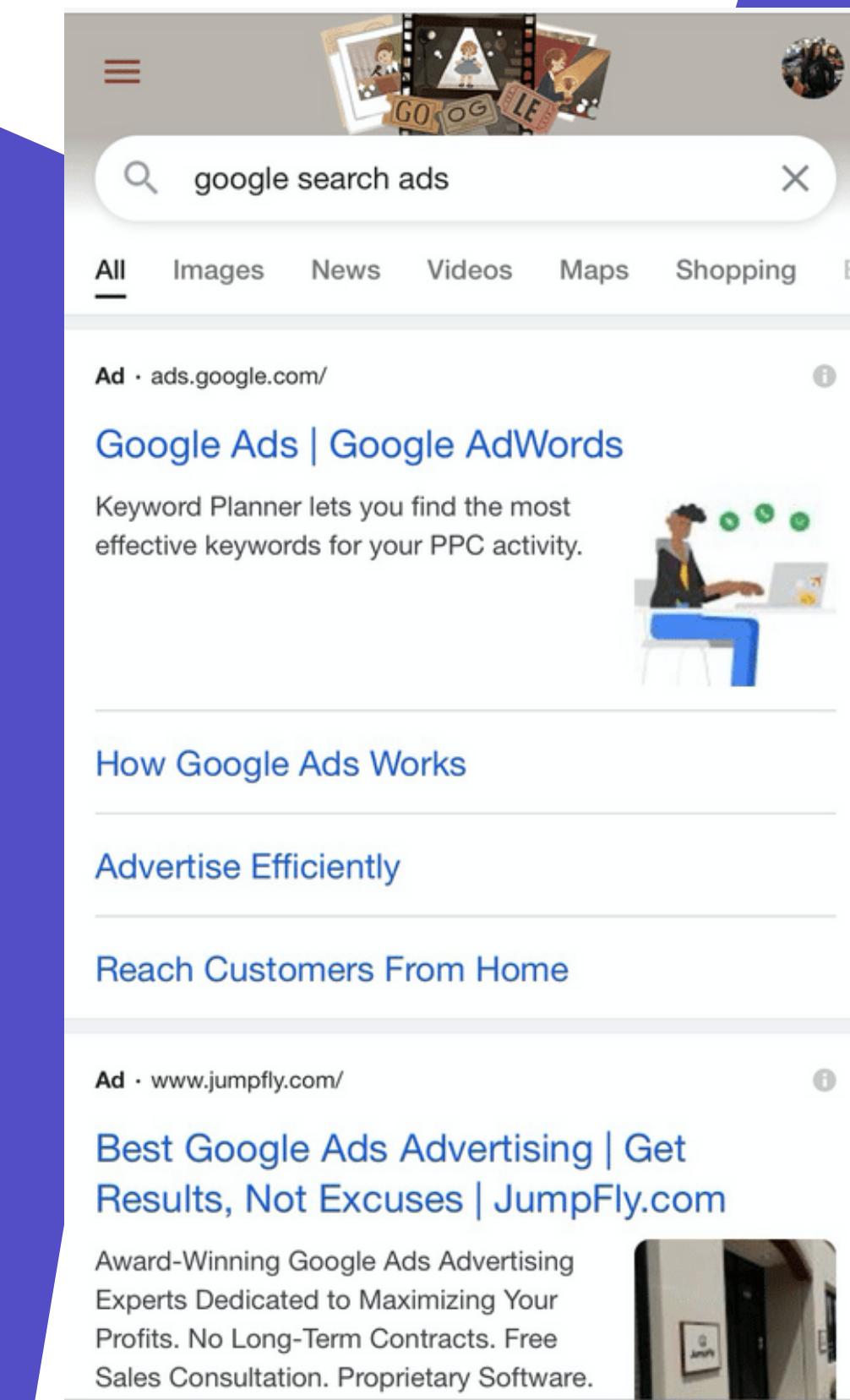


To the left is the number of posts with the Hashtag, which is already a huge reach of people, and to the right is the influencer post potential. The post to the right is from a food blogger/micro influencer with 19k followers, but it already has interactions with thousands of people.



Google Searches

Instead of continuing their use of SEO tactics, during the peak tourist seasons Hard Rock can implement Search Engine Marketing (SEM) via Google to promote their app, and pay for people to 1) See their brand first and 2) to highlight the new app.



Editorial Calendar

- January -April: Least amount of tourism, perfect for App Development, keep HRC's social media platforms active.
- May: Introduce "exciting news" via Hard Rock Social Media platforms, and use a "pay per-post" method with Microinfluencers for 2 posts within the month, utilize SEM method this month. Announce the app.
- June-July: Emphasis on hashtags for the use of app, continue with paid posts, except 5 paid posts per month, continue SEM

Editorial Calendar

- August: Have one paid post, tourism starts dying down this month, continue using HRC social media platforms to promote brand.
- September- October: Use social media platforms to promote brand, as well as develop the app more since there is very little tourism.
- November- Continue Updating HRC social media, pay for one paid post because the holidays draw in a little toursim, but people mainly spend time with family.
- December- Same as November but due to holiday vacation leaves being longer, more people are traveling so utilize SEM and one paid post.

Campaign Optimization

In order to make sure the strategies used are effective HRC can:

- Gage the number of downloads the app has
- Look at the number of searches each month, especially months where SEM is used
- Analyze revenues for tourist months, in comparison to the previous year

Financial Analysis

Section 4

Budget

Expenditures:

- Average Cost of Developing an App: \$70,000
- Utilization of SEM for 4 months: $4 * \$10,000/\text{month} = \$40,000$
- Paid posts via MicroInfluencer for 6 months (17 posts)= $17 * \$200/\text{per post} = \$3,400$
- TOTAL COSTS: \$113,400 Budget Allowance: \$115,000

Return on Advertisement Spending

Based off the last application launch, Hard Rock Cafe received 9,000 downloads just in May 2021 and their app has over 100,000 installations. They have an approximation of 30,000 clicks per month on their digital platform.

3.3%
Conversion
Rate

9,000
Conversions

Average Price
Per Meal for 3
people: \$45

Revenue: \$405,000

Investment: \$113,400

Profit: \$291,600

ROI: 2.57%

Final Reccomendations/ Overview



By implementing this advertising campaign Hard Rock International can expect to receive a return on their investment as well expect higher conversion rates.

Through the use of various strategies and tactics HRC can maintain their rank within the tourist industry.