

Digital marketing campaign – Level-Up Lounge

Integrated Marketing

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Introduction

Level-Up Lounge offers a unique gaming experience, with a variety of classic and modern arcade and console games, as well as a range of delicious food and drinks.

This report details the various offerings available at Level-Up Lounge, digital marketing campaigns utilised to promote them while providing valuable insights into the business including the financial state and future plans. The digital marketing campaign made use of numerous social media platforms and email lists, examining the interactions using inbuilt tools for analysis which provide a comprehensive understanding of its operations and provide helpful data and insight for use in future digital marketing ventures.

About the Business

Nature of the Business

Level-Up Lounge is an 18+ bar and entertainment establishment that serves as a modern-day arcade serving alcoholic drinks. Level-Up Lounges primary focus is to integrate socialising and gaming. It has expanded over the years to include weekly themed nights as well as serving food. In recent expansions a bowling alley and karaoke room were added as well as individual pods for pre-booking and a more premium experience. As Level-Up Lounge is operating in the highly saturated services industry, its unique gaming spin makes it stand out from its competitors.

The Products it Produces and/or Services it Provides to its Customers

Level-Up Lounge offers multiple different services such as:

- Alcoholic and non-alcoholic drinks
- Food and snacks
- Modern and classic arcade machines
- Gaming machines and consoles
- Hireable booths (premium product/service)
- Weekly events and tournaments

- Karaoke
- Bowling

With a diverse range of products and services, Level-Up Lounge is an all-in-one space for adults to have fun through nostalgic childhood video games and drinks, with other amenities such as bowling and karaoke as well as themed nights once a week.

Size of the Company

Financials

Level-Up Lounge has undergone several stages of development and refurbishment to improve their facilities since their inception. Level-Up Lounge has received substantial investment for configuration of private booths and bowling lanes that add to its overall financial value.

Over the course of its existence they've accumulated €100,000 worth of machinery pertaining to the arcade games, consoles and other equipment. As they operate in the services sector and serve food and drink, stock to the value of €15286 are on the books. They have a series of liabilities relating to creditors and short-term loans that need to be accounted for. Level-Up Lounge recorded a profit of almost €140000 last year. Giving an overall balance sheet figure just shy of €135000.

A	B	C	D
		Year to Date	
	Fixed Assets		
	Machinery	100000.00	
			100000.00
	Current Assets		
	Stock	15286.00	
	Debtors	1000.00	
	Deposits and Cash	20000.00	
			36286.00
	Current Liabilities		
	Creditors : Short Term Loans	6500.00	
	Taxation	3286.66	
	Credit Card (Creditors)	13000.00	
	Bank Account	0.00	
			22786.66
	Current Assets less Current Liabilities:		13499.34
	Total Assets less Current Liabilities:		113499.34
	Long Term Liabilities		
	Creditors : Long Term Loan	100000.00	
			100000.00
	Total Assets less Total Liabilities:		13499.34
	Capital & Reserves		
	Share Capital	100.00	
	Reserves	0.00	
	P & L Account	133999.34	
			134099.34

No. of Employees

Level-Up Lounge currently has 26 employees, which include:

- 2 Managers/supervisors - The managers are responsible for monitoring the daily activity of the lounge, managing the staff members and listening/responding to customer complaints.
- 3 Bartenders - The bartenders are responsible for serving drinks to customers i.e. mixing cocktails. They are also responsible for handing cash and card transactions.
- 5 Servers - The servers are responsible for taking orders and delivering the orders to the customers at their tables and for cleaning tables once customers have finished.
- 5 Kitchen staff - The kitchen staff are responsible for preparing and making the food that has been ordered, and also responsible for cleaning and sanitising the kitchen units and work stations.
- 3 Maintenance (Gaming machines, Technical equipment and Bowling) - The maintenance technicians are responsible for upkeep and maintenance of all gaming, bowling and karaoke equipment.
- 1 Accountant - The accountant is responsible for managing Level-Up Lounges finances.
- 2 Security - The security team is responsible for ensuring the safety of employees and customers, monitoring the premises for any foul play, sorting out any incidents that may occur and checking peoples ID on entry. Also on nights where events/tournaments are being held, the security team will be responsible for checking tickets.
- 2 Cleaners - The cleaners are responsible for cleaning the venue regularly.
- 2 Legal team - The legal team will be responsible for making sure that all legal regulations are being followed.

Location of Business

Level-Up Lounge has a physical retail presence. They are located in the Apple Market in Waterford City. Level-Up Lounge thrives in an urban setting like Waterford as there is a large college in the area. Waterford is the perfect setting as it balances the bustling nightlife and the high number of students.

History of the Business

Level-Up Lounge opened 4 and a half years ago in July 2018. When Level-Up Lounge first opened, it was only a basic gaming bar with no extra services offered. Level-Up Lounge gained popularity quickly from students in particular, as they were and still are the only business that integrated socialising and gaming. A year after opening, Level-Up Lounge were runners up of Irish Bar of the Year awards in 2019. Shortly after winning this award, the coronavirus pandemic struck which forced Level-Up Lounge to close like every other business.

However, Level-Up Lounge did not let this stop them from improving the business further and attracting new customers. To do this, Level-Up Lounge underwent renovations during the pandemic, introducing 2 bowling lanes in the venue along with a new dedicated karaoke area, new arcade and gaming machines and new seating areas. To keep consumer attention, they launched a social media campaign using TikTok, Instagram and Snapchat, teasing the renovations and advertising Level-Up Lounge as the place to be once lockdown was over. They also had online live shows, competitions and game tournaments to remind customers of the company and associate their name with fun. This proved successful as customers were quick to return to Level-Up Lounge once all coronavirus restrictions ended on April 1st 2022. To this day Level-Up Lounge continues to improve the services offered, by adding new services such as event hosting and booth hiring. Establishing itself in the wider community through partnerships with local popular figures. Recently, Level-Up Lounge were the winners of Irish Bar of the Year in 2022.

Competitors in the Marketplace

The two main competitors in the gaming bar industry are Token in Dublin and Barcadia in Cork. These are established businesses in other cities with no direct competition in Waterford. Level-Up Lounge also offers a host of additional services not available in the competitors' locations such as karaoke and hireable premium booths.

In Waterford there are a number of cocktail bars, namely Kazbar, itty bitty's, Davy Macs and Tully's. All of these establishments have a strong foothold in the market. However, there are no establishments in the Waterford area with a similar business model as Level-Up Lounge.

Waterford's primary arcades are located in Tramore, a seaside town 20 minutes from the city centre. Activate, the only bowling location in Waterford is located out of the city.

Strengths and Weaknesses of the Competition

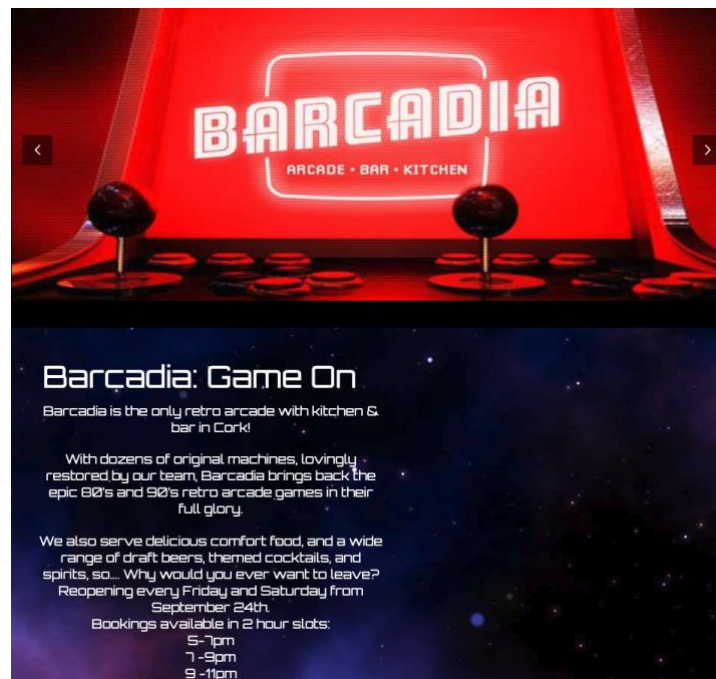
Token in Dublin and Barcadia in Cork both have the advantage of having a huge student population which are the target audience for companies such as this. Dublin being home to four universities among others and Cork having a variety of universities and colleges in the city makes their market size and possible customer pool very large. They're also the host to a variety of large companies and organisations which will employ a number of young professionals.

Token and Barcadia are also in unique positions in their area as no other bars with similar business models operate in Dublin and Cork. Fortunately, Level-Up Lounge also has no direct competition in Waterford.

Barcadia in Cork is in a unique position in comparison to offerings by Token and Level-Up Lounge as it operates in an entertainment complex. The Mardyke Entertainment Complex in Cork has multiple venues under one roof, stretching from a Sports Bar known as the 'Woolshed' to a darts venue. This has potential advantages as well as disadvantages for Barcadia. Operating in this entertainment complex means it is in constant competition with other businesses in the Mardyke. This makes it harder for them to segment their market as customers are able to constantly move around to another entertainment venue within the complex. However, on the other hand, they could also gain business from people who initially planned to go to the Sports Bar or Bowling and notice the offerings at Barcadia

Barcadia's shared website with The Mardyke Entertainment Complex which is outdated and not up to date with current web trends. Their booking feature is squashed and unappealing. There are hidden links, and all content is contained to a small portion of the webpage making it difficult to navigate and read. As they don't have their own website and separate identity from The Mardyke some patrons may be unaware of its existence. The font is also not optimal and illegible especially

over the dark purple background. The company's name is lost as a heading on the page meaning one could easily click off because of its confused hierarchy.



Token's web and online presence is up to date, fun and fitting of the gaming bar aesthetic. They regularly advertise events such as movie nights and speed dating and keep their Instagram up to date with latest menu changes and challenges they're hosting. Their website clearly communicates location and opening hours which were largely hidden on Barcadia's website.

Token, however, is located in Dublin, the most populated city and the capital city, but also the most expensive of the three to operate in. Rental costs are extortionate and the cost of living is vastly higher meaning expenses will be much higher than Waterford, where Level-Up Lounge is located. It is harder to get staff in Dublin due to higher cost of living as staff expect to be paid a liveable wage which in Dublin is higher than elsewhere in the country due to high rental costs and lack of accommodation. Dublin's public transport and taxi system is also a negative factor for nightlife. The luas stops operating at 12am and taxis are harder to come by meaning people can be left stranded or just choose to leave far earlier than expected. Rates in Dublin are far higher than other cities in Ireland making operating in Dublin an expensive undertaking.

In Waterford, existing cocktail bars have a different vibe to Level-Up Lounge meaning Level-Up Lounge is operating in a niche market. They all, however, have a strong and established presence and consumer market. Davy Macs have a small online presence, no website and relying solely on social media to market the business to potential new customers. Kazbar has an outdated website

which shows little investment in their online presence. Itty bitty's have an up-to-date website and social media to share news, they are however not located where the rest of the primary nightlife in the city is.

Arcades in Waterford are limited to Tramore, a seaside town about 20 minutes from the city, the games and consoles are dated and the interior is drab. Tramore, while a nice location for day trippers, isn't known for exciting or interesting nightlife. As such, Level-Up Lounge offering similar services in the city seems more attractive.

Activate is Waterford's only other bowling venue. A multi-activity complex, Activate hosts bowling, laser tag and bouldering under one roof. Activate is situated out of the city centre with inadequate public transport services. Bowling services also close at 9PM which is very early.

Projected Growth Plans for the Business

Since the business is currently doing well and has been since before COVID, the main projected growth plan for Level-Up Lounge is to open multiple locations firstly in Ireland and then the UK, current locations being looked at are in Cork, Dublin, Galway and Belfast. Expansion will turn this unique bar into a franchise.

A smaller growth plan goal includes increasing Level-Up Lounges revenue by 12% in the next 12 months. To do this Level-Up Lounge will implement multiple different strategies. Level-Up Lounge will continue to launch social media campaigns to keep the current customers intrigued and to attract potential new customers. They will offer special promotions e.g. give customers a number of free tokens to use on any gaming machine, on quieter nights during the weeks and continue to host tournaments and events on a weekly basis to increase foot traffic. Level-Up Lounge will continue to expand offerings by adding new games to the venue while also keeping gaming consoles up to date with the trends. Level-up Lounge will also continue to innovate and implement new premium services that come with premium prices.

Business's Static Webpage

A team member designed and developed the webpage to fit the fun theme and nature of Level-Up Lounge. Utilising bright colours to grab consumers attention and including the company logo and font as outlined in the brand identity. This gives Level-Up lounge a cohesive look and vision across platforms and makes them stand out.

The webpage can be found at the following link, supplying key information to the consumers. Information such as services provided, upcoming events, opening hours, location and social media links are all provided: <http://leveluplounge.kateoneill.ie/> .

A web presence is key to exposing the company to new and potential customers. It can help in building customer-business relationships too and establishing trust and recognition between the 2.

Brand Identity

1. **Define your target audience: Consider the age range, interests, and gaming preferences of your potential customers.**

Age range: 18 - 28

Interests: Gaming, socialising, drinking, singing, bowling, competitions, events.

Gaming preferences: a mix of modern day and old-style arcades games, mix of old and modern consoles and games, gaming machines e.g. pinball, air hockey etc.

2. **Develop your brand messaging: mission statement**

Mission statement/brand messaging:

"Level up your night out at Level-Up Lounge. Our mission is to elevate the gaming and social experience in Waterford City. We aim to provide a unique and exciting atmosphere where people can enjoy a wide range of classic and modern arcade games, bowling, cocktails and more, all while socialising and levelling up their fun. We strive to bring people together and provide an enjoyable destination for all."

3. Design your visual identity: including logo, colour scheme, typography, and overall design aesthetic.

Logo:



Typography:

Headings: Droog-Heavy

Normal text: Poppins

Colour scheme:



Overall design aesthetic:

Level-Up Lounge overall design aesthetic includes cliché typography, gaming and drinking icons and vibrant neon colours. Level-Up Lounge has gone for this aesthetic as it is typically what consumers would associate with arcades, gaming and nightlife.

4. Creating marketing materials.

Level-Up lounge posts consistently to all social media platforms while keeping their theme consistent on all posts. Level-Up Lounge uses relevant, trending hashtags in their posts to attract and reach a larger audience. This will help communicate their branding message and reach the relevant audiences.

Level-Up Lounges have also indulged in email marketing where customers who sign up to be on the email list will receive incentives such as special discounts on drinks/booths or free tokens to use on the arcade games. This is another way to help communicate their branding message and reach their target audiences.

5. Train staff

Level-Up Lounge will train their staff to ensure that they embody the company's brand identity through their behaviour, appearance and language, staff are also trained to be capable of working stations not usual to them in order to reduce overhead and make staff capable of helping Level-Up Lounge keep up with trends online and in the industry, and be quick to respond to changes in the market.

6. Continually evaluate and refine brand identity

Level-Up Lounge will consistently and continuously evaluate and refine their brand identity by seeking regular feedback from customers and by keeping up with the advancements, changes and trends in the industry.

Conducting a Digital/Online Marketing Campaign

Goals and Objectives of the Marketing Campaign

Level-Up Lounges goals and objectives of the marketing campaign include the following:

- Attract new customers
- Increase customer loyalty
- Continue to increase and grow the company/brand awareness
- Improve the experience the customers have while at LUL
- Increase company revenue
- Increase social media presence, engagement and traffic
- Increase website traffic via SEO

How the Business will Further Develop/Improve their Image/Brand

Level-Up Lounge will further develop their brand image by:

- Promoting any new social media pages on our older social media accounts and vice versa e.g. promoting our new Snapchat account on our Instagram account, Promoting our Instagram account on our TikTok.
- Associating our brand with a fun night and good value for money by offering competitions and tournaments where customers could win a free product such as a free cocktail, by playing games such as Mario Kart.
- Interacting with potential customers through social media by responding to DM's regardless of the content, commenting on posts that they tag or mention us in and posting interactive content that users can join in on such as quizzes and polls.

Social Media Platforms Used for the Marketing Campaign

Level-Up Lounge utilised three different social media platforms to conduct their digital marketing campaign where regular promotional content was and is posted.

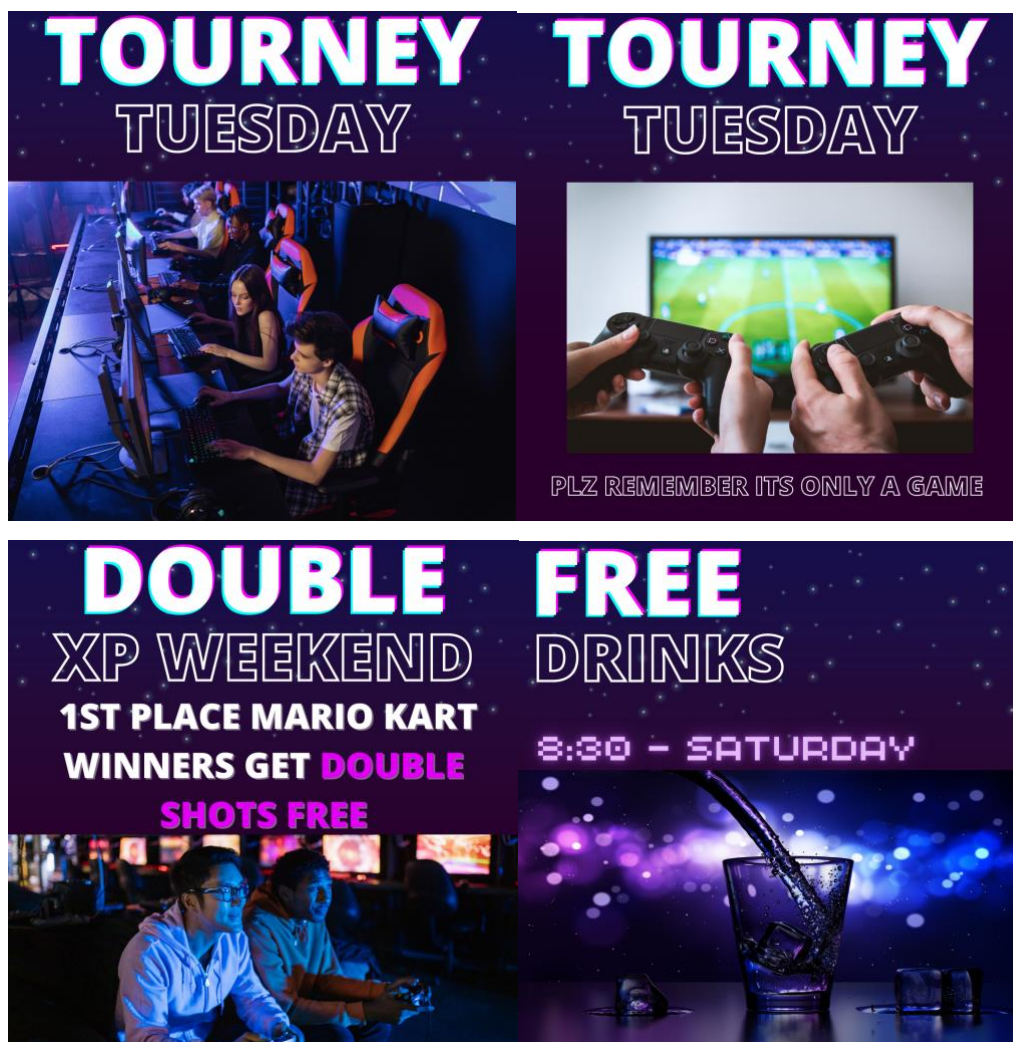
The social media handles are as follows:

- **TikTok account:** Leveluploungeireland
- **Instagram account:** Leveluploungeireland
- **Snapchat account:** levelup_lounge

Content Created for Digital Marketing Campaign

Instagram Campaign

Below are some examples of the content created for the Instagram page.



All Instagram posts follow a consistent style with a recurring font and colour scheme.

All Instagram posts were made with the free online software Canva (<https://www.canva.com/>) which makes use of royalty free graphics and acts as a drag and drop graphic design tool. The

consistent style and recurring font and colour scheme in Instagram posts helped to establish the social brand identity and create a cohesive visual aesthetic for the profile.

The posts created made reference to gaming culture with the “Double XP Weekend” correlating to a popular weekly event in the game Call of Duty and the “Remember it’s only a game” makes reference to a running joke that FIFA players are some of the most intense fanbase in the community. The recurring use of pop culture references helped strengthen

The consistent posting, use of hashtags and relatable, customer friendly content has managed to generate over 50 followers on the Instagram account. Some followers sent us messages asking about the business such as where it was located and if we had specific games to offer, these inquiries were politely responded to.

Instagram has recently implemented its own vertical video section called ‘Reels’ which is similar to TikTok’s formula. In order to utilise this section to maximise reach, any TikToks that were created were also uploaded as reels. This also allowed us to drive users to follow us on TikTok and let their friends who don’t use Instagram know where to find us.

Instagram stories were used to generate customer feedback and engage with them in a fun way, offering gaming related polls and more.

TikTok Campaign

The TikTok account makes use of popular and trending sounds to generate views and interaction. The content is made using Adobe After Effects and CapCut.

TikTok’s were created using pexels stock videos and available sounds in TikTok. The team analysed TikTok trends to better understand what would gain optimal traction. TikTok is an algorithm based social media application. Most users spend their time on the For You Page (FYP) which enforces heavy personalisation metrics based on users’ interests. “The For You page, aka “FYP,” is the first page you land on when you open the TikTok app. It’s a curated feed of videos from creators you might not follow, but TikTok’s algorithm thinks you will like them based on your interests and past interactions.” (<https://neilpatel.com/blog/tiktok-fyp/>) Effectively, if a user interacts with videos solely about animals their FYP will be filled with videos of dogs. Videos can sometimes be more

inclined to be “picked up” by the algorithm via the use of trending hashtags, sounds or more interactions on the post. Level-Up Lounge experimented with a variety of techniques to see which method worked best to get the most traction on their content.

More key information in regards to TikTok is that its users have short attention spans hindered by the infinite scroll nature of the application. It is therefore imperative that TikTok's posted by Level-Up Lounge be fast paced with lots going on to stimulate the user's mind.

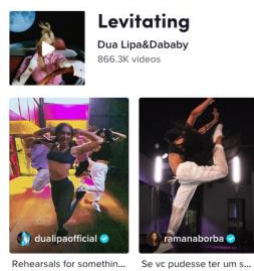
Level-Up Lounge followed Neil Patel's guide to getting on the FYP as well as their own knowledge from using the application. The team acknowledged all services and information they wanted to portray through TikTok's and went from there.

The aim was to have 6 TikTok's for the following topics: Reopening, New Event, Karaoke, V.I.P Booths, Drinks Menu and Food Menu. The team appointed a TikTok manager and creator and set off.

First port of call was gathering assets for use. Neil Patel advised using high quality footage so the team sourced HD stock videos from pexels for use in their campaign. Next up was setting up the After Effects file. The team had some familiarity with this software and could let their creativity flow. Setting the composition to the optimal TikTok approved size of 1080x1920 was next. Followed by combining the sourced footage for the relevant topic. Adding text and brand identity assets such as the Logo and colour scheme were key and the TikToks were ready for export.

Uploading TikTok's to the platform needs to be done through a phone to add the sounds in the app. Choosing popular and trending sounds is key to success on TikTok. As well as including relevant hashtags that open to a larger audience while also catering to a potential niche of the business

Our reopening TikTok utilised Levitating by Dua Lipa, a song popular a year ago with 866.3k other videos under the sound it was a safe first choice sound. Level-Up Lounge utilised a short punchy to the point caption as advised by Neil Patel with a handful of hashtags.



leveluploungeireland

Level-Up Lounge · 3-21

Follow

LEVEL-UP LOUNGE IS REOPENING 🍷!! #fyp #leveluplounge #lul #waterford #fakebusiness

🎵 Levitating - Dua Lipa

Level-Up Lounge's next TikTok chose to use a song relevant to the topic of the video. The TikTok was announcing new drinks and used Lil Jon Drink. Still a popular song choice with 56.3k videos under it but not as much as Dua Lipa. Adding some extra cocktail related hashtags to target users interested in that



Drink - Clean

Lil Jon
56.3K videos



Only took me 2 months ...



#foryou drinkgame ❤️



leveluploungeireland

Level-Up Lounge · 3-22

Follow

NEW DRINKS MENU @ LEVEL-UP LOUNGE 🍷🍹 #leveluplounge #lul #fyp #foryoupage #ireland #waterford #drinks #cocktails #gamingbar

🎵 Drink - Clean - Lil Jon

The next video, a Mario tournament announcement, used Level-Up Lounge's own uploaded audio. The audio included sound effects from pexels and a copyright free Mario soundtrack downloaded from SoundCloud. This TikTok used incredibly specific and many hashtags to see if this would make a difference to interactions.



leveluploungeireland

Level-Up Lounge · 3-27

Follow

MARIO TOURNAMENT ONLY AT LEVEL-UP LOUNGE 🍷!!
#leveluplounge #lul #fyp #foryoupage #ireland #waterford #drinks #gamingbar #cocktails #mario #supermariobros #itsamememario #events #event #luigi #peach #daisy #yoshi #fakebusiness #tournaments #friends #fun #family #nintendo #gaming less

🎵 original sound - Level-Up Lounge

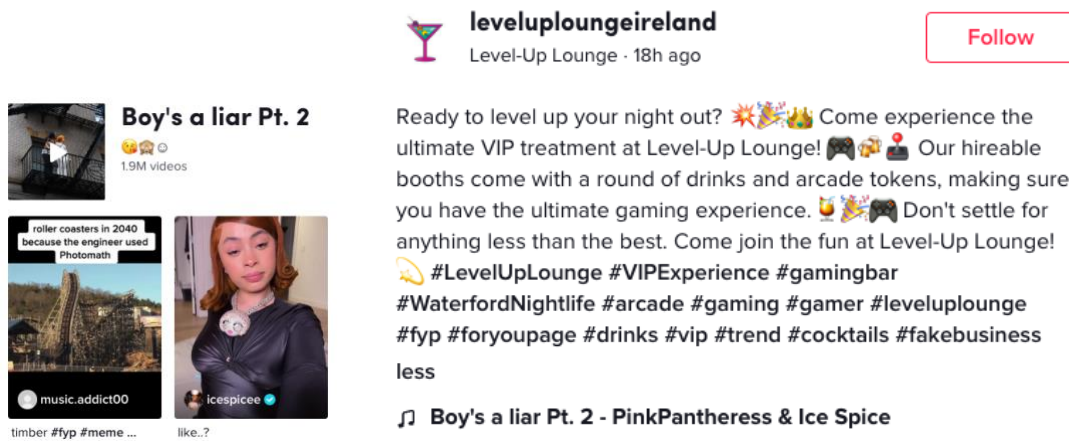
Level-Up Lounge's karaoke TikTok used Level-Up by Kew, Chosen for its inclusion of the company name in the title, it is a popular TikTok audio with 85.5k videos under it. This TikTok included less specific hashtags, just general ones for the business and services provided.



The menu announcement used a popular CapCut format with a “Let him Cook” sound on it, popular on social media while being relevant to the video content. This TikTok utilised languages the target audience can relate to while also incentivising in the caption.



The last TikTok uploaded to the account was using the number one trending sound at time of upload Boy's a Liar Pt.2 to see if that would impact engagement. With 1.9 million videos under the sound. It's a well-known song that is unavoidable on the app. This TikTok was considerably longer than the other ones to test if that would differentiate interaction outcomes as well as including a longer caption.

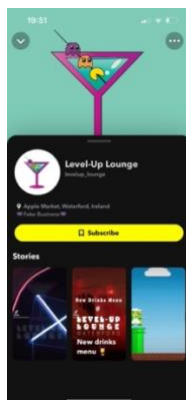


The TikTok campaign was spread over a month with videos being posted periodically within that. Some in quick succession in order to build hype then wait a while to see if it made any difference. Level-Up Lounge enforced a variety of techniques over the course of the TikTok campaign including varying caption lengths, differing video lengths, variety of hashtags, different popularities of song and uploading at different times of day and week.

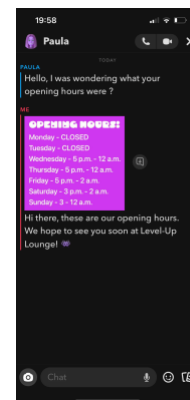
Snapchat Campaign

Snapchat was used to promote and communicate with customers. Level-Up Lounge made use of the 'Public Profile' where stories were uploaded and those stories were able to be viewed by subscribers. The stories included re-uploads of our Tik-Toks so anyone who does not have TikTok can view them on Snapchat instead. Alongside using the Public Profile feature, Snapchat's was chosen by Level-Up Lounge to also be used as a direct messaging tool to communicate directly with customers who may have queries.

Public Profile:

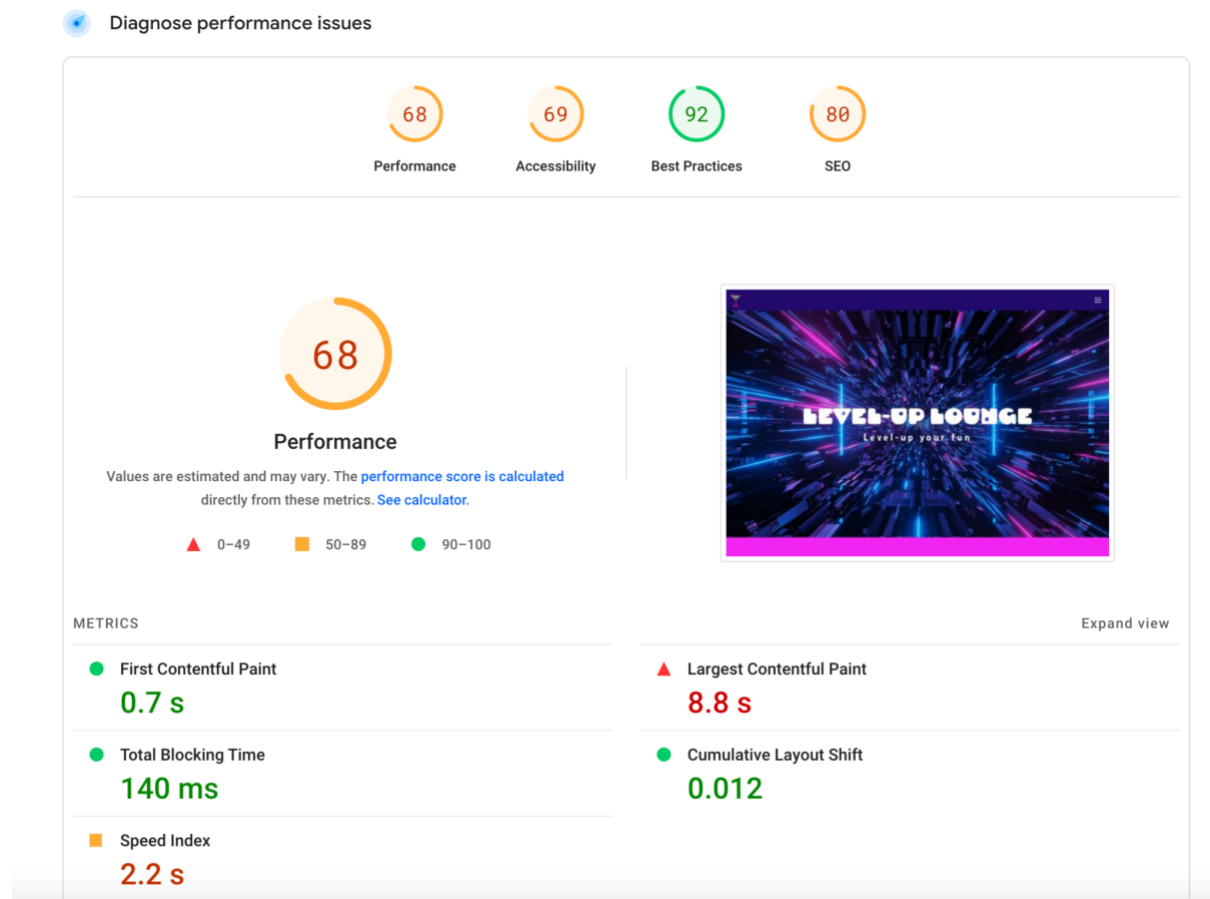


Communication with customers:

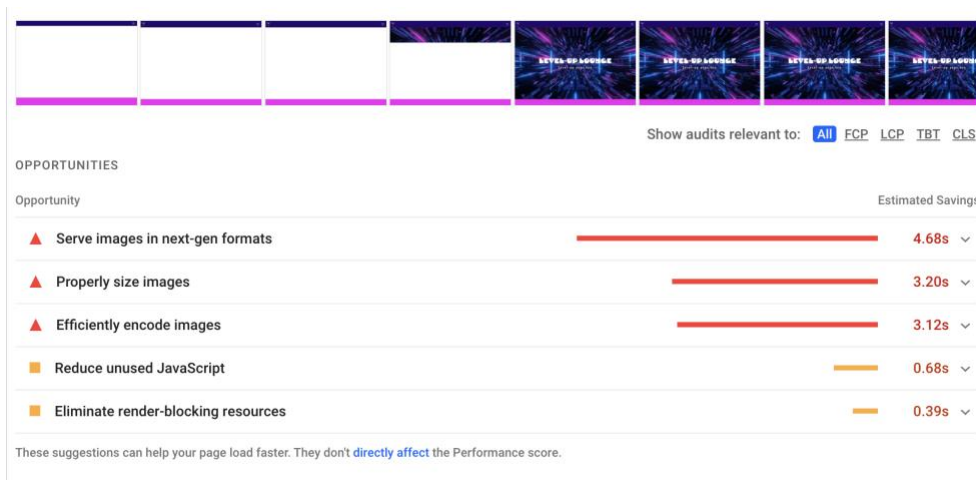


Search Engine Optimisation

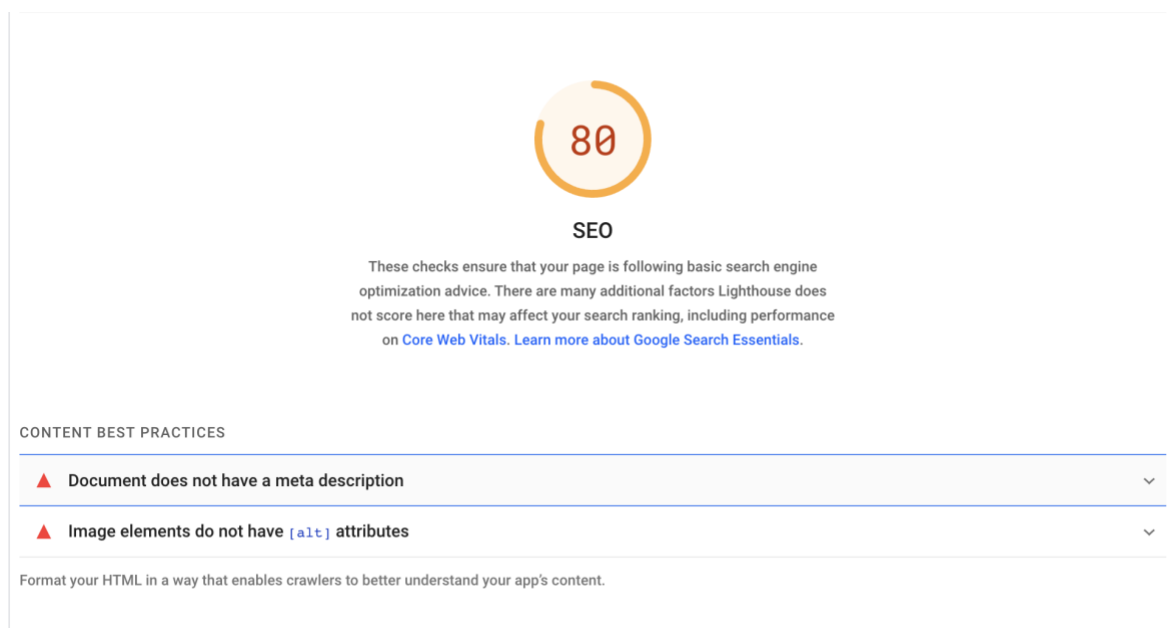
Using google pageSpeed Insights Level-Up Lounge ran diagnostics report to receive feedback on our current site : https://pagespeed.web.dev/analysis/https-kateoneill-onc-ie/wtjj9ttufu?form_factor=mobile



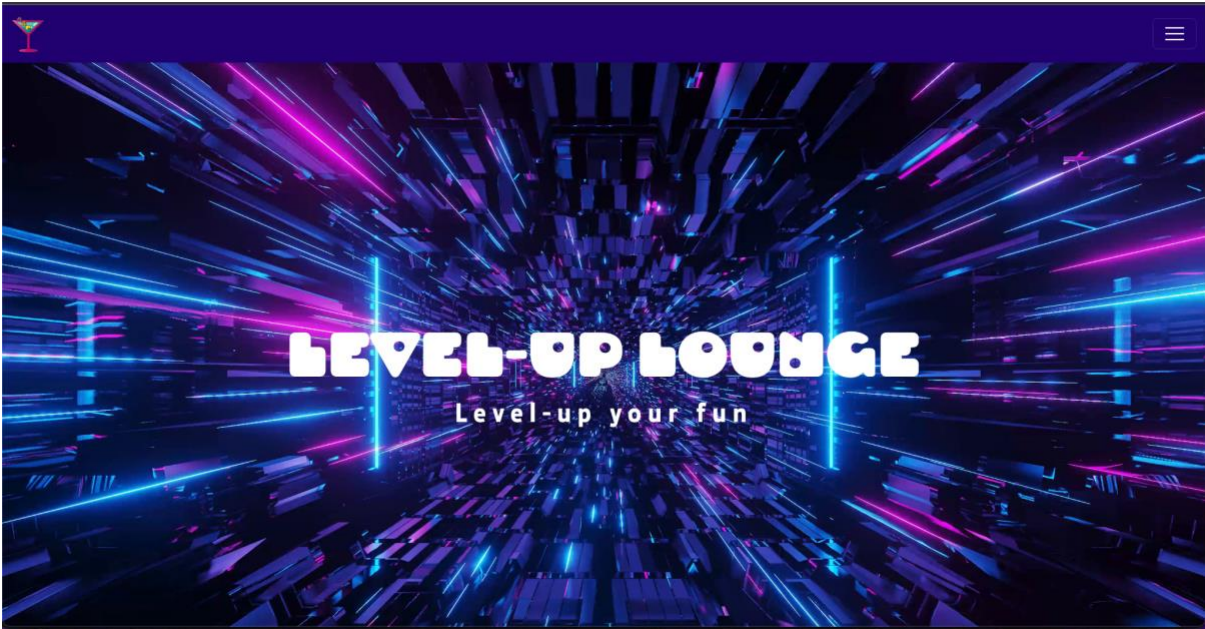
Performance statistics were lowest with some images taking time to load due to their larger size. It would be in our best interest to swap out the hero image with something smaller in size or in a different format which will offer better compression.



Some SEO suggestions provided were minor and suggested adding alt text to all the image and add a meta description.



We inserted our core business description into [Answer The Public](#) which gives you what people have searched for in regards to keywords inserted. It provided insight into what potential customers who have searched gaming bars would search to get to that point.



ABOUT US

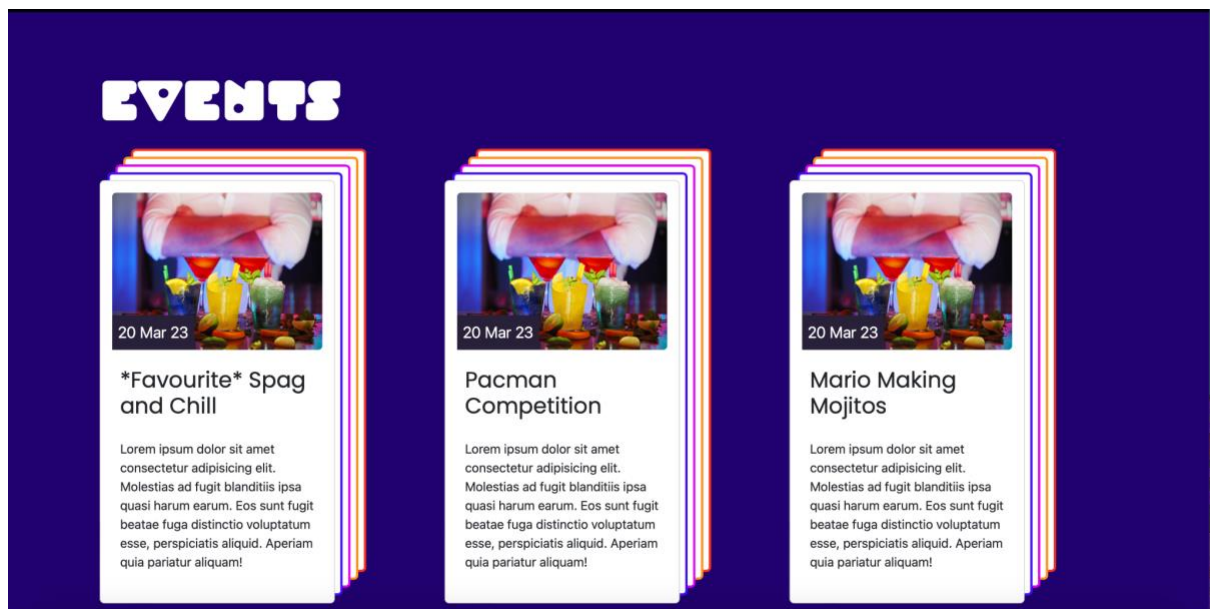
At Level Up Lounge, our mission is to elevate the gaming and social experience in Waterford City.

We aim to provide a unique and exciting atmosphere where people can enjoy a wide range of classic and modern arcade games, bowling, cocktails and more, all while socialising and levelling up their fun.

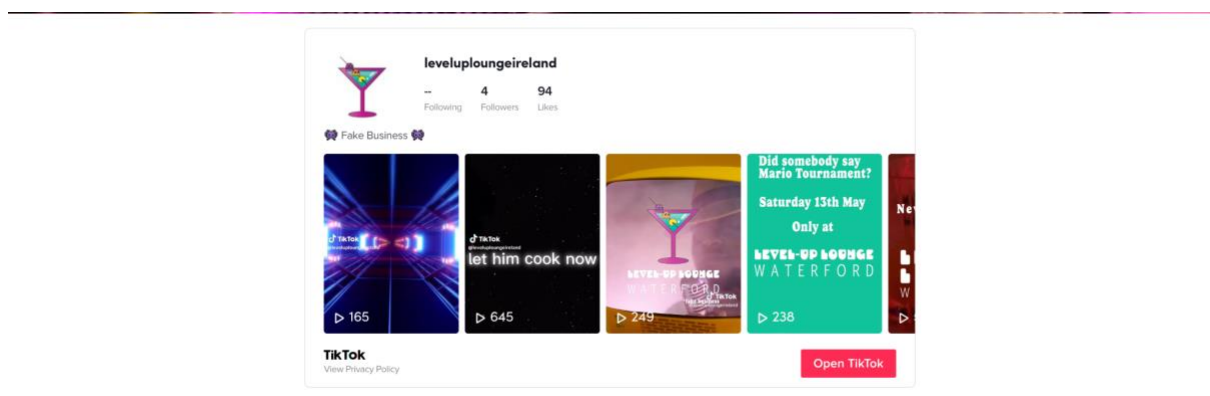
We strive to bring people together and provide an enjoyable destination for all.

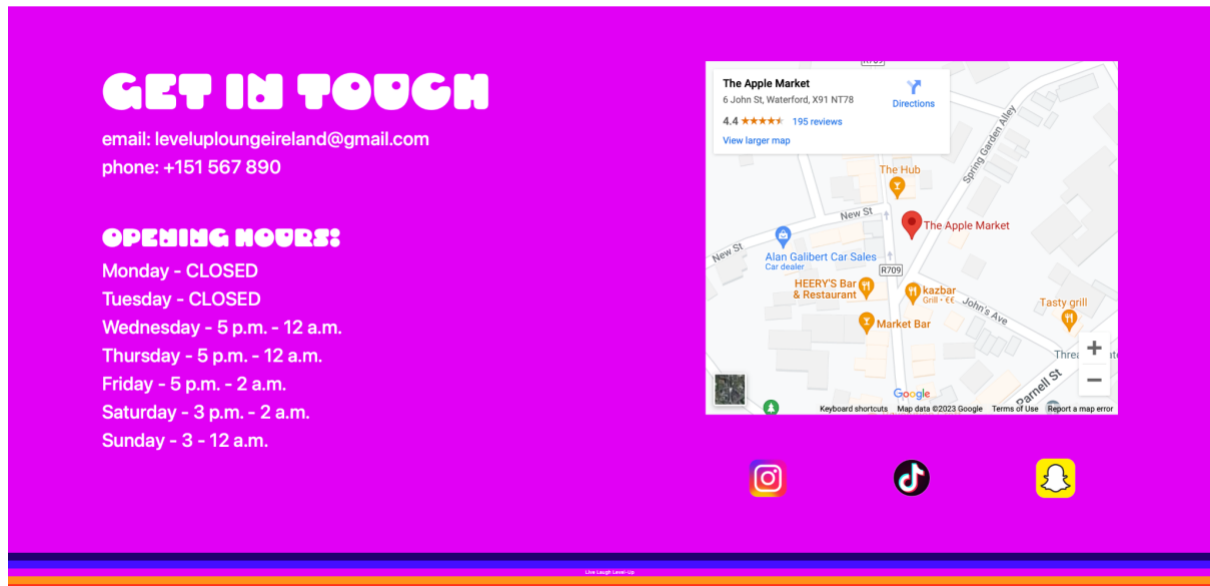
Level-Up Lounge offers weekly themed nights, you don't want to miss it!

Cocktails · Arcade Games · Bowling · Karaoke · Themed Nights



Once the TikTok was created and had a number of posts, the team opted to embed the TikTok link into the site for ease of access but also to give a more personal feel for the company.





Effectiveness of Digital/Online Marketing Campaign

Analysis of Digital Marketing Campaign

The response to the Marketing Campaign was overall positive. Level-Up Lounge conducted a marketing campaign on TikTok, Instagram and Snapchat. Level-Up Lounge also created their own website and ran SEO on it. In this section an analysis will be made on the response to the marketing campaign and the effectiveness of the campaign will be measured.

TikTok Campaign Analysis

Over the course of the TikTok marketing campaign Level-Up Lounge accumulated 4 followers and 95 likes. View and like count taken from 17/04/2023

TikTok Number	Date Posted	Total Views	Total Likes	View:Like ratio	Sound used	Hashtags	Techniques employed
1	21-03-23	440	13	440:13 (2.95%)	Dua Lipa - Levitating	#fyp #lul #waterford #leveluplounge #fakebusiness	-Trending sound - relevant hashtags - short caption

							- short video - fast paced
2	22-03-23	611	11	611:11 (1.8%)	Drink - Lil Jon	#leveluplounge #lul #fyp #foryoupage #ireland #drinks #waterford #cocktails #gamingbar	- Popular sound - relevant hashtags - short video -fast paced
3	27-03-23	243	13	243:13 (5.35%)	Own sound	#leveluplounge #lul #fyp #foryoupage #ireland #waterford #drinks #gamingbar #cocktails #mario #supermariobros #itsamememario #events #event #luigi #peach #daisy #yoshi #fakebusiness #tournaments #friends #fun #family #nintendo #gaming	- lots of hashtags - striking visuals - very specific hashtags - short caption
4	28-03-23	253	13	253:13 (5.14%)	Level Up - Kwe the artist	#leveluplounge #lul #fyp #foryoupage #ireland	- relevant hashtags

						#waterford #drinks #cocktails #gamingbar #karaoke #trend #fakebusiness	
5	06-04-23	654	35	654:35 (5.35%)	Own sound	#leveluplounge #lul #fyp #foryoupage #waterford #drinks ##menu##food ##friends##lethi mcook ##CapCut#tren ding #trend #fakebusiness	- capcut edits - relevant hashtags - fast paced - trending edit style - flashy edit - short video -posted Thursday 7pm
6	07-04-23	171	10	171:10 (5.85%)	Boys a Liar - pinkpanthress & Ice Spice	#LevelUpLounge #gamer #VIPExperience #gaming #gamingbar #WaterfordNigh tlife #arcade #leveluplounge #fyp #foryoupage #drinks #vip #trend #foryou #cocktails #fakebusiness	- relevant hashtags - trending sound -long caption -longer video

Most viewed

- TikTok 5
- Capcut edits
- Fast paces
- Posted at optimal posting time

Least Viewed

- TikTok 6
- Long caption
- Long video
- Trending sound

Best Like percentage

- TikTok 6
- Trending sound
- Long video
- Long caption
- 5.85% like percentage

Instagram Campaign Analysis

Level Up Lounges Instagram accumulated 54 followers through 17 posts with 11 being images and 6 being reels. These followers were gained from a mix of the account being found on the explore page and followers sharing the account.

The Instagram hashtags used were specifically chosen to correlate to our intended audience and yielded good results. In order to attract over 18, game loving, local users some examples of the hashtags used were: Cocktails, Gaming, Drinks, Waterford, Bar

#Cocktails

When searched this returns a flurry of images related to cocktail recipes and selfies of people enjoying their drinks. The majority of users using this hashtag were in between the age bracket of 23-26 which partially aligns with our demographic.

#Gaming

This was the biggest hashtag with over 62.8 million posts, all of which coming from a variety of sources but all directed at the age bracket of 13-23. Even though a large portion of the target audience is outside of the demographic, this will get word out about the business as they will most likely ask their parents to bring them out of excitement.

#Drinks

The drinks hashtag had the same effect as the cocktail's hashtag bringing in users who are of age to drink alcohol and are interested in trying out new locations. This also allows users to see level up lounges themed drinks that they may be excited about.

#Waterford

The Waterford hashtag is a location-based hashtag solely based on attracting tourists and local patrons to the bar. Those who search this will find a mix of various tourist spots around the county and other businesses promoting their social media. This, paired with the other specific hashtags allows us to hone in on the unique niche level up lounge is trying to attract

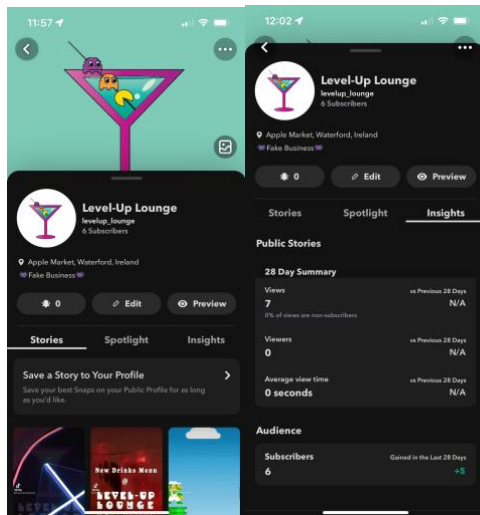
#Bar

This attracts users who are in the age range of 18-26, looking for new hangout spots. This is also combining the age of those who are most interested in games. This is one of the most successful hashtags in terms of results as it brings in a combination of 2 target audiences.

Level-Up Lounge also posted Instagram stories that disappear after 24 hours and allow users to interact in different ways. The main method was using polls and questions as it let followers voice their opinion related to the content posted and opened avenues to tag their friends.

Snapchat Campaign Analysis

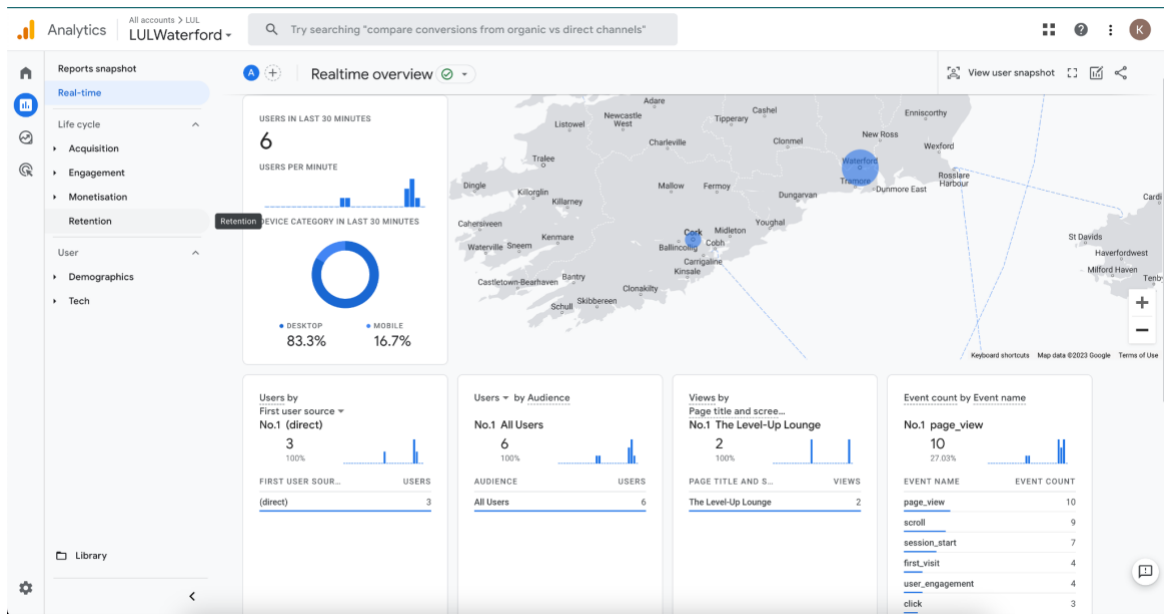
Over the course of the Snapchat marketing campaign Level-Up Lounge accumulated 6 subscribers to their Public profile. Level-Up Lounge received messages from subscribers asking questions about the business. The insights show that Level-Up Lounge received 7 views on their stories in 28 days.



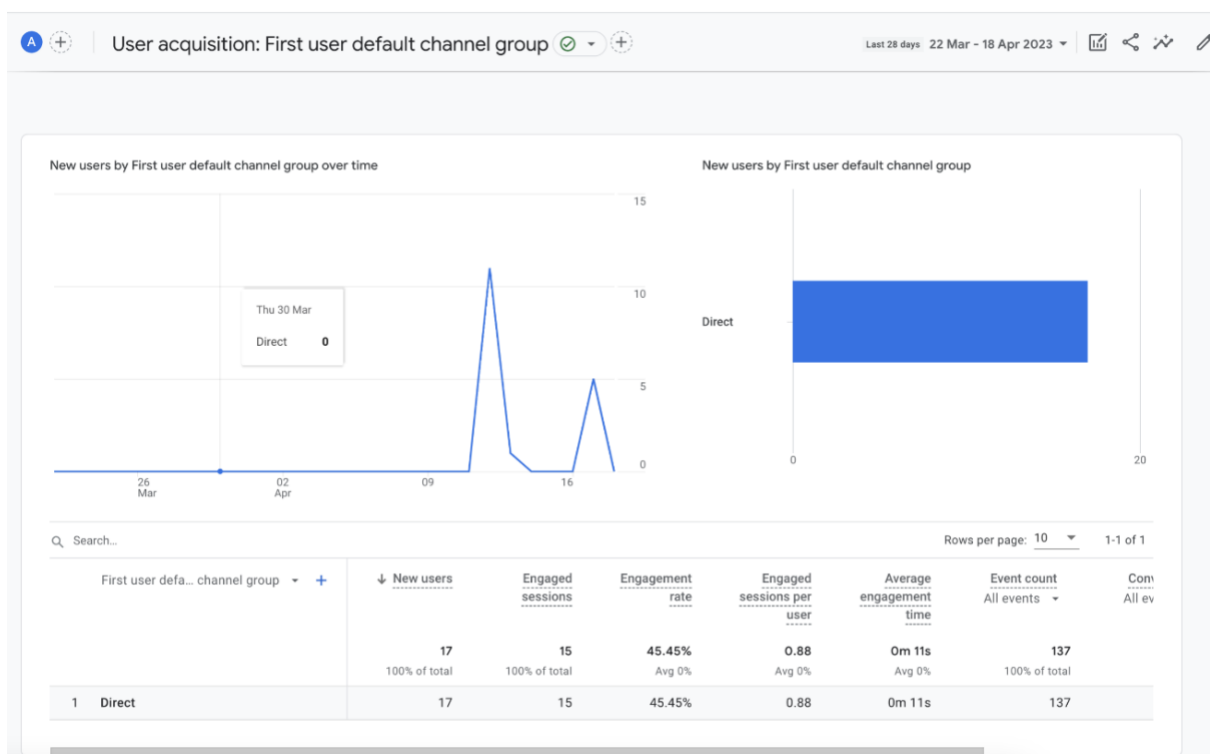
SEO and Website Analysis

Google Analytics

Data from a single day of activity shows that we had 6 users concentrated in the south of Ireland, specifically Waterford. With most users logging in on desktop. The users engaged with the website in a variety of ways. Google analytics provides a variety of engagement analytics such as page view, scroll and click. Level-Up Lounge received 3 clicks on external links and 9 counts of users scrolling.

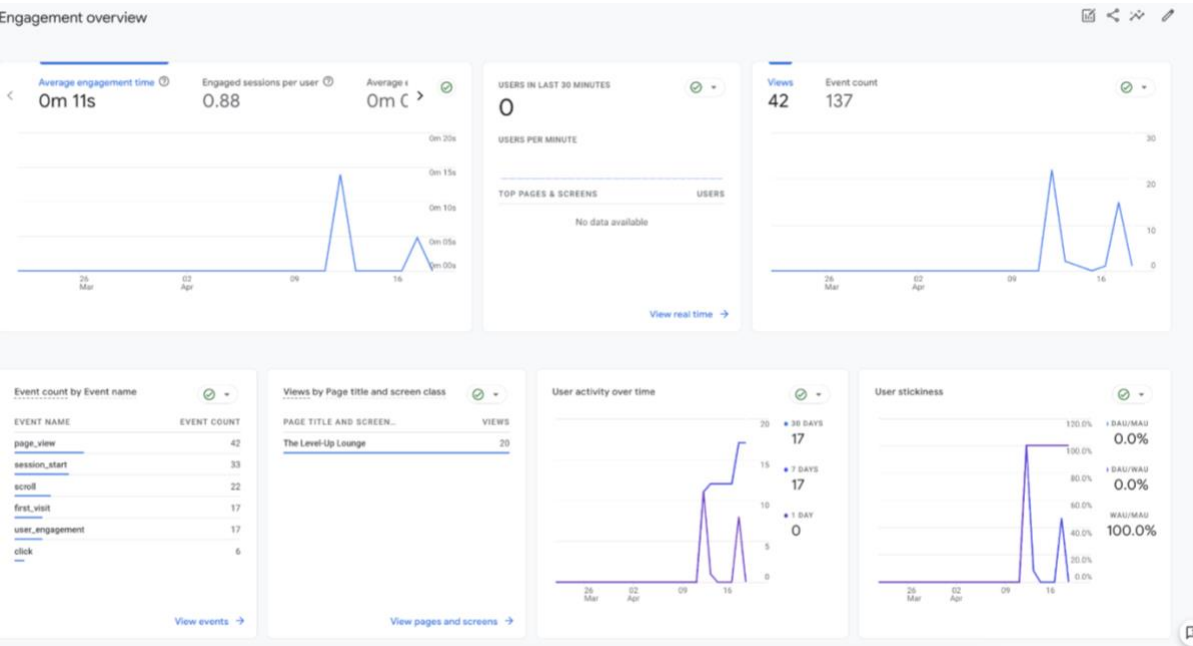


The user acquisition dashboard shows that Level-Up Lounge gained 17 new users in the month between the 22nd of March - 18th of April. With an engagement rate of 45.5% meaning 45.5% of users engaged meaningfully with the content on Level-Up Lounge for an average of 11 seconds.

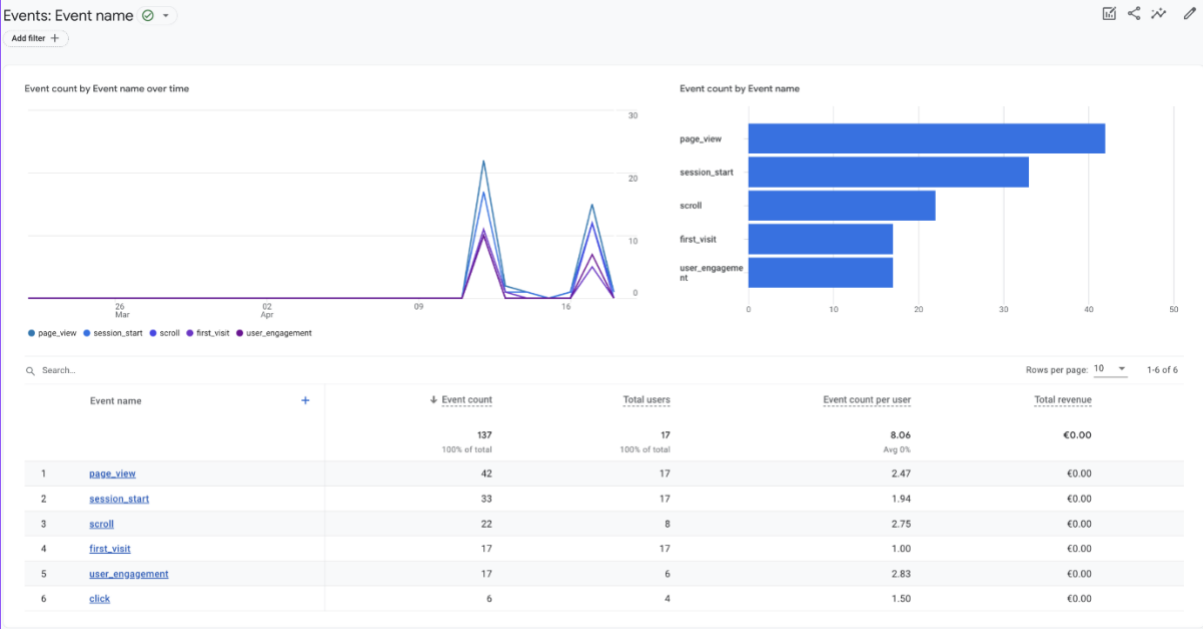


On the engagement overview dashboard, Google analytics provides a more in depth look at engagement statistics on Level-Up Lounge's website, showing users gained over time and a series of

events they engaged in. As Level-Up Lounge’s website served more as a landing page i.e. a singular page displaying all the content, all views were concentrated here. They gained a total of 42 views and 137 events.



Below is a breakdown of events that occurred on Level-Up Lounges website with an in depth into how many users engaged in specific ways. All users viewed the page with 4 users clicking on links on the site. 8 users scrolled on the page and it was all 17 users first time visiting the site, presumably because the google analytics were added only recently.



Mailing List Analysis

Mail Chimp was used to create a mailing list and send promotional emails to customers and patrons of Level-Up Lounge.

For the two weeks that the mailing list was active and sending emails Level-Up Lounge received analytical data based on the traffic and interactions with the emails by patrons and customers.

The first result was the changes in weekly performance. On the first day that the email list went out in the week of the 27th of March to the 2nd of April, the audience rose by one person, as only one person had signed up to the mailing list.

However there was exponential growth of 100% in the next week as 11 people had signed up to see the recent news on Level-Up Lounge.

The number of clicks on the email which would lead customers to the website did not grow so much as it started at 0 in the week of the 27th of March and increased at a rate of 20% in the week of the 2nd of March. This is to say that 2 people looking for more information after reading the Level-Up Lounge mailing list email in Week 2 clicked the link which redirects them to the Level-Up Lounge website, increasing website traffic and brand recognisability.



Weekly Account Summary

March 27 - April 02, 2023

Here are your weekly stats from **Level-Up Lounge**, as well as the percent change from your performance last week.





Weekly Account Summary

April 03 - April 09, 2023

Here are your weekly stats from **Level-Up Lounge**, as well as the percent change from your performance last week.

0.00%

2

Campaign Clicks

+1,100.00%

+11

Audience Change

The rate at which users open the emails is still to be improved although more than half the people who receive marketing emails from Level-Up Lounge open them and half of those again click links and get redirected to the Instagram, Snapchat, TikTok and website of Level-Up Lounge.



Untitled

Regular • Level-Up Lounge

Sent

58.3%

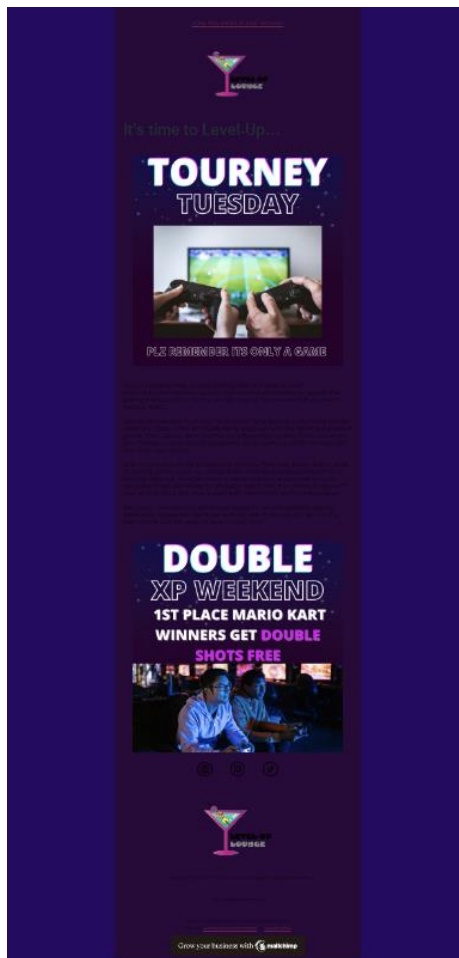
Opens

25.0%

Clicks

Sent **Thu, April 6th 6:59 PM** to
12 recipients by you

The email list is used to promote exclusive deals and events to the users who sign up for it. In line with the current analytics this means that over 58% of people who receive an email from Level-Up Lounge would be aware of and likely to come to a Level-Up Lounge event. These people would have also been incentivised meaning that they have a higher chance of coming again as they get exclusive deals in the marketing emails which greatly reduce the cost of a visit to Level-Up Lounge.



Creating and managing an email list is a highly automated process, meaning that Level-Up Lounge loses minimally in terms of assets, time and investment for the high returns of customer awareness and brand recognition.

As Level-Up Lounge is still currently a small business, and using MailChimp as its program of choice, currently it is free for Level-Up lounge to run its email marketing campaign.

Eventually it will be necessary for Level-Up Lounge to be able to access more features as the team becomes bigger and better and more immersive marketing campaigns become expected. Using MailChimp, this will not be an expensive venture for Level-Up Lounge as the plans for Campaign Management are highly competitive and the features that Level-Up Lounge would gain access to will streamline the marketing process exponentially.

Upgrade your plan

Sales: +1 (833) 771-0605

Selection > Payment > Confirmation

Select a contact amount for your plan: 0 - 500 You have 12 contacts

€ EUR

Try before you buy!

Try the Standard or Essentials plan risk free for 1 month. Switch plans or cancel any time.

[Trial Terms](#)



	Premium	Standard	Essentials	Free
	Our most advanced tools, unlimited contacts, and priority support built for teams.	Sell even more with personalization, optimization tools, and enhanced automations.	Send the right content at the right time with testing and scheduling features.	All the basics for businesses who are just getting started.
	Starts at €322 /month*	Free for 1 month Then, starts at €18 /month*	Free for 1 month Then, starts at €12 /month*	€0 /month*
	Upgrade	Start free trial	Start free trial	Your current plan
	<small>*Discounts apply if contact or email send limit is exceeded. Learn more</small>	<small>*Discounts apply if contact or email send limit is exceeded. Learn more</small>	<small>*Discounts apply if contact or email send limit is exceeded. Learn more</small>	<small>*Discounts apply if contact or email send limit is exceeded. Learn more</small>
Monthly email sends	150,000	6,000	5,000	1,000
Users	Unlimited	5 seats	3 seats	1 seat
Audiences	Unlimited	5 audiences	3 audiences	1 audience
Customer support	Phone & priority support	24/7 email & chat support	24/7 email & chat support	Email support for first 30 days
Pre-built email templates	✓	✓	✓	Limited

Larger teams would be able to work on campaigns reducing workload, time requirements and overhead.

We will also be able to create different audiences meaning that when expanding to new Counties and Countries, it will be possible for Level-Up Lounge to tailor the marketing emails that customers receive to their specific locations and needs.

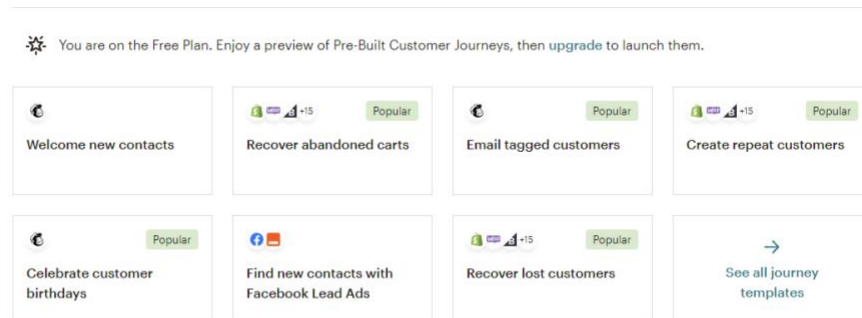
We will also be able to send a far higher number of emails 150,000 compared to the current 1000 a month, meaning that we will be able to reach more customers and send more emails to them per month.

April, 2023 (2)

	Time to Level-Up... Regular - Level-Up Lounge Edited Thu, April 6th 5:58 PM by you	Draft	Edit ▼
	Time to Level-Up... Regular - Level-Up Lounge Edited Thu, April 6th 4:42 PM by you	Draft	Edit ▼

With MailChimp it is possible to schedule emails to be sent, this means that a range of email templates can be designed and used for different campaigns, reducing the workload for staff members and making it easier to train new employees into the role of campaign management.

When Level-Up Lounge upgrades to a more exclusive Campaign Management plan, it will be possible to create templates for different types of emails such as customer retention, new customer welcome emails, customer birthday celebrations and lost customer recovery.



Measuring the Effectiveness of the Digital Marketing Campaign

Measuring Effectiveness of TikTok Campaign

With 2,372 views and 95 likes spanning across all uploaded TikToks, Level-Up Lounges TikTok campaign proved to be successful. Using TikTok was a good way to keep customers up to date as the TikTok videos included information about the new drink and food menus, upcoming events and tournaments and new arcade games.

As a result of using trending sounds and hashtags, Level-Up Lounge was also able to gain the attention of people who had not previously heard of the company. Approximately 25% of TikTok's users are between the ages of 10 and 19, and 22.4% are between the ages of 20 and 29. Leaving aside the 10–17-year-olds, the remainder of TikTok's main demographic matches our target audience of 18-29, which contributed to the campaign's success. ([TikTok's highest demographic](#))

Measuring Effectiveness of Instagram Campaign

Level-Up Lounges Instagram campaign proved successful in generating an average user interaction of 7 likes per post and over 71 accounts reached in the first 2 weeks with 51 then following. The account was found through the explore page primarily based on algorithmic factors and the searched hashtags.

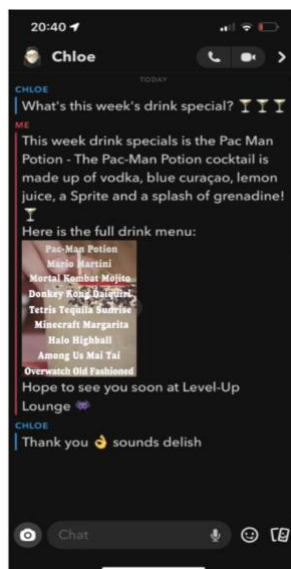
The consistent posting of content and stories generated more user interaction as people would reach out with questions and inquiries about the business as well as showing support. The account has garnered a small community who interact regularly on story polls and widgets. This enabled level up lounge to have a better understanding of what games their customers enjoy and favour. Some examples of story polls would ask “What game do you like better? FPS/RPG” with the results splitting at 78/22 in favour of first-person shooter games. Another interactable widget posted was “Call out your friends you could beat in a 1v1”, the 2 users would then be tagged in a follow up story. This helped to further grow the social footing on Instagram as it exposed the account to new users, through friends, in a fun way.

The Instagram account also proved successful with many stories being seen by non-follower accounts. This helped to spread the awareness of the business and garner new followers, some of whom became followers after encountering our stories and posts.

Measuring Effectiveness of Snapchat Campaign

The Level-Up Lounge snapchat campaign was not as successful as the TikTok and Instagram campaigns in terms of interaction to posts. However, it proved effective for communication as messages were received from customers who had questions to ask about Level-Up Lounge to which they responded too professionally.

Message from a customer:



Measuring Effectiveness of Email Marketing Campaign

With over 58% of customers who received an email as part of Level-Up Lounge's first email campaign opening and reading the email, and over half of those users going on to view Level-Up Lounge's social media and website, the email campaign can be deemed a success. With customer growth rising and the campaign team growing as well, growth in the number of customers who interact with the email list is to be expected. Customers are also expected to utilise the exclusive incentives given to them, as previous research has shown that customers are highly receptive to incentives such as free drinks, tokens etc, in the Marketing emails which will bring them through the doors of Level-Up Lounge.

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Future Recommendations

Going forward in the future Level-Up Lounge will integrate the latest trends into social media campaign posts as they generate the most user response and views. With the constant change in the digital marketing world, it is important for Level-Up Lounge to remain competitive and relevant by staying up to date with the trends. Based on the social media campaign it is evident that following trends helps to generate a stronger user response.

Level-Up Lounge should look into analysing market data to keep up to date with what is popular. This would ensure that the entertainment provided would not become outdated as the data would involve trending songs and popular games. By keeping up to date returning customers can enjoy refreshing content and new customers can enjoy relevant content.

In the future Level-Up lounge should consider expanding to other social media platforms. This may help attract new customers who are not on Instagram, snapchat or TikTok. Level-Up Lounge can

remain competitive by analysing what other competitor companies are utilising and keeping on track of emerging social medias such as BeReal.

Another recommendation Level-Up Lounge could take on board is to invest money into social media campaigns i.e. influencer marketing. Influencer marketing is becoming a very effective way for brands to sell their products. Level-Up Lounge could get in contact with local or national influencers of all followings to get their name out there and gain business.

Another recommendation that Level-Up Lounge could take on board is to hire their own video/photographer to shoot personalised content in the actual venue. This will create a more personal and relatable connection with the current audience while also showing credibility. It will show that Level-Up Lounge cares about the presentation of how they appear to their audience and shows that they are willing to invest in the company image through high quality content.

Furthermore, Level-Up Lounge should look into hiring and delegating a specific team for marketing campaign management, in the transition from a small business to a large-scale franchise, it is important to quickly expand the marketing team and budget accordingly in order for campaigns to be tailored specifically to customers and locations.

Level-Up Lounge should utilise paid SEO tools. They provide a more thorough analysis to improve website rankings. Tools like Ahrefs can improve the site's SEO performance through backlink analysis while providing web crawler features that create a hierarchy going through the websites.

It is also important to rapidly automate some of the campaign process to reduce overhead and time spent on the manual processes of sending out marketing emails. As it is impossible for employees to keep track of individual customer preferences and needs, an automated system will keep customers informed while freeing up employees to respond to specific customer queries and requests.

Conclusion

Level-Up Lounge's digital marketing campaigns proved to be successful with the highest yield of interaction coming from the businesses TikTok account. Short form video content holds the user's attention the strongest, especially paired with flashy editing and trending sounds.

The digital marketing campaigns undertaken generated a shared following across all social media accounts of 64 people with the highest being 54 on Instagram. This is due to a majority of users not following on TikTok as all content is found through the "For You" page. The average Like to View ratio for TikTok is 4% in which the most popular video surpassed this statistic.

In conclusion, the digital marketing campaigns proved to be successful in achieving their goals and showcased the company's innovative approach to gaming and entertainment, delicious food and drinks and excellent customer service to users from all over.