



Digital Marketing Project

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Digital Marketing Project

Executive Summary

This report provides an analysis of the market that Tacos Anonymous Redfern trades in and provides digital marketing recommendations consistent with this analysis, in order to meet the immediate marketing goals of the business within the budget specified by the business and generate a subsequent return on investment.

Operating the bistro within The Regent Hotel, a brand awareness strategy has been devised for Tacos Anonymous Redfern that does not affect the current digital marketing of the Burgers Anonymous brand by an external third party but is complementary and additional to it, recognising the unique difference of this location compared to the other stores operating under the umbrella and employs tactics for communicating with new potential customers who would otherwise be unaware of the brand and leveraging different awareness, search and consideration as well as loyalty and promotional techniques relevant to the Redfern location specifically and purposefully, that would not be applicable or provide any particular benefit or detriment to any of the other locations operating under the one Anonymous brand.

Client Overview

Company Profile

Tacos Anonymous is the trading name of Burgers Anonymous Redfern Pty Ltd and is one of five different companies operating restaurants under the Burger Anonymous umbrella across Sydney. The brand has 8 locations; the Darlinghurst, Sydenham, Fairfield and Campsie outlets sell burgers but not tacos, the Campsie and Balmain outlets sell burgers and tacos, while the St Leonard's and Redfern outlets do not sell burgers, only tacos.

Competitors & Market Analysis

Tacos Anonymous competes with all other locally accessible food outlets within a radius of 5 kilometres however directly competes with those offering similar menu options. The *Iticate & Mexican Deli* is located within 100 metres (or a few minutes walk away) and offers authentic

Mexican cuisine at slightly higher but largely similar prices. Their chef appeared as a guest on SBS *The Cook Up* last month and the deli currently has more than double the number of social media followers, as indicators of the popularity of this particular competitor, operating in close proximity. *Tachos Muchachos* is another direct competitor, with a similar offering also at a slightly higher but largely similar price, located 400 metres (or less than ten minutes walk) away.

Big Daddy's Burger Bar and *Khao Yum Thai* are strong competitors located close by, with alternative offers and different cuisines yet catering to similarly segmented customers as Tacos Anonymous with similar prices.

The Redfern location for Tacos Anonymous is unique to the brand's other outlets, operating the bistro within the *Regent Hotel*. Other hotels and alcohol outlets nearby are therefore also indirect competitors with Tacos Anonymous and *The Dock*, located directly opposite with longer trading hours, is a late-night bar offering a very limited Asian snack menu as accompaniments to their cocktails but at extremely low prices.

Trends in industry

The market size of the restaurant industry is growing at \$20.8 Billion according to Ibis World in 2022 (Ibis World, 2022). Some trends in the industry include consumers tastes are changing Which drives them to explore different cuisines, since COVID-19 there has seen an increase in popularity of home delivery platforms, as well as an increase of jobs in the hospitality and restaurant sector (Occhiogrosso, 2022).

Customers: Buyers

Who are buyers?

The main buyers are customers from uber eats, people who work in construction site and regular customers who come to the hotel.

Their main interests digital-wise

The main interest of the buyers visit here are mostly sports minded as some people also come to watch cricket match and other would be the latest news about the construction

Decision making processes.

The decision-making process is that the people come for work in surrounding area for their lunch break with their friend or when they end their shifts. As the process is like they come to work which starts at 9am have a lunch break at 12pm to 1pm (the time they visit to our Bistro) and go back to work. They finish their work at 5pm (that time they come again to meet their friends with the food and drinks).

Mediums that capture their attention

Social media marketing - Facebook and Instagram

Which mediums do they shop?

Tacos Anonymous is registered on uber eats for their food delivery

Customers: Non-Buyers

Non-buyers will be those persons who doesn't like tacos. Tacos Anonymous is a fusion of Asian and Mexican restaurant, so people who don't like Asian or Mexican won't buy from this restaurant.

Where they are buying?

Big Daddy's burger bar, Khao Yum Thai sam , Sushi Topia, and Sliced Detroit Pizza Redfern

Their main interests digital-wise?

The main interest of non-buyers are people who want to sit alone and work.

Decision making processes?

There are other fast-food restaurants around the area, the customer can go to that place and have food, if they don't like tacos.

Mediums that capture their attention?

search engine marketing, and mobile marketing

Which mediums do they shop?

Doordash

Existing customers

There are construction sites near the restaurant where the workers who work there will come to have lunch, and there are some regular customers who always come at night to have drink will always buys fries and other food items.

Potential customers

overall target market?

Construction workers and regular customers of the hotel.

Understand their decision process

They can come to hotel to have a drink and enjoy the game, while they come there, only one shop is there to serve food. So, the customers are left with no choice other than buying from here. And the fries are sold at cheap rate, which can attract customers.

Unique selling points from customer point of view

The shop sells fries at cheaper rate, which can attract lots of customers.

What devices do they use?

The customers can only use UberEATS to order food.

What time of day and what days are they most likely to use?

Normally in the night there are more sales than day, and so they can they order food through UberEATS.

Where are these customers located?

Mainly the customers are located near the restaurant, and locals who come to hotel to have a drink.

What are their overall shopping strategies?

To eat Mexican Asian fusion tacos and burgers, even they can buy fries to have with a drink in the hotel.

ience.

Mobile Marketing

Tacos Anonymous have attempted a type of mobile marketing once before through sending out images of their food to past customers over text message. This campaign proved to fail as customers were reporting to be annoyed by this effort rather than inspired and hungry. The cost of this previous campaign ended up losing Tacos Anonymous money on that campaign.

Marketing Goal

Taco Anonymous is primary marketing goal was to gain awareness of consumers in the surrounding areas of Redfern. They reported that customers often would come into The Regent Hotel and be surprised when they discovered Tacos Anonymous inside. Other branches of tacos anonymous are easily identifiable by their distinct Instagram presents and logo, however, Redfern branch has struggled to find the same brand awareness. If this marketing campaign is successful Tacos

The Tacos Anonymous is located inside a hotel, and the current customers of the restaurants vary from 18 years – 65 years. There is lots of construction work going on in the area, so normally construction workers come to have a drink and order food from the restaurant. The location of Tacos Anonymous is very good, as it is just three minutes' walk from the railway station, there are lots of commercial developments nearby. Normally there will be events like birthday parties, retirement parties etc. Normally people come to the hotel at nighttime to have alcohol, so Tacos Anonymous has more sales at night. The native display ad should focus on those customers who want to eat good tacos in a good ambiance and the ad should target the customers in the age group of 30 years to 55 years.

Targeting Current Buyers

Interest

The Tacos Anonymous has few regular customers, who come to the hotel for a drink, they always buy fries, and tacos. There are many customers who buy “Calli burrito” which is a good moving item from the menu, this comes with fries, meat, and other ingredients. Normally kids are not allowed inside the hotel, but because of the restaurant kids can access that floor, so it makes an ideal place for family, where they can spend time enjoying themselves along with their kids.

Shopping Patterns

Mainly the customers buy food online, and people who come to restaurant always buy fries to have it with a drink. There are some consumers who wanted to try new food, so they just come and order. There is a construction site near the shop, so people who work at the construction site come to restaurants to have lunch and relax.

Decision Making Process

Normally people don't know there is a restaurant inside the hotel, they just come for a drink and then buy fries and tacos. One advantage of this place is there are smoking areas and a lot of space to sit freely and see a match. This will help the Tacos Anonymous to get regular customers as, once they come and eat, they always buy from here as chips are very cheap here.

Targeting Prospective Buyers

Interest

Tacos Anonymous is a fusion of Asian and Mexican restaurant which have tacos as their main food item. Global fast-food restaurants will be growing simultaneously as the global economy keeps on improving. Even if there is volatility in the prices for the commodity, and covid-19 pandemic consumers are willing to spend more money on small luxuries like eating out. As the restaurant is located inside a hotel it is easy to get a few customers who visit the hotel.

Shopping Patterns

Tacos Anonymous is situated near the railway station, and there are lots of commercial developments nearby, so the customers will be local people and people who come for work. These people will come to the hotel to relax and while having drinks they will order food from the restaurant. We can use Native ads to show the location of the restaurants, by showing the picture of tacos and other food items, which can attract the customers and create brand awareness.

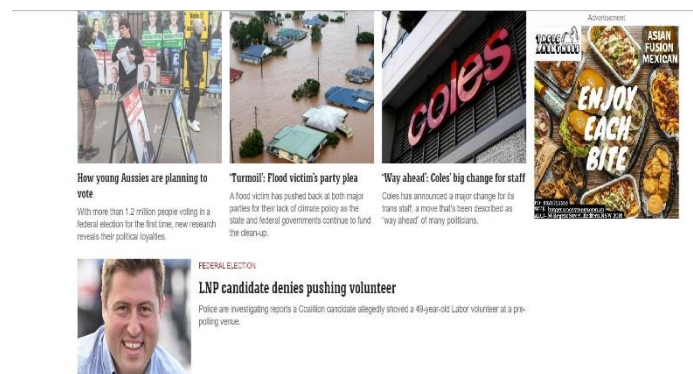
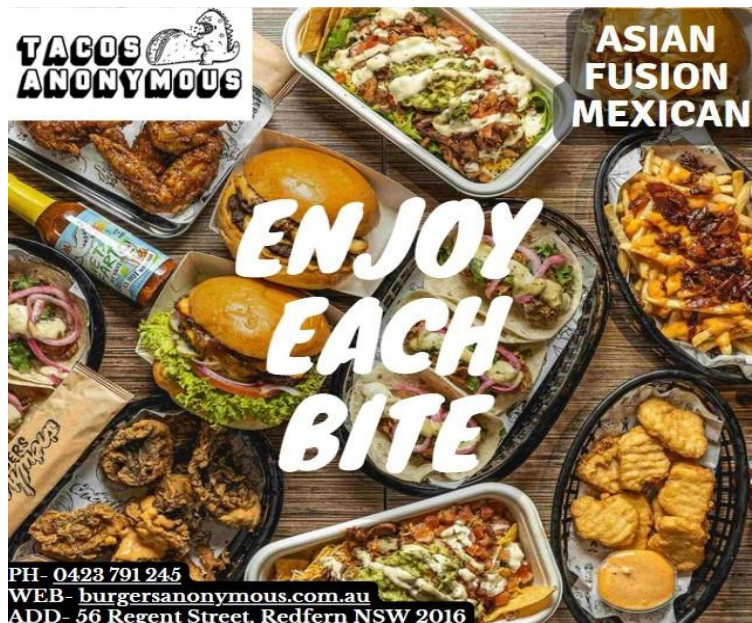
Decision Making Process

Native display ads will be used to target potential customers who want to have tacos. When a consumer clicks the ad, the main priority will be the options of food items which a consumer can have and then location of the restaurants. The options to have tacos in the surrounding area are few, which will eliminate the level of competition. Customers can easily access the railway station, and this is the only restaurant inside the hotel which gives an upper hand to the restaurants selling their products without any competition.

Right Message

Targeting Current Buyers

The current buyers already know about the brand and quality of the food. The display will focus on how to make them aware of the new menu or food item which is going to be introduced and information about other stores or branches. There can be shifting of the location of the outlet or there can even be any major change, and will create awareness about this change, and it will help to increase the brand name.

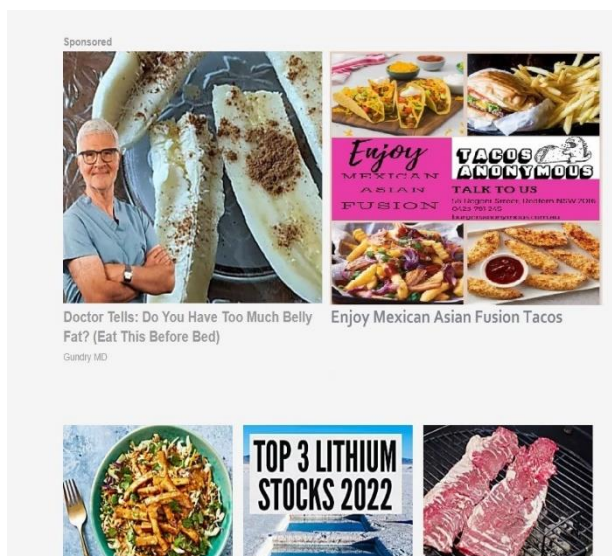


The above ad shows a different menu which can be seen by the customers, as the new customer can understand the brand name and what all food items, he/she can get from this restaurant. In this ad the focus goes to the experience of the customers and the brand name.

Targeting Prospective Buyers

To reach the potential customers, Native display ads will be used of Tacos Anonymous. Tacos Anonymous is a fusion of Asian and Mexican, so people who like tacos can eat wide variety of tacos, burgers, and fries. The message should focus on creating brand awareness and the

location of the restaurant. The ad should be creative, simple, and clear, then only readers will click the ad and look for details.



The above ad focus on the location of the restaurant, and a small idea about the items available, the ad also focuses on the logo and name of the restaurant and address this is a fusion of Mexican and Asian cuisine.

Measurement, Evaluation and Success

To measure the effectiveness of the native display ads campaign, we need to consider the factors such as conversions (CPA), Impression (CPM) and Clicks (CPC). The average click

through rate (CTR) is 4.68% so the average cost per click (CPC) will be \$1.53. The average conversion rate (CVR) is 3.55% so the average cost per action in google ads will be \$44.73. If the result is on the lower end of these numbers, it means we have plenty of room for improvement. If the results hit the benchmark, it means it's a good sign.

Budget Allocation

The total budget for the digital ads is \$900 for one month, so in total it's \$2700 for three months. The minimum cost for native display ads is about \$10-20 per thousand impressions. So, in total out of \$2700 I will be taking \$600. For the current customers I will allocate \$180 for three months and the remaining \$420 will be allocated for the ad for prospective customers.

Email Marketing Campaign

Email Marketing is one of the old popular ways of Marketing with a relatively cheap and easy and effective marketing technique. \$40 in profits for every \$1 invested (DMA,2011) From, this the Tacos Anonymous will be able to attract the lot current customers and target potential customers.

For attracting the customers to revisit again, email marketing campaigns will be good. 39% of executives believe mail is best performing advertising channel(Datran Media, 2010). It helps to design email in personalized form which creates an impact on person directly. Emails with personalized names generates 50% higher open rates (Yes Lifecycle Marketing,2019). For the successful campaign, the attractive emails with the personalized touch and amazed content would attract all type of people. Email will help delivering highly personalized and relevant messages with the information, interests and purchase history of the consumer and will also help to be hyper-targeted with your communication. It can also play an essential role in your [marketing strategy](#) with lead generation, brand awareness, relationship building or maintaining client engagement. Email triggers the consumers behaviour, timeline and action. So, to re-target our current customers and attract our potential customers to Regent-Tacos Anonymous Email Marketing to showcase the new products, and services as well as incentivize customer loyalty. On the other hand, emails are with a lot of information loaded that diverts the mind from the message conveyed and other issue some people ignore the emails and at one point the unsubscribe you from the list. By, all the issues keeping in mind we strategize the email in a way that doesn't create any issue.

A. Right Customer

The audience that email campaign will be targeting would be the current customers and loyal customers. Email content will aim to keep all current subscribers be engaged with the content. This should keep Tacos Anonymous will be on top of everyone's mind whenever they think of fusion flavors of food. We want that all the current customers be engaged and revisit our restaurant again and again. The current customer will be engaged by different content like feedback of their visit, new products and offers and discounts.

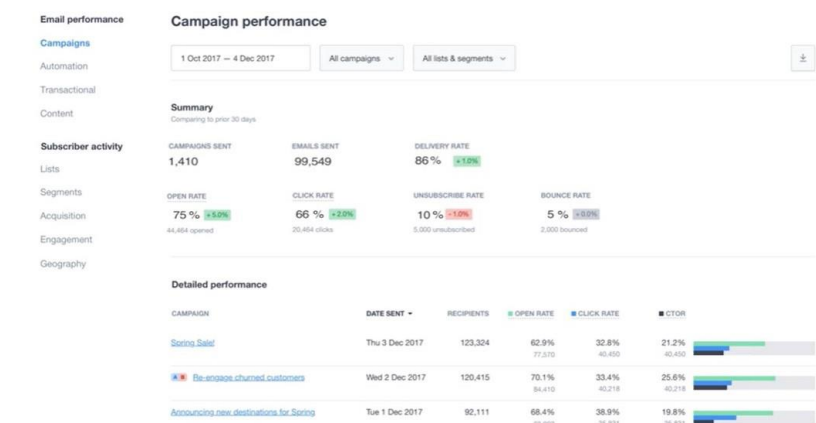
The main target group will be the frequent visitors and loyal customers of the café. They would aim to keep all the people who placed orders engaged with the email content. This should keep on top of everyone's mind when it comes for the fusion of Tacos with the drinks. Basically, we want that customer would think of this place only when they think of food. The email will help us to promote new products, taking feedback and any other events.

B. Right Medium

The best part of the email is that we can personalized the content for every customer and can put different types of graphics like animated gifs, videos, static images etc. The email sent to the customer will be in their inbox and shows at the top till the customer opens it. The best day for sending an emails would be Tuesday, Thursday and Friday with the best timings are 9-10 AM, 1PM and 6PM. With the email content like pictures of food, drinks the feel and look of the café they will be attracted. Email as a popular marketing tool it will work and get people attracted. As, the campaign is to attract the people who already visited once we can send them the Feedback form, so they'll also feel happy about the restaurant. The benefit of email is to create a spark in customers mind for a long time. Emails has so many options of an amazing content with also includes call-to-action button which directs them to social media handles, site to order the food and can enquiry about more new fusion products available for the place. The

emails can also be sent on different occasions and celebrations like Father's Day, Queen's Birthday etc. and provide different promotional messages for the different programs. Many promotional offers can also be sent to customers like Weekday Lunch specials, weekend specials and other benefits while visiting their café. With the database, we can convert our consumers to actively think about our products.

From the images, we can see that the email campaigns show all the stats properly that can be used to make the strategy. The other feature of this is that it will also show the filters that can be used to differentiate the segments and can also know what works best for me and which campaign drops wrong impression on the subscribers.



Detailed performance					
CAMPAIGN	DATE SENT	RECIPIENTS	OPEN RATE	CLICK RATE	CTOR
Spring Sale!	Thu 3 Dec 2017	123,324	62.9% 77,570	32.8% 40,450	21.2% 40,450
Re-engage churned customers	Wed 2 Dec 2017	120,415	70.1% 84,410	33.4% 40,218	25.6% 40,218
Announcing new destinations for Spring	Tue 1 Dec 2017	92,111	68.4% 63,003	38.9% 35,831	19.8% 35,831
Blog launch	Tue 1 Dec 2017	24,998	55.2% 13,798	29.4% 7,349	20.9% 7,349
VIP outreach	Fri 25 Nov 2017	147,910	58.9% 87,118	28.7% 42,450	22.3% 42,450
Discount code to loyal customers	Thu 24 Nov 2017	132,783	61.9% 80,109	34.5% 45,810	24.6% 45,810
Free shipping, this week only	Thu 24 Nov 2017	88,129	63.4% 55,873	31.2% 27,496	20.2% 27,496
Exclusive discount (LJO)	Tue 22 Nov 2017	216,781	59.0% 128,111	33.2% 72,111	19.8% 72,111

Email performance

Campaigns

Automation

Transactional

Content

Segments

1 Oct 2017 — 4 Dec 2017

All lists & segments ▾

±

Subscriber activity

Segments performance

Comparing to prior 30 days

	SEGMENT	SUBSCRIBERS -	EMAILS SENT	OPEN RATE	CLICK RATE
Lists	Timeszone GMT+2	433,932	1,023,983	62.9%	32.8%
	Parent list: base:US subscribers	+58%	644,085	+33%	+33%
Segments	Repeat high spenders in Shooify	412,317	1,127,981	70.1%	33.4%
	Parent list: Shooify stores list	+50%	750,714	+10%	+10%
Acquisition	Last engagement - Active	298,412	1,112,776	68.4%	38.9%
	Parent list: Active:accessed	+50%	761,138	+10%	+10%
Engagement	Newsletter subscribers in Shooify stores	269,438	1,421,649	55.2%	29.4%
	Parent list: Shooify stores list	+30%	794,750	+10%	+10%
Geography	Repeat spenders in Shooify	231,415	1,877,911	58.9%	28.7%
	Parent list: Shooify stores list	+50%	1,105,089	+10%	+10%
	Repeat spenders in Shooify	223,119	916,884	61.9%	34.5%
	Parent list: Shooify stores list	+50%	567,551	+30%	+30%

C. Right Message

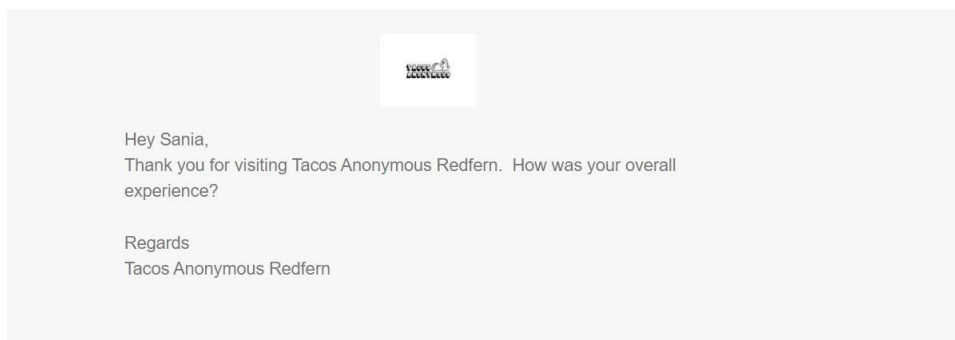
The message is to convey to the current target audience is that they are welcomed at any time and their feedback is very important for us that will help us grow our café together. As like We are honored that when it comes to food you think of us. The main part of this message is to make them rewind the memories that they spent here by having Asian-Mexican Fusion food at the place with the bottle. The place is a fusion taco pairing Japanese, Korean, and Vietnamese Flavor with Mexican food re-live their happy hours when they are sitting with us.

For Tacos Anonymous, I have created two templates that can be used to attract the current customers and make them re-visit the café again. Idea 1 is to send them the feedback mail where they can fill the feedback for the food and place. Through this email they will know that their feedback is important for us. The second template is to promote the favorable dish from the menu. To make it more personalized, I created another way that pop-up the favorable dish of the customer or similar taste and preferences and include other promotional offers that are

least ordered from the menu. So, when they visit they can take up the favorite dish and another dish to as that is with offers.

The template of the email includes Call-To-Action button so they can also have a look to the social media handles.

TEMPLATE 1



TEMPLATE 2

pchat, Twitter, and Instagram. In Australia 2021, Facebook users were the second highest of other social media platforms, spending a daily average of 18.6 minuets every day (Statista Research Department, 2022). Facebook is constantly innovating their platform with new business opportunities like Ads Manager which helps companies of any size create their own paid advertisements. Their popularity has allowed Facebook to gain a global advertising revenue of \$27.2 billion in 2020 (Facebook, 2021). Using Ads Manager, Tacos Anonymous will widely target two core audiences with a message board Facebook post advertisement in the format of a single image post with click for directions to increase awareness and of the taco shop lost inside a hotel. Tacos Anonymous, equipped with a great strategy, will succeed using Facebook as social media marketing to established brand presents, create a distinct brand image, link other social media and websites, connect with customers fast, gather data.

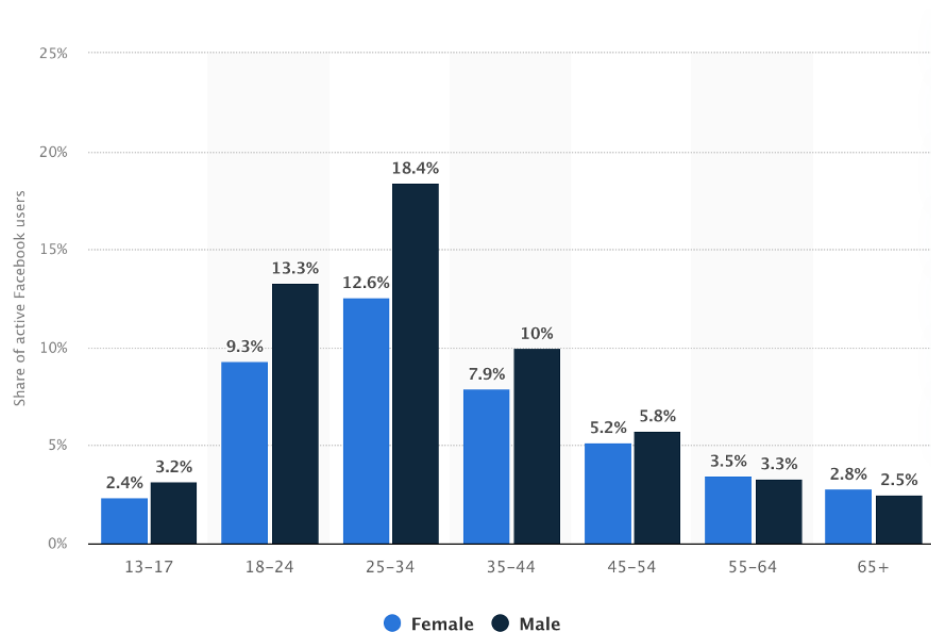
Tacos Anonymous are interested in increasing brand awareness and reach as their business goals, which helps determine the campaign objective of the Facebook advertisements. It is important to determine campaign objective as this is what influence the advertisement will have on consumers. Tacos Anonymous would like to promote their business to new customers, as well as their facilities, new offers and opportunities to existing customers. Tacos Anonymous will create and share an advertisement to as many people as possible, that informs them of how valuable the business is. Tacos Anonymous already has a relatively well-established Facebook presence, meaning they already have one foot in the door. However, through a minor rebranding of their current Facebook target marketing, messages and offers they will be able to boost brand awareness.

Right Message

Being a company inside of an RSL means that Tacos Anonymous unintentionally attracts all of the people you would typically find in The Regent Hotel. For example, tradesmen, pub regulars, local families, customers over 18 to 60, people interested in drinking and gambling. Tacos Anonymous should aim to target new customers that would be interested in going to The Regent Hotel for/as well as Tacos Anonymous. These new customers can be split into two target audiences, primary target is groups of social clubs, and secondary target is busy professionals. Social clubs include sporting teams, specialised clubs, or groups of friends. Busy professionals include hardworking employees like corporate workers surrounding Redfern or hospitality workers looking for a place to have staff drinks or meetings. These groups are easily advertised through Ads Manager on Facebook as a Core Audience which allows Tacos Anonymous to access a large range of customers based on characteristics (location, demographic, interests, behaviour, connections (Facebook Blueprint, 2022)).

These two groups have similar needs based on, wanting somewhere affordable to eat, wanting a place to hang out with other people, wanting a cost effective and delicious meal, enjoys Mexican and Asian food, wants a large selection of drinks. This advertisement will feature active and specialised social clubs like board games with a younger demographic from 25-35. As the characteristics of busy professionals can have a large age range due to hospitality workers being so diverse in age. In the corporate and hospitality industry it is common to see social groups ranging across large age gaps. The average age of a hospitality worker in Australia is 22-30 (Australian Government, n.d.), and the average age for an inner-city worker is 32 (Australian Bureau of Statistics, 2021); however, for the purpose of gaining awareness in

this campaign, 25–40-year-old will be targeted. As mentioned before, this age range falls right over the highest ages of Facebook users, allowing Tacos Anonymous to have the largest possible reach to this target market ([displayed in figure 1] Breakdown of Facebook users in Australia as of January 2019, by age group and gender, Statistica, 2022). 25 to 34-year-olds typically use Facebook for communication like photo and video sharing, texting, calling. They also use the platform for exploring videos and photos, shopping, and event planning. A weakness of targeting this demographic means young people like teenagers and newly 18-year old's, who are typically enthusiastic about eating and drinking will not be a focus. This audience has potential to be a big opportunity for Tacos Anonymous over Facebook, as they are the second biggest users of the platform.



Location is the main characteristic to narrow down the add delivery reach as we are targeting new customers surrounding the store. The audience location will be set at Redfern with a 2-mile radius to capture the surrounding in the city of corporate offices and social group hang out spots. Interesting behaviours of busy professionals are typically food, drinks and socialising centric as this is a large part of Australian culture. Australians are often found going out after work and enjoying Sydney's abundant nightlife. This social aspect is also a large part of work culture in the workplace and encouraged among Australians to keep a good work-life balance (healthdirect, 2019). This categorises their interests into categories like Asian cuisine, Mexican cuisine, socialising, bars, alcohol, restaurants, foodies, happy hours, and clubs. Social club behaviours and interests are limitless, allowing Tacos Anonymous to narrow audience definition to specialised interest groups. Some of these include online games, charities, sport, art, golf, video games, card games, indigenous communities, and religious groups which are

all active clubs/communities running local to Redfern right now (according to Yellow Pages ‘Local Social Clubs in Redfern NSW’ website).

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▾

Sammy Kate

Location:
Australia: Latitude -33.89 Longitude 151.20 Sydney (+2 mi) New South Wales; Redfern New South Wales

Age:
25 - 40

People who match:
Interests: Asian cuisine, Mexican cuisine, socializing, Bars, Alcohol, Restaurants or Foodie

And must also match:
Interests: Happy hour or Club

Edit

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▾

Sammy Kate

Location:
Australia: Latitude -33.89 Longitude 151.20 Sydney (+2 mi) New South Wales; Redfern New South Wales

Age:
25 - 40

People who match:
Interests: Hockey, Asian cuisine, Mexican cuisine, socializing, Community issues, Indigenous Australian art, Games, Online games, Rowing (sport), Charitable organization, Sports, art music, Restaurants, Sports club, Foodie, Golf club, Card games or Video games

Edit

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 225,100 - 264,900 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Characteristics	Social Clubs	Busy Professionals
Needs	<ul style="list-style-type: none">• Location to hang out socially,• Casual location to host several people at once• Quality affordable food	<ul style="list-style-type: none">• Affordable food• Diverse range of drink options• Quality food

		<ul style="list-style-type: none"> Casual place to hang out socially close to work
Location	Live in or around Redfern	Live in or around Redfern
Age	25-35	25-40
income	Middle-Low income	Middle-Low income
Interests and behaviours	Hobbies <ul style="list-style-type: none"> Sports Games Clubs Specialised interest groups Foodies Are members of communities online 	<ul style="list-style-type: none"> Food and drinks Eats Mexican and Asian food Socialises after work Drinks alcohol Hangs out with co-workers after work
Motivations	<ul style="list-style-type: none"> Seeks convenient locations to meet with people Seeks places with large seating area Seeks low price 	<ul style="list-style-type: none"> Desires wide range of drink options Seeks locations close to work Seeks low prices

As seen in Figure 2, a core audience can be defined by location, demographics, interests, behaviour, and connections. This creates a very wide audience reach (as seen in figure 4), however can be narrowed through interests and behaviours of each core audience. An audience this wide is not a negative thing as the company goal is awareness and reach which will be achieved through this target market.

Right Messages

Tacos Anonymous current social media strategies consist of Facebook and Instagram, where they regularly post repetitive, however, aesthetic and enticing pictures of their food. They have established a very good brand image through their content, although have failed to inform new and existing customers of their unique venue and its offerings [see figure two and three]. These accounts advertise on behalf of all four of their store locations which limits the content advertisement of venue space and other aspects Tacos Anonymous has to offer. It is suggested that Tacos Anonymous in The Regent Hotel take over their own Facebook page and create specialise content for their Redfern store.

Conclusion

In conclusion, this marketing project outlines the current efforts of Tacos Anonymous through the social media presents and how we can improve them with rebranding their social media

presence to include aspects of The Regent Hotel to become more enticing to a wider range of customers. The implementation of two different internet marketing campaigns will also help Tacos Anonymous take a different angle in the marketing efforts.

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