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ANJUM
HOTEL

WHERE HOSPITALITY
MEETS SPIRITUALITY



Marketing Campaign Analysis

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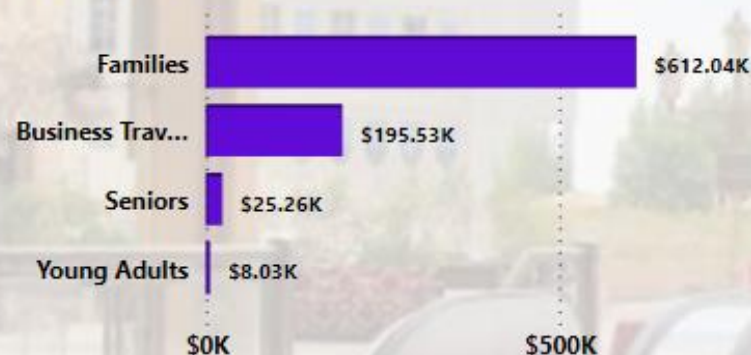
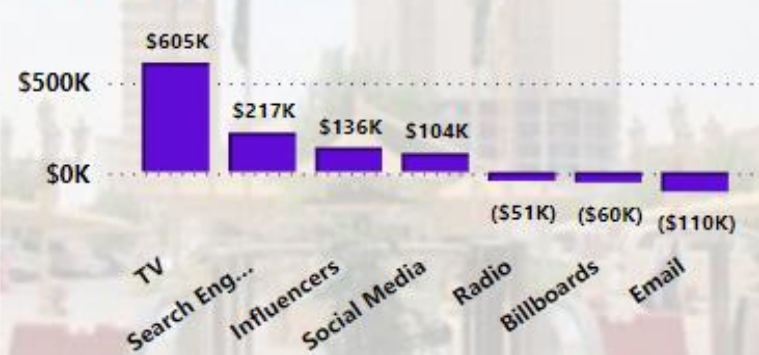
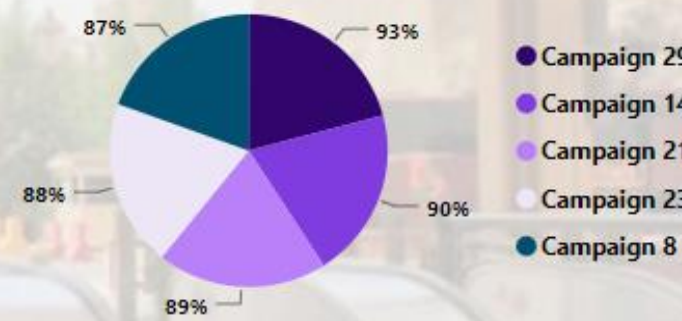
❑ Introduction

Anjum Hotel has been running various marketing campaigns to increase room bookings and enhance brand visibility.

Despite investing significantly in these campaigns, the hotel management is unsure which channels yield the highest return on investment (ROI) and which campaign strategies are most effective. They want to optimize their marketing spend and maximize bookings and revenue.



Anjum Marketing Campaigns Analysis

\$17K**Average of Profit****50****# Campaigns****\$1.35M****#Spend****\$2.19M****# Revenue****252K****# Bookings****\$840.87K****# Profit****# Profit by Target Audience****# Profit by Channel****# Top Five impression Campaigns****Top 5 Profitable Rate Campaigns**

Channel	Campaign	Target Audience	# Bookings	# Reservation Days	# Spend	# Revenue	# Profit	# Profit Rate
Social Media	Campaign 29	Families	4325	22	\$6,342	\$92,824.88	\$86,482.88	93%
Influencers	Campaign 14	Seniors	1335	15	\$6,828	\$66,747.64	\$59,919.64	90%
Search Engine	Campaign 21	Families	235	13	\$21,644	\$191,983.42	\$170,339.42	89%
Search Engine	Campaign 23	Business Travelers	757	25	\$14,865	\$128,940.57	\$114,075.57	88%
TV	Campaign 8	Families	760	26	\$41,976	\$322,437.26	\$280,461.26	87%

❑ **Analysis of Top 5 Profitable Marketing Campaigns**

This table presents the top 5 marketing campaigns based on profit rate.

Campaign 29 (Social Media) - Families: This campaign is highly effective with the highest profit rate (93%) and a substantial profit margin. The low spend relative to high revenue indicates excellent ROI.

Campaign 8 (TV) - Families: This campaign has the highest absolute profit (\$280,461.26) despite a lower profit rate (87%), indicating that TV advertising, while costly, generates substantial revenue.

Top 5 Profitable Rate Campaigns

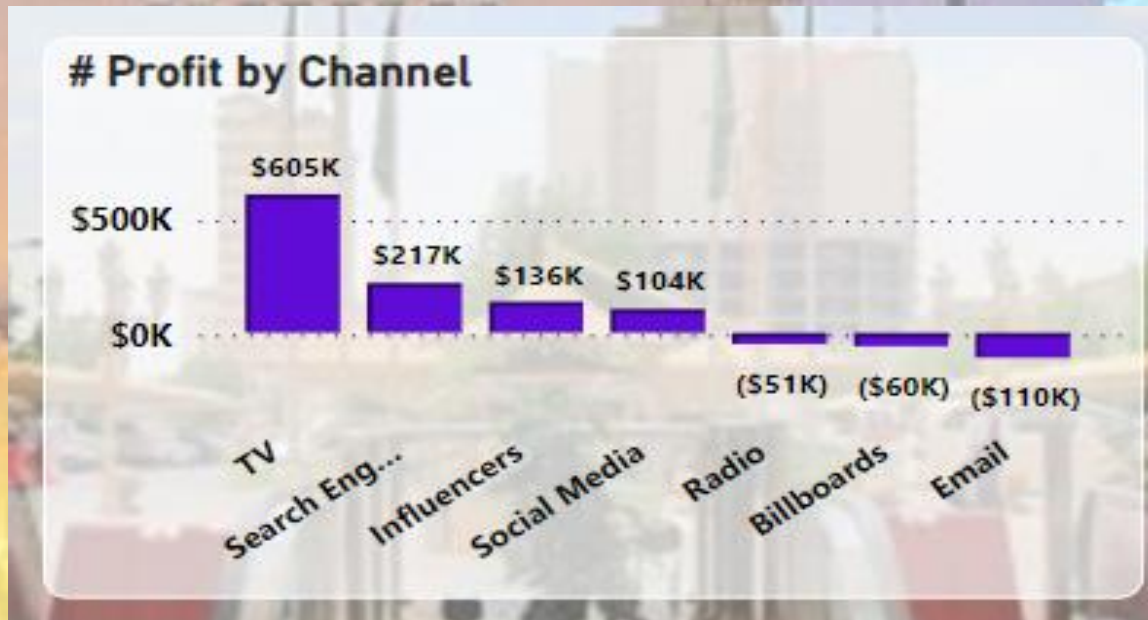
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❏ Profit Distribution by Marketing Channel

The chart provides a clear overview of which marketing channels are generating profit and which are not.

TV remains a dominant force, while some digital channels also show promise.

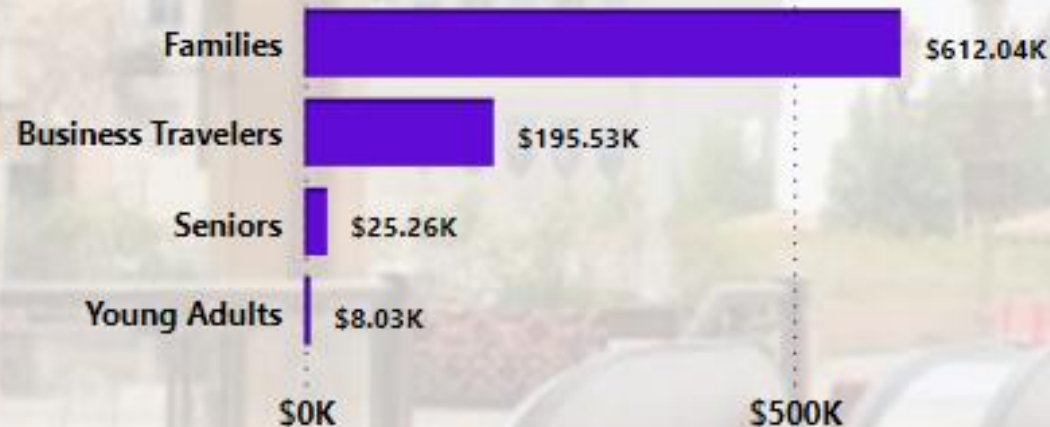
However, losses in traditional and email marketing highlight areas for potential strategic changes.



❑ **Profit Analysis by Target Audience: Families Drive Major Returns**

- ❑ *The chart highlights families as the most profitable target audience by a significant margin, followed by business travelers, seniors, and young adults.*
- ❑ *To maximize profits, it is crucial to continue prioritizing families while also optimizing strategies for business travelers. Additionally, exploring opportunities to better serve seniors and reevaluating approaches for young adults can help boost overall profitability.*

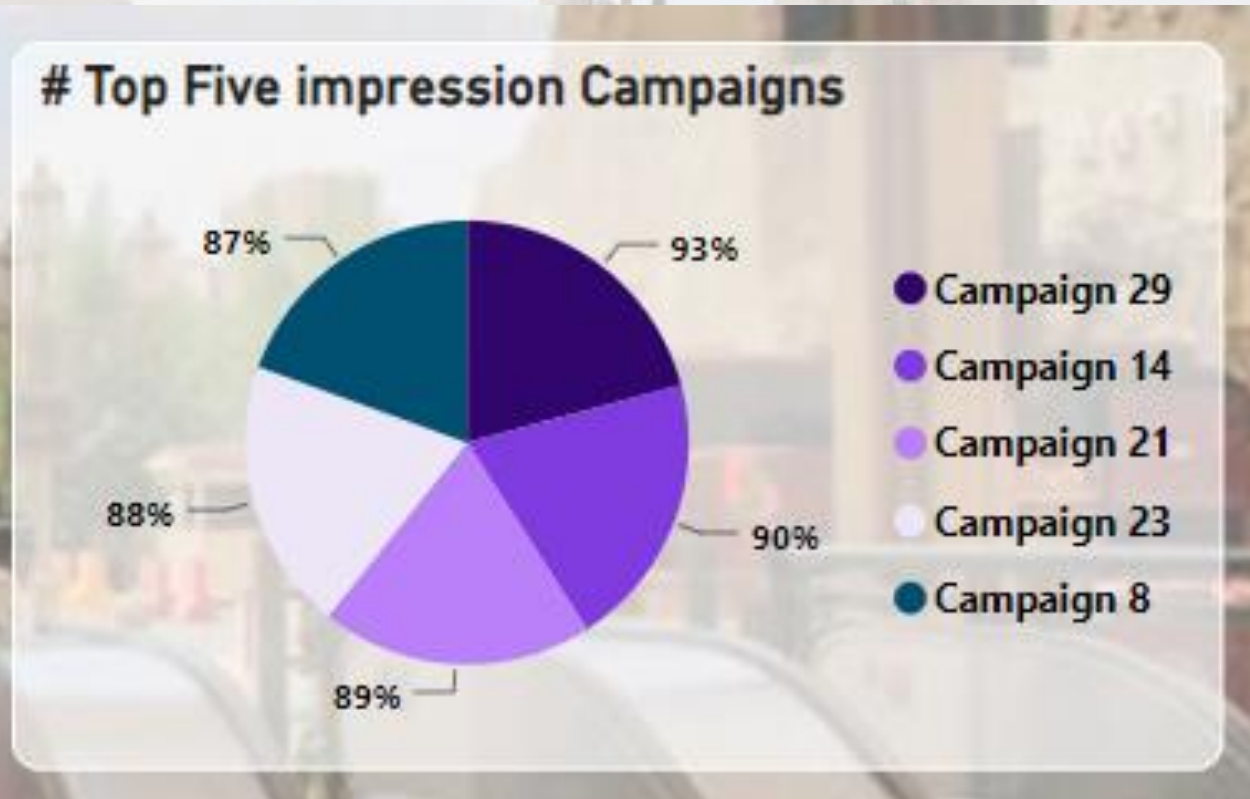
Profit by Target Audience





Performance Analysis of Top Five Marketing Campaigns

- This chart displays the impression rates of the top five marketing campaigns, highlighting Campaign 29 as the leader with a 93% impression rate.



Action Plan

❑ **Prioritize Family-Oriented Campaigns :**

- *Increase investment in campaigns targeting families, as they contribute the highest profit (\$612.04K).*

❑ **Invest in TV and Search Engine Channels:**

- *Increase spending on TV and Search Engine marketing, which are the most profitable channels (\$605K and \$217K respectively).*

❑ **Reevaluate Low-Performing Channels:**

- *Consider reducing or reallocating funds from Radio, Billboards, and Email campaigns, which are currently unprofitable.*

❑ **Leverage Top Performing Campaigns:**

- *Replicate the strategies from the top 5 campaigns (Campaign 29, 14, 21, 23, 8) to boost overall campaign effectiveness.*

Action Plan

❑ **Maximize Influencer and Social Media Marketing:**

• *Although not the highest, Influencer (\$136K) and Social Media (\$104K) channels show decent profitability and should be optimized further.*

❑ **Improve Campaigns for Seniors and Young Adults:**

- *Develop targeted strategies to increase profitability in underperforming segments such as Seniors (\$25.26K) and Young Adults (\$8.03K).*

❑ **Enhance Campaign Visibility:**

- *Focus on campaigns with high impression rates (e.g., Campaign 29 with 93%) to increase brand visibility and potential bookings.*

❑ **Optimize Budget Allocation:**

- *Regularly review and adjust the budget to ensure it is aligned with the most profitable campaigns and channels.*

Conclusion

- ❑ ***By implementing these recommendations, Anjum can enhance the effectiveness of its marketing efforts, ensure optimal resource utilization, and achieve higher profitability across its campaigns.***



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Thank You

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