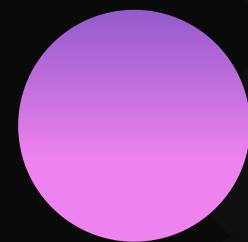


Recruitment task

# Marketing campaign

## Maslinica's food and beverage outlet "Oliva grill"



Presented by:  
Tina Rojnić



Maslinica  
Hotels & Resort

# Campaign stages

These are the different steps involved in planning, executing, and measuring the effectiveness of a marketing campaign. From research and planning, goal setting, audience targeting, message development and media planning, to campaign execution, monitoring, adjusting and performance evaluation. Each stage is crucial in ensuring that the campaign is well-organized, reaches the right audience, delivers the intended message, and ultimately achieves the desired results.



# Campaign Goals

As defined by the recruitment task, here are some essential goals the campaign focuses on:

- 01 Increase awareness:** the goal is to make more people aware of the restaurant in the Resort and its offerings.
- 02 Customer acquisition:** the focus is on acquiring new customers for the business, especially by bringing potential local guests.
- 03 Engagement and interaction:** create clear communication towards target groups. The focus is on increasing customer interaction with the restaurant through social media, email, the restaurant's website or other channels.



**Target:**

- resort guests
- destination visitors
- local population

# Identify competitors

There are 13 other restaurants in the Rabac area which could be considered as competitors.



What should 'Oliva grill' do in order to attract customers and prevent them going to the competitors?

- remain focused on its own strengths: emphasize its own unique selling propositions, such as quality, service, menu variety, or ambiance.
- highlight differentiation: showcase what makes the restaurant stand out from competitors (for example by offering special dishes that can't be found elsewhere).
- customer testimonials: let satisfied customers speak in the restaurants' name. Share testimonials and reviews that convey why the restaurant is the best choice, without specifically comparing to competitors.
- focus on solutions: focus on how the restaurant can address the needs and desires of customers.

# SWOT analysis

This analysis can be used to develop strategies to build on strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats for the restaurant.

## S

- Prime location near the sea
- Unique and innovative menu offerings
- Skilled and experienced chefs and kitchen staff
- Great interior design

## W

- Existing competitors
- Seasonal variations in customer traffic
- Not offering online ordering
- Small local population

## O

- Social media campaigns
- Reach wider audience
- Introduce new menus
- Collaboration with local suppliers for fresh, sustainable ingredients
- Participating in local food festivals and events

## T

- Rising fixed costs
- Guests have less income
- Possible bad ratings on review sites
- Changing consumer preferences and dietary trends
- Lack of differentiation



**MARKETING**  
**MESSAGE AND**  
**CHANNELS**

# Marketing Channels

These are the marketing activities that can help in restaurant promotion and increase the number of new customers. Key marketing activities include:



## Online marketing activities

- email marketing
- search engine optimization
- social media marketing
- google advertisement



## Offline marketing activities

- leaflets, flyers and brochures
- local newspaper advertisement
- restaurant events
- community gatherings, festivals

# General restaurant social media marketing approaches

Here are presented some important social media marketing methods for advertising the restaurant that can help improve brand awareness and attract potential targeted customers (both destination visitors and local population):

STRATEGY	DESCRIPTION	BENEFIT
Create social media account	<ul style="list-style-type: none"><li>• build presence on major platforms such as FB, TT and IG</li><li>• include contact details, location, opening hours, menu, special offers, website link</li></ul>	<ul style="list-style-type: none"><li>• allow customers to find restaurant easily</li><li>• increase market reach</li></ul>
Post images and videos	<ul style="list-style-type: none"><li>• publish real and high resolution images and reels of dishes with reviews and story behind every dish</li><li>• ensure to use food related hashtags</li></ul>	<ul style="list-style-type: none"><li>• make content visible to audience</li><li>• encourage consumers to visit restaurant</li></ul>
User-generated content	<ul style="list-style-type: none"><li>• repost or share the posts published by customers on their profiles</li><li>• run photo contests where customers can submit their food or dining experience photos for a chance to win a prize</li></ul>	<ul style="list-style-type: none"><li>• build customer trust and loyalty</li><li>• use the winning photos in restaurant advertising materials</li></ul>
Collaboration with influencers	<ul style="list-style-type: none"><li>• collaborate with local influencers or food bloggers, inviting them to dine at the restaurant and share their experiences with their followers</li><li>• provide discounts or free meal in return</li></ul>	<ul style="list-style-type: none"><li>• expand customer base: influencers' authentic content can reach a wider audience and drive traffic to the restaurant</li><li>• improve online brand recognition</li></ul>
Organize give-aways and contests	Run contests such as: <ul style="list-style-type: none"><li>• like, comment, share and tag to win a gift card or free meal</li></ul>	<ul style="list-style-type: none"><li>• increase customer engagement (reach more followers)</li><li>• improve revenue and profit</li></ul>

# Strategies for restaurant marketing on Instagram

## Engaging with followers

- comment on photos the restaurant is tagged in
- reshare guests Instagram stories about the restaurant
- create Instagram contests for customers to participate

## Post photos and videos

- post photos of food in the restaurant
- post photos of restaurant ambience to attract customers
- post videos of restaurant ambience and food preparation

## Running contests

- running contests on Instagram is ideal way of audience engagement
- rewarding winner contest with coupon or free meal
- running contests like recipe sharing, food photo posting

## Using hashtags

- using hashtags with high search volume
- using hashtags in Instagram posts to reach potential customers
- including hashtags in comments of restaurant posts


## Food bloggers and influencers collaboration


- food influencers can boost restaurant brand on Instagram
- restaurant can leverage loyal base of influencers
- collaborating with local bloggers to attract local audience

# Strategies for restaurant marketing on Facebook



## Example of Facebook post of event


 Grill Oliva created an event.  
48m · 🌐



**SUNDAY, 31st DECEMBER 2023 from 22h**  
**New year's eve at Grill Oliva in Maslinica Resort.**  
Rabac  
18 people interested


☆ Interested

👍 Like    💬 Comment    ➦ Share

 Write a comment...  
🗨️ 😊 📷 GIF 🎭

## Example of Instagram profile



2:13 PM

 **371** posts    **14.4K** followers    **272** following




[Follow](#)


**Oliva grill**  
Restaurant






Rabac, Istria, Croatia

   
Dishes    Interior

[Directions](#)



# Email marketing campaign for restaurant promotion

Examples:	Seasonal menu change announcement	Holiday
<b>Purpose</b>	Announcing changes in resaurant menu on seasonal basis	Remind customers of upcoming holiday and seasons for advance reservations
<b>Email subject line</b>	We're cooking up something new! Find out what...	We've got the best dish for you this season/festive
<b>Call to action</b>	<ul style="list-style-type: none"> <li>• see full menu</li> <li>• make a reservation</li> </ul>	<ul style="list-style-type: none"> <li>• make reservations</li> <li>• see holiday hours</li> </ul>
<b>Business result</b>	<ul style="list-style-type: none"> <li>• increase in reservation</li> </ul>	<ul style="list-style-type: none"> <li>• increase in revenue</li> </ul>
<b>Mailing schedule</b>	Every week or month, depending on season change and menu change	Send 2-3 weeks in advance of holiday

# Benefits of e-mail marketing

- **RELATIONSHIP BUILDING**

Restaurant can use email marketing campaign to build relationship with customer and increase loyalty.

Customers feedback can be collected through email to mantain high standard of restaurant.

- **TRAFFIC DURING SLOW PERIODS**

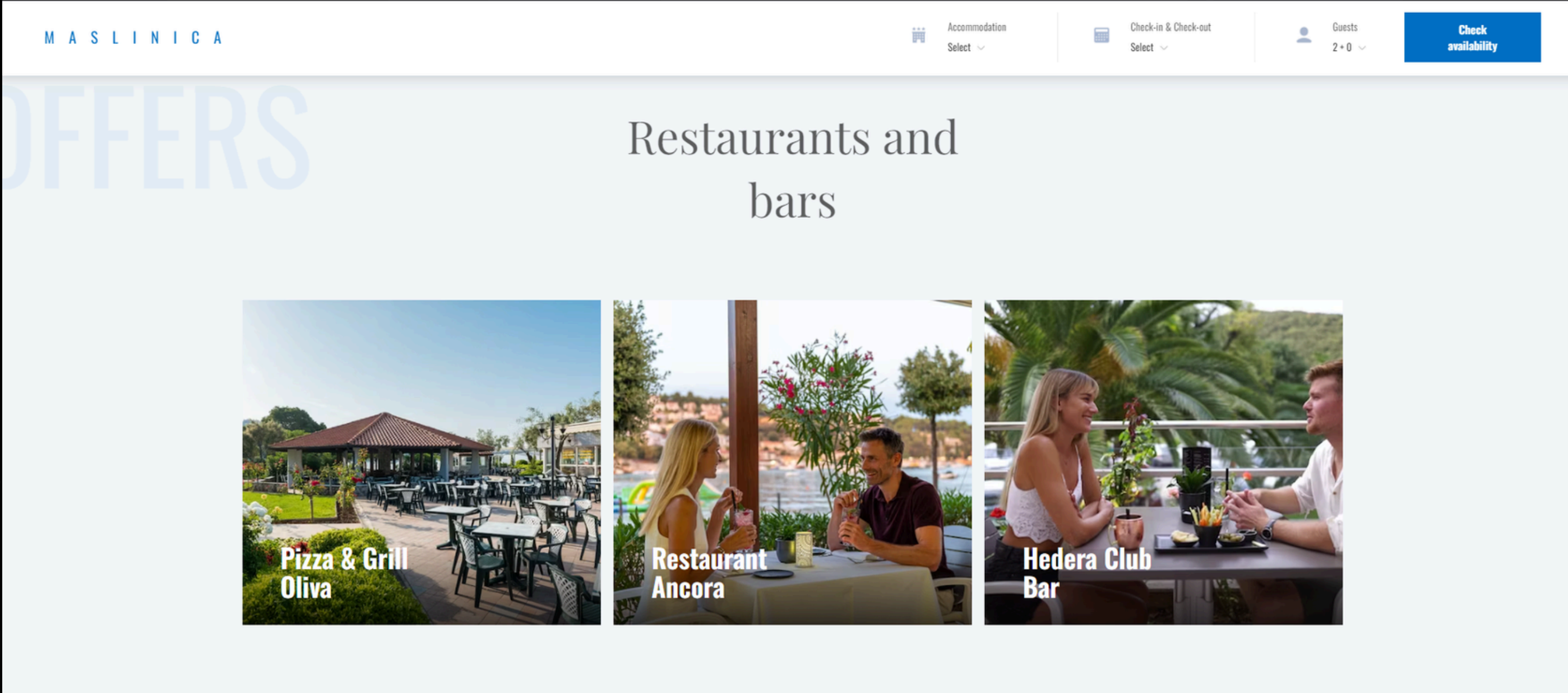
Restaurant faces uncertanty due to season, weather and other trends. Running email marketing campaign in slow periods can increase its traffic. Exclusive deals and offers can be shared using email.

- **COST EFFECTIVE**

Email marketing is budget friendly for restaurants as compared to social media platforms. Restaurant can specifically reach target audience with email.

# OFFICIAL RESTOURANT WEBSITE

Currently the restaurant does not have an official website, it is simply listed among the other restaurants on the official page of the resort.

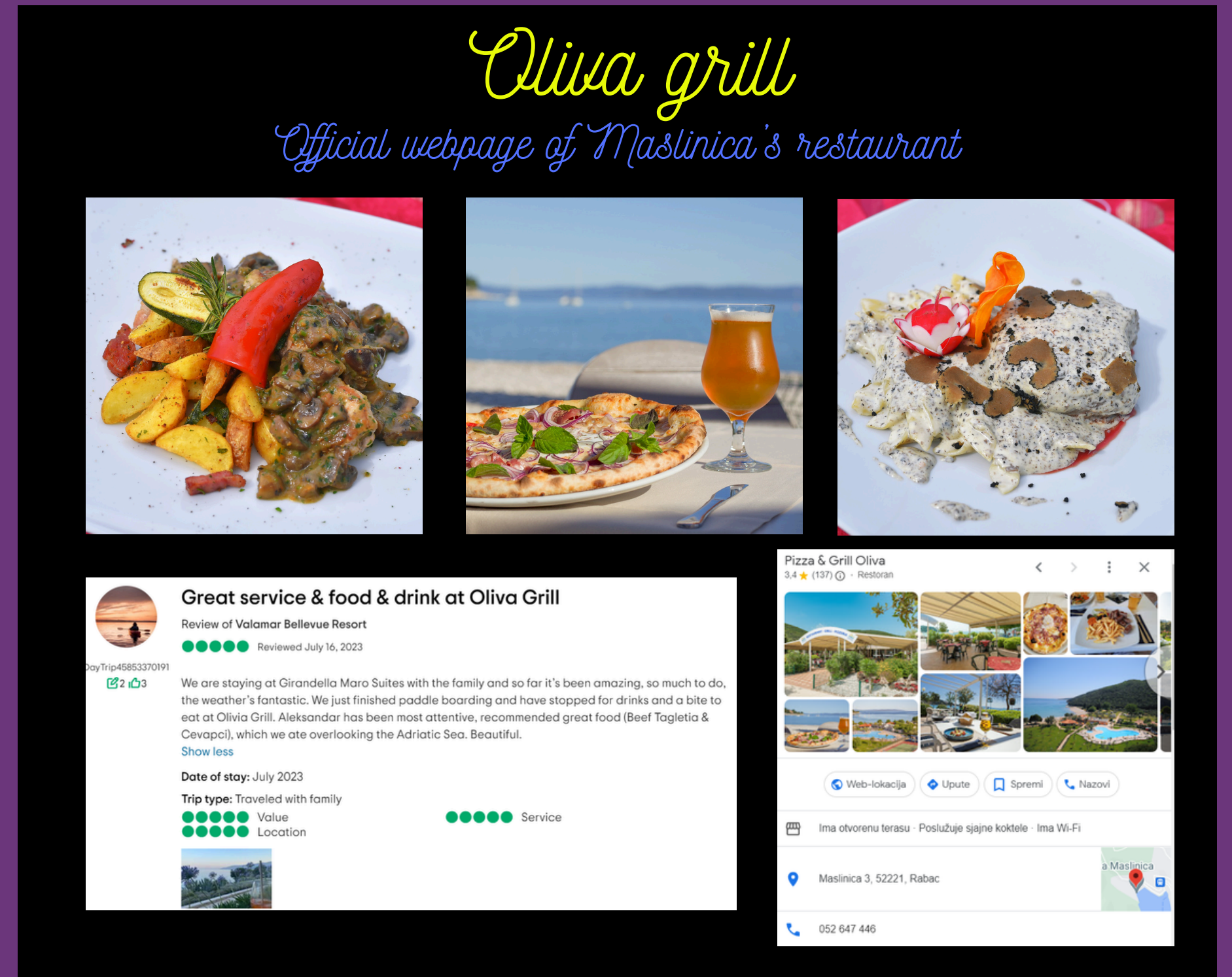


The screenshot displays the top navigation bar of the Maslinica website. On the left, the brand name "MASLINICA" is visible. To the right, there are three interactive elements: "Accommodation Select", "Check-in & Check-out Select", and "Guests 2 + 0". A prominent blue button labeled "Check availability" is positioned on the far right. Below the navigation bar, the page features a large, light blue "OFFERS" banner on the left and a central heading "Restaurants and bars". Three featured images are arranged horizontally: the first shows an outdoor dining area with a tiled roof and is labeled "Pizza & Grill Oliva"; the second shows a couple dining at a table with a view of the water, labeled "Restaurant Ancora"; and the third shows a couple at a table with drinks and food, labeled "Hedera Club Bar".

# EXAMPLE OF OLIVA GRILL WEBPAGE

A restaurant webpage should be visually appealing, user-friendly, and provide essential information to potential customers. Here are key elements that a restaurant webpage should include:

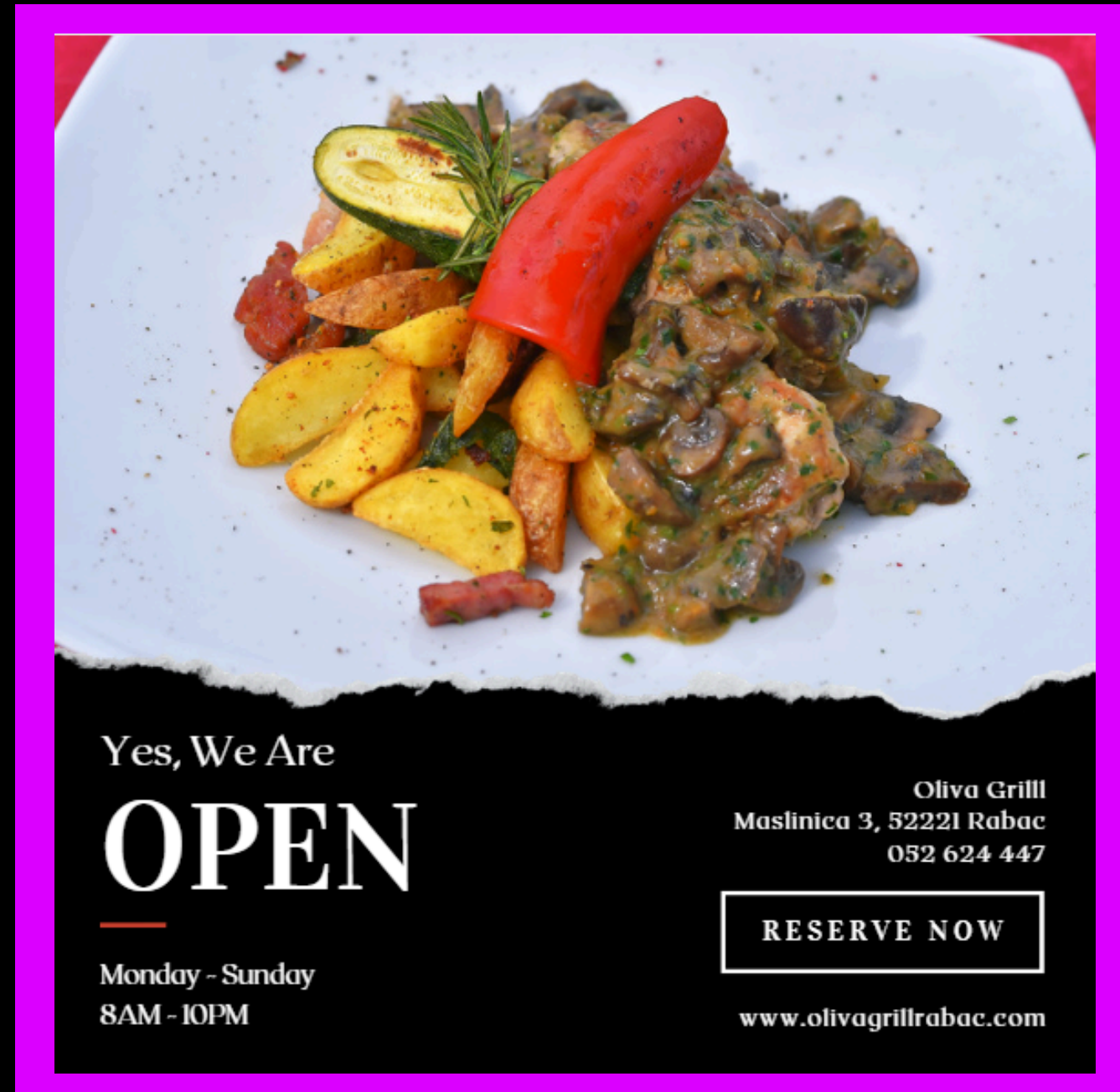
1. **Menu:** A clear, easy-to-read menu with detailed descriptions of dishes, pricing, and any special dietary options with including high-quality images of signature dishes.
2. **Contact Information:** The restaurant's address, phone number, email, a map for easy navigation and links to social media profiles.
3. **Online Reservations:** If applicable, it should provide an option for customers to make reservations online. This could be integrated with the restaurant's reservation system or a third-party booking platform.
4. **About Us:** A brief overview of the restaurant's history, philosophy, and the team behind the establishment. This section can also include any awards, accolades, or press coverage.
5. **Gallery:** High-resolution images showcasing the restaurant's interior, exterior, food, and ambiance.
6. **Reviews and Testimonials:** Customer reviews, testimonials, and press mentions
7. **Events and Specials:** Information about special events, promotions, or themed nights



## KEY STRATEGY TO USE: **SEARCH ENGINE OPTIMISATION**

A restaurant website optimises improving its visibility in search engine results **by using relevant keywords** that potential customers might use to search for restaurants in the area. This way it attracts more organic traffic and ultimately drives more customers to the restaurant.

# OFFLINE CHANNELS



Example of leaflet

Offline restaurant advertising involves promoting a restaurant through traditional, non-digital marketing channels.

These are:

- advertising in local newspapers, magazines, and community newsletters
- distributing flyers, brochures, and printed menus in strategic locations
- advertising on billboards and posters that can be found in the city or by the road in high-traffic areas
- sponsoring local events, festivals, or community gatherings to increase brand exposure
- running ads on local radio stations to reach a wider audience
- in-person marketing

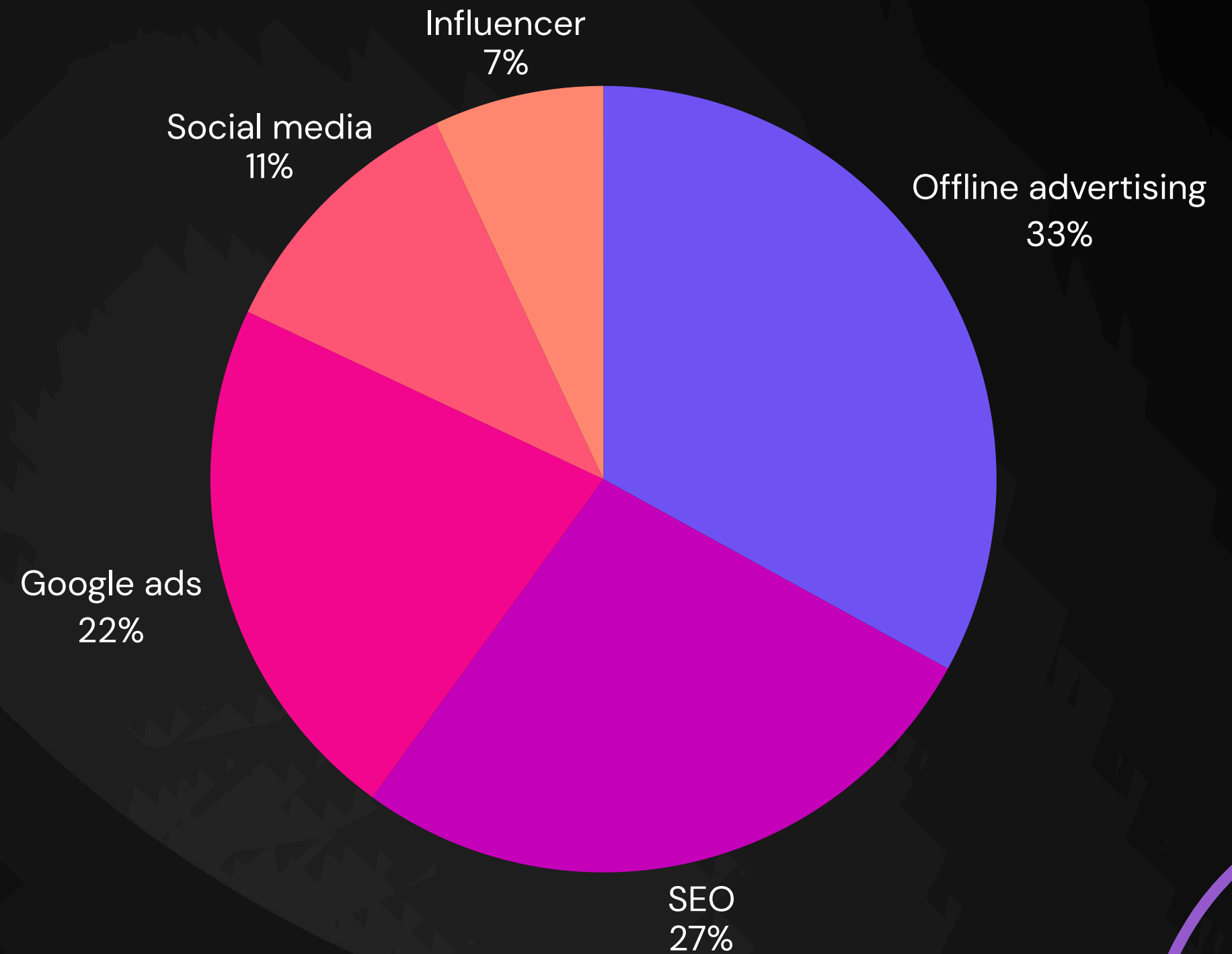
# Budget

Here are presented the expenses associated with the campaign.



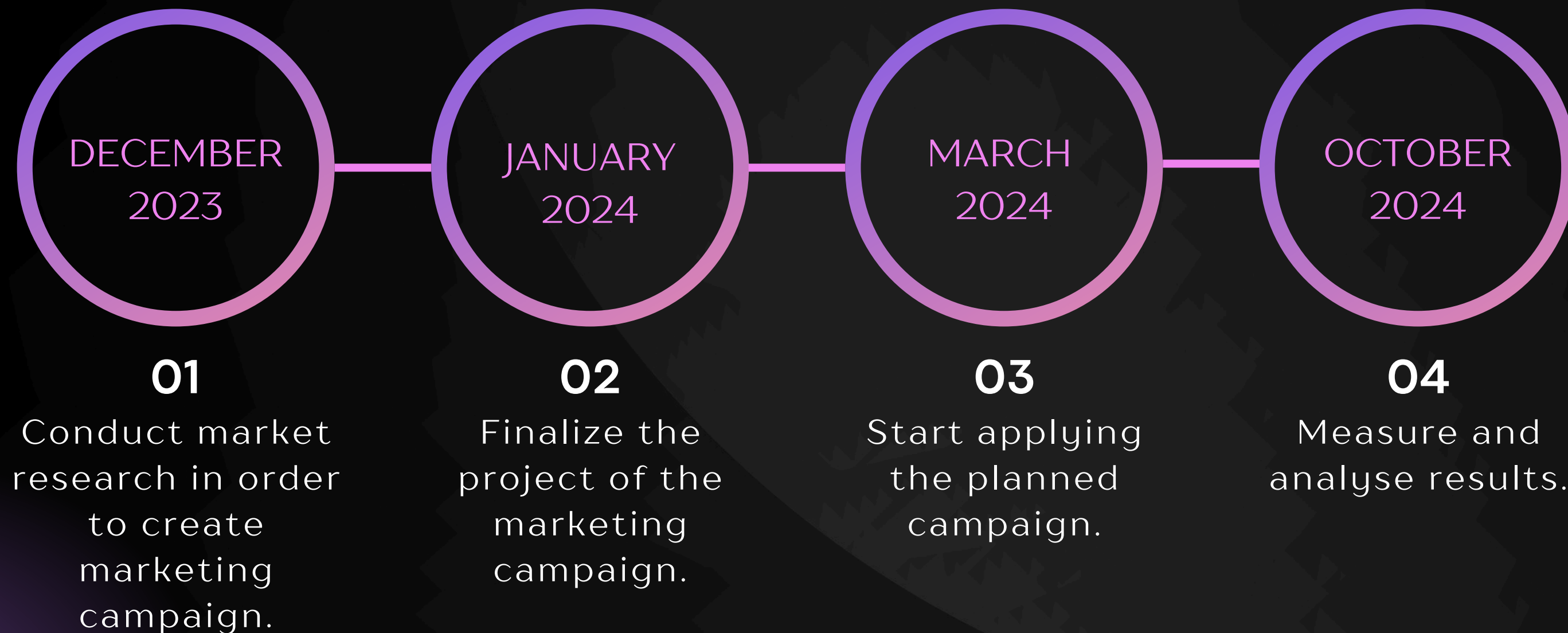
Budget

20.000€



# Schedule & Deadlines

Timeline of the marketing activities and initiatives that will make the campaign successful.



# Statistics

Measuring and analyzing the results of a marketing campaign for a restaurant is essential to determine its effectiveness and make informed decisions for future strategies.

## KEY QUESTIONS:

How many restaurant-related posts have been shared by my customers?

How many followers have I gained?

How many views do my posts get?

Did I reach new customers?

Where do my customers come from? Which language should my content be in?

What can I do better?

To analyze the results of the **online** methods use analytics tools such as Google Analytics, social media analytics (Instagram scraper, Not just analytics, Answer the public), and email marketing platforms to track website traffic, conversion rates, click-through rates, and customer behavior.

**IN THE END COMPARE BEFORE AND AFTER DATA: COMPARE THE PERFORMANCE METRICS DURING THE CAMPAIGN PERIOD TO THE PERIOD BEFORE THE CAMPAIGN.**

# THANK YOU

for considering this presentation



**Tina Rojnić**

+385 998804798

rojnictina9@gmail.com

Karlovačka 17, 52100 Pula