



VIRTUAL CATERING & EVENTS

DIGITAL MARKETING PLAN

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OUR MISSION

We connect people
through food,
beverage, and virtual
events.





WHAT
WE DO



We connect remote and hybrid teams by delivering catering and live experiences for virtual and hybrid events to each guest of the event.

BUSINESS OBJECTIVES



OBJECTIVE

Our focus is on corporate events, conferences, and meetings.

Our overall business objective is to make virtual events more engaging by adding food and entertainment to remote events.

In 2022, we want to maintain stake in the remote and hybrid events space.

KPIs

- Re-engage the 50% of our current customer list that is staying fully remote or moving to a hybrid work model to book events in Q4 2021 and Q1 2022.
- Run top of the funnel campaigns to grow our customer base by 100% by Q1 of 2022.

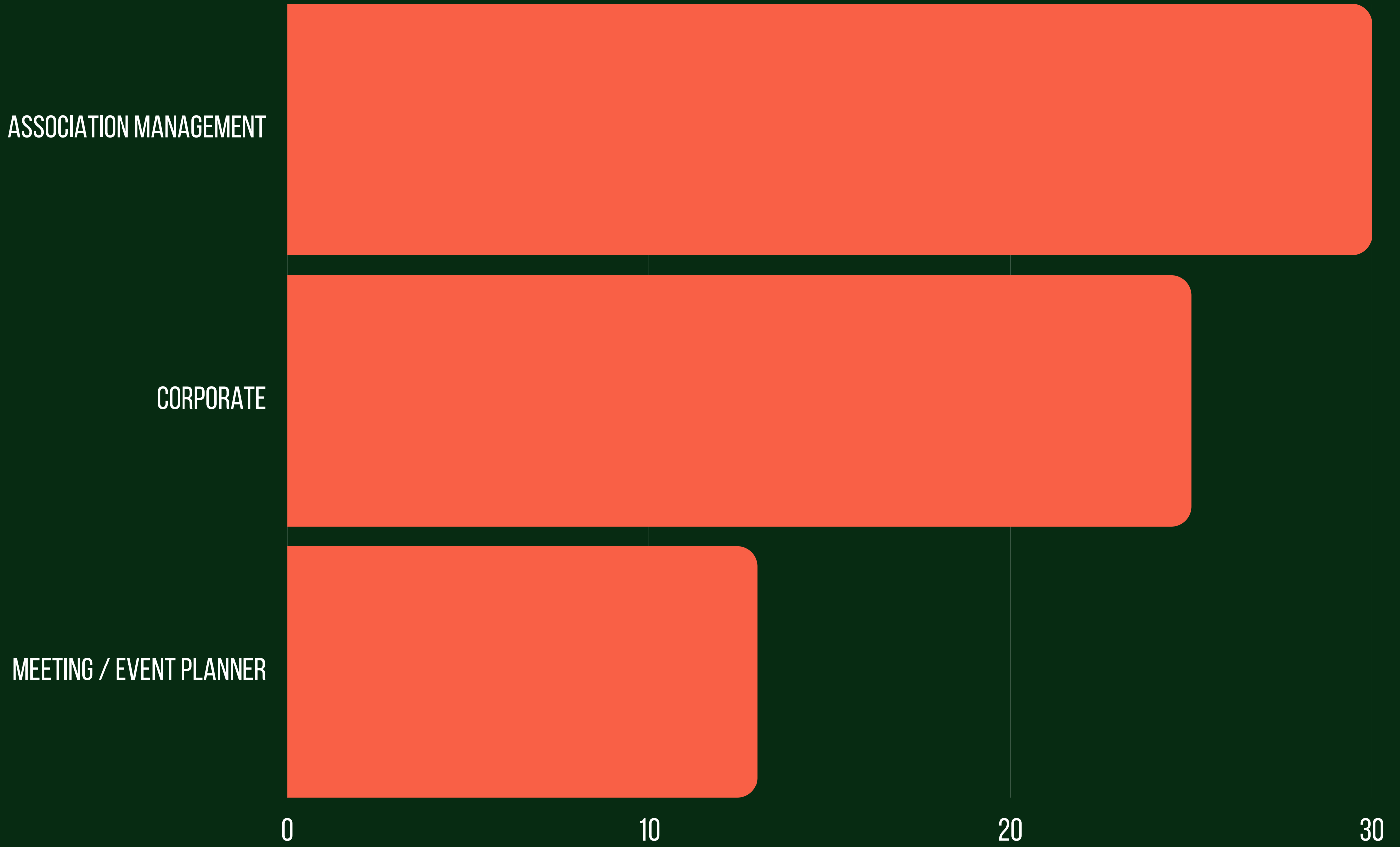
**OUR
CUSTOMER**

Our customers are directors of associations, managers and directors at medium to large companies, and corporate event and meeting planners.



CUSTOMER DEMOGRAPHICS

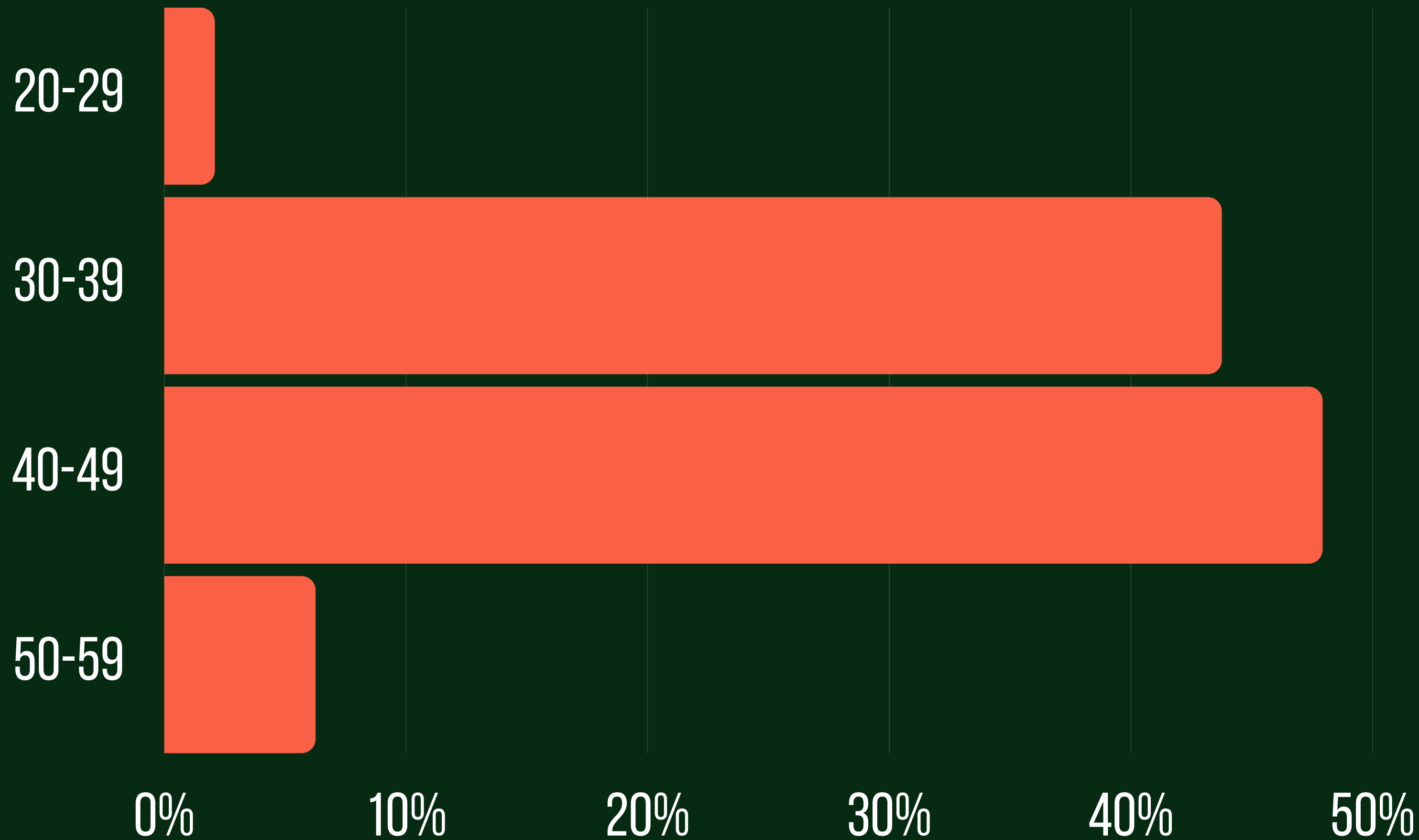
TYPE OF B2B OR B2C CONTACT



GENDER

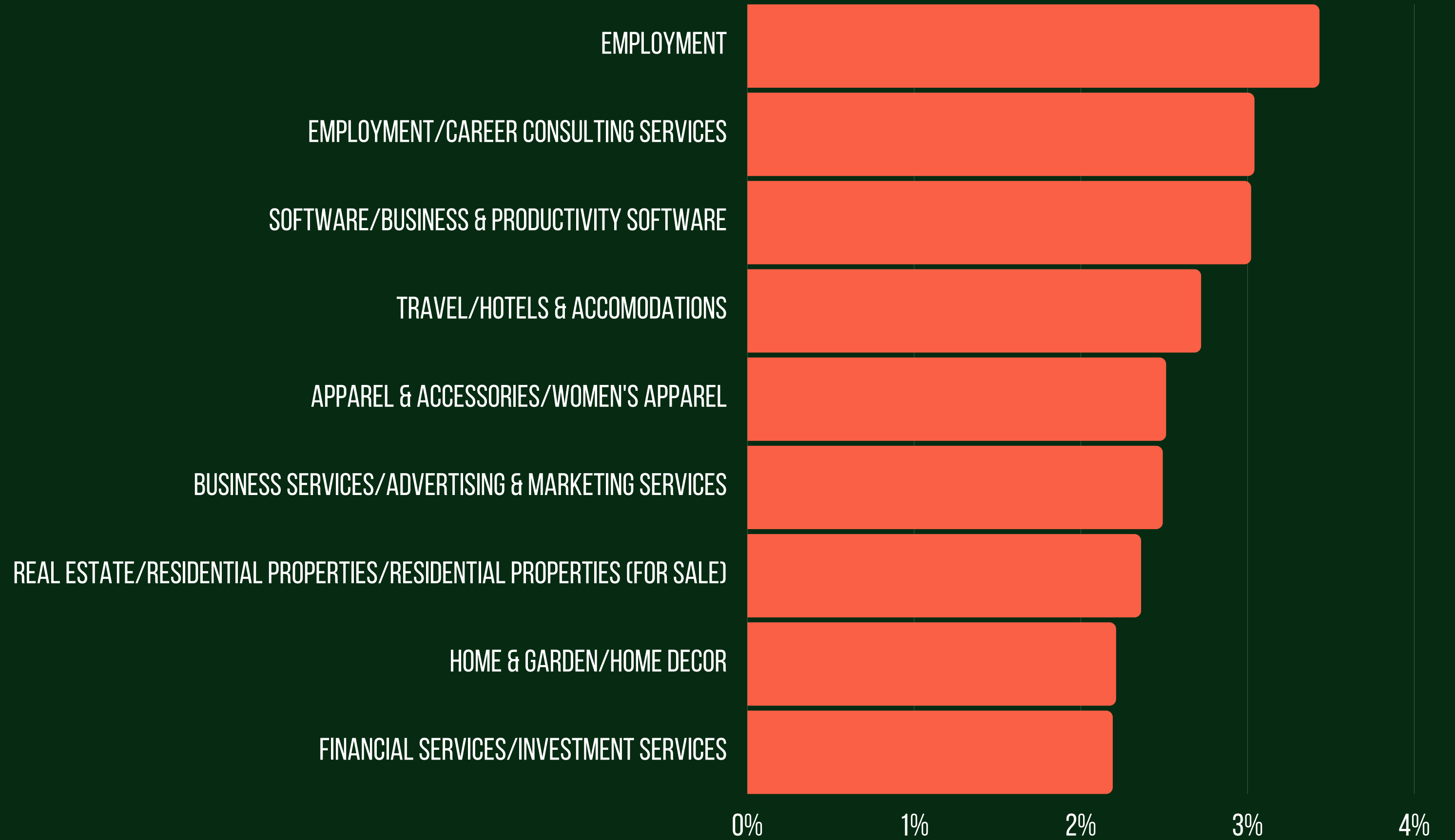


AGE

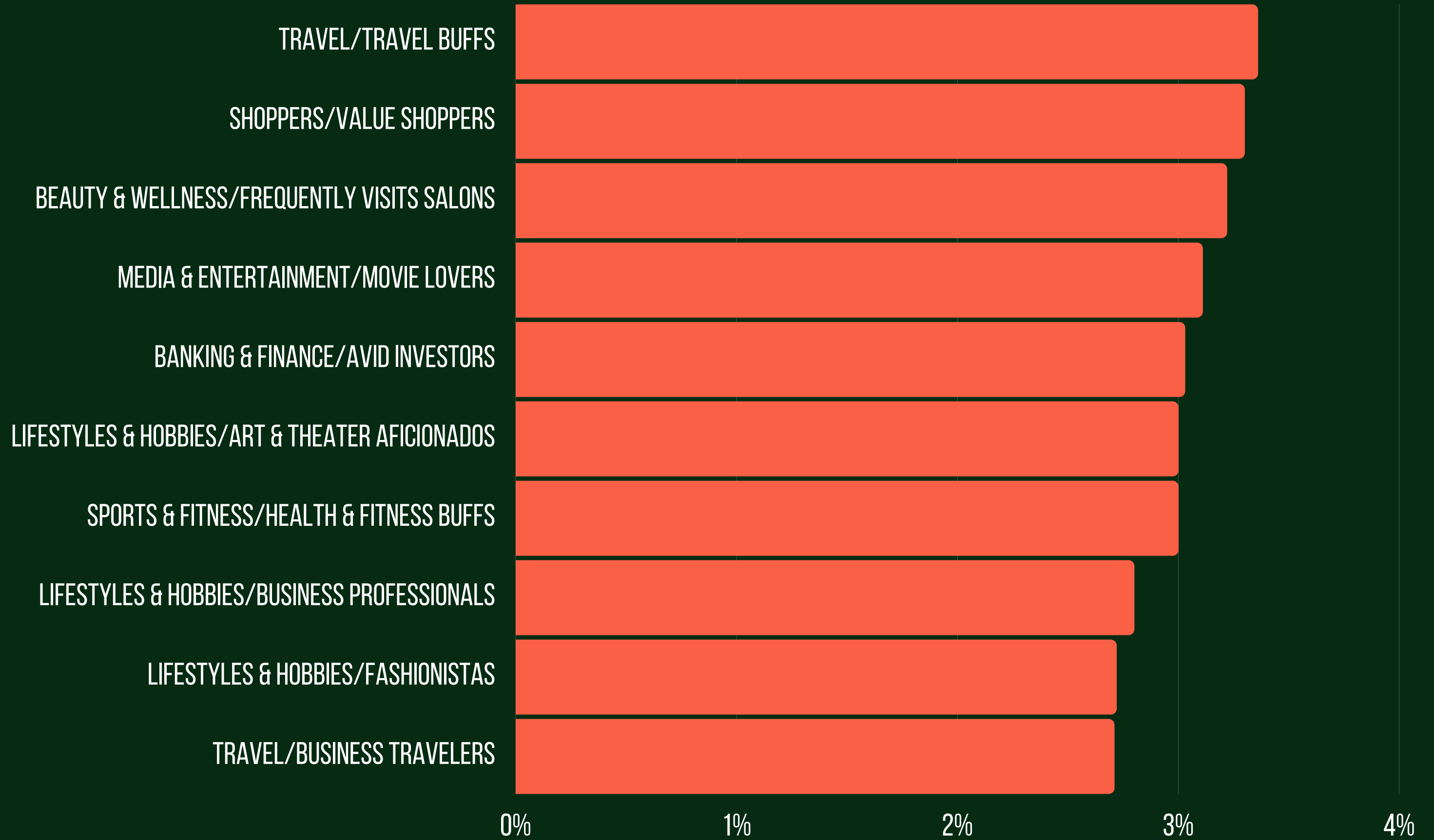


GOOGLE ANALYTICS INTEREST AND BEHAVIOR DATA

IN-MARKET SEGMENT



AFFINITY CATEGORY



PERSONAS



AVERY

- Age: 38
 - Occupation: Meeting Planner
 - Interests: Home decor, beauty
 - Behaviors: Mom to a toddler, career oriented, manages her own event planning business primarily planning corporate events and conferences for her clients
 - Online engages with: DSW, children's clothing brands, home decor brands
- Needs, Challenges & Goals:
 - 50% of clients that were planning on returning to in-person are either cancelling or going all virtual; About 50% of clients are scaling back the live component and adding a virtual component.
 - Some clients don't have budgets for engaging virtual/hybrid events (nicer events are more expensive).
 - Many clients are unsure of their budgets for events for 2022 partly due to economic uncertainty and uncertainty with business goals.
 - Needs a plan for service different target demographics (in-person events, remote/hybrid events).
 - Wants easy access to vendors to service different types of events.
 - Needs help with managing logistics of events.

CUSTOMER DAY MAP: AVERY

5:30 AM - wakes up, wakes kid up and gets kid ready for day, checks phone for email and schedule for day, sometimes checks social media during this time but not religiously

7:30 AM - drives toddler to pre-school 15 minutes away

8:00 AM - once back home, makes coffee, finishes getting ready

8:45 AM - goes through calendar for day and emails

9:00 AM - 10:30 AM - working on logistics and operations for upcoming events

10:30 AM to 1:00 PM - meetings with vendors and clients

1:00 PM to 2:00 PM - lunch, sometimes checks social media during this time, sometimes unplugs and goes for a walk

2:00 PM to 4:00 PM - organizing logistics, operations and planning for an upcoming event, using Pinterest for inspiration on an upcoming event, or working on marketing and sales (can't forget about the pipeline!)

4:00 PM - picks up kid from pre-school (sometimes partner picks up the kid from school)

4:30 PM - makes kid a snack

5:00 PM to 6:00 PM - finishes up any end of day tasks for work

6:00 PM to 6:30 PM - either prepping dinner or partner is prepping dinner while the other watches child

6:30 PM - dinner

7:00 PM to 8:30 PM - unwind / family time, put kid to bed

9:00 PM - sometimes checks phone again before turning technology off for the day

10:00 to 10:30 PM - technology off, nightly routine, bedtime



TATUM

- Age: 45
 - Occupation: Director of R&D at a pharmaceutical company
 - Interests: Travel, movies, health and fitness
 - Behaviors: Busy executive, but likes to unwind with movies, fitness, and travel
 - Online engages with: travel and lifestyle pages, health and fitness brands
- Needs, Challenges & Goals:
 - Currently feel anxiety and anticipation over the future of their companies, departments, and industries.
 - Were able to engage employees during the pandemic with Dineable and other types of employee appreciation perks. Happy employees = productive workers.
 - Trying to accommodate to new hybrid workplaces and get employees back in the office for at least a part of the week.
 - Previously had budgets for employee engagement, but budgets for employee engagement are currently tight because of the uncertainty and volatility of the current economy.

CUSTOMER DAY MAP: TATUM

6:00 AM - wakes up, checks phone, works out

7:30 AM - checks email, schedule for day, while making breakfast and getting ready for day

8:00 AM - leaves for office (3-4 days per week, 1-2 days per week are remote)

9:00 AM to 11:00 AM - meetings with research and development and operations teams

11:00 AM - 12:30 PM - work on processes for a new pharma project

12:45 PM - usually grabs lunch from a nearby cafe or has a meal prepped in the fridge

1:30 PM to 5:00 PM - more meetings

5:00 PM - occasionally stays late to take calls for volunteer work on association board, but otherwise is commuting during this time

6:00 PM - has a prepped meal or makes dinner

7:00 PM - unwinds with a book, a beverage, or sometimes TV, occasionally will go out on a weekday evening, depending on the events of evening, may check phone sporadically throughout evening

11:00 PM - nightly routine / bedtime

MARKETING OBJECTIVES AND KPIS

OBJECTIVES

- Re-engage our existing customers to book new events in for Q4 2021 and Q1 2022.
- Find new leads from industries and companies that are staying fully remote or switching to hybrid.

KPIs

- Send current customer listserv a monthly perk (gift card, discount) to increase recurring revenue by 25% in Q4 2021.
- Use LinkedIn organic and paid landing page campaigns with gated white paper downloads to acquire 375 form submissions per month in our corporate target demographic (Tatum) starting in Q4 2021 using a 3-touch drip campaign to nurture these leads through the funnel.
- Use Pinterest organic traffic and paid campaigns to drive 200 pin saves per month for brand awareness KPI and 300 clicks to our website per month for our conversion KPI (event and meeting planner demographic - Avery) starting in Q4 2021.

MARKETING TACTICS

MARKETING TACTICS

1. Email

2. LinkedIn

3. Pinterest

EMAIL MARKETING

The background of the image is an abstract composition of flowing, organic shapes in shades of orange and yellow. These shapes resemble liquid dripping or flowing down the page, creating a sense of movement and depth. The colors are vibrant and saturated, with some areas appearing lighter due to highlights and others darker due to shadows. The overall effect is a dynamic and visually appealing backdrop for the text.

EMAIL MARKETING: LOYALTY CAMPAIGNS

- Send out monthly offers (discounts, gift cards, special offers) to customer list

EMAIL MARKETING: MEASURE AND OPTIMIZE

- A/B test subject lines
 - Optimize for open rate based on baseline rates
 - Expected 50% open rate for loyalty campaigns
- A/B test CTA text
 - Optimize for clickthrough rate based on baseline rates
 - 15% of email openers click to website
 - Optimize for number of gift downloads based on baseline number of downloads
 - 15% of email openers download a giftcard or copy discount code

*metrics will be from Sendinblue (our email platform) and cross checked via UTM tracking in Google Analytics



LINKEDIN GATED CONTENT CAMPAIGNS: ORGANIC AND PAID

LINKEDIN GATED CONTENT CAMPAIGNS: ORGANIC AND PAID

- Run a monthly campaign with a new resource each month of Q4 2021
 - September: White paper on 2021-2022 employment trends to reach a top-of-funnel department head / corporate target
 - October: White paper / listicle about hybrid events to reach a middle-of-funnel association manager or corporate event / meeting planner
 - November: New resource for the top of funnel department head / corporate target
 - December: New resource for middle of funnel association manager or corporate event / meeting planner
- Monthly budget for paid campaigns: \$3600

LINKEDIN GATED CONTENT CAMPAIGN: DRIP CAMPAIGN USER JOURNEY

LINKEDIN PAID OR
ORGANIC SOCIAL



LANDING
PAGE



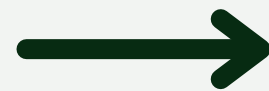
FILL OUT
FORM



DOWNLOAD
WHITE PAPER



1-WEEK FOLLOW-UP WITH
LATEST NEWS INFOGRAPHIC



IF THEY DOWNLOAD BOTH
PIECES OF CONTENT



SALES TEAM
OUTREACH



LINKEDIN GATED CONTENT CAMPAIGNS: MEASURE AND OPTIMIZE

- A/B test landing page subject and white paper subject
 - Optimize for form submissions
 - KPI: 375 form submissions per month
- A/B test content for drip campaign
 - Optimize for number of downloads on 1 week follow-up email
 - KPI: 50% of email openers of follow-up email download 2nd piece of content

*metrics will be from LinkedIn (campaign dashboard) and cross checked via UTM tracking in Google Analytics and form submissions in WordPress / Sendinblue appropriate lists



PINTEREST: ORGANIC AND PAID CAMPAIGNS

PINTEREST CAMPAIGNS: ORGANIC AND PAID

- Create creative that is native to Pinterest
 - 2:3 aspect ratio
 - Eye catching graphics and copy on pin to guide the viewer's eye
- Monthly budget for paid campaigns: \$2400

PINTEREST CAMPAIGNS: MEASURE AND OPTIMIZE

- A/B test copy and appropriate keywords for each graphic
 - Optimize for pin saves
 - KPI: 200 pin saves per month
 - Optimize for clickthrough rates
 - KPI: 300 clicks to website per month

*metrics will be from Pinterest dashboard and cross checked via UTM tracking in Google Analytics

MONTHLY REPORTS

MONTHLY REPORTS

- Google Data Studio to create monthly reports

BUDGET FOR PAID CAMPAIGNS

AD BUDGET AND ROAS

Media					Website		Sales Team				Return on Ad Spend (ROAS)		
Site Name	% of Spend	Total Budget	CPC	Clicks to Website	Signup Rate	Conversions/ Signups/ Leads	Conversion Rate: Signups --> Sales	Sales	Avg. Event Revenue	Revenue	ROAS Goal	Delivered ROAS	% vs. ROAS Goal
Pinterest	40%	\$2,400	\$1.00	300	25.00%	75	25%	19	\$5,000	\$93,750.00	500%	3806%	661%
LinkedIn	60%	\$3,600	\$5.00	1,500	25.00%	375	25%	94	\$5,000	\$468,750.00	500%	12921%	2484%
Total Budget	100%	\$6,000.00	\$0.30	1,800	25.00%	450	25%	113	\$5,000.00	\$562,500.00	50%	9275%	18450%

THANK YOU!

*Note: some numbers in presentation were fictionalized for public viewing.