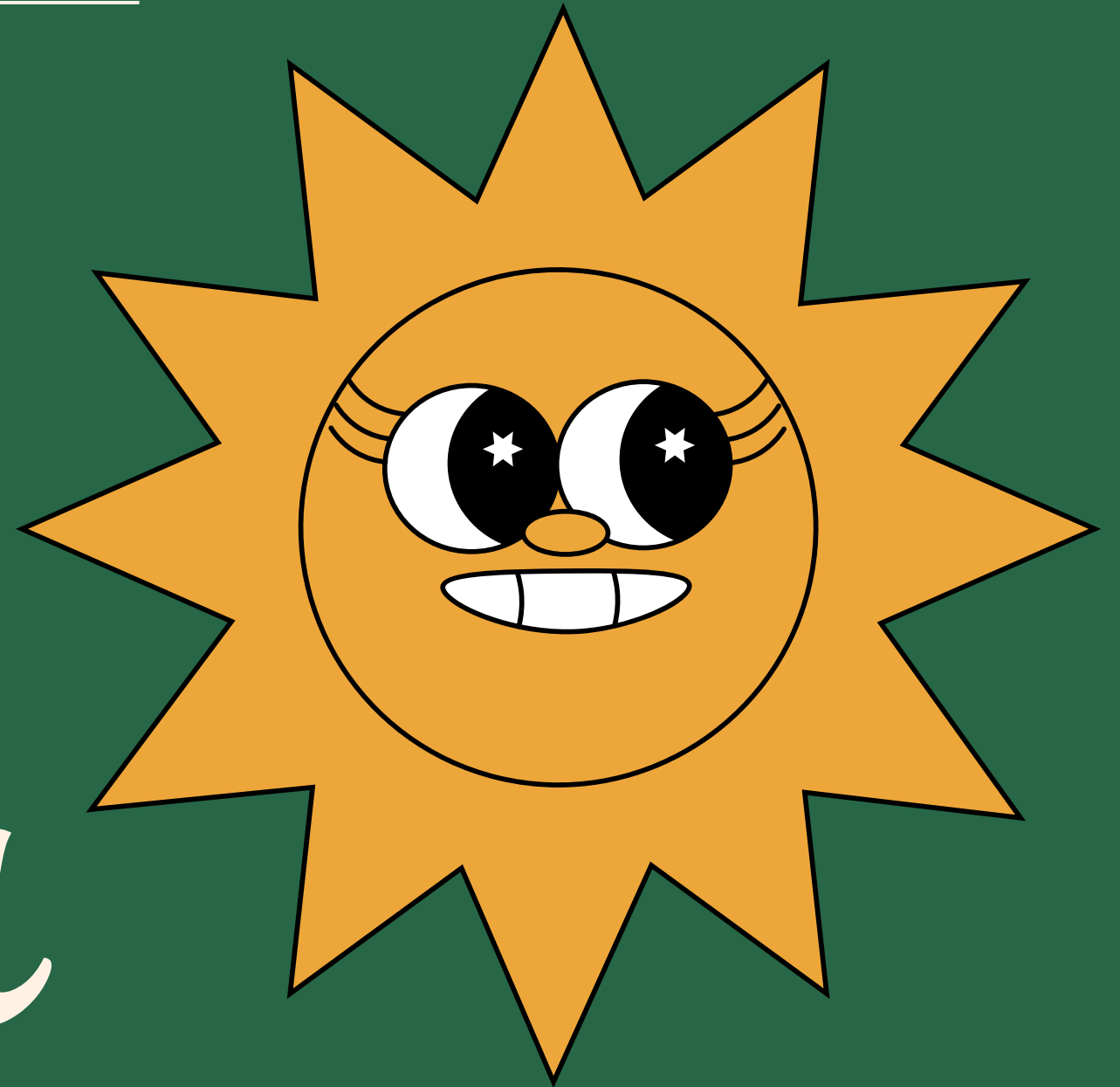


Presentation by

**Camila Varela**

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# *Zenith's Paid Media Campaign*



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# Overview

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03 **About**

04 **Objectives**

05 **Main Budget**

06 **Prospects**

07 **Leads**

08 **Customers**

09 **Creatives**

11 **Summary**



# ZENITH BRUNCH & COCKTAILS

## About

Located in Madrid, Porto, Barcelona, and Lisboa, Zenith is a modern restaurant specialising in coffee, drinks, and traditional breakfast food. The restaurant was featured on TripAdvisor as "one of the most Instagrammable restaurants in the world", solidifying its highlight on well-presented food that will be a success on social media.

Nowadays, Zenith counts two stores in Madrid, one in Lisbon, one in Porto and one in Barcelona, as well as delivery and take-out services.



# Main Objectives

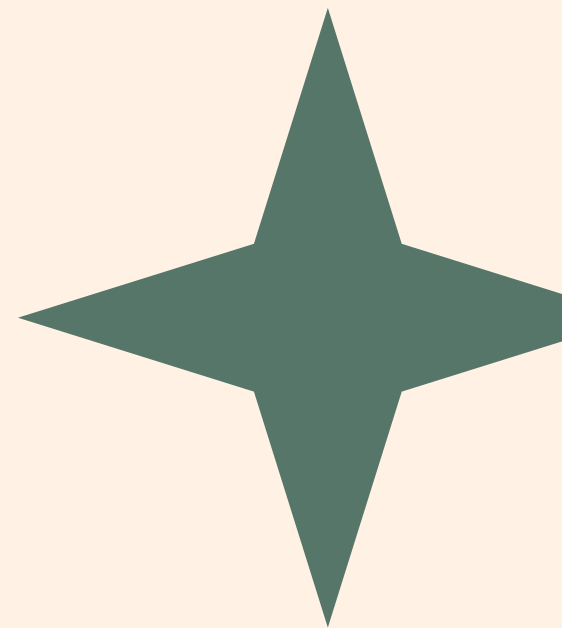


## Objective 1

Reach a strong audience of people who may know or may not know the restaurant and are coming to Spain and Portugal. This audience is interested in more touristic breakfast places in the prospects and leads part of the funnel. The main objective is to bring **new visitors to the physical stores.**

## Objective 2

Impact an audience that lives in the four cities where the physical stores are located and already knows Zenith's menu. This audience follows us on social media and/or has already tried the food and drinks, so they are located in the leads and customers part of the funnel. The objective is to bring **more traffic to the delivery and takeaway services.**



# Main Budget

| DIGITAL MEDIA PLAN 2024 |              |                    |
|-------------------------|--------------|--------------------|
| ZENITH                  |              |                    |
| FUNNEL PHASES           | CHANNEL      | INITIAL BUDGET     |
| AWARENESS/INTEREST      | Objective 1  | €60,000.00         |
|                         | <b>TOTAL</b> | <b>€60,000.00</b>  |
| CONSIDERATION           | Objective 1  | €10,000.00         |
|                         | Objective 2  | €10,000.00         |
|                         | <b>TOTAL</b> | <b>€20,000.00</b>  |
|                         | Objective 2  | €20,000.00         |
|                         | <b>TOTAL</b> | <b>€20,000.00</b>  |
| <b>FULL FUNNEL</b>      | <b>TOTAL</b> | <b>€100,000.00</b> |
|                         |              |                    |
|                         |              |                    |
|                         |              |                    |
| INVESTMENT DISTRIBUTION |              |                    |
| ANNUAL BUDGET           | 100,000€     |                    |
| % AWARENESS/INTEREST    | 60%          | 60000              |
| % CONSIDERATION         | 20%          | 20000              |
| % CONVERSION            | 20%          | 20000              |

## Channels



## Main Metrics

- Number of website visits
- Number of likes
- Number of ad clicks
- Number of followers

## KPI'S

- New users
- Page per view
- Impressions
- Shares
- Saves

# Prospects – Awareness

The prospects in this part of the funnel live in Europe and have been researching travel advice to Spain and Portugal (Zenith's prominent locations). The main objective of this campaign is for people to visit Zenith's Instagram page and website.

### Demographics:

- 20-45 years old
- Male and Female
- Located in Spain, Portugal, France and Italy.

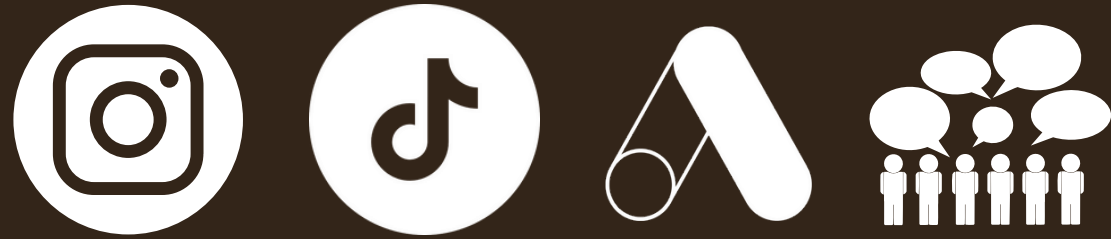
### Behaviour & Interests:

- Food and drink
- Travel
- Entertainment

### Lookalikes:

We will apply a nested strategy with 2-3% lookalike audiences.

## Channels



## Main Metrics

- Interactions on social media
- Emails
- Calls
- Visits to the menu page

## KPI'S

- Impressions
- Page per view
- Shares
- Saves
- CTR
- CR
- CPA

# Leads - Consideration

For the first objective, we will target audiences that already visited our website and follow us on social media and are located in Spain, Portugal, France and Italy. The main objective is to take the user to the menu page and hopefully spark interest in in-person visiting. For the second objective, we will target leads and followers from the main cities specifically, trying to lead their way to the delivery and takeaway apps.

### Demographics:

- 20-45 years old
- Male and Female
- Located in Spain, Portugal, France and Italy (1) and Barcelona, Madrid, Lisbon and Porto (2)

### Behaviour & Interests:

- Food and drink
- Travel
- Entertainment

### Lookalikes:

We will apply a nested strategy with 1% lookalike audiences.

## Channels



## Main Metrics

- Number of visits to the delivery app
- Number of orders
- Average order value
- Total revenue
- Average frequency of orders

## KPI'S

- CR
- CPA
- ROI
- ROAS
- Abandoned cart
- Repeat customer rate

# Customers – Conversion

Focusing on the second objective, the last part of the funnel will be focused on people who have already been to Zenith (in-person or delivery) or are close followers. The CTA will focus on incentivising the person to order online from one of our stores and will take the user directly to a delivery app.

### Demographics:

- 20- 55 years old
- Male and Female
- Located in Barcelona, Madrid, Lisbon and Porto

### Behaviour&Interests:

- Food and drink
- Travel
- Entertainment

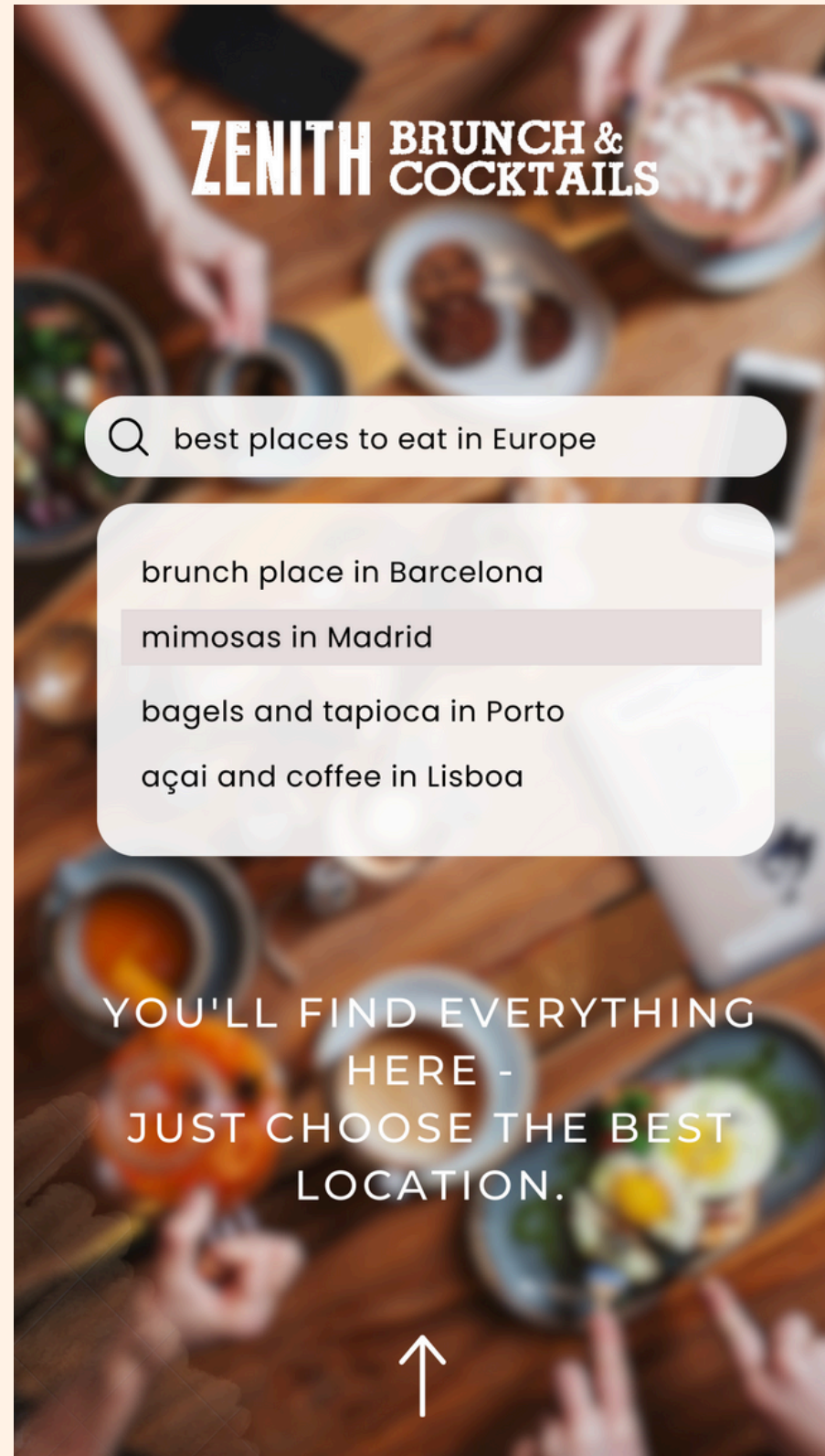
### Lookalikes:

We will not apply a lookalike strategy, only custom audiences and retargeting.



# Creatives

## 01 - Awareness



## 02 - Leads

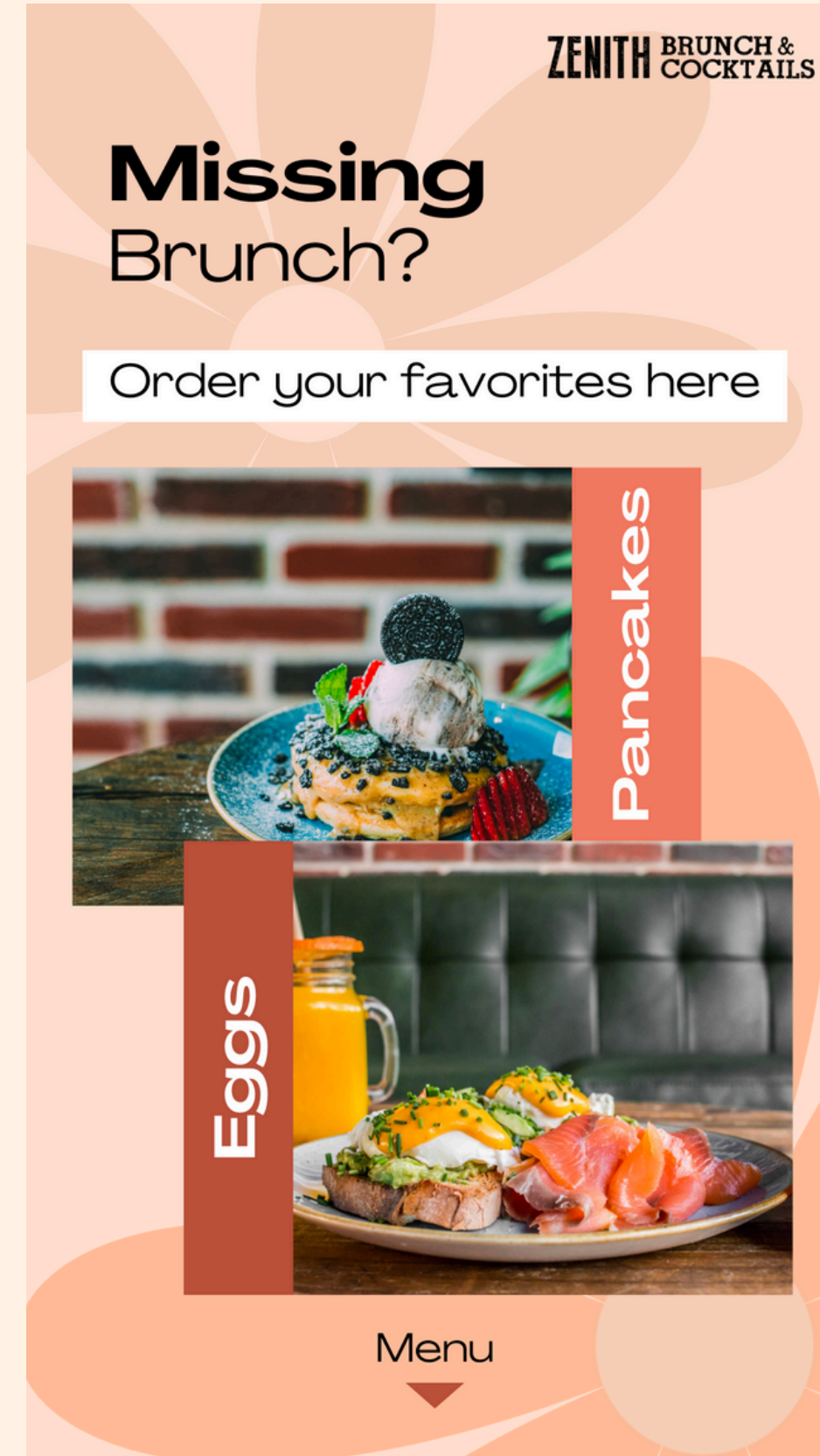


# Creatives

03 - Customers



04 - Retargetting



# Summary



With a total budget of **100,000 euros**, this proposal suggests the paid media campaign to be divided into two main objectives: **in-store visits and delivery**. With a ratio of **60/10/10/20**, we will divide our funnel into 4 main steps:

- Prospects for in-store visits
- Leads for in-store visits
- Leads for delivery orders
- Customers/Retargeting for delivery orders
- 

The **first part of the funnel** will target people living in Portugal, Spain, Italy, and France who have a **particular interest in tourism** in Madrid, Barcelona, Porto, and Lisbon.

For the **second part of the funnel**, we will have to separate steps, one focusing on each objective:

- Objective 1 with more broad audiences with a focus on in-store visits
- Objective 2 with more targeted audiences in the desired cities focusing on delivery orders

Lastly, for the **last part of the funnel**, we will retarget **old customers and leads** with a CTA that estimates orders in delivery apps. With the correct metrics and KPIs, we expect a **20% rise in in-store visits and a 35% growth in delivery orders in the next 6 months of the campaign**.