

1. Business Objective:

Goal: Outline the strategy to the client, Convince the client that it will be worth paying the invoice to increase their brand value

Strengthen their strategy by suggesting to invite local influences and some loyal customers for testimonials

Pain Points:

- Nga is currently struggling to bring in clients on weekends. But right now she is focused on the Grand Opening this upcoming Saturday. Hope that it would be successful
- She needs a marketer that could strategize a plan to land more clients for the upcoming opening
- Since her cash flow is on the decline.. She is unsure on the quality of service that she could provide, so she would like to focus on a soft-event first. Where she would collect testimonials and critics in order to launch the grand opening

Desire:

- Increased Clientele: Nga likely desires a steady and growing flow of clients, particularly on weekends, to boost her business and ensure its sustainability.
- Successful Grand Opening: She wants the upcoming grand opening to be a success, drawing in a large crowd and setting a positive tone for future business.
- Effective Marketing Strategy: Nga desires a marketer who can develop and execute a strategy that will attract more clients and enhance her brand's visibility, particularly for the grand opening.
- Positive Feedback and Testimonials: She hopes to gather positive testimonials and constructive feedback from the soft event to build trust and credibility for the grand opening.
- Improved Cash Flow: With cash flow currently on the decline, Nga desires an increase in revenue to stabilise her business and reinvest in quality services.

Target Client:

Business Women, Age 41. Owner of Le & Co. Restaurant (Vietnamese Restaurant)

2. Where are they now?

Current Awareness Level: Nga is Solution aware, but has not had the time to find a marketer to help her with the business

SPIN Questions Answered During In-Person Sales:

What prompted you to say yes?

You told me that you're looking for a marketer. What sort of results are you looking for from getting a marketer?

How did you guys get started?

Their situation:

Where do they want to go?

They want to have more clients come into their shop.

In the beginning they were having LOTS of clients coming in to enjoy their service. But it was TOO much for them to handle.

What are they doing currently to get to that position

They are planning on giving out pamphlets

Food reviewers/influences to come to their restaurant to help increase more awareness.

Give them indicators that you are listening to them.

What's keeping you from reaching the goal?

They are unable to focus on the quality of their service because they are too worried about other things in the business. E.g: Marketing/Business Management

How have you been getting your clients?

Every Saturday they would host events and have special paid visitors to come in.

How much have you spent on marketing?

They've only tried organic. And the owner has done everything by herself

Have you spent money on advertising in the past?

None

What has worked for you in the past?

Grand Opening and Getting Special Guests/Singers

How are you doing right now client wise? Is it full? Can you take on more?

They can take on alot more. Weekdays are empty, weekends there are clients because they enjoy partying.

What things have you tried that are not quite working?

Lives, Posters and Discounts

What is the average transaction size?

Around \$50-\$200 per group

How many clients a week?

Is it your priority to grow with the business? To expand?

Grow the business and retain

Implication:

What do you think your business would look like if this didn't work out for you?

They would lose their business

If this issue were to be resolved what would you business look like?

Flourishing

They want to put together social media marketing

Paid ads

Email:

Headline: Le & Co. Marketing Strategy To Have More Client's Pay For Your Service

Dear Nga Anh Dung,

It was great discussing with you this morning about our strategy to boost your brand's awareness both locally and across Melbourne. I will share the exact plan that will help bring more clients through your doors.

As we discussed, you've planned a soft launch event for family and friends to experience the new "Yum Cha" cuisine. This will help us gather both positive and constructive feedback, as well as valuable video testimonials and high-quality content to market your brand and remove uncertainty from your service.

To further strengthen this strategy, I would suggest we also invite local influencers and some of your most loyal customers. Mainly for their unbiased feedback with additional insights that will be invaluable in our approach for the grand opening campaign.

I've assembled a skilled videography, photography, and editing team to capture the most engaging content. This will be crucial for standing out in the competitive food and service industry and, more importantly, increasing your brand's value through paid ads, social media posts and stories.

This will be an opportunity to showcase our ability to effectively grow your business

If you are happy with the results, then we can be future business partners.

Attached below is the invoice outlining our budget.

If you would like to discuss any adjustments or additional details send me a quick message

Looking forward to your feedback.

Best Regards,

Anthony

Invoice Below:



Invoice

Billed to:

Nga Anh Dung
Email: Centralbeauty.co@gmail.com
40 Main Road West, St Albans 3021

Invoice No. 14
28th August 2024

Item	Quantity	Unit Price	Total
Facebook Meta Ads ◦ Drafted Plan ◦ Top Player Strategies	Monthly	\$5 Daily	\$150
Facebook Organic Growth ◦ 5-7 Posts Per Week ◦ Daily Stories Organised ◦ Weekly Planned Content ◦ Sales Orientated Texts	Monthly	\$50 Daily	\$1500
Videography Hiring ◦ Content Edited ◦ Prepared for Campaign	1	\$250 Per Day	\$250
Photography Hiring ◦ Product Showcase ◦ Cover Photos	1	\$150 Per Day	\$150

Thank you

Subtotal \$2050
GST (10%) \$ -

Total \$2050

Payment Information

Bank: Commonwealth Bank
Account Name: Anthony Nguyen
BSB: 063 779
Account No: 1018 0880
Pay by: 25th August 2024

AnspireMarketing

More Growth. More Clients. Guaranteed.

Videographer + Photographer for this upcoming Saturday for Yum Cha content.
Double check how long it would be opened for.
How long does the Photographer/Videographer need?

Paid Ads + Organic Growth: Pricing

Facebook Meta Ads: \$400 - \$600 monthly (For ads Upload. \$15 - \$20 daily)

Organic Social Media Marketing: 5-7 Posts per week. Stories Organisations and Copies.
\$1500

Videographer Hiring: \$250-\$300 Per day

Photographer Hiring: \$50-\$200 Per day

Local News Site / Local Influencers

1. Objectives:

- **Increase Brand Awareness:** Expand the brand's visibility across social media platforms.
- **Boost Engagement:** Encourage more interactions (likes, comments, shares) with posts.
- **Drive Website Traffic:** Direct more visitors to the client's website through social media channels.
- **Grow Follower Base:** Increase the number of quality followers across platforms.
- **Convert Followers to Clients:** Turn social media followers into paying customers.

1. Pre-Launch Buzz (Before the Test Run)

- **Teasers on Social Media:** Start generating interest by posting teaser content about the upcoming "Yum Cha" service. Share behind-the-scenes content, sneak peeks of the menu, or even short videos of the test preparations. This builds anticipation without revealing everything. **Proposed plan (1)**
- **VIP Invitations for Test Run:** Instead of limiting the test run to just families and friends, consider inviting a select few loyal customers or local influencers. This way, you get unbiased feedback and begin building word-of-mouth marketing. **Proposed Plan (2)**
- **Collect Feedback & Testimonials:** During the test run, gather feedback and testimonials. This content can be powerful in your grand opening campaign, showing that the service has been tried, tested, and approved by real people.

2. Soft Launch (Between Test Run and Grand Opening)

- **Exclusive Pre-Opening Offers:** Introduce a "soft launch" period where you offer exclusive discounts or limited-time offers for those who book or visit in the week leading up to the grand opening. This can help build momentum and generate word-of-mouth before the full launch.
- **Social Proof & User-Generated Content:** Encourage those who attend the soft launch to share their experiences on social media. Create a unique hashtag and run a small contest to incentivize shares and posts.

3. Grand Opening Strategy

- **Multi-Channel Campaign:** For the grand opening, launch a full-scale campaign across social media, email, and local advertising. Ensure the messaging is consistent and emphasises the unique aspects of the "Yum Cha" service.
- **Leverage Testimonials from Test Run:** Use the feedback and testimonials from the test run in your ads and social media posts. This adds credibility and reassures new customers that they'll have a great experience.
- **Special Events & Giveaways:** Consider hosting special events during the grand opening, like a live cooking demonstration or a themed giveaway. These events can drive foot traffic and create excitement.
- **Post-Launch Follow-Up:** After the grand opening, follow up with attendees via email or social media, thanking them for coming and offering a discount on their next visit. This helps convert one-time visitors into repeat customers.

4. Monitor and Adapt

- **Real-Time Monitoring:** Keep a close eye on engagement and feedback during the entire launch period. Be ready to adapt your strategy if something isn't resonating with your audience.
- **Post-Launch Review:** After the grand opening, analyse what worked and what didn't. Use these insights to refine your ongoing marketing effort