

Overview WPP MR

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Steak House (Steak House Portuguese Maia)

SPREAD: 400K Followers across Meta (ig:125k + fb:179k) and Tik tok:58k spending around 1k on ads and on SMM (2k) Total of 3k monthly

USP: one of the few restaurants with their own production, lots of experience, awards... classified as a Top top Player

Business Objective: Funnel Optimization (save more money, have better metrics cpr...)

Current Pain: Current Marketing Agency that runs their SM are Lacking in results (not connected with business goals or Target audience).

Funnel: SMM organic to call, DM, CONTEST, share..(check strategy)

Discovery Project: Quick Cash noticeable results (2-3 months)

Margins: 50%-70% (rare for a restaurant)

Dream state: A business fully optimized, no unnecessary fees, Spend less money and get more in, an agency that deeply understands the business marketing strategies. "live the old days"

Possible Objections:

(inner dialogue of them)“Am I gonna trust this copywriter ?
Probably it is just another one like the agency just want our money
“ - Sales Pitch

Believe in value + idea + trust in company: they believe.

6k reviews just on google. Waiting lines of till 2h

Spending:

With Agency

NOW: 1K ON ADS,

Reach: 179k

Agency paycheck: 2k

No Agency

1 YEAR AGO: 200-300 eur and more effective (more results, house with more customers)

Reach: 348k

Their Dream State is in the Past

Business Opportunity:

- .VERY High Margins for a restaurant
- .Strong SM Presence and (80-90% of clients came through there)
- .Very Powerfull USP (If applied well can shift the market)
- .Poor amount of traffic during lunch times - Campaign Promo
- .Lack of “Meal of the day” Awareness - Opportunity to have the restaurant full at Lunch time
- .Fake results - They have difficulty track the efficiency of ads campaign
Exemple: Click to call = 650 people, but not 650 didn't call or book
- .Poor And Management - Targeting the wrong people
- .Poor Branding when compared to restaurant itself and prizes and awards

How Quickly they would like to see results?: 2-3 months

Specific Metrics for the math (Organic):

AVG Story views: 1k-1,5k

AVG likes per post: 60L

AVG Views per reel: 8-28k

AVG Visits to the profile: 6k

AVG amount of comments on past giveaways: 414 COMMENTS

AVG people that click/interact:

AVG Spend per person: 20-50 euro

AVG Profit Margin: 40-70%

(8 to 35 euros) per person is pure profit

Note: Lunch and Dinner differ a lot

Still waiting on some

WINNER'S WRITING PROCESS

FOR BETTER IN MORE DETAIL MARKET RESEARCH GO TO "1 Market Research WWP"

1. Who am I talking to?

- a) Portuguese Community, migrant ,between 25-64 in Portugal, Business owner, Gourmet, Wagyu, Familys

2. Where are they now?

- a) Working, scrolling on SM, Managing their business, thinking where they gonna eat, with friends or workers,

3. What do I want them to do?

- a) stop scrolling on social media, consume content ,call book a table and bring people
- b) stop scrolling on SM, comment 2 people post on story and get a promo discount via DM

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting? (a-c) my lunch specific campaign

- a) a sense of a good deal for immediate action,
- b) feel that is a huge opportunity on eating high quality meat with a discount
- c) feel that they can 2x win (Premium food),(Opportunity to win a contest)

- d) Premium, luxury unique experience of all the meals,
- e) feel that is Worth the money based on the (reviews...)
- f) a place where you can bring family and kids and show off

Note: People that like to show off and be amused by the experience come here, people who just want to eat low profile alone probably not the best place.

Some people prefer less or think that less is more.

Here they tend to go over the top with fire in the food, meat pyramids .. all sort of show off. Only the high plates include such a show off but it is usual to see this there

There are people that would love to go there but don't go because they don't have the money

TOP PLAYERS: Miramaia Steakhouse, Coreto Steakhouse,

Type of attention: Passive (Impulse) around 80% mixed with Active (searched) 20%

Market Sophistication: Level 4-5 4,5 market has already seen it, they heard it all before, we can see business talking about the experience, and why they product is the best due to the mechanism.

Market Awareness: highly aware, Level 5 mostly. Mostly level 5. I think this can depend a lot on the perspective if it is a new play, younger audience...

STRATEGY- (WTF is a draft)

Overall Strategy 1, 2,3

.LEVERAGE CURRENT FOLLOWERS, LOCALS AND TOURISTS TO FILL IN WEAKER DAYS USING PROMOS (LUNCH EXCLUSIVE)

.USE CUSTOMERS and FOLLOWERS TO PRODUCE UGC IN ORDER TO APPLY FOR A CONTEST, free marketing, GET LEADS AND UPSELL IN THE FUTURE

.LEVERAGE CHRISTMAS TIME AND CHEFS MENU (premium,custom more affordable menu) USE INFLUENCERS TO BETTER COMMUNICATE (DRIVE MAINLY TO LUNCH)

Strategy nr 1

- 1.(Mine followers) Get your discount promo by
 - .commenting the word "Best"
 - . tag2 friends
 - .share the post on storys
 - .like post (optional)

Any person that does the specific actions will Get a Lunch discount via Dm with a code
ex: DM: hey here is your x discount

at the end of the meal or beginning show to the waiter

by doing this it will be possible to track the success in field of the campaign and for the first time have real correlation between both.

Goal is to get new people in here:

- . the less rich people who dream about coming to this place
- . business owners who are looking for something high quality at a good deal
- .a younger audience which want a premium experience without having to pay top price
- .Tourists which want to know what is best to visit in the city

i will create reels for each one of them ,

probably i will have to do two posts one in english other in my language for greater efficacy

Discovery Project Proposal: Discount-Driven Engagement Campaign

Campaign Structure - **using AI** Monday-Tuesday Campaign (weaker days)

1. Campaign Posts:

- **Instagram Post:** Announce the campaign with an enticing visual (e.g., a premium lunch dish) and details on how to participate.
 - **Reel:** Use a short, dynamic reel showcasing the ambiance or popular dishes at the steakhouse, inviting people to “unlock a special lunch discount.”
 - **Story:** Create a series of stories explaining the offer step-by-step, reinforcing the simple steps needed to get the discount code.
2. **Participation Steps:**
- **Engagement Requirements:**
 - Comment with the word “BEST.”
 - Tag 2 friends in the comments.(optional but encouraged for higher reach).
 - Share the post in their own stories (optional but encouraged for higher reach).
 - **DM Automation:** Automatically send a discount code via DM once they complete these actions. The code should be unique to this campaign, which will make it easy to track redemptions at the restaurant.
3. **Discount Redemption:**
- Customers must show the code in person to receive the lunch discount. Train staff to log each code usage for later reporting and assessment of campaign effectiveness.
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Key Metrics for Tracking Campaign Success

To evaluate the performance, track these specific metrics:

1. **Engagement Metrics on the Campaign Post:**
 - **Total Comments:** Indicates interest and reach within the followers.
 - **Total Shares:** Shows how widely the offer is being circulated.
 - **New Followers:** Track any increase in followers as a result of people sharing with friends.
 - **Likes:** While not as directly actionable, likes can help assess general interest and excitement.
2. **DM Code Engagement:**
 - **Total Codes Sent:** Number of people who completed all steps and received the code.
 - **Redemptions at Restaurant:** Log each time a code is used in-store. This will give a concrete count of people who converted from online engagement to in-store visits.
3. **Conversion Rate:**
 - **Engagement-to-Redemption Conversion:** Divide the number of codes redeemed by the number of codes sent to gauge how effectively the campaign drives actual foot traffic.
 - **Comments-to-Redemption Conversion:** Provides insight into what percentage of people who engage online end up visiting.
4. **Revenue Generated:**

- **Total Revenue from Campaign:** Track the revenue generated from customers who redeem the discount. This can be compared against the typical lunch revenue to measure the campaign's lift.
 - **Average Spend Per Redeeming Customer:** Monitor whether these discount customers tend to spend more (e.g., ordering additional items).
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Project math can be found at the end of the THIS PAGE

Number of Campaign-Specific Posts

(Duration: 9-12 days Monday, Thursday, Wednesday (weaker days) 3 to 4 weeks

To maximize the campaign's reach and engagement, here's a recommended content plan:

1. **Initial Launch Post (Day 1):** A static post explaining the discount and rules to participate.
 2. **Reel (Days 2-3):** A reel emphasizing the food experience and inviting people to participate.
 3. **Stories (Throughout the Campaign):** Daily or every-other-day reminders with call-to-action stickers. Use different angles, like showcasing the meal, customer testimonials, or sharing a countdown.
 4. **Midway Reminder Post (Day 5):** A reminder post to keep momentum.
 5. **Final Call Story (Day 7 or 10):** Remind followers that the campaign is ending soon.
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Additional Tips for Boosting Campaign Success

- **Boost High-Performing Posts:** Once you see which posts are performing well organically (likely within the first 1-2 days), put some ad spend behind those to reach a larger audience. (if needed)
- **Involve Staff or Influencers:** Have staff share the campaign in their personal networks or collaborate with a local food influencer to help promote it. (if needed)
- **Track Daily Engagement:** Monitor engagement on each post to identify what's resonating most and adjust content .

Updated Campaign Structure with Extra Tease

Campaign Incentive Enhancement

- **Exclusive Future Promotions:** Mention that by participating (actual consuming), customers become eligible for exclusive promotions in the future, creating an incentive for continued engagement and fostering loyalty.
- Only Visitors will have access to a exclusive prize

Execution and Communication

1. **Announcement in Campaign Posts:** Include this bonus in your main campaign messaging across stories, reels, and posts. For example:
 - “Not only can you win a Dinner for Two, but all participants will also be entered to win a VIP Chef’s Dinner! Plus, be the first to get exclusive offers in the future.” (if needed)
2. **In-Restaurant Mention:** Have waitstaff remind diners of this bonus to further encourage participation.

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COPY ex: Every visitor that takes advantage of the picanha week campaign will also be participating on special prizes

Prize: Could be unique giveaway, discounts something, custom discounts

Tracking and Engagement Follow-Up

Staff will have to count the name of the customer (how many people he brought) and confirm the discount by showing the DM

ex: John, 4 people 4 posted and commented = 4 meals discounted

there can be some expectations: imagine john brings his mother which doesn't use social media (both can get the discount)

- **Post-Campaign Announcement:** Announce the additional winner (if you have one) publicly on Instagram, tagging them and thanking all participants for their involvement. This keeps excitement high and encourages followers to look out for future campaigns. (if needed)
- **Exclusive Promotion Roll-Out:** Follow up with all participants via DM or email a few weeks after the campaign with a “**thank you**” offer (e.g., a small discount on their next visit), reinforcing loyalty and bringing them back in-store. (up sell)

I can Leverage the fact that the business (steakhouse) is located near a lot of offices with business owners and communicate with flyers to them.

.Strategy nr 2 (following the strategy nr 1) meant to happen mid of the other

.This strategy is meant to add more trackability to the process and leverage User Generated content to expand organically , this also will capture leads which can be sold on the future with discounts,news...

Duration: 14 days

Best Steak Photo Contest Campaign

Objective

Generate high-quality UGC to promote the steakhouse, engage customers, and boost in-store and social media engagement with a fun, trackable contest.

Campaign Structure

1. Promotion and Setup:

- **In-Restaurant QR Code:** Place a QR code on table tents and posters that leads to the contest's landing page. Label it with enticing messaging like "Scan to Win a Free Dinner for Two!"
- Shared on Social media story post and reel
- **Waitstaff Promotion:** Waiters inform every table about the contest, encouraging customers to scan the QR code to participate.
- **Launch Date and Duration:** Start promoting 5 days before the official launch with waitstaff and signage. Run the contest for 14 days.

2. Landing Page (accessed via QR code):

- **Instructions:** Simple, clear steps to participate:
 - Post a photo of their steakhouse experience on Instagram.
 - Use the hashtag #BestSteakPhoto and tag the steakhouse.
- **Contact Info Collection:** A form to collect name and phone number for contest entry and winner notification.
- **Rules:** Briefly outline what makes a winning photo (creativity, quality).

3. Participation Requirements:

- **Instagram Post:** Share a photo of their steakhouse experience, tag the restaurant, and use #BestSteakPhoto.
- **Engagement:** Follow the steakhouse on Instagram.

4. Prize:

- **Reward:** A "Dinner for Two" valued at \$100 to incentivize high-quality entries.

5. Tracking:

- **UTM-Tracked QR Code:** Monitor how many people visit the landing page from in-restaurant QR code scans.
- **Form Submissions:** Track entries and contact information, which can also be used for future promotions. (follow ups, email marketing)

6. Campaign Timeline:

- **Pre-Launch (2 Days Before Start):** Waitstaff and in-restaurant signage begin promoting the contest.
- **Launch Day:** Announce the contest on Instagram with posts and stories.

- **Mid-Campaign Reminder (Day 7):** Post a reminder to encourage entries.
 - **Final Call (Day 13):** Last-chance reminder on Instagram.
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Key Metrics to Track

- **Number of Entries:** Total photos submitted using #BestSteakPhoto and tagged.
 - **QR Code Scans and Landing Page Visits:** Tracks in-restaurant interest.
 - **New Instagram Followers:** Measures growth in followers during the contest.
 - **UGC Quality and Engagement:** Evaluate reach, likes, and comments on participant posts.
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Tips for Engagement and Quality

- **Real-Time Highlights:** Share standout entries on your Instagram stories to increase engagement and motivate more submissions.
- **Announce Winner and Thank All Participants:** After the contest, publicly tag the winner and thank all participants on Instagram. Offer a small discount to non-winners to encourage return visits.
- **Make a video with all submissions:**

Strategy nr 3 (Promote the experience and the affordability):

Christmas is close on the way.

To promote and leverage the quality and the low price at once is by promoting the chef's menu which is totally custom, premium but much more affordable. My plan is also to use influencers to promote the contest still happening. (i will handle all the writing what they have to say)

i tend to choose younger influencers 21y-28y , because the cost will be lower and will attract a more younger audience "the kids with the rich parents" this will expand the expand the brand to a new dimension and feel in the weaker days and the chef s menus will be sold much easier to them

Influencer Partnership Campaign: "The Chef's Menu Experience"

Objective

Increase awareness of the steakhouse and promote "The Chef's Menu" deal to attract new customers seeking a premium experience with an affordable price.

Market needs to perceive this as a premium house that runs campaigns that are affordable (for the average).

Execution Plan

1. Influencer Selection:

- **Criteria:** Select 4-6 local influencers with a solid, engaged following in the food, lifestyle, or luxury space. Aim for influencers who regularly engage with a demographic likely to dine out at a steakhouse.
- **Alignment:** Choose influencers whose values and style reflect the steakhouse's premium feel, as this will build credibility and enhance brand image.

2. Invitation and Experience:

- **Exclusive Invitation:** Invite influencers to enjoy "The Chef's Menu" at the steakhouse. Emphasize that they'll experience a unique meal curated by the chef, adding a sense of exclusivity.
- **Clear Posting Guidelines:** Provide simple instructions:
 - **Video and Story Post:** Ask influencers to create a short video and story showcasing the ambiance, the Chef's Menu dishes, and their experience.
 - **Call-to-Action:** Encourage them to mention the €25 Chef's Menu deal, inviting followers to visit for the same experience.
 - **Tagging and Hashtag:** Instruct influencers to tag the steakhouse's Instagram account and use a unique hashtag (e.g., #ChefsMenuExperience) for tracking and brand recognition.

3. Campaign Timeline:

- **Influencer Dinner Night:** Host all influencers on the same night for an impactful, shared experience. This way, influencers can interact, creating a buzz and generating multiple posts within a short timeframe.
- **Posts Shared Within 24-48 Hours:** Request influencers to share their content within a day or two of the dinner to maximize momentum and cross-promotion.

4. Budget Control:

- **Lower Cost, High Perceived Value:** Providing a curated menu at €25 per influencer keeps the cost manageable while giving the experience a premium look and feel.
- **Mutual Benefit:** Influencers receive a unique dining experience and quality content, while the steakhouse reaches their followers without additional ad spend.

Key Metrics to Track

1. Reach and Engagement:

- **Total Reach:** Track combined follower reach of all influencers involved.
- **Engagement Metrics:** Monitor likes, comments, and shares on influencer posts to gauge interest and excitement around the Chef's Menu.

2. New Followers:

- **Follower Growth:** Track increase in followers during and after the campaign. These new followers represent potential future customers.
3. **Redemptions of Chef's Menu Offer:**
- **In-Restaurant Conversions:** Track how many customers come in specifically mentioning "The Chef's Menu" as a result of influencer posts. You can even set up a unique phrase or QR code for influencers to share, making it easier to track redemptions.
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Tips to Maximize Success

- **Boost Influencer Posts:** Consider boosting one or two of the best-performing influencer posts for broader reach.
- **Leverage UGC:** Repost influencer content on the steakhouse's Instagram, creating a highlight reel that showcases the Chef's Menu.
- **Follow-Up Offer:** Send a thank-you note to influencers post-dining and invite them back, offering a small discount to encourage continued advocacy.

Project Math:

Stories + Reels + Posts (normal photos) should drive people to the "Promo Post" where it is communicated there the promo amount and requirements (pinned at the profile after 30 days)

This is only on IG, on FB is more , and i also tend to use tiktok leverage all the ai the Goal is to hit RainMaker

**1st Campaign: ex: "rump steak week" Lunch only
item with highest margin till 70% margin
Margins (40-70)**

low end to high end this during 10 days (weaker days non consecutive days)

Desired Action: like, Tag 2 friends, share on story, immediately receive the promo via dm

.AVG reach per story x AVG Conversion =

.AVG reach per reel x AVG Conversion =

.Past Giveaway = 414 people commented

According to ai : **people that actually gonna do all the steps and visit**

Low Estimate: 97 people

High Estimate: 291 people

.Discount max = 30% off

.AVG Customer spend with discount = $(15-45) \times 0,70 = 10-31$ eur

.AVG Profit per customer (40%-70%) = .4-12 eur .7-21 eur

Profit per Customer

very low end = $4 \times 97 = 388$ eur

very high end = $21 \times 291 = 6.111$ eur

AVG= 3.249,5 eur

If i had the little teases i think i can achieve this amount of people very easy

According to ai

117–349 People

if i had plus the two social medias (FB+ Tiktok)

According to ai

130–418 customers

NOTE:

According to the new Ai the project is very capable and has a lot potential
i didn't count the strategy nr 2 and strategy nr 3

According to AI

385–2,435 redemptions. with the addition of **Strategy nr 2 (UGC)**

Payment for me: 500 euros upfront + 25% of profit generated

if i don't surpass the 500 eur mark i will gave 1 month of my services for free or i idk

it has to work..

Goal with this Discovery Project will be to expand to a younger and less rich target market to feel out the weaker days . but at the same time still attract and communicate to the typical business owner that likes to go there

that is why the influencers strategy nr 3

What do you think?

TIPS from captains

Figure out who is scrolling on Lunch time -
Get Real insights

Other time

)Strategy nr 2

2. For every Person get 5% Discount (valid till 40%) Exclusive in Lunch Time "Picanha week"

1=5%

4=20%

8=40%

-This will improve reach organically and Impact the Lunch sales and will allow trackability

-This campaign will allow offline marketing to happen and clients will know about existing meals of the day"

MARKET RESEARCH TEMPLATE - Steak House (Restaurant)

MR in greater detail in " 1 Market Research WWP"

1 Market Research WWP

Here you will find a Market research in depth + 3 Avatars (personas)

MARKET RESEARCH TEMPLATE - Steak House (Restaurant)

Who exactly are we talking to?

- **Generally, What Kind Of People Are We Targeting?**
 - Affluent individuals with a taste for premium dining experiences and high-quality meat, particularly Wagyu and other exotic cuts.
 - Those who value a unique, memorable dining experience, possibly shared with others or experienced as a status symbol.
 - People who appreciate personalized service and luxury atmospheres.
 - **Men or Women?**
 - Both, though predominantly **60% men**.
 - **Approximate Age Range?**
 - **25-65** years old.
 - **Occupation?**
 - **Business owners, migrants, local Portuguese community members**, and gourmet enthusiasts, particularly **meat lovers** and **Wagyu aficionados**.
 - **Income Level?**
 - **€2,000 to €10,000 per month**, targeting higher-income individuals who are willing to pay a premium for quality.
 - **Geographic Location?**
 - Primarily **Porto, Portugal** and surrounding areas, including tourists seeking high-end dining in Porto.
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Painful Current State

- **What are they afraid of?**
 - Feeling underwhelmed or disappointed by a dining experience that doesn't live up to the price.
 - Paying high prices for subpar quality or being charged unexpectedly, making them feel taken advantage of.
- **What are they angry about? Who are they angry at?**
 - Angry about hidden fees and perceived "upselling" tactics, such as unlisted charges or menu items pushed without full transparency.
 - Frustrated by the inconsistency of service, especially when experiencing long wait times despite having reservations.
 - Upset with the restaurant's tendency to feel overcrowded or noisy, which detracts from the luxury dining experience.
- **What are their top daily frustrations?**
 - Wasting time on disappointing, overhyped experiences that fail to deliver the promised value.

- Struggling to find dining establishments that offer both **top-quality food** and a **relaxed, sophisticated atmosphere**.
 - Compromising on a special experience due to lack of transparency about costs and pricing.
 - **What are they embarrassed about?**
 - Feeling out of place or overcharged in an environment that feels more focused on image than substance.
 - Inviting friends or business associates to a dining experience that fails to meet expectations, leading to embarrassment over the recommendation.
 - **How does dealing with their problems make them feel about themselves?**
 - They may feel disappointed or foolish for spending money on an experience that didn't meet their standards.
 - Some may feel "played" by the restaurant's high-end branding if it doesn't provide the expected luxury.
 - **What do other people in their world think about them as a result of these problems?**
 - Friends or associates may view them as someone who's willing to splurge on overpriced experiences or as someone who didn't do their research on a restaurant before visiting.
 - **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - "I was expecting a top-tier experience, but the place was packed and noisy, and they charged us for items we didn't even order."
 - "For the amount I paid, I expected more attentive service and better quality. It felt like they're more interested in putting on a show than serving great food."
 - "I love fine dining, but I hate feeling like I'm just a dollar sign when I walk into a place. I don't mind paying for quality, but I want it to be worth it."
 - **What is keeping them from solving their problems now?**
 - Lack of alternative options that offer both authentic luxury and transparency in pricing.
 - The general trend among high-end restaurants to prioritize "showy" experiences over genuine quality, making it hard to find an establishment that feels worth the investment.
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Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - They would enjoy an exceptional dining experience that combines **world-class food, luxurious ambiance, and attentive, personalized service**.
 - The experience would feel exclusive and refined, allowing them to fully relax and enjoy without worrying about unexpected charges or feeling rushed.
 - They would be able to host friends or business partners confidently, knowing the restaurant will impress without any hidden pitfalls.
- **Who do they want to impress?**

- Business associates, friends, or family members who also appreciate fine dining.
- Social media followers or online communities where they share their dining experiences.
- Themselves, as they strive to match their dining experiences to their personal standards and lifestyle.
- **How would they feel about themselves if they were living in their dream state?**
 - Confident and validated, knowing they are able to indulge in high-quality experiences that meet their discerning standards.
 - Proud of their taste and discernment in choosing places that reflect their status and appreciation for quality.
- **What do they secretly desire most?**
 - A luxurious yet genuine dining experience that **lives up to the hype**—they want to be “wowed” not just by the food, but by the entire experience, from start to finish.
 - An exclusive feeling of being pampered and catered to, with all details thought of and nothing overlooked.
 - A place they can call “their spot” for high-end dining, which they can confidently recommend and revisit without reservations.
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
 - “I want a place where the service, the food, and the ambiance all come together seamlessly. No surprises, just pure quality.”
 - “I’m looking for an experience that makes me feel valued as a customer, where the staff pays attention to every little detail.”
 - “If I’m going to spend that much, I want to know that it’s not just for the show—I want amazing food and a night to remember.”

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - They believe they are discerning and sophisticated consumers with a refined taste for quality dining experiences. They value their money and expect high standards when it comes to food and service, especially at premium price points.
 - They are frustrated by the trend of “style over substance” in the upscale dining scene, where restaurants focus on image and theatrics instead of quality and authenticity.
- **Who do they blame for their current problems and frustrations?**

- They blame restaurants and management for prioritizing profits and social media hype over actual customer satisfaction. This includes hidden fees, upselling tactics, and overcrowded dining spaces.
- They may also hold “influencer culture” responsible for elevating the image of places that don’t necessarily provide value or quality, feeling misled by exaggerated online reviews.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - Yes, they may have tried various high-end steakhouses and other premium restaurants, only to feel that the quality and service didn’t justify the price. They feel they failed because they trusted brand images, online hype, or high-profile reviews, which ultimately didn’t align with their personal standards.
 - They might feel like they failed due to the lack of transparent, reliable information and reviews that reflect their high expectations.
- **How do they evaluate and decide if a solution is going to work or not?**
 - They assess restaurants based on the authenticity of customer reviews, the transparency of pricing, and the ambiance of the establishment.
 - They may rely on word-of-mouth recommendations from friends, personal contacts, or reviewers they trust.
 - They look for consistency in the quality of both food and service, viewing this as a hallmark of a genuinely high-end establishment.
- **What figures or brands in the industry do they respect and why?**
 - They respect **Michelin-rated chefs, prestigious restaurant groups**, and established steakhouses with a history of quality and consistency, such as Morton’s, Peter Luger’s, or Michelin-starred restaurants known for high standards.
 - They may also follow well-regarded food critics and chefs who prioritize authenticity, quality, and a refined approach to food over flashy, Instagram-driven presentations.
- **What character traits do they value in themselves and others?**
 - **Discretion, sophistication, honesty, and discernment.** They admire individuals who can recognize true quality and authenticity, and who avoid flashy, pretentious displays.
 - They value **attention to detail** and **professionalism**, especially in service-oriented roles.
- **What character traits do they despise in themselves and others?**
 - They despise **pretentiousness, dishonesty, and a lack of transparency.**
 - They dislike traits that reflect poor service or an overly commercial focus, such as **pushy sales tactics, disregard for customer satisfaction**, or a lack of attention to quality.
 - They find **inauthenticity** particularly off-putting, whether it’s from the restaurant staff or from other diners who they feel are only there for social status.
- **What trends in the market are they aware of? What do they think about these trends?**
 - They are aware of the growing focus on **social media-driven experiences**, such as showy presentations, Instagrammable dishes, and influencer

partnerships. They tend to view these trends skeptically, feeling that they often distract from the actual quality of the food and service.

- They may appreciate the trend toward **locally-sourced or sustainable ingredients** but dislike when it's used merely as a marketing tactic rather than a genuine commitment to quality.
 - **What “tribes” are they a part of? How do they signal and gain status in those tribes?**
 - They are part of **gourmet food communities, fine dining aficionados**, and possibly **business networks** where luxury dining is valued as a status symbol.
 - They signal their status through **discerning choice of restaurants** and by sharing experiences that emphasize quality over hype. They may discuss dining experiences at exclusive venues, preferring recommendations from equally discerning friends or reputable reviews rather than popular social media influencers.
 - In these communities, **knowledge of high-end cuisine and exclusive restaurants** is a marker of status, as well as **sharing authentic, well-informed insights** into dining experiences.
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Basic Avatar 1

Name: João Marques

Background Details:

- **Age:** 42
- **Profession:** Business owner in the tech industry
- **Income:** €6,500 per month
- **Location:** Lives in Porto, Portugal
- **Family Status:** Married with two children
- **Education:** Master's degree in Business Administration
- **Hobbies:** Gourmet food, wine tasting, travel, networking events

Day in the Life:

- João starts his day with a quick gym session, followed by breakfast with his family before heading to his office in Porto's business district.
- He is highly engaged in his work, often leading meetings and networking with clients and colleagues. He is motivated by success and is used to an environment of high standards and professionalism.
- For lunch, he might meet a client at a nearby upscale café, and after work, he occasionally unwinds at a wine bar or trendy lounge.
- When dining out, João prefers well-regarded restaurants that emphasize quality and service over hype. He often organizes business dinners, choosing venues that reflect his taste for exclusivity and sophistication.

- On weekends, he values spending time with family but also enjoys the occasional high-end dining experience with his wife or close friends, seeking out restaurants that offer something truly special.

João values quality and authenticity, and he resents experiences that feel exploitative or superficial. He is willing to pay a premium for excellence but expects transparency and consistency in return. His network of friends and business contacts often looks to him for recommendations on where to eat, and he takes pride in knowing Porto's best and most authentic dining spots.

Avatar 2: Sofia Costa

Background Details:

- **Name:** Sofia Costa
- **Age:** 34
- **Profession:** Executive Chef in São Paulo, Brazil
- **Income:** Approximately €4,000 per month
- **Location:** Recently moved to Porto, Portugal
- **Family Status:** Single, living alone
- **Education:** Culinary Arts degree from Le Cordon Bleu
- **Hobbies:** Food blogging, traveling, exploring new cuisines, social media

Day in the Life:

- Sofia recently relocated from São Paulo to Porto, driven by her passion for Portuguese cuisine and culture. Her day often begins with a walk through Porto's markets, exploring local ingredients and flavors to incorporate into her own culinary projects.
- Sofia works part-time as a chef in a local restaurant and spends her free time managing a popular food blog where she shares her culinary experiences with followers in Brazil and Portugal.
- Dining out is both a personal and professional interest for Sofia; she uses it as an opportunity to gain inspiration for her own cooking and to showcase Porto's food scene on her blog.
- She prefers unique, authentic experiences that reflect Portuguese culture and quality but is sometimes frustrated by restaurants that overcharge tourists or rely too heavily on theatrics rather than genuine flavor.
- On weekends, she often meets other expatriates or local friends, enjoying Porto's vibrant dining options and exploring lesser-known spots. She likes to connect with others over food, discussing the art and passion behind cuisine.

Pain Points:

- Sofia is wary of restaurants that exploit the tourist market, using flashy presentations and high prices to attract foreigners without delivering authentic quality.
- She dislikes the inconsistency in service and feels disappointed when places don't live up to their social media reputation. She's particularly frustrated with places that use social media hype as a substitute for quality food.

Desires:

- Sofia wants to find true culinary gems in Porto—places that reflect the best of Portuguese gastronomy without sacrificing authenticity for Instagram appeal.
- She dreams of discovering a restaurant where she can enjoy a perfect meal and share it authentically with her followers, a place she can proudly endorse as a chef.

Values, Beliefs, and Tribal Affiliations:

- Sofia values **authenticity, quality ingredients, and transparency** in pricing. She connects with other expatriates and locals who appreciate genuine culinary experiences, using her blog to share her honest thoughts with her foodie community.
 - She respects brands and chefs who focus on quality and seasonality, viewing them as reliable in a market that can sometimes be dominated by “show over substance.”
 - As a member of the food blogging community, Sofia signals status through her knowledge of hidden gems and authentic experiences, often avoiding mainstream tourist spots for places that locals recommend.
-

Avatar 3: Liam Thompson

Background Details:

- **Name:** Liam Thompson
- **Age:** 29
- **Profession:** Software Engineer from San Francisco, USA
- **Income:** €5,000 per month (travels frequently, earning in US dollars)
- **Location:** Visiting Porto for a two-week vacation
- **Family Status:** Single, travels solo
- **Education:** Bachelor's degree in Computer Science
- **Hobbies:** Photography, travel, craft beer, hiking

Day in the Life (during vacation):

- Liam is on a European tour, and Porto is one of his favorite stops. His day typically starts with a local café breakfast, after which he explores Porto's historic sites, taking photos and documenting his journey on social media.
- He enjoys immersing himself in local culture, which includes sampling authentic Portuguese dishes and visiting recommended restaurants.
- Liam prefers upscale restaurants occasionally as a way to treat himself but is cautious about getting “tourist trapped” at overpriced venues. He often consults Google reviews and TripAdvisor, looking for consistently high ratings, especially from locals.
- At night, he enjoys the local nightlife scene and is drawn to places with positive reviews about atmosphere and quality service. He wants his dining experiences to feel special, memorable, and worth every euro.

Pain Points:

- Liam is frustrated by hidden costs, upselling tactics, and restaurants that cater primarily to tourists without genuine local flavor. He dislikes feeling as though he's paying extra simply because he's a visitor.
- He's concerned about language barriers leading to misunderstandings with service or pricing and appreciates clear, transparent communication.

Desires:

- Liam is seeking memorable, authentic dining experiences that he can share with his friends and followers. He wants a steakhouse where he can enjoy a high-quality meal without hidden fees or gimmicks, ideally a place where he feels welcomed as both a tourist and a respected guest.
- If he could wave a magic wand, he'd find a restaurant that combines authenticity with a premium feel—great food, excellent service, and an ambiance that feels uniquely Portuguese.

Values, Beliefs, and Tribal Affiliations:

- Liam values **honesty, friendliness, and transparency** in his interactions as a traveler. He respects restaurants that cater to both locals and tourists without compromising quality and despises those that exploit tourists with inflated prices.
- He follows **travel bloggers** and **food critics** who emphasize authenticity and quality over popularity. His "tribe" includes other solo travelers and backpackers, as well as the tech community back home, and he gains status by sharing his travels through unique, off-the-beaten-path recommendations.
- He's aware of trends in **sustainable tourism** and **authentic travel experiences** and appreciates venues that reflect these values.

These avatars, Sofia and Liam, provide additional perspectives on potential customers who are either immigrants or tourists. Both are seeking quality, authenticity, and value in their dining experiences, helping to inform a strategy for reaching diverse clientele in Porto's restaurant scene.

Qs answered by the steakhouse (Target market)

.1 Time Visitors VS Frequent Visitors? = Frequent Visitors

.High Spenders VS Budget Consciousness (common)? = High Spenders

.Which visits the most often ?

=Frequent Visitors that are High Spenders typically business owners who are scrolling on social media

.inner dialogue(with Frequent SM posting): “Where am i gonna eat let’s go to ig or fb, steakhouse da maia yha that is it ”

.Inner dialogue (with SM not posting)

“Where am I gonna eat let’s go to ig or fb, steakhouse da maia ? , No they must be closed ”

Business Owner sees on ig,fb and comes to the restaurant (80%-90% came from SM)

Very Important to keep the house full

Days that contribute the most for sales and for new customers:
5F,6F,Saturday

Actual Writting

Strategies to apply on the Copy (actual writing)

according to AI(LDC INDEX BOT) and i agree

you'll want to use strategies that emphasize **authenticity, expertise, exclusivity, and personalized experience**. Here are specific strategies you could focus on in your copy:

1. Identity Play

- **Create a Sense of Belonging:** Market the steakhouse as a destination for those with refined taste, positioning it as a place where “true connoisseurs” of premium meats and gourmet dining gather. Highlight a narrative that taps into the Portuguese cultural identity for locals, while also embracing an international feel for tourists seeking an authentic yet upscale experience in Porto.
 - **Speak to Their Aspirations:** Many customers want to feel unique and part of an exclusive group. Use phrases like “a haven for the discerning palate” or “for those who appreciate the finer things in life.” This lets customers know they're not just eating steak; they're joining a community that values quality and taste.
-

2. The Authority Angle

- **Showcase the Expertise of the Chef and Staff:** Mention the chef's credentials and dedication to sourcing the best meats and ingredients. For example, talk about Chef Cerqueira's years of expertise, his commitment to perfecting each cut, and his attention to detail in every dish.
 - **Highlight Unique, Expert Knowledge:** Educate the audience subtly by discussing the origins of the meats, the aging process, or the chef's unique cooking techniques. This will reinforce that the restaurant is an authority in the world of premium steakhouses, not just a luxury dining spot. Phrases like “expertly aged” or “sourced from the finest farms” can help.
 - **Transparency in Pricing:** Address the premium pricing by openly discussing the value and quality that justify it. In a sophisticated market, people appreciate transparency and are more willing to pay when they know why something is worth it.
-

3. Experience Transformation

- **Create a Story of Transformation:** Frame the steakhouse experience as a transformative event—a place where diners can immerse themselves in a culinary journey. For instance, describe the transition from “a busy day in Porto's bustling streets” to a “relaxed evening of sublime flavors and impeccable service.”

- **Highlight Sensory and Emotional Benefits:** Use sensory language in your copy to describe the dining experience. Talk about “the moment you take your first bite of melt-in-your-mouth Wagyu” or “the warm welcome that makes you feel like family.” This will help potential customers imagine the transformative, high-end experience they’ll have.
-

4. Exclusivity and Scarcity

- **Highlight Limited Availability:** Create a sense of urgency by promoting limited availability. Phrases like “only a select number of tables each evening” or “exclusive cuts prepared to perfection” make diners feel they’re accessing something rare and special.
 - **Encourage Reservations:** Use the exclusivity angle to prompt action. Mention that reservations are highly recommended because of the restaurant’s popularity. A line like “book now to secure your spot at one of Porto’s culinary gems” can drive bookings by reinforcing the idea that this is a sought-after experience.
-

5. Social Proof & Community Validation

- **Share Testimonials and Accolades:** Given the volume of high reviews, selectively highlight glowing testimonials from real customers, especially those that mention staff by name or express genuine emotion. For example, showcase stories of memorable experiences with Armando, Adelio, or Chef Cerqueira, making the experience feel personalized and validated by the community.
 - **Subtly Reference Elite Clientele:** Without seeming pretentious, you could hint that the restaurant attracts high-profile guests or discerning diners who appreciate exclusivity. References to the restaurant being a “popular choice for locals and international visitors alike” can help build social proof while maintaining authenticity.
-

6. Authenticity and Transparency

- **Address Potential Pain Points Directly:** Some reviews mentioned high prices, wait times, and service aspects. To address these in your copy, you could subtly acknowledge the premium nature of the experience and why it’s worth it. For instance, say, “A commitment to excellence requires time. Every dish is meticulously prepared for those who understand that quality can’t be rushed.”
- **Highlight Cultural Authenticity:** Emphasize the Portuguese influence, which can be particularly appealing to tourists looking for local authenticity. Describe the steakhouse as a blend of traditional Portuguese warmth with world-class culinary expertise, offering an authentic yet luxurious take on the local steakhouse experience.

7. Education-Based Marketing (Sophisticated Consumers)

- **Help Customers Understand Premium Value:** Educate your customers on what makes premium cuts like Wagyu special. Describe the intricacies of meat aging, the specific sourcing, and how these factors affect flavor. This type of educational copy can help justify premium prices without feeling salesy.
- **Introduce Sustainability and Quality Standards:** Many high-end consumers value sustainability. If applicable, mention the ethical and quality standards in sourcing ingredients. Highlight any practices that reinforce this commitment to quality, which can appeal to the modern consumer's awareness of ethical dining.

Sample Copy Phrases

- *“Step into a realm of flavors where only the finest meats are served, meticulously prepared by Chef Cerqueira for those who appreciate the artistry of cuisine.”*
- *“More than just a steakhouse – an unforgettable journey for the senses. For those who believe that dining is an experience, not just a meal.”*
- *“Why settle for ordinary when you can indulge in an experience designed for the true connoisseur? Reserve your table and see why Steakhouse Portuguesa da Maia is Porto's best-kept culinary secret.”*
- *“At Steakhouse Portuguesa da Maia, every dish tells a story – of heritage, quality, and an unwavering commitment to the extraordinary.”*

Top Players + Reviews

Google reviews and Trip Advisor

Total of 6k reviews AVG of 4,5

5 Star Reviews

(1)

Food and service was superb! Chef Sequeira and Sr. Alberto took good care of us with their personalized service. The rest of waiters were also very welcoming. A picture paints a thousand words, but need to let all know the experience was fantastic. Worth the price for the quality and level of service. Will most definitely be back again.

(2)

I recently had the pleasure of dining at this incredible steak house, and I must say, it was an experience that left me speechless. From the moment I took my first bite, I knew I had discovered something truly special. The meat was beyond compare - juicy, tender, and absolutely succulent. It was a true feast for the senses. But it wasn't just the food that impressed me; the service provided by Armando, our waiter, was truly outstanding. His humility and professionalism were evident from the moment we walked in. He guided us through the menu with expertise, ensuring that our dining experience was nothing short of extraordinary.

Now, I won't deny that this steak house is on the pricier side, but trust me when I say that it is worth every penny. The quality of the food and the level of service you receive here are simply unparalleled. So, if you're looking to indulge in an unforgettable dining experience, I highly recommend giving this restaurant a try. You won't regret it.

(3)

My dining experience at Steakhouse Portuguesa da Maia surpassed all expectations. Situated in the heart of Porto, this restaurant stands out as one of the city's culinary gems. From the moment we walked in, we were greeted with warmth and hospitality. The service was impeccable, with every need anticipated and attended to promptly. Our server, Nuno Saad, provided exemplary service, making our evening truly memorable.

Now, let's talk about the food. Each dish was a masterpiece, bursting with flavor and expertly prepared. From the succulent steaks to the flavorful seafood dishes, every bite was a delight to the senses. The attention to detail in both presentation and taste was evident in every dish served.

In terms of cleanliness and hygiene, the restaurant maintained impeccable standards, ensuring a comfortable and safe dining environment. I particularly appreciated the emphasis on hygiene, especially given the current circumstances.

Overall, my experience at Steakhouse Portuguesa da Maia was nothing short of extraordinary. I would wholeheartedly recommend it to anyone visiting Porto. It's a culinary gem that should not be missed. Make sure to book in advance, as this restaurant is rightfully popular and tends to fill up quickly. It was truly one of the highlights of my time in Porto, and I look forward to returning soon.

(4)

The best place ever we love all the service the food everything was perfect we was near Porto and we being following the place for while wait to be in Portugal and try !

We love is great the are open all day sometime we have difficulty time to find a place 3 or 4 pm and was great. Thank you

Our waiter was Adelio he was the best ever ❤️

(5)

This place is unbelievable, the food is fantastic and the experience is unreal. If you are look for an exciting dining experience, you have to come here!

(6)

Good service, staff always available to help, great usage of technology, good food... A little expensive. As been renewed and has a very nice usage of space and decorations. Great place to go with children thanks to the park available for children's use

(7)

Excellent restaurant I enjoyed meat and dishes quality service quality everything was perfect. we were greeted with a glass of wine and we have direct take our orders. Despite the waiting time, because the restaurant is very popular for quality. We settled and the dish was served to us right away. The boss is very nice and makes efforts to speak French with French clients. I really recommend this restaurant.

(8)

Arrived in porto well over 24H30, kept the restaurant open to serve the 4 of us, even the late hour's we were treated like royalty, chefe Cerqueira made aure to accompany us until end, theres no price possible to pay hospitality, excellent food, unimaginable treatment from everyone even though we left well over 3am.

Loved it, and looking forward to coming to Portugal and visiting chefe Cerqueira

4 Star Review

(1)

Very busy but worth the wait, the food is plentiful and very tasty but be prepared to pay handsomely specially if want to try the more exotic meats, if you just want the dish the day the price is very reasonable.

(2) O público do famoso steakhouse de Maia mais um exemplo de "viver de aparência"... com os Porsches à entrada, mas lá dentro a comer francesinha e beber coca-cola...

Tirando este facto o local é bastante agradável, um pouco industrial, dada a sua lotação, mistura de muitas mesas, clientes e funcionários. Grande variedade de carnes para todos os gostos e uma série de pratos mais económicos. Ao chegar à mesa vão encontrar um flute de espumante. Chamada "meia-dose" de bife Wagyu dá perfeitamente para 4 pessoas, com as entradas e uma vez que cada 1/2 dá "direito" a 4 tipos de guarnição. A carne era saborosa, nada a apontar. A qualidade das entradas é +-. Das 4 guarnições gostamos mais de batata doce frita. A sobremesa era boa, mas já foi difícil de degustar depois de tanta coisa junta. O restaurante não é nada barato, cada meia dose de carne começa por 120€ e acaba em três 000. O serviço é rápido e atencioso. Sugere-se para um jantar de grupo de amigos ou para os amantes de carne. Façam reserva para garantir a mesa! Bom proveito.

3 star Review

(1)

Depois de uma tarde passada no zoo da maia viemos parar aqui porque era pertissimo do zoo e por algumas referencias sobre a **francesinha**, sendo isto uma casa para comer carne maturada ate me senti um bocado deslocado a pedir a **francesinha** mas assim foi, o serviço e simpatia dos empregados e fenomenal mt atenciosos um deles ate andou a passear o meu bebe de 7 meses, pedimos sangria para acompanhar esta com toque de blue corazon e posso dizer que era mt mt boa, as **francesinhas** podiam ser melhores o molho e bom e picante, o chefe sequeira veio a nossa mesa e logo lhe disse que para uma casa destas o pao nao estar torrado numa **francesinha** era inaceitavel, quanto ao resto o bife era tenro mas na minha opiniao é uma **francesinha** banal e bastante cara. Valeu pelo espaço e atmosfera de realçar que tem parque privado para carros e espaço para as crianças brincar com insuflaveis.

(2)

Restaurante para "novos ricos". Quer impressionar pelo show off mas falta alguns pormenores básicos.

Comida saborosa mas muito acima do valor do mercado. Sala demasiado ruidosa devido ao sistema de exaustão. Boa garrafeira.

Um funcionário colocou no terminal multibanco mais 4€ do que o valor da fatura, sem pedir esse valor de gorjeta. Senti-me roubado, não gostei.

2 STAR REVIEW

(1)

I don't rate 2 stars because of the meat, it's probably incredible. I do because I went there, I sat, and they brought me appetisers like most restaurants do. Very nice I say to myself ! False hope, they explain me that it's not free afterwards. Not cool. Secondly, I wanted a glass of red wine and they told me they only have half bottles, not glasses. Not cool again. I'm alone I don't need to get drunk. Thirdly, I am only here to eat a Picanha, but they only have Wagyu so 120 euros. Not cool. I just left, very disappointed.

(2)

Não ia com muita expectativa mas mesmo assim a desilusão foi total. Chegamos na hora com reserva e tivemos que esperar mais que 30 min numa tenda com condições como nunca vi nem numa tasca a pagar muito menos. Quadros eléctricos pousados numa tenda em plástico, tábuas que servem as carnes pousadas nos chão... onde anda o HACCP? Durante o tempo de espera percebi logo que é um local de novos ricos com classe de 5ª categoria. Felizmente fomos encaminhado para uma sala e não para a “estufa”, no entanto a sala tinha mesas a mais, a mesa de grelhados da mesa ao lado estava praticamente encostada ao nossa, fiquei com o cheiro de toda a variedade de carnes que lá havia. Carne estava boa, mas já comi o mesmo corte por menos valor. Acompanhamentos básicos, entre todos os os momentos da refeição tivemos que esperar imenso, valeu apenas o creme brule que estava óptimo e pela simpatia dos funcionários que servem a mesa. Não vale o dinheiro.

1 STAR REVIEW

(1)

What was supposed to be a 30€/40€ per person group dinner, ended up a 50€ per person with the refusal of emitting an invoice (which is illegal in Portugal).

No words to describe the experience other than greed, derision of at least 60€ on a high end restaurant.

(2)

Totally ripped off, requested house red wine I was shown a bottle of wine by a picture on iPad without any price list, had enjoyable meal very well presented then we received a bill of 220 euros for 1 bottle of wine, what should have been a lovely evening / celebration, became a nightmare, I was informed afterwards we should phoned the local police, I had amazing week In Porto visiting many different regions and different restaurants please avoid this restaurant,

(3)

Esse chef se acha o máximo mais não é ... lugar barulhento me valeu apenas a entrada de cupim e a alheira crocante que estava divina mais foi a única coisa , carne maturara com gosto de ranço . Deprimente , ele vende é a cara dele e o show nada mais de resto é caro e não vale nada .

(4)

Fiquei muito desiludida com take away. Estavam a despachar quando me atenderam. Disseram que a doce individual custa 4.9€ a final faturam a 6.9€, unes dizem unes preços outros dizem outros preços. Pelos vistos não há uma tabela dos preços, parece isso não é legal. O serviço é péssimo. A comida foi muito mal embalada. Não voltarei lá de certeza e não recomendo. O pior take away que já experimentei até a data

(5)

Péssimo!

O garçom sem perguntar foi colocando tábua de frios na mesa que ao final veio na conta.

O prato que eu pedi estava a carne extremamente salgada. Não gostei do atendimento o tempo inteiro interrompendo a conversa.

(6)

Sempre tive dúvidas pela propaganda apelativa, pelas postagens constantes nas mídias sociais e pelo “show” de fogo em cima das carnes. Um espaço cheio de remendos, de improvisações e barulhento. Pedimos uma táboa para 6 pessoas e com

minha experiência como pecuarista e gastronômo foi uma decepção. Tenho certeza que a carne é de origem de outros países e congelada, o álcool com corante que se joga em cima para fazer a apresentação é o motivo de cobrarem tão caro (500\$), os acompanhamentos foram a pior parte: feijão de lata, arroz muito verde pela quantidade de azeite, batata frita ressecada. Para completar o show de horrores as sobremesas nada mais são que montagens de cookies, bolos, frutas comprados em algum atacadista e decoradas com açúcar de confeitiro. Uma verdadeira enganação. Existem melhores restaurantes de carne como o Miramaia, biferia clérigos, e tantas outras. Vai quem quer ser enganado, pagar caro pra comer álcool com corante e tirar foto com a figura egocêntrica para postar no Instagram

(1)

Escolhemos a Steak House Portuguesa da Maia para o nosso jantar no dia dos namorados.

Fizemos a reserva para as 22h, até para termos um momento mais descansado e aproveitarmos a refeição com mais calma.

Quando chegamos e enquanto aguardávamos pela confirmação da reserva, passaram por nós 3 empregados que nem “Boa noite” foram capazes de nos dizer, só por aí já mostra a falta de cuidado de quem lá trabalha.

Depois de confirmarmos a reserva fomos encaminhados para a zona do bar, onde nos deparamos com mais de 50 pessoas em fila à espera de mesa. Porque segundo a empregada “tem todos reserva para as 22h, agora é por ordem de chegada e têm que ter paciência”.

É lamentável num dia como este não terem o mínimo de cuidado para com os clientes e pensarem apenas em faturar.

Conclusão: viemos embora e de certeza que nunca iremos voltar para provar a “tão conceituada carne”... e é assim que se perdem clientes.

using AI

USPs (Unique Selling Propositions)

- **SteakHouse Portuguese Maia:** Tradição e autenticidade da culinária portuguesa, Produção própria, vasta experiência
- **Miramaia SteakHouse:** Ambiente moderno e cardápio variado, com opções além da carne.
- **Coreto steakhouse:** Ambiente aconchegante e atendimento personalizado, com boa relação custo-benefício.

Público-alvo: Medos, Sonhos e Funil de Vendas

Público-alvo: Geralmente, o público-alvo de steakhouses é composto por pessoas que apreciam boa comida, buscam experiências gastronômicas e estão dispostas a pagar um preço mais elevado por um produto de qualidade.

- **Medos:** Gastar muito dinheiro, não gostar da comida, ter uma má experiência.
- **Sonhos:** Saborear uma carne de alta qualidade, celebrar uma ocasião especial, ter uma experiência gastronômica memorável.

Funil de vendas:

1. **Conscientização:** O cliente descobre o restaurante através de indicações, redes sociais, anúncios ou busca online.
2. **Consideração:** O cliente pesquisa o restaurante, lê reviews, compara com outros estabelecimentos e avalia o menu.
3. **Decisão:** O cliente reserva uma mesa ou visita o restaurante espontaneamente.
4. **Ação:** O cliente realiza a compra e consome o produto.
5. **Pós-venda:** O cliente avalia a experiência e pode se tornar um cliente fiel, indicando o restaurante para outras pessoas.

STS Strategy+ideas

Short-Term Strategy: Organic Funnel Optimization

using Ai here you will find some ideas and basic structure

Step 1: Engage Existing Followers with a Strong Call to Action (CTA)

Leverage the 200k followers to generate immediate interest through interactive social media posts and stories.

- **Strategy:** Launch a flash promotion campaign focused on increasing immediate sales. Use tactics like Instagram Stories, reels, and posts with engaging, high-urgency CTAs.
- **Campaign Examples:**
 - “Flash Steak Sale: Book a table today and get a free dessert!”
 - “Tag a friend and both get 15% off if you dine with us this weekend.”
 - “DM us to book within the next 24 hours and get a surprise gift.”

Step 2: Introduce a Limited-Time Offer for Higher Urgency

Introduce a time-limited deal for the next 48 hours targeting dinner or lunch bookings.

- **Example Offer:** “Enjoy our premium steak and get a 20% discount if you book within 48 hours! Show this post to redeem the offer.”
- **Target Audience:** Customers who are influenced by time-sensitive discounts.

Step 3: Re-engage with User-Generated Content (UGC) for Social Proof

Encourage diners to tag the steakhouse in their photos with incentives (e.g., chance to win a €50 voucher).

- **Strategy:** Repost UGC to stories and posts to showcase satisfied customers, building social proof and encouraging others to visit.
- **Goal:** Boost organic reach by using tagged posts and shares, generating curiosity and making potential customers feel more inclined to join in.

Step 4: Capitalize on Booking Urgency with a Simple Referral Incentive

Create a referral program where existing customers bring in new diners, with rewards for both the referrer and the referred.

- **Example Offer:** “Refer a friend, and you both get a 10% discount on your next meal!”

Expected Impact on Sales

Promotions & Engagement Tactics

Short-Term Strategies (LTS)

1st Lunch Discount Promotion

Goal: Boost lunch traffic and attract office workers and families.

Execution: Offer a simple, redeemable code like "LUNCH20" for lunchtime discounts, promoted on social media and local ads. Track redemption rates to adjust as needed.

2nd Social Media Contests

Goal: Increase engagement and brand visibility.

Execution: Launch a "Best Steak Photo" contest requiring a dine-in experience, offering a small reward. This drives traffic and creates organic social media exposure through customer participation.

3rd Influencer Partnerships to share the 25 euro deal meu chef

Goal: Reach new audiences and enhance brand reputation.

Execution: Host local influencers for a meal, encouraging them to post about their experience. Target influencers who align with the steakhouse's premium image.

Content & Organic Engagement

Short-Term Strategies (STS)

1. Behind-the-Scenes (BTS) Content

Goal: Enhance brand transparency and customer trust.

Execution: Share the steak preparation process on Instagram Stories or posts, including marination, grilling, and plating. Show the skill and effort behind each meal to elevate perceived value.

2. Seasonal Campaigns

Goal: Create urgency and excitement around limited-time offerings.

Execution: Launch seasonal dishes or sides with unique ingredients, promoting through email and social media. Highlight exclusive ingredients or chef's inspiration to attract adventurous diners.

3. Customer Challenges

Goal: Boost organic engagement and create an interactive brand experience.

Execution: Run monthly challenges (e.g., "Steak of the Month") that encourage customers to share photos or feedback, rewarding participation with small prizes.

Community Engagement & Events

Short-Term Strategies (STS)

1. In-Store Contests

Goal: Drive immediate in-person visits through interactive engagement.

Execution: Run an in-store photo contest where diners snap a picture inside the restaurant to win a small prize. This drives foot traffic and increases customer participation.

2. Customer Feedback Program

Goal: Gather valuable insights and create a customer-centric approach.

Execution: Set up a feedback initiative that offers a small discount or reward for completing a survey about their dining experience. Use insights to make real-time improvements.

Using AI

Recommendations to Strengthen Your Approach

Since your goal is also to leverage these short-term strategies into **larger opportunities and more substantial, longer-term projects**, here are a few ways to amplify your current strategy:

1. Add a VIP or Loyalty Program

- Consider creating a “Steakhouse VIP Club” where customers can join after a certain number of visits or by purchasing a membership. This could offer perks like access to exclusive menu items, priority reservations, or discounts on special events. This approach provides recurring revenue and gives you a base of loyal, repeat customers. It also creates a pipeline for future, higher-value offerings (like private dining events or tasting experiences).

2. Upsell with Premium Add-ons or Experience Upgrades

- Since your audience values a premium experience, offer add-ons such as wine pairings, private tastings, or chef-curated dining experiences. These premium options can drive higher sales per customer and cater to the affluent portion of your audience.

3. “Discovery” Events and Tastings for Corporate Clients

- Host exclusive tasting events targeting corporate clients or local business owners, giving them a taste of the premium offerings available for private events. This creates a new revenue stream and markets your steakhouse as a top choice for business dinners, team outings, and client entertainment.

4. Use Limited-Time Promotions as a Testing Ground

- Seasonal campaigns and lunch promotions can serve as test cases for future, more substantial offerings. Track which promotions drive the highest response, and consider expanding them to larger events or semi-permanent menu additions based on customer interest.

5. Cross-Promotions with Local High-End Brands

- Consider collaborations with local luxury brands (like wine shops, gourmet grocers, or artisanal producers) to create exclusive offers or events. This can

attract a sophisticated audience that already appreciates premium quality and reinforce your brand's standing in the high-end market.

6. **Data Collection to Build a Targeted Email List**

- Use contests, surveys, and reservations to collect customer email addresses, which will help you build a highly targeted list for future promotions. Over time, this can help you transition into more automated and cost-effective marketing channels, such as email marketing for announcements, limited-time offers, and event invitations.

Ideas of possible contests to generate UGC Marketing

using AI

2. Diner of the Month

- **Goal:** Build customer loyalty and a sense of exclusivity around dining at your steakhouse.
 - **Execution:** Every month, select a "Diner of the Month" based on engagement or a specific theme, like "Biggest Steak Lover" or "Best Food Photographer." Offer a small prize or exclusive perks, like a free appetizer or special seating.
 - **Promotion:** Announce the monthly winner on social media and display their picture in the restaurant. Encourage participants to share their experience using a branded hashtag.
 - **Expected Outcome:** Consistent, ongoing engagement, as customers feel incentivized to keep visiting and posting to win the title of "Diner of the Month."
-

3. Recipe Naming Contest

- **Goal:** Engage customers in your menu creation process, making them feel like part of the brand.
 - **Execution:** Introduce a new, seasonal steak dish and invite customers to suggest creative names for it. The winning name could receive a free meal or their name featured on the menu alongside the dish.
 - **Promotion:** Post about the contest on Instagram and Facebook, and encourage customers to submit their ideas in the comments or by tagging friends. Share Stories of the chef presenting the new dish.
 - **Expected Outcome:** Heightened interest in seasonal items, plus valuable UGC as people get invested in the naming contest and share it with friends.
-

4. Customer Review Giveaway

- **Goal:** Gather authentic customer reviews and testimonials for social proof, while rewarding diners.
 - **Execution:** Create a monthly or weekly giveaway where customers can enter by leaving a review on a specific platform (e.g., Google, Yelp) or by posting about their dining experience with a specific hashtag. Choose one review randomly each period for a prize (discount, free dessert, etc.).
 - **Promotion:** Announce the contest on social media and in-store. Post winner announcements each period with a thank-you graphic, tagging the customer.
 - **Expected Outcome:** Improved online reputation with new reviews, organic UGC as people share their dining experiences, and increased brand visibility.
-

5. Create-Your-Own Steak Dish Contest

- **Goal:** Engage customers by involving them in menu innovation and creating a sense of personalization.
 - **Execution:** Run a contest where diners can submit ideas for a unique steak dish, choosing ingredients or flavors. The winning entry gets added as a “Customer Special” on the menu for a limited time, with credit to the creator.
 - **Promotion:** Share behind-the-scenes content of the chef testing the top submissions, and post about the winning dish and its creator.
 - **Expected Outcome:** Excitement around the chance to influence the menu, leading to social shares, in-person visits to try the winning dish, and high levels of engagement.
-

6. "Guess the Steak Weight" Challenge

- **Goal:** Drive engagement with a fun, low-barrier guessing game, increasing social media shares and foot traffic.
 - **Execution:** Showcase a large steak (in-store or via Instagram Story) and invite customers to guess its weight. The closest guess wins a prize, like a discount or a small gift.
 - **Promotion:** Post the challenge across social media and have in-store customers participate by submitting their guesses at the table or front desk.
 - **Expected Outcome:** High participation and engagement due to the simplicity of the game, leading to more UGC as people share their guesses with friends.
-

7. Weekly “Flavor Battle” Polls

- **Goal:** Drive return visits by involving customers in choosing new flavors or ingredients.
 - **Execution:** Each week, post a poll on Instagram Stories with two or more flavor options for an upcoming steak sauce or side dish. Announce the winning flavor each week and feature it on the menu. Customers who voted can enjoy a small discount on the winning dish.
 - **Promotion:** Share the poll results, tag customers who voted, and post Stories of the winning flavor being prepped in the kitchen.
 - **Expected Outcome:** Consistent engagement and in-store visits, with customers feeling involved in the menu and excited to try the winning flavor.
-

8. "Where's the Steak?" Photo Hunt

- **Goal:** Drive engagement by creating an interactive experience with a prize.
 - **Execution:** Post a zoomed-in or abstract picture of a popular steak or dish on Instagram, and ask customers to guess which menu item it is. Offer a prize for correct answers, like a discount or free side.
 - **Promotion:** Share hints and repost top guesses in Stories, leading up to a big reveal.
 - **Expected Outcome:** Fun, interactive engagement that encourages customers to pay close attention to menu items, potentially leading to more in-person visits to “see for themselves.”
-

10. Chef's Table Raffle

- **Goal:** Drive in-store visits through an exclusive dining experience.
- **Execution:** Hold a weekly raffle where customers who dine in are automatically entered to win an exclusive “Chef's Table” experience, featuring a custom tasting menu prepared by the chef.
- **Promotion:** Share the raffle details on social media and display in-store signage. Post about each winner, tagging them if possible.
- **Expected Outcome:** Increased in-person visits as customers aim to enter the raffle, plus enhanced brand loyalty through the exclusive dining experience.

-Day 8-9: Announce Seasonal Campaign

- **Instagram Post & Story:** Showcase new, seasonal dishes and ingredients. Emphasize the exclusivity of these items and the limited time they'll be available.
 - **Email Newsletter:** Send an email to your list featuring the seasonal dishes with appetizing photos and a call to action to visit soon.
 - **Expected Outcome:** Drive visits from regular and new customers interested in unique, time-limited offerings.
2. **Day 10-12:** Launch Customer Challenge ("Steak of the Month")
- **Instagram Post:** Introduce a monthly challenge, like "Steak of the Month," where customers can share photos or feedback on their favorite steak dish for a chance to win a prize.
 - **Instagram Story:** Share photos from previous participants and encourage others to join.
 - **Expected Outcome:** Increase user-generated content; drive engagement and create a sense of community among customers.
3. **Day 13-14:** Continue BTS Content Focused on Seasonal Dishes
- **Instagram Stories:** Show clips of the chef preparing or plating seasonal items, emphasizing fresh ingredients and quality.
 - **Feed Post:** Feature a spotlight on the inspiration behind the seasonal dishes to add depth to the story.
 - **Expected Outcome:** Deepen customer interest and curiosity about seasonal offerings; foster a closer connection with the chef and brand.

,Week 3: Lunch Promotion & Influencer Partnerships

Goal: Drive foot traffic during lunchtime, increase brand visibility, and reach new audiences through influencer partnerships.

1. **Day 15-17:** Launch Lunch Discount Promotion
 - **Instagram Post & Story:** Announce a lunchtime discount code (e.g., "LUNCH20") valid for the week. Mention the promo specifics, like times and restrictions.
 - **Local Ads:** Consider a small budget for local social media ads targeting nearby office workers and families.
 - **Expected Outcome:** Increase lunch traffic, especially from new or budget-conscious customers looking for a deal.
2. **Day 18-19:** Host Influencers
 - **Invite Local Influencers:** Host a lunch or dinner event for carefully chosen influencers who align with your brand. Coordinate with them in advance to post about their experience.
 - **Instagram Story & Post:** Re-share the influencers' posts and stories, tagging them and adding captions that highlight the restaurant experience.

- **Expected Outcome:** Reach new audiences and enhance credibility through influencer recommendations; drive potential new customers to your restaurant.
3. **Day 20-21:** Continue Customer Challenges & Seasonal Content
- **Instagram Story & Post:** Share some of the best submissions from the “Steak of the Month” challenge, thanking participants and encouraging more entries.
 - **Behind-the-Scenes Content:** Post more content focused on the seasonal dishes or customer favorites to keep interest high.
 - **Expected Outcome:** Maintain high engagement and attract last-minute participants; reinforce seasonal campaign relevance.
-

.Week 4: Customer Appreciation & Final Push

Goal: Boost goodwill and wrap up campaigns to keep engagement high. Drive final participation in ongoing promotions and contests.

1. **Day 22-24:** Host Customer Appreciation Day
 - **Instagram Post & Story:** Announce a “Customer Appreciation Day,” where diners receive small treats or a complimentary dessert. Offer to regular customers or diners who’ve participated in past contests.
 - **In-Store Promotion:** Display signage to create a warm, welcoming atmosphere for Customer Appreciation Day.
 - **Expected Outcome:** Build loyalty and positive brand sentiment among regular customers; boost return visits.
 2. **Day 25-27:** Promote Final Days of Lunch Discount & Seasonal Menu
 - **Instagram Story:** Remind followers that the lunch promotion code is expiring soon. Include a countdown to add urgency.
 - **Feed Post:** Do a last call for the seasonal menu items, reminding customers these are only available for a limited time.
 - **Expected Outcome:** Create urgency for customers who haven’t yet tried the seasonal items or used the lunch discount.
 3. **Day 28-30:** Wrap-Up of Photo Contest and “Steak of the Month” Challenge
 - **Instagram Post:** Announce the winners of the in-store photo contest and “Steak of the Month” challenge. Congratulate the winners and thank all participants.
 - **Instagram Story:** Share a highlight reel of top photo contest entries or challenge submissions to celebrate customer contributions.
 - **Expected Outcome:** Reinforce positive brand associations, encourage continued engagement, and increase the likelihood of future participation in similar events.
-

LTS Strategy+ideas

Here you will find ideas for a Long term Project

Project math: .AVG per person (35-50 EUR) (lunch)

.Story CR

Long term Strategy RAW

Reset the market link the meat not only to status, but with health, exclusivity

(Brain strom)

Quality is most of the times associated with flavor and appearance. If I can add health concerns/dreams on top of that it is a new claim, then if i can back it up with claims of health professions so on i can increase the perceived value of the meat. And people will be more likely to understand they paying not only for flavor or exclusivity but for health

Grass Fed vs Grain Fed

most of the market aren't even full aware of the benefits and health advantages of Grass Fed over Grain Fed

Link Grain Fed to Processed meat (it is a know claim that processed foods are unhealthy)

and there is growing trend for authenticity and health concerns so i think there is a gap here

“a new label” - “It's Toasted”

Use Youtube and create a lot of news on that topic which there's not much

I see that it is possible to expand to new targets markets (Health concern) and make the already clients come more often without feeling guilty (“oh i am eating in restaurant it must not be good for my health”)

This will also justify the high price which a lot of the clients point that as a turn off

“A qualidade não pode ser apressada”

Project math:

Youtube Search

Strong Website + Strong Incentive

.catering for business owners + loyalty program (with professionals that have reunions on a daily basis,) or offer a discount for them or a catering service special for them (EX: Forum Maia)

Slow days Special

. offer a discount on that specific meal or meal of the day for example

pick the highest margin paying item ex: Picanha

Ex: Picanha Monday than communicate through social media every Monday i Picanha Monday

.Automated email promotions (AutoPilot)

Hey it is Taco tuesday!

.In App push Notifications or Msg marketing (push up notifications 50% are seen)

.Local Musicians, Artists Playing, House Events

(Giving your space, leverage others brand audience for free, ex: hosting a art gallery there for free, people who like that artist will came there) cross-promote

free advertise

.Game Nights (Fun Social Nights)

.Collaborate with Other business

(chefs, brands...) Cross-Promote ,nothing to lose on the slow days

.Back a Team or a organization (a football team, that team will remote your work, More exposure=More Profit)

.Run Promos “happy hour”ex:(half price on drinks)

.Host Your Own events (Sports day, gala day, live music day..., having a theme) besides the food people wanna be entertaining

.Retargeting (target people who are already interested)

ex: retarget people who visited the website but didn't place a order/book a table

.Use Emojis strategically

.Goal is sales not exposure

.Brand, Team, Story it is about being entertaining and authentic

branding genius showing the spirit of the brand

that makes clients fall more in love for them

.Use Geo Tag Strategically

not the name of the restaurant but more like porto, maia

Using AI

Creating a Sales Funnel Based on the USP

1. Awareness Stage:

- **Social Media:**

- Create visually appealing content showcasing the beautiful pastures where your cows graze.
- Share informative posts about the benefits of grass-fed beef, such as its higher nutritional value and environmental impact.
- Use relevant hashtags like #grassfedbeef, #ethicalmeat, #healthyeating.
- **Influencer Partnerships:**
 - Collaborate with food bloggers and health influencers to review your restaurant.
- **Local Partnerships:**
 - Partner with local farmers' markets or health food stores to cross-promote each other.

2. Interest Stage:

- **Content Marketing:**
 - Create blog posts and articles about the history of your farm, the process of raising your cattle, and the unique flavor of grass-fed beef.
 - Share recipes that highlight the versatility of your beef.
- **Email Marketing:**
 - Build an email list by offering incentives like discounts or exclusive recipes.
 - Send regular newsletters with updates, promotions, and healthy eating tips.

3. Desire Stage:

- **Limited-Time Offers:**
 - Offer seasonal specials featuring your grass-fed beef, such as a summer barbecue menu or a winter comfort food menu.
- **Loyalty Program:**
 - Reward repeat customers with points or discounts.
 - Offer exclusive perks to loyal customers, such as early access to new menu items or personalized recommendations.

4. Action Stage:

- **Online Ordering:**
 - Make it easy for customers to order online or through a mobile app.
 - Offer contactless delivery and curbside pickup options.
- **In-Restaurant Experience:**
 - Create a welcoming and inviting atmosphere.
 - Train your staff to be knowledgeable about your beef and its benefits.
 - Offer excellent customer service.

Measuring Success:

- **Track website traffic and social media engagement.**
- **Monitor email open and click-through rates.**
- **Measure sales and revenue.**
- **Collect customer feedback through surveys and online reviews.**
- **Analyze the demographics of your customer base.**

By focusing on your unique selling proposition and implementing these strategies, you can attract and retain customers who value quality, health, and ethics.

Here you will find some ideas that lead to the Strategy

Organized by Ai

Long-Term Strategies (LTS)

1. **Loyalty & Rewards Program**

Goal: Encourage repeat visits and build customer loyalty.

Execution: Implement a loyalty card or app-based rewards system, where frequent diners earn points towards discounts or exclusive perks. Send occasional personalized offers to top customers.

2. **Exclusive Community Building**

Goal: Develop a fan base that drives consistent revenue.

Execution: Create a “VIP” community offering members first access to new dishes, tasting events, and exclusive promotions. Foster engagement with a dedicated WhatsApp or Facebook group to keep members invested.

3. **Data-Driven Targeted Offers**

Goal: Improve targeting efficiency to maximize customer spend.

Execution: Use customer data to identify high-value segments, then tailor specific offers (e.g., lunch discounts or seasonal deals) to increase visit frequency among top-spending patrons.

Long-Term Strategies (LTS)

1. **Educational Content on Quality**

Goal: Differentiate the steakhouse as a premium, quality-focused option.

Execution: Publish content about the quality of ingredients, like grass-fed vs. grain-fed beef, using visually engaging posts. Consider occasional tastings or chef-led sessions to showcase quality and expertise.

2. **Dedicated Social Media Channels**

Goal: Build a strong brand presence and foster community interaction.

Execution: Maintain active pages on Instagram, Facebook, and potentially WhatsApp for announcements, customer stories, and special offers. Use storytelling, like customer spotlights or chef features, to humanize the brand.

3. **Email Marketing for Consistent Engagement**

Goal: Establish a direct communication channel with customers for sustained engagement.

Execution: Offer an incentive for signing up (e.g., a small discount) and regularly send emails featuring promotions, menu updates, and educational content, like nutritional benefits of premium cuts.

Long-Term Strategies (LTS)

1. **Monthly Exclusive Events**

Goal: Encourage customer loyalty through memorable experiences.

Execution: Host private tastings, wine-and-steak pairings, or chef demonstrations for regulars or VIP members. These events create exclusivity and deepen connections with high-value customers.

2. **Community-Driven Initiatives**

Goal: Build loyalty and a sense of belonging among patrons.

Execution: Create a “super fan” group with exclusive benefits, such as private dining options, early menu access, or unique rewards. Promote through word-of-mouth and social media.

Customer Appreciation Events

Goal: Foster goodwill and deepen customer relationships.

Execution: Host an appreciation day featuring small treats, appetizers, or a free dessert for regular customers, promoted via social media and email.

SKYNET IDEAS (chat gpt)

Insights from top players and niches beyond restaurants, offering unique, applicable solutions.

1. **Mobile Loyalty Program (LTS)**

Use a custom app to create a seamless experience for customers to track loyalty points, access promotions, and receive personalized offers.

2. **Geo-targeted Promotions (STS)**

Trigger special discount notifications for potential customers within a certain radius, attracting nearby traffic for immediate sales.

3. **Limited-Time Guest Events** (STS/LTS)

Collaborate with local chefs or influencers for exclusive, limited-time menus or events, creating buzz and drawing new visitors to the steakhouse.

Bonus:

5. Customer Insights for Targeted Offers

- **Quick Improvement in Targeting:** By analyzing current spending patterns, you can pinpoint which segments contribute the most revenue and design tailored offers. This will help increase the frequency and spend of top customers.
- **Execution Suggestion:** Segment customers by visit frequency and spending, then send targeted offers (e.g., "Join us for a special lunch and receive 20% off") to draw in high-potential customers more regularly.

6. Reducing Agency Dependency

- **Immediate Cost Savings:** Redirecting part of the budget from the agency to in-house efforts can free up funds for direct promotions and customer engagement.
- **Execution Suggestion:** Use part of the budget for paid social ads to expand reach, track conversion rates, and determine if this outperforms the agency's work.

LTS 7. Cost Management & Control

- Reduce reliance on external agencies by leveraging in-house, organic tactics.
- Evaluate agency expenses and allocate part of the budget to customer-focused promotions or in-house content creation.

LTS 8. Additional Considerations

- Assess any fees currently spent on third-party platforms like TripAdvisor.
- Analyze ROI on these fees and consider redirecting funds toward more directly controlled engagement tactics.

Summary of Key Initiatives:

1. **Optimize Lunch Traffic:** Introduce discounts and specific promos targeting a different lunch-time crowd.
2. **Enhance Customer Engagement:** Create interactive, reward-driven content on social media.

3. **Educate & Inform:** Highlight the quality of the steakhouse's offerings to differentiate from competitors.
4. **Reward Regulars:** Implement loyalty offers and create exclusive channels for recurrent customers.
5. **Control Costs & Improve ROI:** Shift budget from underperforming channels to direct customer engagement efforts.

This approach should improve customer attraction, deepen loyalty, and generate more targeted, impactful engagement.

Bonus:TIPS (Business) review

Social Media Review + Do's and Don'ts

- .Don't have "Reels Recomendados no Facebook"
- .Reply to comments on Tiktok
- .Reply to comments on IG within a few days
- .Why the Swipe posts info content, why the display like that ?
- .Use relevant #s
- .Add IG effects
- .New features of ig must be used
- .polls
- .3-7#s (greater for a small accounts) or not use, use one word no more than 5 (typically) relevant #s
- .Good Content (does not need to be the best cuz it gets converted to worst)
25Fps (bellowe 30Fps)
- .Pinned your comment (ex: Follow for more, click the link)
- .Pinned your post (let the momentum take place) wait 30 days before pinning it of
- .Use Keywords on the bio , describe your content,, focus on the community aspect, what value are you going to provide (ex: Best of Portugal Meat, unic experinces...)
- .Keywords on your storys (you can hide it than) helps the algorithm
- .Reels more than 10 per month (30s - 90s) best performing no more than 90 sec
- .Bad performing content won't mess the after content
- .Don't post anything with a watermark (specialty Tiktok), or your own watermark
- .Be Careful with reposting on other accounts (can be taken as Unoriginal content)
- .You can Repost your own content
- .Engagement Bait (Ex: Comment X on the post and i will send you a pdf) (better for your own audience). needs further research
- .The More Flags the more ig is careful with distribution aka reach

ex: doing too much of one thing

Sales Pitch (RAW-Version))

.This will be my sales pitch to the business owner to sell them on the Discovery Project

.i Plan on presenting via PowerPoint

.THE Project Math it will be added in the future (when i have more details)

using AI

Here's a concise sales pitch you could use to present your **Short-Term Strategies (STS) Discovery Project** to your client:

Slide 1: Project Overview

Visual: Bold cover image of a beautifully plated steak or an engaging dining scene in your restaurant.

Title:

“Accelerate Engagement and Cash Flow with a 1-Month Power Play”

Pitch:

“Imagine a month-long, high-impact project designed to drive cash flow and create buzz around [Steakhouse Name]. This Discovery Project will set the stage for long-term loyalty and revenue by tapping into proven, targeted tactics for **immediate results**.”

Slide 2: Strategy & Benefits

Visual: Clean icons or minimal graphics representing engagement, traffic, brand loyalty.

Title:

“Short-Term Wins with Big Impact”

Pitch:

“Our strategy is simple: drive action with **interactive experiences** and create brand loyalty with smart, engaging campaigns. These aren't just tactics; they're experiences that bring people in and keep them coming back. We're leveraging what customers love about [Steakhouse Name] and giving them reasons to stay loyal.”

Slide 3: Key Tactics Breakdown

Visual: Carousel images showcasing in-store moments, people engaged in contests, and snapshots of steak being prepped—action-oriented shots with warm lighting to convey quality.

Title:

“Bringing Customers Closer Through Every Channel”

Pitch:

“We’re engaging customers across **all touchpoints**—from in-store experiences to online interactions. Think about it: in-store contests, behind-the-scenes steak prep on Instagram, influencer partnerships, and loyalty-building events. Each of these tactics is engineered to **drive immediate foot traffic, spark engagement, and build that powerful brand connection.**”

Slide 4: Expected Outcomes

Visual: Bar graph or growth metric visuals to show the projected increase in engagement and foot traffic.

Title:

“What Success Looks Like”

Pitch:

“Here’s what you can expect from these tactics: a measurable **boost in foot traffic and engagement**, a stronger online presence, and a loyal community excited to return. We’re not just after temporary sales—we’re building momentum that sets you up for sustained growth.”

Slide 5: Why This Approach Works

Visual: A dynamic mix of customer testimonials and photos, with overlay text that reinforces positive experiences and brand loyalty.

Title:

“Proven Methods for Fast Gains and Lasting Impact”

Pitch:

“These strategies aren’t just thrown together—they’re tailored for **immediate cash flow and long-term loyalty**. By focusing on **authentic experiences** that resonate, we create value beyond a single transaction. We’re building a brand reputation that makes [Steakhouse Name] the first choice for steak lovers in Porto.”

Slide 6: Timeline & Next Steps

Visual: Simple timeline with milestone icons (launch, mid-point, end-of-month wrap-up) showing key events throughout the month.

Title:

“Achieve Results in Just 1 Month”

Pitch:

“This plan is lean and powerful, structured for **high-impact, fast-paced results**. We’ll kick off with a strong start, maintain momentum, and close the month with high engagement and excitement. This is about making your mark now and building a foundation for larger, more ambitious projects ahead.”

Extra Fluff

1. Current Funnel and Metrics

- What specific metrics are available on their current ad campaigns? (e.g., cost-per-click (CPC), cost-per-result (CPR), click-through rate (CTR), conversion rates, and return on ad spend (ROAS)).
 -
 - This will provide a baseline for calculating improvements and ROI.
 -
 - Do they have any data on their organic social media engagement?
-
- How many inquiries (calls, DMs) or direct sales come from organic posts or engagement strategies?

2. Audience Insights and Targeting

- Are they noticing any patterns in which ads (message, images) generate more engagement? What themes resonate most with their audience?

3. Advertising and Social Media Budget Priorities

- Are there specific ads or campaigns within the \$1k budget that drive most of the calls or in-store visits? Understanding the most effective ad types can help allocate budget to higher-performing campaigns and reduce waste.
- Are they open to reallocating some of their social media management budget to high-performance ad spend if there's a noticeable ROI?

5. Past Results and Expectations

- Have they tracked past engagement rates, likes, and reach from the previous agency's campaigns? How do these results compare to when they managed their marketing independently?
- What expectations or performance benchmarks do they consider important? This will help to clarify the measurable outcomes that matter most.

6. Customer Acquisition Costs (CAC) and Lifetime Value (LTV)

- Do they have an estimated lifetime value for a repeat customer? For example, if a customer returns twice a month, what is their monthly or annual spending at the steakhouse?
- What would they ideally like to spend on acquiring a new customer, given their average ticket size and customer loyalty?

waiters should inform people in the restaurant about the new contest starting day x ,this is meant to generate UGC of higher quality and creativity, creating competitive on people to win a special prize (not yet defined)

Ex: “best Steak Photo wins a dinner for two”

Campaign Details -using AI

1. Promotion and Setup:

- **Waiter Engagement:** Train wait staff to inform every table about the contest. This in-person touch is key because it directly engages customers who are already enjoying the food, increasing the likelihood of participation.
- **Launch Date:** Have waiters begin informing customers a few days before the contest officially starts to build anticipation. On launch day, make a strong announcement across social media channels.
- **In-Restaurant Signage:** Use table tents, posters, or menu inserts to remind customers of the contest and encourage participation.

2. Participation Requirements:

- **Photo Submission:** Customers post their best steak photo on Instagram (or TikTok), tag the steakhouse, and use a unique campaign hashtag like **#BestSteakChallenge**.
- **Caption Requirement:** Encourage participants to add a creative caption about their experience (optional but can add to the engagement quality).
- **Engagement Requirement:** To qualify, they should follow the steakhouse’s page and tag a friend or two in the post.

3. Contest Rules and Prize:

- **Theme:** Focus on creativity and visual appeal. “Capture your best steak moment” will encourage participants to focus on presentation, ambiance, or even storytelling with their photos.
- **Prize:** Offer a desirable prize, such as a **Dinner for Two**, which aligns well with the restaurant’s core experience and encourages more engagement.
- **Judging:** Have a panel (including the manager, chef, or a staff member) choose the winner based on creativity and quality.

Suggested Timeline and Structure

Campaign Timeline: 14 Days (to maximize photo entries and visibility)

- **Pre-Launch (2-3 Days Before Start):** Waitstaff begin informing customers, and signage is placed in the restaurant.
- **Launch Day (Day 1):** Announce on social media (Instagram Post, Story, Reel) with a clear explanation of the rules and prize.
- **Reminders Throughout the Campaign:**
 - **Stories:** Share entries in your stories, tagging participants to boost visibility and encourage others to join.
 - **Midway Reminder (Day 7):** A reminder post encouraging more entries.
 - **Final Call (Day 13):** Last chance reminder post to drive final entries.

Key Metrics to Track

- 1. Participation and Engagement:**
 - **Number of Submissions:** Track the number of unique photo submissions using the hashtag and tags.
 - **New Followers:** Measure any increase in followers over the contest period as an indicator of reach.
 - **In-Restaurant Engagement:** Ask waitstaff to note how often they engage customers about the contest, which will give insights into in-store interest.
 - 2. Content Quality and Reach:**
 - **UGC Quality:** Evaluate photos to see which style or type resonates most (e.g., ambiance shots, food close-ups, group photos).
 - **Post Reach and Likes:** For each UGC post, track engagement (likes, comments) as an indicator of organic reach.
 - **Hashtag Performance:** Check the hashtag analytics on Instagram to see overall impressions and the spread of campaign posts.
 - 3. Conversion to Future Visits:**
 - After the campaign, you could message all participants with a **thank you** and an incentive to return, like a small discount on their next visit.
-

Tips for Maximizing Engagement and Quality

- **Incentivize Waitstaff:** Offer a small bonus or recognition for the staff member who generates the most contest entries. This motivates them to promote it actively.
- **Create a Highlight Reel:** After the campaign, compile the best entries into a reel and post it on your page, tagging participants. This acknowledges their effort and extends the campaign's impact.
- **Encourage Friendly Competition:** Mention that the contest has gained a lot of interest, increasing participants' sense of competition.

How to Add better Trackability:

Tracking New Instagram-Driven Customers vs. Existing Customers

Step-by-Step Plan for a UGC-Driven Campaign with QR Code and Landing Page

1. Create and Position the QR Code for Maximum Engagement

- **QR Code Placement:** Place the QR code prominently on table tents, posters, and menus, especially in high-visibility areas like entrances, on tables, and near the cash register.
- **QR Code Messaging:** Use enticing copy like "Scan to Win a Free Dinner for Two!" This instantly catches attention and encourages scanning.
- **Staff Promotion:** Have waitstaff mention the contest to diners and prompt them to scan the QR code for details, further driving engagement.

2. Design a Compelling Landing Page

- **Landing Page Content:** Once customers scan the QR code, they'll land on a **simple, mobile-friendly page** with the following:
 - **Contest Title and Visual:** A vibrant header that says "Best Steak Photo Contest!" with an attractive image of the steakhouse's signature dish.
 - **Instructions for Participation:**
 - Post a photo or video of their steakhouse experience on Instagram.
 - Use a specific hashtag (e.g., #BestSteakPhoto).
 - Tag the steakhouse's Instagram account in the post.
 - **Contact Information Collection:** Include a form for them to enter their **name and phone number**, which will be used to contact the winner. You could add a checkbox allowing them to subscribe to updates or promotions (with permission), expanding your marketing list.
- **Rules and Guidelines:** Outline the rules clearly, such as what type of photos or videos qualify, the judging criteria (creativity, quality, etc.), and the deadline for submissions.

3. Enhance Trackability with UTM Parameters and Engagement Metrics

- **QR Code with UTM Tracking:** Generate the QR code with a **UTM-tracked link** to see exactly how many people clicked through to the landing page, giving insight into campaign reach.
- **Form Tracking:** Capture and store all entries in a database to keep a record of participants, making it easy to track contact details and review entries after the contest.

4. Encourage Quality UGC with Simple Judging Criteria and Incentives

- **Motivate High-Quality UGC:** Emphasize that **creativity** and **presentation** matter, which motivates participants to post visually appealing photos or videos.
- **Boost the Incentive:** Make the prize feel special and worth the effort. A free "Dinner for Two" is an excellent prize; just be sure to highlight its value (e.g., "Win a Dinner for Two Worth \$100!").

5. Follow-Up Interaction to Build Long-Term Engagement

- **Automated Thank-You Message:** Send an automated "Thank you for participating!" message via SMS or email, letting them know their entry was received and that they'll be contacted if they win.
- **Announce Winners Publicly:** Once the contest ends, announce the winner(s) on Instagram and tag them, creating additional visibility and excitement for future campaigns.
- **Post-Contest Engagement:** For participants who didn't win, consider offering a small incentive to visit again, such as a discount on their next meal, creating goodwill and encouraging return visits.

Refinements to Maximize the Campaign's Impact

1. **Remind Customers via Instagram Stories:** Throughout the contest, remind Instagram followers that they can join by visiting the restaurant, scanning the QR code, and posting with the hashtag. This creates more awareness online and encourages additional visits.
2. **Highlight UGC in Real-Time:** Share some of the best submissions on the steakhouse's Instagram story to build social proof and motivate others to participate. Tagging participants will also increase reach.
3. **Clear Hashtag Monitoring:** Monitor the campaign hashtag and tagged posts to keep a close eye on submissions. This allows you to engage with participants directly by liking or commenting on their entries, further enhancing customer experience.
4. **Use the Landing Page for Future Campaigns:** Once the campaign ends, the landing page can be repurposed for future contests or as a newsletter signup page, creating ongoing value from this initial setup.

Sample Flow of Customer Interaction

1. **Customer Dines In:** Sees or hears about the contest and scans the QR code.
2. **Visits Landing Page:** Learns the contest rules, enters contact information, and posts a photo with the hashtag on Instagram.
3. **Receives a Thank-You Message:** A follow-up SMS or email acknowledges their entry.
4. **Engages on Social Media:** Their post is acknowledged by the restaurant's Instagram account, possibly featured in stories.
5. **Winner Announcement:** Winners are publicly announced and tagged, encouraging continued engagement and excitement for future contests.

TRW FEEDBACK

TRW FEEDBACK

You need to figure out who's engaging with their 400k followers, and who's scrolling during lunch. Locals? Office workers?

Break it down by age, location, and income to get real insights.

Check out what Miramaia and Coreto are crushing with their campaigns. Don't copy—just flip their best ideas into something fresh and killer for your client.

Ask their customers what they want. Use IG polls or read reviews to spot the gaps, then fill them with fire ideas.

And don't sleep on those AI tools in the core chat—they'll save you a ton of time analyzing all this stuff. Easy wins, G.

Gap 1: Perceived Lack of Transparency

- **Issue:** Some customers feel blindsided by unexpected charges (e.g., appetizers added without explanation, high wine prices without clear menus).
- **Competitor Insight:** Top players often emphasize clear, upfront communication about premium pricing and offer detailed wine lists or pairing menus.
- **Solution:**
 - Introduce a “**Transparent Dining Promise**”: Highlight clear pricing for all items, including optional extras.
 - Use stories or posts to showcase the **value behind the price**, like sourcing premium Wagyu or expert preparation.

Gap 2: Crowded, Overbooked Atmosphere

- **Issue:** Complaints about noise levels, crowded tables, and long waits despite reservations.
- **Competitor Insight:** Miramaia and Coreto likely focus on ambiance and smooth reservation systems to enhance the guest experience.
- **Solution:**

- Promote **off-peak dining experiences** with lunch discounts or weekday specials.
- Use social media to highlight quieter times, creating a perception of exclusivity (e.g., “Your perfect dining moment at 3 PM”).

Gap 3: Inconsistent Service

- **Issue:** While some staff are praised for excellent service, others fall short, leading to inconsistent experiences.
- **Competitor Insight:** Top competitors likely train staff to provide consistently exceptional service and create personal connections with guests.
- **Solution:**
 - Host a “**Service Spotlight**” campaign: Highlight top-performing staff on social media to showcase hospitality.
 - Incorporate **feedback surveys** into the Customer Appreciation Event to identify and address service gaps.

Gap 4: Overemphasis on Presentation (Perceived Style Over Substance)

- **Issue:** Some customers view the steakhouse as relying too heavily on theatrics (e.g., fire presentations, flashy dishes) at the expense of authentic quality.
- **Competitor Insight:** Miramaia likely strikes a balance between presentation and flavor, focusing on the taste of the steak itself.
- **Solution:**
 - “**Steak Stories**” **Content Series:** Use Instagram posts and stories to dive into the **craftsmanship behind the food**, from meat sourcing to preparation.
 - Offer **chef-led tasting events** to emphasize substance and educate diners on the care and quality of ingredients.

Gap 5: Family-Friendliness

- **Issue:** Limited mention of family-focused amenities; Coreto may target families better with kid-friendly options.
- **Solution:**
 - Promote the **family-friendly features**, like the children’s play area or special kids’ menu.
 - Create posts featuring families enjoying the steakhouse, using testimonials from parents about how much they enjoyed the experience.

Gap 6: High Prices Without Justification

- **Issue:** Complaints about pricing being too high for the experience.

- **Competitor Insight:** Competitors justify their prices by highlighting exclusivity, premium quality, or unique offerings.
- **Solution:**
 - Launch **exclusive seasonal campaigns** that justify premium pricing with unique dishes (e.g., “Only this month: Limited Wagyu Tomahawk”).
 - Use behind-the-scenes content to show the **craftsmanship** and **premium sourcing** that make the price worth it.

Gap 7: Lack of Memorable Experiences

- **Issue:** Some reviews don’t mention standout experiences, which indicates the steakhouse isn’t creating enough “wow” moments.
 - **Solution:**
 - Introduce **chef’s table experiences** or **interactive dining events** where guests can watch their steak being prepared live.
 - Host **exclusive tasting nights** with wine pairings to create unforgettable memories.
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Summary

Main Gaps to Address:

1. Transparency in pricing.
2. Ambiance and exclusivity during dining times.
3. Consistency in service delivery.
4. Balance between presentation and authentic flavor.
5. Improved appeal to families.
6. Justifying premium pricing.
7. Creating standout, memorable experiences.

Next Steps for Discovery Project:

- Conduct IG polls or surveys to validate these gaps and confirm customer priorities.
- Focus on immediate changes (like transparency, service improvements, and family-focused content).
- Introduce “experience-focused” campaigns to deliver value beyond just the meal.