MKTG 380
Group Project

Digital Marketing Strategy

Paper Workbook

Fall 2020

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1. Company Information

1. **What is the name of your company?**
   - Billy's on Grand
2. **What is your company's mission (why are you in this business)?**
   - Taking Billy's to the next level for menu and customer experience. "For over 30 years Billy's on Grand Avenue has been serving up great food, cold drinks, and a friendly in-door and out-door atmosphere for people to unwind, socialize and create memories."
3. **What does your company offer to the marketplace (at a high level)?**
   - A neighborhood spot, to get great food and drinks.
4. **What industry do you serve (i.e., retail, entertainment, travel, etc.)?**
   - Restaurant
5. **What type of business (i.e., B2C, B2B or B2B2C) is your company?**
   - B2C
6. **Are you a start up? If not, how long has your company been in business?**
   - No, Billys has been in business for 30 years and counting.

2. SWOT analysis

7. **What are your Strengths as a business (from an internal perspective)?**
   - Location on Grand Avenue, indoor/outdoor patio, 380 capacity
   - Established reputation of 30 years in St. Paul
8. **What are your Weaknesses as a business (from an internal perspective)?**
   - Communication between management to consumers on online platforms: on Facebook and Instagram (keep posts consistent on both)
   - Lack of options for online ordering/ online reservations
9. **What are the Opportunities for your business (from an external/marketplace perspective)?**
   - Acquiring new customers as they are rebranding
   - Improve social media, website, email subscription, search (doesn't pop up right away on google) display example) promote on "Visit St. Paul" website
   - Gain brand awareness by promoting in local magazines i.e.(Mpls St. Paul Magazine)
10. **What are the Threats to your business (from an external/marketplace perspective)?**
    - Local competition
    - Covid-19, having to adapt to changes

3. Offerings

11. **What specific offerings (products and/or services) do you provide?**
    - Tasty food at a reasonable price, indoor/outdoor experience with large patio, 3 bars, arcade games, live music, sport specials.
12. **What is the benefit of your offerings (products and/or services)?**
    - Offers an experience for customers with diverse menu and entertainment.
13. **What is the most unique differentiator of your offerings over the competition?**
    - 30-year established restaurant is what differentiates them from newer competition.
14. **Who are your major competitors?**
    - Salut, Plums, Tiffs, Red Rabbit, Sweeny's Salon

4. Customers

15. **Who is your primary target market?**
    - o   People ages 35- 55 for their regular customers in the neighborhood because that is the business they retain as it is local based on our observations when we visited.
16. **What is the split in business between new customers and existing customers from a revenue perspective (i.e., X% of revenue comes from new customers vs y% from existing)?**
    - o   We estimate it would be about 90% existing, 10% new because Billy's has been around for 30 years, so they have a solid reputation with the people who live in the area.

5.   Sales

17. **How does the business make money (i.e., individual product/services sales, recurring orders (annual plans), commissions, fees etc.)?**
    - o   Selling food/drinks, retaining customers
18. **How much do your products and services sell for? What is a typical transaction amount?**
    - o $25- 50 minimum for dinner, $20 minimum on just drinks, drinks are $7, (based on prices on menu, burger is $13)
19. **What are the most significant challenges associated with generating sales?**
    - o   Local competition, dine-in or take-out, but no online ordering option available.
20. **What can be done to remove/mitigate those challenges?**
    - o   Offer better options compared to competition, promote online ordering, online reservations, promote specials offered - happy hour, schedule of live music.

6.   Business Goal

21. **What is your primary Business Goal for this year, including the measure associated with your business goal?**
    - o   Increase revenue by 10% of $5.6 million so we can reach an increase of $560,000. Numbers based on the "bar down method"

22. **Please explain your rationale for choosing your goal and the measure.**
    - o   Since Billy's is rebranding, they are looking to increase revenue to cover that cost. Used dollar amount based off yearly estimate and gross profit.

7.   Business Priorities

23. **What is your Business Priority #1 for accomplishing your Business Goal?**
    - o   Retain regular customers
24. **What is the rationale for choosing that priority?**
    - o   Since they are making changes to the brand, they still want to keep their current customers.
25. **What is your Business Priority #2 for accomplishing your Business Goal?**
    - o   Acquire new customers
26. **What is the rationale for choosing that priority?**
    - o   They are investing in rebranding/ new menu to reach new customers. Want to condition new customers into repeat customers.

8. Digital Marketing Priorities and Opportunities

27. For Business Priority #1, please include Tables 1-6 from your Group Project - Presentation Workbook

Table 1 Channel 1: Website opportunities for *Business Priority 1*		Impact	Burden	Action
1	*Loyalty Program*	7	2	
2	*Showcase Deals*	5	1	
3	Carousel Image (Home page)	3	3	
4	*Add Find Us Page*	3	2	
5	*Online Reservations*	8	3	
6	*Online Ordering*	9	4	
7	*Event Calendar*	6	2	
8	*Increase size of Social Media Links*	2	2	
9	*Add video content*	4	6	
10	*Wait times online*	6	7	
11	*Add link to reviews*	2	3	
12	*Get rid of three-star reviews*	6	1	
13	*Add hero image of food on "Our Gallery"*	5	1	
14	*Add Comment text box on "Contact Page"*	7	2	
15	*Add section to leave review*	8	2	
Table 2 Channel 2: Display Advertising opportunities for *Business Priority 1*		Impact	Burden	Action
1	*Newsletter signup on website*	5	4	
2	*Loyalty signup on website*	6	3	
3	*Local band websites that have played at Billys before*	2	2	
4	*"Write us a review" - on Billy's website*	8	2	
5	*Uber Eats*	7	1	
6	*Door Dash*	7	1	
7	*Grub-hub*	7	1	
8	*Facebook*	3	6	
9	*Instagram*	3	6	
10	*Postmates*	7	1	
11	*Neighborhood websites*	10	5	
12	*local news papers*	4	5	
13	*St. Paul website*	10	5	
14				
15				

Table 3 Channel 3: Search opportunities for _Business Priority 1_		Impact	Burden	Action
1	Use of ad extensions	5	6	
2	When searching name of bands – Billys comes up (as a venue)	2	7	
3	A vs B test with copy (may be acquisition)	1	9	
4	"happy hour deals"	7	8	
5	"Late night deals"	7	8	
6	"Food to go near me"	9	4	
7	Competitor's key words (so Billy's comes up as well)	3	9	
8	Geo targeting	6	8	
9	"Patio seating"	8	6	
10	"Pull tabs"	4	5	
11	"New menu items" (organic)	5	7	
12	Karaoke	8	2	
13	"is Billy's open?"	6	3	
14	"Brunch deals"	7	6	
15	"Billy's new ownership"	9	6	

Table 4 Channel 4: Email opportunities for _Business Priority 1_		Impact	Burden	Action
1	**Weekly deals with email signup on website**	7	4	
2	"Personalization" of emails when sent to customers	9	10	
3	Monthly Newsletter sharing upcoming events	6	5	
4	Emails detailing upcoming performances (bands)	4	4	
5	Promoting a rewards membership (Spend $x … get one appetizer)	8	7	
6	"Welcome" emails when they sign-up for newsletter or rewards program	3	4	
7	"Happy Birthday" email (ex. Free drink on your birthday)	9	8	
8	Schedule " reminder" emails (sign up to get a reminder for an upcoming event)	5	9	
9	"Feedback" emails – allow customer to provide their thoughts/feedback	7	6	
10	Announcement email (ex. New food/drink/promotion, etc.)	6	3	
11	Holiday Emails	2	2	
12	Highlight events in the area (drive traffic to Billys')	10	3	
13	Get to know our employees (new chef/owners/etc.)	1	9	
14	Feature stories about us/news coverage	4	2	
15	Safety updates (Crime,COVID,etc.)	5	1	

Table 5 Channel 5: Social Media opportunities for *Business Priority 1*	Impact	Burden	Action
1	*Connect Facebook & Instagram*	9	2	
2	*Tag us & be featured on our Instagram story*	8	1	
3	Instagram Story employee Take-Overs	5	7	
4	Facebook Live videos for bands/karaoke	2	10	
5	*Respond on Social Media to engage in 2-way dialog with loyal followers*	6	6	
6	*Boost most engaging posts in suggested feed*	7	8	
7	Add polls to increase engagement	10	4	
8	Post seasonal specials	4	3	
9	Post employees holding food	1	3	
10	Post customers enjoying food	3	5	
11	Make ordering available from social media	9	2	
12	Interact/engage with customers on social media	6	6	
13	Engage with people on yelp	5	7	
14	Share posts of behind the scenes (in kitchen / band setting up etc)	3	4	
15	Sell menu on socials (post new food items)	7	5	

Table 6 Channel 6: Mobile opportunities for *Business Priority 1*	Impact	Burden	Action
1	*Change menu to QR code*	7	3	
2	Text reminders (upcoming events)	5	1	
3	Remember previous orders (favorites)	4	2	
4	Beacons	6	10	
5	Reorder layout of mobile site (prioritization)	10	8	
6	Alerts for birthday	6	8	
7	Alerts for specials/deals	6	8	
8	Alerts for bands playing	6	8	
9	Pay for bill on your phone	9	3	
10	Coupons for drink/food deals	8	2	
11	Holiday texts	3	2	
12	Patio reopening	10	1	
13	Thank you message/text	1	1	
14	Milestone specials/texts	2	5	
15	Mobile gift cards	5	4	

28. **For Business Priority #2, please include Tables 7-12 from your Group Project - Presentation Workbook**

Table 7 Channel 1: Website opportunities for *Business Priority 2*	Impact	Burden	Action
1	*New customer discount coupon*	6	3	
2	*Showcase deals*	4	2	
3	*Add find us page*	10	3	
4	*Add link to reviews*	7	1	
5	*Change url to billysongrand.com*	9	7	
6	*Customer referral program (dual-sided rewards)*	5	8	
7	*Free offers & contests through website*	2	9	
8	*Add an easy share button for website on home page*	6	4	
9	*Increase size of social media links*	3	1	
10	*Make contact information larger and more attractive*	5	2	
11	*Remove three-star reviews & update with current reviews*	8	2	
12	*Update picture of sign to new one*	7	1	
13	*Add a message box under contact page for faster contacting for customer*	4	3	
14	*Organize gallery pictures*	2	2	
15	*On menu page, add links to the gallery pictures of it*	3	4	

Table 8 Channel 2: Display Advertising opportunities for _Business Priority 2_		Impact	Burden	Action
1	Visit St. Paul website	10	7	
2	Trip Advisor website	7	7	
3	Traveler's Choice	3	9	
4	Guide Michelin	6	3	
5	Yelp	6	3	
6	Open Table Dinners	8	4	
7	Grub Hub	8	4	
8	Postmates	8	4	
9	Uber Eats	8	4	
10	Door Dash	8	4	
11	Star Tribune	9	6	
12	Musician's websites that perform there	5	6	
13	Local guitar shops, School of Rock, Willy's	4	5	
14	Eater Twin Cities	6	6	
15	St. Thomas website	1	10	

Table 9 Channel 3: Search opportunities for _Business Priority 2_		Impact	Burden	Action
1	Pay for top spot when searching name	8	9	
2	Update URL (so they all match)	7	8	
3	Change from "billysmn.com" to billysongrand.com	7	8	
4	Change key words	9	10	
5	Maximize inbound links	6	9	
6	Buying key words (Food, St. Paul, bar, live music)	9	9	
7	Key word density	5	10	
8	Improve quality score	7	7	
9	Click through Rate	10	7	
10	Improve ad relevance	8	9	
11	Improve landing page experience (Bounce Rate)	10	4	
12	"Local band in St. Paul" or "Live Music" key words	5	3	
13	The Long tail tactic	2	10	
14	"Well known restaurants in St. Paul	9	8	
15	"Brunch/Bloody Mary's/Large venue/late hours/etc."	10	5	

Table 10 Channel 4: Email opportunities for _Business Priority 2_	Impact	Burden	Action
1	_One-time incentive when signing up for email on website_	8	2	
2	_Promote email on local band websites_	1	1	
3	_Sign up for loyalty program to receive rewards_	9	3	
4	_Receive $10 off next purchase for birthday reward_	7	8	
5	_Notify customers of weekly specials_	3	5	
6	_Referral Email_	2	4	
7	_Give-a-way/contest ex. to enter you must send email to 3 new people – (If already signed up for emails)_	6	8	
8	_To participate in karaoke you must put down email_	1	10	
9	_Newsletter for upcoming events_	5	6	
10	_Website or Instagram contest (if not already signed up for emails)_	6	7	
11	_Make it easy to share and tell others. (Include a "share with a friend" button on emails)_	4	2	
12				
13				
14				
15				

Table 11 Channel 5: Social Media opportunities for _Business Priority 2_	Impact	Burden	Action
1	Boost most engaging posts (to lookalike audiences)	6	4	
2	_Create Custom Audiences based on website visitors, email marketing program, and past customers_	8	9	
3	_Add Pinterest_	5	1	
4	_Delete Twitter – focus on Instagram and Facebook_	10	2	
5	_Instagram Story Contest (tag friends / post on story)_	7	3	
6	_Maximize relevance of posts by leveraging FB Insights to determine most engaging content_	9	7	
7	_Create Look-a-Like audiences based on Custom Audiences_	8	10	
8	_Create a YouTube channel_	4	6	
9	_Connect YouTube cooking videos and Pinterest recipes_	3	8	
10	_Create Instagram Story Highlight Categories_	6	2	
11	_Repost News Coverage_	5	4	
12	_Repost content that Billy's is tagged in (Facebook and Instagram)_	7	1	
13	_Make all handles the same (Billy's on Grand Avenue)_	10		
14	_Feature vendors on posts & tag them to reach their followers_	9	3	
15	_Feature Customer of the Month_	3	8	

Table 12 Channel 6: Mobile opportunities for *Business Priority 2*		Impact	Burden	Action
1	*One-time deal for signing up for mobile*	8	2	
2	*Make reservation via phone*	7	1	
3	Get on waitlist via phone	7	1	
4	Beacon's for grand avenue so Billy's comes up in organic search	5	5	
5	*Want to cook Billy's recipes at home? Link to YouTube*	3	4	
6	*Thanks for dining in! Online ordering also available*	9	3	
7	*Texts about Live stories on Facebook now check it out*	2	2	
8	*Push messaging/advertisements through mobile sites (yelp, Visit St. Paul*	3	8	
9	*Paid advertisements on grubhub, uber eats*	6	9	
10	*Free delivery for first order of Billy's on Grand*	10	7	
11	*Receive promotion when you make your first reservation on mobile*	10	6	
12	*QR codes in high traffic locations*	4	5	
13	*Instagram contest happening now! Click link*	5	1	
14	*Billy's mobile site more accessible on mobile*	10	4	
15	*Referrals to Billy's for friends, receive promotion*	9	2	

9. Prioritization and Planning

29. **For Business Priority 1, please include the completed Prioritization Matrix (Matrix 1 - Slide 24), so it looks like the sample matrix on Slide 25 and shows the position and number of each opportunity based on its Impact and Burden scoring.**

Matrix 1

Prioritization Matrix – Business Priority 1
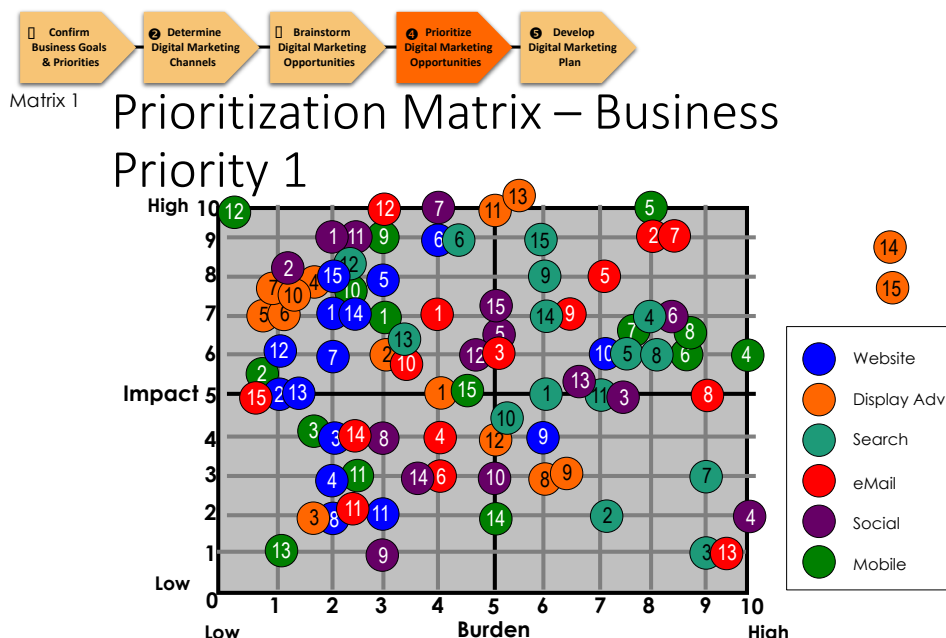
30. For Business Priority 1, please also include the completed Prioritization Matrix that grays out opportunities not being pursued; so, it looks like the sample matrix on Slide 26.

Matrix 1

Prioritization Matrix – Business Priority 1
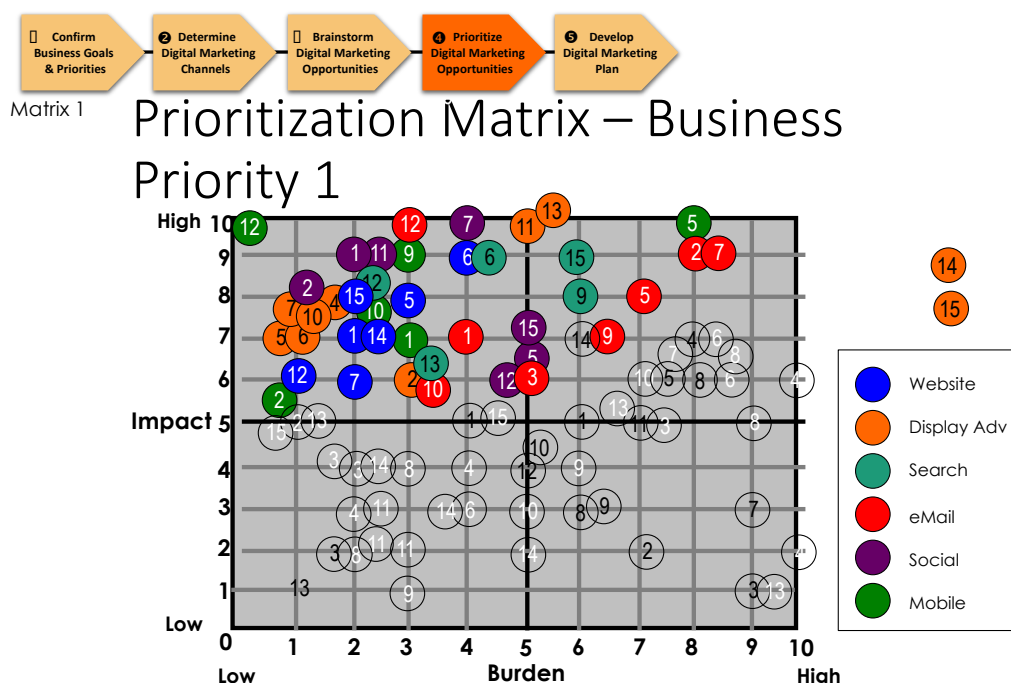
31. **For Business Priority 1, please explain what Prioritization Method (Quadrant Method and/or Channel Method) was applied, as well as the rationale for that decision.**
    o The Quadrant Prioritization Method was used for business priority 1 because all six

channels can be used for our business priority. The "hockey stick" method was used alongside the quadrant method to best suit the business priority which is retain regular customers, and this leads to being able to accomplish our business goal which is increasing revenue by 10%.

32. **For Business Priority 1, please include Tables 1-6 (Slides 27-32) that now show the following information completed for each brainstormed opportunity (within the red box area):**

Prioritize Opportunities – Business Priority 1

Table 1

Channel 1: Website opportunities for _Business Priority 1_		Impact	Burden	Action
1	Loyalty Program	7	2	Planned
2	Showcase Deals	5	1	Not doing
3	Carousel Image (Home page)	3	3	Not doing
4	Add Find Us Page	3	2	Not doing
5	Online Reservations	8	3	Planned
6	Online Ordering	9	4	Planned
7	Event Calender	6	2	Planned
8	Increase size of Social Media Link	2	2	Not doing
9	Add video content	4	6	Not doing
10	Wait times online	6	7	Not doing
11	Add link to reviews	2	3	Not doing
12	Get rid of three-star reviews	6	1	QH
13	Add hero image of food on "Our Gallery"	5	1	Not doing
14	Add Comment text box on "Contact Page"	7	2	QH
15	Add section to leave review`	8	2	QH

Prioritize Opportunities – Business Priority 1

Table 2

Channel 2: Display Advertising opportunities for _Business Priority 1_		Impact	Burden	Action
1	Newsletter signup on website	5	4	Not doing
2	Loyalty signup on website	6	3	Planned
3	Local band websites that have played at Billy's before	2	2	Not doing
4	"Write us a review" on Billy's website	8	2	QH
5	Uber Eats	7	1	QH
6	Door Dash	7	1	QH
7	Grub-hub	7	1	QH
8	Facebook	3	6	Not doing
9	Instagram	3	6	Not doing
10	Postmates	7	1	QH
11	Neighborhood websites	10	5	Planned
12	Local news papers	4	5	Not doing
13	St. Paul website	10	5	Planned
14				
15				

Prioritize Opportunities – Business Priority 1

Table 3 Channel 3: Search opportunities for _Business Priority 1_	Impact	Burden	Action
1	Use of ad extensions	5	6	Not doing
2	When searching name of brands – Billys comes up (as a venue)	2	7	Not doing
3	A vs B test with copy (may be acquisition)	1	9	Not doing
4	"Happy hour deals"	7	8	Not doing
5	"Late night deals"	7	8	Not doing
6	"Food to go near me"	9	4	Planned
7	Competitor's key words (so Billy's comes up as well)	3	9	Not doing
8	Geo targeting	6	8	Not doing
9	"Patio seating"	8	6	Planned
10	"Pull tabs"	4	5	Not doing
11	"New menu items	5	7	Not doing
12	Karaoke	8	2	QH
13	"is Billy's open?"	6	3	Planned
14	"Brunch deals"	7	6	Not doing
15	"Billy's new ownership"	9	6	Planned

Prioritize Opportunities – Business Priority 1

Table 4 Channel 4: Email opportunities for _Business Priority 1_	Impact	Burden	Action
1	Weekly deals with email signup on website	7	4	Planned
2	"Personalization" of emails when sent to customers	9	10	QH
3	Monthly Newsletter sharing upcoming events	6	5	Planned
4	Emails detailing upcoming performances (bands)	4	4	ND
5	Promoting a rewards membership (Spend $x … get one appetizer)	8	7	Planned
6	"Welcome" emails when they sign-up for newsletter or rewards program	3	4	ND
7	"Happy Birthday" email (ex. Free drink on your birthday)	9	8	Planned
8	Schedule " reminder" emails (sign up to get a reminder for an upcoming event)	5	9	ND
9	"Feedback" emails – allow customer to provide their thoughts/feedback	7	6	Planned
10	Announcement email (ex. New food/drink/promotion, etc.)	6	3	QH
11	Holiday Emails	2	2	ND
12	Highlight events in the area (drive traffic to Billys')	10	3	Planned
13	Get to know our employees (new chef/owners/etc.)	1	9	ND
14	Feature stories about us/news coverage	4	2	ND
15	Safety updates (Crime,COVID,etc.)	5	1	ND

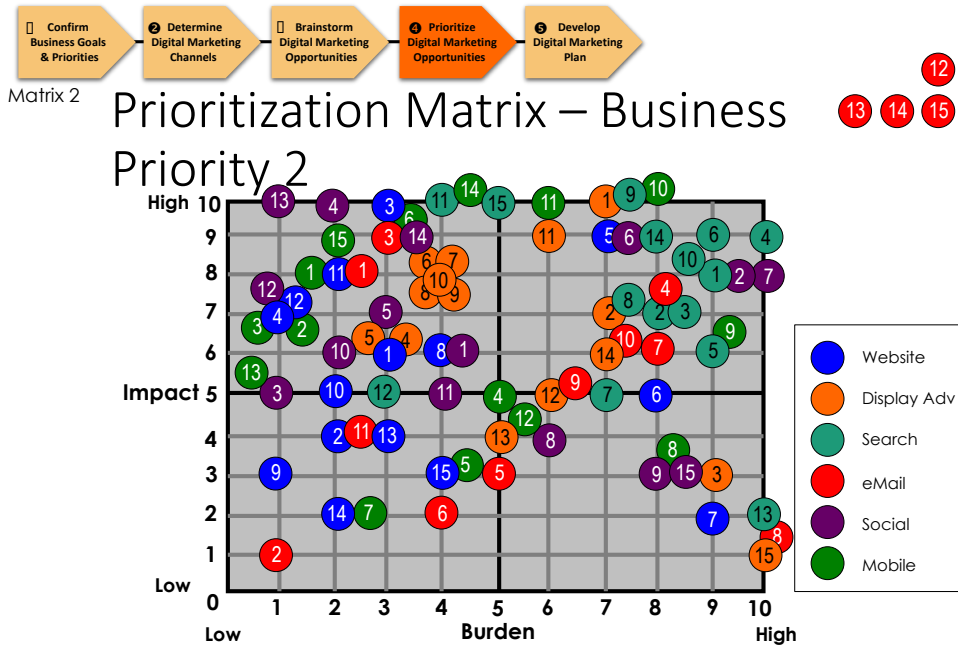# Prioritize Opportunities – Business Priority 1

| Table 5 Channel 5: Social Media opportunities for _Business Priority 1_	Impact	Burden	Action
1 _Connect Facebook & Instagram_	9	2	QH
2 _Tag us & be featured on our Instagram story_	8	1	QH
3 _Instagram Story employee Take-Overs_	5	7	ND
4 Facebook Live videos for bands/karaoke	2	10	ND
5 _Respond on Social Media to engage in 2-way dialog with loyal followers_	6	6	Planned
6 _Boost most engaging posts in suggested feed_	7	8	ND
7 _Add polls to increase engagement_	10	4	QH
8 _Post seasonal specials_	4	3	ND
9 _Post employees holding food_	1	3	ND
10 Make ordering available from social media	3	5	ND
11 _Make ordering available from social media_	9	2	QH
12 _Engage with People on Yelp_	5	7	ND
13 _Share Posts of behind the scenes (in kitchen / band setting up etc)_	3	4	ND
14 _Sell menu on socials (post new food items)_	7	5	Planned

Prioritize Opportunities – Business Priority 1

Table 6 Channel 6: Mobile opportunities for _Business Priority 1_	Impact	Burden	Action
1 _Change Menu to QR code_	7	3	QH
2 _Text reminders (upcoming events)_	5	1	QH
3 _Remember previous orders (favorites)_	4	2	ND
4 _Beacons_	6	10	ND
5 _Reorder layout of Mobile Site (prioritization)_	10	8	Planned
6 _Alerts for birthday_	6	8	ND
7 _Alerts for specials/deals_	6	8	ND
8 _Alerts for bands playing_	6	8	ND
9 _Pay for bill on your phone_	9	3	Planned
10 _Coupons for drink/food deals_	8	2	Planned
11 _Holiday texts_	3	2	QH
12 _Patio reopening_	10	1	QH
13 _Thank you message/text_	1	1	QH
14 _Milestone specials/texts_	2	5	ND
15 _Mobile gift cards_	5	4	ND

33. **For Business Priority 2, please include the completed Prioritization Matrix (Matrix 2 – Slide 33, so it looks like the sample matrix on Slide 34) and shows the position and number of each.**

Matrix 2

Prioritization Matrix – Business Priority 2

34. **For Business Priority 2, please also include the completed Prioritization Matrix that grays out opportunities not being pursued so it looks like the sample matrix on Slide 35.**

Matrix 2

Prioritization Matrix – Business Priority 2
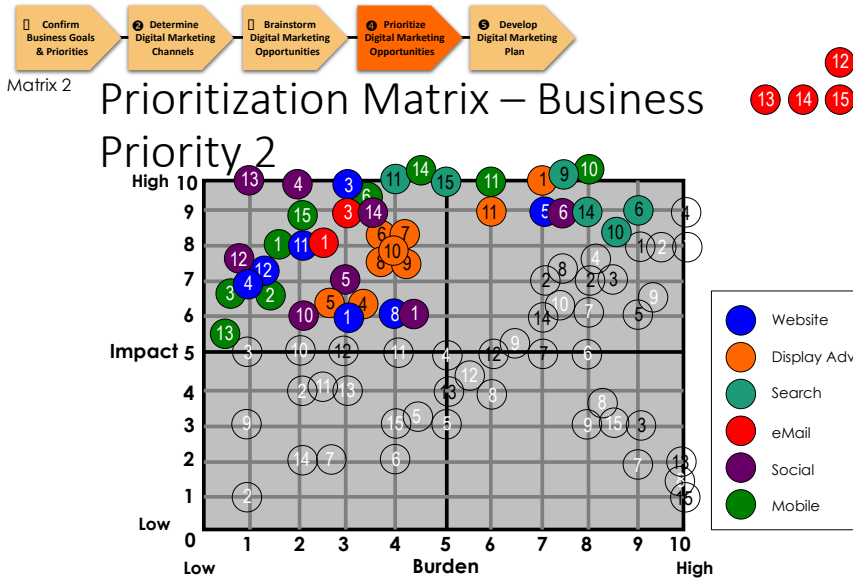
35. **For Business Priority 2, please explain what Prioritization Method (Quadrant Method and/or Channel Method) was applied, as well as the rationale for that decision.**
    o The Quadrant Method was used for Business Priority 2 because all six channels can be used for our business priority. The "hockey stick" method was used alongside the quadrant method to best suit the business priority which is to acquire new customers which results in being able to meet the business goal which is to increase revenue by 10 %.

36. For Business Priority 2, please include Tables 7-12 (Slides 36-41) that now show the following information completed for each brainstormed opportunity (within the red box area):

⬜ Confirm Business Goals & Priorities	❷ Determine Digital Marketing Channels	⬜ Brainstorm Digital Marketing Opportunities	❹ Prioritize Digital Marketing Opportunities	❺ Develop Digital Marketing Plan

Prioritize Opportunities – Business Priority 2

Table 7 Channel 1: Website opportunities for *Business Priority 2*		Impact	Burden	Action
1	*New customer discount coupon*	6	3	Planned
2	*Showcase deals*	4	2	ND
3	Add find us page	10	3	QH
4	Add link to reviews	7	1	QH
5	Change url to billysongrand.com	9	7	Planned
6	Customer referral program (dual-sided rewards)	5	8	ND
7	Free offers & contests through website	2	9	ND
8	Add an easy share button for website on home page	6	4	QH
9	Increase size of social media links	3	1	ND
10	Make contact information larger and more attractive	5	2	ND
11	**Remove three-star reviews & update with current reviews**	8	2	QH
12	Update picture of sign to new one	7	1	QH
13	Add a message box under contact page for faster contacting for customer	4	3	ND
14	Organize gallery pictures	2	2	ND
15	On menu page, add links to the gallery pictures of it	3	4	ND

Prioritize Opportunities – Business Priority 2

Table 8 Channel 2: Display Advertising opportunities for _Business Priority 2_		Impact	Burden	Action
1	Visit St. Paul website	10	7	Planned
2	Trip Advisor website	7	7	Planned
3	Traveler's Choice	3	9	no
4	Guide Michelin	6	3	Planned
5	Yelp	6	3	QH
6	Open Table Dinners	8	4	QH
7	Grub Hub	8	4	QH
8	Postmates	8	4	QH
9	Uber Eats	8	4	QH
10	Door Dash	8	4	QH
11	Star Tribune	9	6	Planned
12	Musician's websites that perform there	5	6	No
13	Local guitar shops, School of Rock, Willy's	4	5	No
14	Eater Twin Cities	6	6	No
15	St. Thomas website	1	10	No

Prioritize Digital MKTG Opportunities – BP2

Table 9 Channel 3: Search opportunities for _Business Priority 2_		Impact	Burden	Action
1	Pay for top spot when searching name	8	9	ND
2	Update URL (so they all match)	7	8	ND
3	Change from "billysmn.com" to billysongrand.com	7	8	ND
4	Change key words	9	10	ND
5	Maximize inbound links	6	9	ND
6	Buying key words (Food, St. Paul, bar, live music)	9	9	ND
7	Key word density	5	10	ND
8	Improve quality score	7	7	ND
9	Click through Rate	10	7	Planned
10	Improve ad relevance	8	9	ND
11	Improve landing page experience (Bounce Rate)	10	4	QH
12	"Local band in St. Paul" or "Live Music" key words	5	3	ND
13	The Long tail tactic	2	10	ND
14	"Well known restaurants in St. Paul	9	8	Planned
15	"Brunch/Bloody Mary's/Large venue/late hours/etc."	10	5	QH

Prioritize Opportunities – Business Priority 2

Table 10 Channel 4: Email opportunities for *Business Priority 2*	Impact	Burden	Action
1	*One-time incentive when signing up for email on website*	8	2	QH
2	*Promote email on local band websites*	1	1	No
3	*Sign up for loyalty program to receive rewards*	9	3	QH
4	*Receive $10 off next purchase for birthday reward*	7	8	No
5	*Notify customers of weekly specials*	3	5	No
6	*Referral Email*	2	4	No
7	*Give-a-way/contest ex. to enter you must send email to 3 new people – (If already signed up for emails)*	6	8	No
8	*To participate in karaoke you must put down email*	1	10	No
9	*Newsletter for upcoming events*	5	6	No
10	*Website or Instagram contest (if not already signed up for emails)*	6	7	No
11	*Make it easy to share and tell others. (Include a "share with a friend" button on emails)*	4	2	No
12				
13				
14				
15				

Prioritize Opportunities – Business Priority 2

Table 11 Channel 5: Social Media opportunities for *Business Priority 2*	Impact	Burden	Action
1	Boost most engaging posts (to lookalike audiences)	6	4	planned
2	*Create Custom Audiences based on website visitors, email marketing program, and past customers*	8	9	ND
3	*Add Pinterest*	5	1	ND
4	*Delete Twitter – focus on Instagram and Facebook*	10	2	QH
5	*Instagram Story Contest (tag friends / post on story)*	7	3	QH
6	*Maximize relevance of posts by leveraging FB Insights to determine most engaging content*	9	7	planned
7	*Create Look-a-Like audiences based on Custom Audiences*	8	10	ND
8	*Create a YouTube channel*	4	6	ND
9	*Connect YouTube cooking videos and Pinterest recipes*	3	8	ND
10	*Create Instagram Story Highlight Categories*	6	2	QH
11	*Repost News Coverage*	5	4	ND
12	*Repost content that Billy's is tagged in (Facebook and Instagram)*	7	1	QH
13	*Make all handles the same (Billy's on Grand Avenue)*	10	1	QH
14	*Feature vendors on posts & tag them to reach their followers*	9	3	QH
15	*Feature Customer of the Month*	3	8	ND

Prioritize Opportunities – Business Priority 2

Table 12 Channel 6: Mobile opportunities for _Business Priority 2_	Impact	Burden	Action
1	_One-time deal for signing up for mobile_	8	2	QH
2	_Make reservation via phone_	7	1	QH
3	Get on waitlist via phone	7	1	QH
4	_Beacons for grand avenue so Billy's comes up in organic search_	5	5	ND
5	_Want to cook recipes at home? Link to youtube_	3	4	ND
6	_Thanks for dining in! Online ordering also available_	9	3	ND
7	_Texts about live stories on FB now check it out_	2	2	ND
8	_Push messaging/ads through mobile site (yelp, visit st paul)_	3	8	ND
9	_Paid ads on grubhub, uber eats_	6	9	ND
10	_Free delivery for first order of Billy's on Grand_	10	7	Planned
11	_Receive promotion when you make your first reservation on mobile_	10	6	planned
12	_QR codes in high traffic locations_	4	5	ND
13	_Instagram contest happening now! Click link_	5	1	QH
14	_Billy's mobile site more accessible on mobile_	10	4	QH
15	_Referrals to Billy's for friends, receive promotion_	9	2	QH

10. Digital Marketing Plan

37. **If you are using the Waterfall Method to rollout your website initiatives, please explain why you chose this method.**
    o N/A

38. **If you are using the Waterfall Method to rollout your website initiatives, please include Table 13, Slide 42 that lists all the approved website initiatives from Tables 1 and 7 that will be included in each website release (i.e., Release 1, 2, 3). Note that releases can include content and functionality for Business Priority 1 or 2 or both.**
    o N/A

39. **If you are instead using the Agile Method for your website enhancements, please explain why you chose this method. Note that if you are using the Agile Method for your website enhancements, there is no need to complete Table 13, Slide 42.**
    o **We choose to use the Agile Method, mainly due to the fact Billy's recently went through a rebranding in January 2020. Because of this, we determined the creation a new site was not needed but rather an evolution of the existing one. We brainstormed minor enhancements that could be released more frequently.**

40. **For Business Priority 1, please include Table 14 (Slide 43) that shows:**
    ▪ **For Website projects that will utilize the Waterfall methodology – Please show the timing for the following phases of the Waterfall process, for each scheduled website release.**

       o **Discovery**
       o **Design**
       o **Develop**

- o **Launch**

- ▪ **For Website projects that will utilize the Agile methodology, please show the timing for the following:**
  - o **Prep (when the initiative will be worked on)**
  - o **Launch (when the initiative will be launched)**
  - o **Live (how long the initiative will be live in-market)**
- ▪ **For all other channels (Display Advertising, Search, Email, Social and Mobile) – Please show the timing for the following within each channel:**
  - o **Prep (when the initiative will be worked on)**
  - o **Launch (when the initiative will be launched)**
  - o **Live (how long the initiative will be live in-market)**
- ▪ **If you have campaigns that include activities from various Digital Marketing channels, please create campaign-based "swim lanes" that show each channel activity within the campaign and the timing for the following:**
  - o **Prep (when the initiative will be worked on)**
  - o **Launch (when the initiative will be launched)**
  - o **Live (how long the initiative will be live in-market)**

Website

	Person	January	February	March	April	May	June	July	August	September	October	November	December
Loyalty Program (Planned)				Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Online Reservations (Planned)		Prep	Prep	Lauch	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Ordering Online (Planned)		Prep	Prep	Lauch	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Event Calendar (Planned)				Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live
Get rid of three-star reviews (QH)					Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Add comment text box on "Contact Page" (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Add section to leave review (QH)					Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
+ Add													

Display

	Person	January	February	March	April	May	June	July	August	September	October	November	December
Loyalty signup on website (Planned)		Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Write us a review" on Billy's Website (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Uber Eats (QH)		Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Prep	Lauch	Live	Live
Door Dash (QH)		Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Prep	Lauch	Live	Live
Grub-Hub (QH)				Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Prep	Lauch
Postmates (QH)				Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Prep	Lauch
Neighborhood websites (Planned)		Prep	Prep	Lauch	Live	Live	Live	Live	Prep	Lauch	Live	Live	Live
St. Paul website (Planned)		Prep	Prep	Lauch	Live	Live	Live	Live	Prep	Lauch	Live	Live	Live
+ Add													

Search

	Person	January	February	March	April	May	June	July	August	September	October	November	December
"Food to go near me" (Planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Patio Seating" (Planned)					Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
"Karaoke near me" (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
"Is Billy's open?" (Planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Billy's new ownership" (Planned)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
+ Add													

Email

Initiative	Person	January	February	March	April	May	June	July	August	September	October	November	December
Weekly deals with email signup on website (Planned)		Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep	Lauch
"Personalization" of emails when sent to customers (Q…			Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Monthly newsletter sharing upcoming events (Planned)		Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep	Lauch
Promoting a rewards membership (Planned)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
"Happy Birthday" Email (ex. Free drink on your birthday…		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Feedback" emails - allow customer to provide their th…						Prep	Lauch	Live	Live	Live	Prep	Lauch	Live
Announcement email (ex. new food/drink/promotion) …			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Highlight events in the area (drive traffic to Billys) (Pla…					Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Live
+ Add													

Social Media

Initiative	Person	January	February	March	April	May	June	July	August	September	October	November	December
Connect Facebook and Instagram (QH)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Tag us & be featured on our Instagram Story (QH)					Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Respond on social media to engage in 2-way dialog wi…						Prep	Live	Live	Live	Live	Live	Live	Live
Add polls to increase engagement (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Make ordering available from social media (QH)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Sell menu on social (post new food items) (Planned)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
+ Add													

Mobile

Initiative	Person	January	February	March	April	May	June	July	August	September	October	November	December
Change Menu to QR code (QH)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Text Reminders (upcoming events) (QH)					Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Reorder layout of Mobile Site (prioritization) (Planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Pay for bill on your phone (Planned)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Coupons for drink/food deals (Planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Holiday texts (QH)						Prep	Lauch	Live	Live	Live	Live	Live	Live
Patio reopening (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Thank you message/text when ordering online (QH)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live

41. **Please explain the high-level rationale/drivers for determining the timing of Digital Marketing initiatives for Business Priority 1.**
    o For Business Priority 1, the biggest drivers for determining the timing were which initiatives would be the most beneficial immediately for us to retain our regular customers. An example of this would be adding online ordering and the ability to make a reservation on our website. This Immediately gives our loyal customers the ability to be guaranteed a seat in our restaurant for themselves, family or large groups. Online ordering also now gives our customers the choice of getting fresh, high-quality food made for them even if they are in a rush or cannot come into our restaurant. Seasonality was another drive for some of our initiatives, since patio season only runs May-September (typically), we realized the text announcement of the patio reopening was not a high priority until we got closer to may. Seasonality also went into some of our promotional and coupon driven Initiatives since business is typically slower in the winter months, so incentives are needed to draw our customers back in whereas in the summer, when the patio is open, this is less of driving initiative. The last rationale for the timing of our initiatives was not to stack too many of them in the same month to make the workload more reasonable and not to use all our QH initiatives all at once but to spread them out to maximize the initiatives effectiveness.

42. **For Business Priority 2, please include Table15 (Slide 44) that shows:**
    ▪ **For Website projects that will utilize the <u>Waterfall methodology</u> – Please show the timing for the following phases of the Waterfall process, for each scheduled website release.**
        o **Discovery**
        o **Design**
        o **Develop**
        o **Launch**
    ▪ **For Website projects that will utilize the Agile methodology, please show the timing for the following:**
        o **Prep (when the initiative will be worked on)**
        o **Launch (when the initiative will be launched)**
        o **Live (how long the initiative will be live in-market)**
    ▪ **For all other channels (Display Advertising, Search, Email, Social and Mobile) – Please show the timing for the following within each channel:**
        o **Prep (when the initiative will be worked on)**

- o **Launch (when the initiative will be launched)**
- o **Live (how long the initiative will be live in-market)**
  - ▪ **If you have campaigns that include activities from various Digital Marketing channels, please create campaign-based "swim lanes" that show each channel activity within the campaign and the timing for the following:**
    - o **Prep (when the initiative will be worked on)**
    - o **Launch (when the initiative will be launched)**
    - o **Live (how long the initiative will be live in-market)**

Website

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
New customer discount coupon (Planned)	Prep	Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Add find us page (QH)	Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Add link to review (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Change URL to billysongrand.com (planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Add an easy share button for website on home page (...			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Get ride of 3-star reviews (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Update picture of sign to new one (QH)	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live

Display

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
Visit St. Paul website (Planned)	Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep	Lauch
Trip Advisor website (Planned)		Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep
Guide Michelin (Planned)				Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live
Yelp (QH)				Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live
Open Table Dinners (QH)		Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep
Grub Hub (QH)	Prep	Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Live	Live	Prep
Postmates (QH)			Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live
Uber Eats (QH)	Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live	Prep	Lauch
Door Dash (QH)			Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live	Live

Search

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
Improve click-through rate (Planned)	Prep	Prep	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Improve landing page experience (bounce rate) (QH)	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Well known restaurants in St. Paul" (Planned)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
"Brunch/Bloody Mary's/Large venue/Late hours"				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live

Email

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
One-time incentive when signing up for email on websi...	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Sign up for loyalty program to receive rewards (QH)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live

Social Media

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
Boost most engaging posts (to lookalike audiences) (...			Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Live	Live
Delete Twitter - Focus on Instagram and Facebook (QH)	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Instagram Story Contest (QH)				Prep	Lauch	Live	Live	Live	Prep	Lauch	Live	Live
Maximize relevance of posts by leveraging FB insights ...	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Create Instagram Story Highlight Categories (QH)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Repost content that Billy's is tagged in (QH)						Prep	Lauch	Live	Live	Live	Live	Live
Make all handles the same (QH)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Feature vendors on posts and page them to reach thei...			Prep	Lauch	Live	Live	Prep	Lauch	Live	Live	Live	Prep

Mobile

Initiative	January	February	March	April	May	June	July	August	September	October	November	December
One-time deal for signing up for mobile (QH)	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Make reservations via phone (QH)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live
Get waitlist via phone (QH)				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
Free delivery for first order of Billys (Planned)	Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live
Receive promotion when you make 1st reservation on ...				Prep	Lauch	Live	Live	Live	Live	Live	Live	Live
"Instagram contest happening how! Click link!" (QH)					Prep	Lauch	Live	Live	Live	Live	Live	Live
Billy's mobile site more accessible on mobile (QH)		Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live	Live
Referrals to Billy's for friends, receive promotion (QH)			Prep	Lauch	Live	Live	Live	Live	Live	Live	Live	Live

43. **Please explain the high-level rationale/drivers for determining the timing of Digital Marketing initiatives for Business Priority 2.**
    - o As with Business Priority 1, we considered the contingencies of larger "planned"

projects and avoided scheduling multiple "quick hits" at the same time. We also attempted to stagger projects that required the same skill set. Our team wanted to make sure we planned out time to reevaluate our advertisements and access the performance of certain initiates. For example, if you look under the display channel you will see that we set aside time every 3 months to make any necessary changes to our display advertisements.

11. Channel Summary - Website

44. **Please complete the table below to describe 3 major Website initiatives that will support accomplishing Business Priority 1.**

Website initiatives to accomplish Business Priority 1	Desired outcome	How will effectiveness be measured?	How will effectiveness be optimized?
1. Online Ordering	Generate revenue	# of orders made online increases	Use pre-filled information, remember previous order history
2. Online Reservations	More reservations which will increase guaranteed revenue	# of reservation increases	Use pre-filled information
3. Loyalty Program	More people will join our loyalty program by signing up online	# of members increases	Ask customers how they heard about loyalty program, use pre-filled info from online ordering/reservations if applicable.

45. **Please complete the table below to describe 3 major Website initiatives that will support accomplishing Business Priority 2.**

Website initiatives to accomplish Business Priority 2	Desired outcome	How will effectiveness be measured?	How will effectiveness be optimized?
1. Change URL to billysongrand.com	Improve organic search because all URLs will be the same	# of impressions increases, bounce rate decreases	If URL improves impressions the URL stays, if there is no change, test a new URL.
2. Add a "find us" page	Increase # of new visitors to website	Click through rate increases on "find us" page.	"Find us" page is located in main navigation, top of page, impressions increase.
3. Remove three-star reviews & update with current reviews	Increase # of customers who return and write reviews	Whether the write a review page is being utilized, if the number of reviews increases.	Simplify "write a review" process, remember pre-fill information.

Note: Please include any artifacts (site map, wireframes, screen shots, etc.) in the Appendix.
   o   (IN APPENDIX)

12. Channel Summary - Display Advertising

If your Digital Marketing Plan includes **Display Advertising**, please answer the following:
   46. Which Business Priority/Priorities is Display Advertising being used for and why?
   o   Display is being used for both business priorities: retention and acquisition of customers. For business priority #1 retention, we are using display ads on local websites and Postmates to promote our loyalty program. Then, for #2 acquisition we are having advertisements on websites such as Star Tribune, Visit St. Paul, Trip Advisor to promote Billy's to people who are visiting or are new to the St. Paul area. Then, we are also having advertisements on UberEATS, Grub hub, Door Dash to promote online ordering.

   47. Please complete the table below to describe what 3rd party sites you will run Display Ads on, the rationale for choosing the sites, and how effectiveness will be measured and optimized.

Sites to run Display Ads on	Rationale for choosing site	How will effectiveness be measured?	How will effectiveness be optimized?
1. Visit St. Paul	For acquisition purposes, as people who are new to the area or visiting will search this site.	# of impressions on our ad on this site, along with a click through rate increase	Bring customers to find us page from this site
2. Star Tribune	People who live in the Twin Cities read local news and Billy's has previous features here.	# of impressions on ad, bounce rate to our site	Bring customers to landing page/about us page
3. Online ordering platforms: Grub hub, Door Dash, Uber Eats	To promote Billy's to new customers who use online ordering platforms.	# of online orders placed on these sites	Remember pre-fill information, allow customers to write reviews in apps that we can then post to our site, display on these apps

   48. Please include any supporting visuals of proposed Display Advertising activities in the Appendix.
   o   (IN APPENDIX)

   49. If your Digital Marketing Plan does NOT include Display Advertising for either Business Priority, please provide the rationale for that decision.
   o   N/A

13. Channel Summary - Search

Paid Search
If your Digital Marketing Plan includes **Paid Search** efforts, please answer the following:

   50. Which Business Priority/Priorities is Paid Search adverting being used for and why?

- o Paid Search advertising will be used in both our Business Priority 1 and 2. While there are only a few opportunities being used for each Business Priority, the impact they will make on helping reach the overall Business goal is significant.
- o Specifically, Paid Search will be used in Business Priority 1 to help retain current customers by purchasing certain key words to provide them with an easy reminder to keep Billy's as an option when wanting to order food or go out to eat.
- o Paid Search will be used in Business Priority 2 to help acquire new customers by purchasing key words that will look to maximize the reach of Billy's on Grand through search engines. Business Priority 2 will also take advantage of improving the overall click-thru-rate along with the bounce rate for the potential customers landing page experience on the Billy's website.

51. **Please complete the table below to include a sample paid search ad, the keywords to be purchased for the paid search ad, and how effectiveness will be measured and optimized.**

Sample Paid Search Ad	Keywords purchased	How will effectiveness be measured?	How will effectiveness be optimized?
▪ Title: BEST Restaurant in St. Paul ▪ Description: "Well-known 30-year-old restaurant located on historic Grand Avenue" ▪ URL: www.BillysonGrand.com/historic-stpaul-restaurants	Best restaurants in St. Paul, well known restaurants in St. Paul	Effectiveness will be measured by monitoring the Click Thru Rate, Impressions, and the Bounce Rate.	Effectiveness will be optimized by awareness, ROI, revenue, and orders.

52. **Please include any supporting visuals of proposed Paid Search activities in the Appendix.**
- o (IN APPENDIX)

53. **If your Digital Marketing Plan does NOT include any Paid Search, please explain why.**
- o (See Below)

Organic Search
If your Digital Marketing Plan includes **Organic Search** efforts, please answer the following:
54. **Which Business Priority/Priorities is Organic Search being used for and why?**
- o N/A (see #57).

55. **Please complete the table below to include the steps you will take to improve the SEO of your site, the rationale for these steps and how the effectiveness of these efforts will be measured and optimized.**

Steps to improve Organic Search of your site	Rationale	How will effectiveness be measured?	How will effectiveness be optimized?
▪ ▪ ▪ ▪			

56. **Please include any supporting visuals of proposed Organic Search activities in the Appendix.**

57. **If your Digital Marketing Plan does NOT include any Organic Search, please explain why.**

      o The Plan does not include Organic Search for Business Priority 1 or 2. Opportunities for Organic Search were cut during the Prioritization session.

14. Channel Summary - Email

If your Digital Marketing Plan includes **Email Marketing** initiatives, please answer the following:

58. Which Business Priority/Priorities is Email Marketing being used for and why?
- Email marketing will be used for both business priority 1 & 2.
- For business priority 1 email marketing will be used to retain current customers. This will be done by sending emails about weekly deals, monthly newsletters about events planned for the month, promoting rewards through loyalty program signup, etc. From sending "happy birthday" messages and coupons, providing a link to leave feedback, announcing new items or things about the restaurant, and highlighting events in the area around Billy's, it can help drive customers into Billy's after the events. A personalization aspect will also be utilized for business priority 1 to make our current customers feel individualized and important to Billy's.
- For business priority 2 email marketing will be used to offer incentives once a new customer joins and signs up for the loyalty rewards program to receive rewards and deals. While we are only using email marketing for these two opportunities, we feel they will help us in acquiring new customers and keeping them in the loop as becoming a regular customer.

59. What steps are you taking to grow your Email database?
- Steps that we are taking to grow our Email database include providing incentives for campaigns such as "If you refer a friend's email address you will get a free food/drink item as will the person you just added too." We will also be able to market this on people's receipts or on marketing material, which will be placed on every table to help spread the word further about signing up for Billy's email chain.

60. What preferences, if any, are you going to ask customers to provide as part of Email signup?
- Preferences that we will ask customers to provide as part of the signup will include the type of marketing material, they would like to receive such as, "deals of the month", "upcoming live music events", "newsletters from Billy's owners and chef", "new menu items to try or drink specials," and more. We believe that by doing this it will create a more customizable experience for the costumer and will keep them from getting annoyed and unsubscribing from our email chain overall. We will also ask them things such as their age and birthday so that we are able to send personalized birthday messages and free drink deals along with making sure we can categorize that customer into an age range in which we send marketing specific deals and promotions to.

61. How will you use preferences to maximize the relevance of your email Marketing efforts?
- By using preferences, we will maximize our relevance by providing everyone that has opted-in to our emails, to have a unique personalized experience. We want them to feel as if every email is something they would click on and be interested in reading as they would have selected on their preferences for the specific type of information they want to receive ahead of time. By using their preferences, we can push relevant information to the customer that they indicated they would be interested in. This will not only help the customer feel not "annoyed" with emails, but it will also help Billy's as it's helping their name become more reputable as a restaurant that cares about its customers on an individual level.

62. **Please complete the table below to describe what you will measure to determine the effectiveness rate of your Email Marketing efforts and how you optimize the effectiveness of your Email Marketing efforts.**

What will you measure to determine the effectiveness of your Email Marketing efforts?	What will you do to improve these measures and optimize your Email Marketing efforts?
Open Rate	Catchy and relevant subject titles
Click thru rate	Relevant information throughout the body of the email, easy to follow information (not too wordy), easy access to links for coupons on website, etc.
Click to purchase rate	Providing catchy visuals for deals and proving hyperlinks to visuals to make it easy for customers to click on to purchase to-go orders, place an order with uber eats, etc.

63. **Please include any supporting visuals of your proposed Email activities in the Appendix.**
    o (IN APPENDIX)

64. **If your Digital Marketing Plan does NOT include Email marketing for either Business Priority, please provide the rationale for that decision.**
    o N/A

15. Channel Summary - Social Media

If your Digital Marketing Plan includes **Social Media** initiatives, please answer the following:
65. **Which Business Priority/Priorities is Social Media being used for and why?**
    o Social Media will be used for both Business Priority 1 and 2. For Business Priority 1, we will be using social media for Billy's to retain their regular customers. For Business Priority 2, we will be using Social Media to acquire new customers.

66. **What social media platforms are you planning to use and why?**
    o For Business Priority 1 (retaining Billy's customers) we will be using Facebook and Instagram as our Social Media platforms. More specifically, we will be using the Instagram story features because it is a fantastic way of highlighting our restaurant to a large audience. We will also be using Facebook for posting regular content, as well as using the Facebook Live feature to display various bands, and even our famous Karaoke.
    o For Business Priority 2 (acquiring new customers) we will be using Instagram, Facebook, YouTube, and Pinterest as our social media platforms. We will primarily focus on Facebook and Instagram. We will use the Instagram story feature to post specific menu items, give restaurant updates, and overall feature existing posts. We will also be using the Instagram story highlight categories so our potential customers can click on each category to see specific details of our restaurant. We will also repost content that Billy's is tagged in on both Instagram and Facebook. The YouTube channel will be used for "cooking shows" where our chefs can give a step-by-step plan on how they make specific menu items. Lastly, Pinterest will be used to post our recipes.

67. **How are you planning to increase the reach of your social media posts to more of your fans?**
    o We are planning to increase the reach of our social media for our current fans by having them tag us to be featured on our Instagram story. They could tag us when

they post a picture eating our food, or simply hanging out at the restaurant. By our customers tagging us in their posts, it will increase the reach since it displays Billys to their friends and followers. We will also do an Instagram story employee takeover where employees can give a behind the scenes of our restaurant to our current fans. Doing this will give our followers more information about how our meals are prepared at Billys. One major way we will use the Instagram story feature is by having a "story contest" where our customers can tag their friends, and potentially win a "select item" from our restaurant. Likewise, we will be interacting with our fans on social media to engage in a two-way dialogue where we can respond to them directly. Likewise, we will also add polls to get our fans opinions about specific menu items, and what they really "want" at Billy's. We also plan to make ordering available on social media so that our current followers can easily place an order online, and then come to Billy's to pick up their food.

68. **How are you planning to increase the reach of your social media posts to non-fans?**
   o We plan to increase the reach of our social media posts to non-fans by reposting content that Billy's is tagged in both on Instagram and Facebook. By doing this, we can increase our reach to more potential customers. Similarly, when our customers share our posts it will allow them to spread our brand awareness to their followers and friends. Creating a YouTube channel allows us to create content for a broader audience and allows them to see specific menu items and overall restaurant features.

69. **How are you planning to increase the relevance of your social media posts?**
   o We plan to increase the relevance of our social media posts by promoting these platforms in our restaurant, and on our website.

70. **Please complete the table below to describe what you will measure to determine the effectiveness of your Social Media efforts at a brand level and post level and what you will do to improve these measures and optimize your Social Media efforts?**

	What will you measure to determine the effectiveness of your Social Media efforts?	What will you do to improve these measures and optimize your Social Media efforts?
Brand level	• Number of new followers based on new content possibilities (as talked about above).	• Promote our social media platforms and encourage customer interaction with them.
Post level	• Number of likes, comments, and shares.	• Interact with customers on our posts and provide incentives such as coupons or discounts.

71. **Please include any supporting visuals of your proposed Social Media activities in the Appendix.**
   o (IN APPENDIX)

72. **If your Digital Marketing Plan does NOT include Social Media marketing for either Business Priority, please provide the rationale for that decision.**
   o N/A

16. Channel Summary - Mobile Marketing

If your Digital Marketing Plan includes **Mobile Marketing** Initiatives, please answer the following:
73. **Which Business Priority/Priorities is Mobile Marketing being used for?**

- o Mobile is being used for both Business Priority 1 and 2. For Business Priority 1, we will be using mobile for Billy's to retain our regular customers. For Business Priority 2, we will use mobile to acquire new customers.

If you are conducting Mobile Advertising and/or Beacon based campaigns, please describe:

74. What kinds of Mobile Advertising and/or Beacon based campaigns will be run?
- o For mobile advertising, we will be advertising through text reminders which can include reservation reminders, waitlist times, order status, birthday messages, and other promotional material. In our restaurant, we will be using QR code menus on mobile devices. We will also offer the ability to pay, from your phone which is very crucial, especially during times of COVID – 19.

If you are planning on developing a Mobile App, please describe:

75. What key content/functionality will it offer?
- o N/A

76. Please include any supporting visuals of your proposed Mobile Marketing activities in the Appendix.
- o N/A

77. If your Digital Marketing Plan does NOT include Mobile Marketing for either Business Priority, please provide the rationale for that decision.
- o N/A

17. Conclusion - Final Thoughts

Please include final thoughts from working on this assignment:

78. What was the most rewarding aspect of this project?
- o The most rewarding aspect of this project is the ability to apply what we have learned in the classroom to a real business. By researching, brainstorming, and scoring opportunities we were able to target the specific areas of improvement and develop a digital marketing strategy that is feasible for the business. In addition, this project allows us students the opportunity to utilize a diverse toolkit of skills to build a digital marketing plan that we can then present to possible future employers.

79. What was the most challenging aspect of this project?
- o The most challenging aspect was not having specific goals or background of the business we chose due to poor communication on the business's side. With a lack of background knowledge on their annual revenue statistics we had to incorporate what we knew about the business regarding the number of seats and menu prices to determine what a typical customer would spend, then multiply it to find a projected revenue. We were challenged to estimate the business's annual profit to determine an increase in revenue that we wanted our plan to strive for as well.
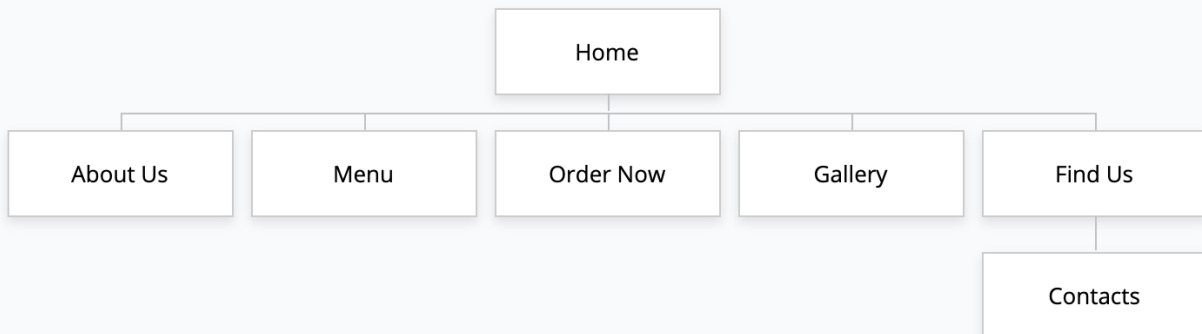
80. What was the single most significant take-away?
- o The most significant take-away was seeing our proposed plan come to life through building the elements we brainstormed for our digital marketing strategy. By inputting our brainstorming ideas into the prioritization matrixes and swim lanes we were able to see the impact and burden they would have for the business. Next, creating a sitemap, wireframes, display advertisements, and social media advertisements for the presentation allowed us to visually see our ideas become real, proposed examples that are applicable to the business.
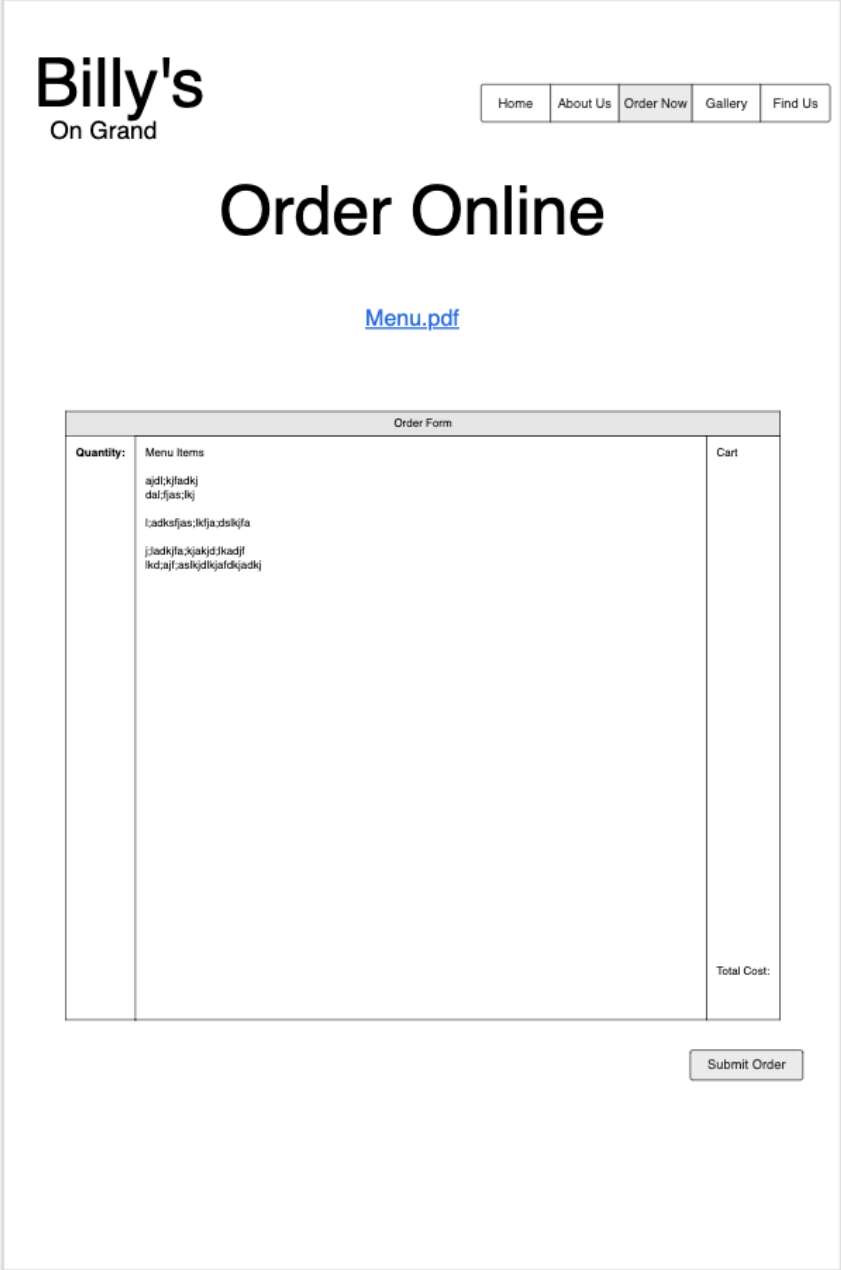
18. Appendix

Please include visual assets that support your Digital Marketing Strategy and Plan.

- o   Billy's updated website site map

```
                              ┌──────────────┐
                              │     Home     │
                              └──────────────┘
        ┌──────────┬──────────┬────┴─────┬──────────┬──────────┐
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│  About Us │ │   Menu    │ │ Order Now │ │  Gallery  │ │  Find Us  │
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```

- o   Order Online Wireframe Example for website

o   Paid Search Ad Example

Google

well known restaurants in st paul

🔍 All   📰 News   🖼 Images   🔖 Shopping   ▶ Videos   ⋮ More   Settings   Tools

About 6,980,000 results (0.71 seconds)

Ad · www.BillysonGrand.com/historic-stpaul-restaurants
BEST Restaurants in St. Paul MN
Billys on Grand, Well known 30-year old restaurant located on historic Grand Avenue

  o   Updated Home page wireframe

Contact Info: 74898324, etc.

Facebook   Instagram

Billy's

On Grand

| Home | About Us | Order Now | Gallery | Find Us |

Current hero image

Come on in!

Hours of Operation:
Sunday 10am-12am
Monday-Saturday 10am-2am

Address: 857 Grand Ave, St. Paul, MN 55105

Check us out on google maps --->

Contact us: 651-292-9140
Email: Billysongrand@gmail.com
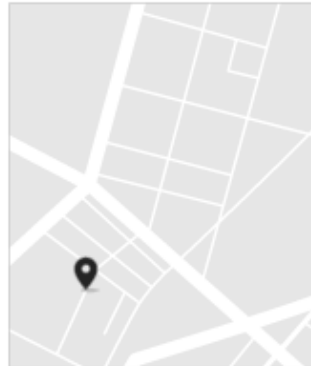
Starters

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Link to Menu of Starters

(Rollover Image)

Brunch

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Link to Menu for Brunch

(Rollover Image)

Full Menu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus. tortor sed

Link to Menu

(Rollover Image)

Drinks

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Link to Menu for Drinks

(Rollover Image)

Signup to learn more! | Email: | Subscribe |

Leave us a message!

Contact Us:

Phone: 651-292-9140

Subject: Message...

o   Promotional Email Example

From: BILLY'S ON GRAND   12/08/20

To: Our Valued Customers >

BOGO on All Starters!

o   Example Social Media Post

Billysongrand Come try our new Chicken and Waffle Breakfast for yourself. We are open for brunch Monday to Sunday 8:00 – 11:00 am.

- o   Example Display Advertising