

GOSH KSA

DIGITAL MARKETING STRATEGY

DEVELOPED BY

mosaic.surge
GROWTH PARTNER

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INTRODUCTION

INTRODUCTION

- Jeddah, Saudi Arabia, offers a vibrant café boasts, exciting and diverse range of lounges that offer unique experiences, from live music to luxurious atmospheres and lounge scene, perfect for those seeking a blend of culinary delights, cozy ambiance, and memorable nights out. From this link you can find some competitors who will be analyzed in the upcoming pages.
- <https://bit.ly/3NvP9MR>



COMPETITORS OVERVIEW

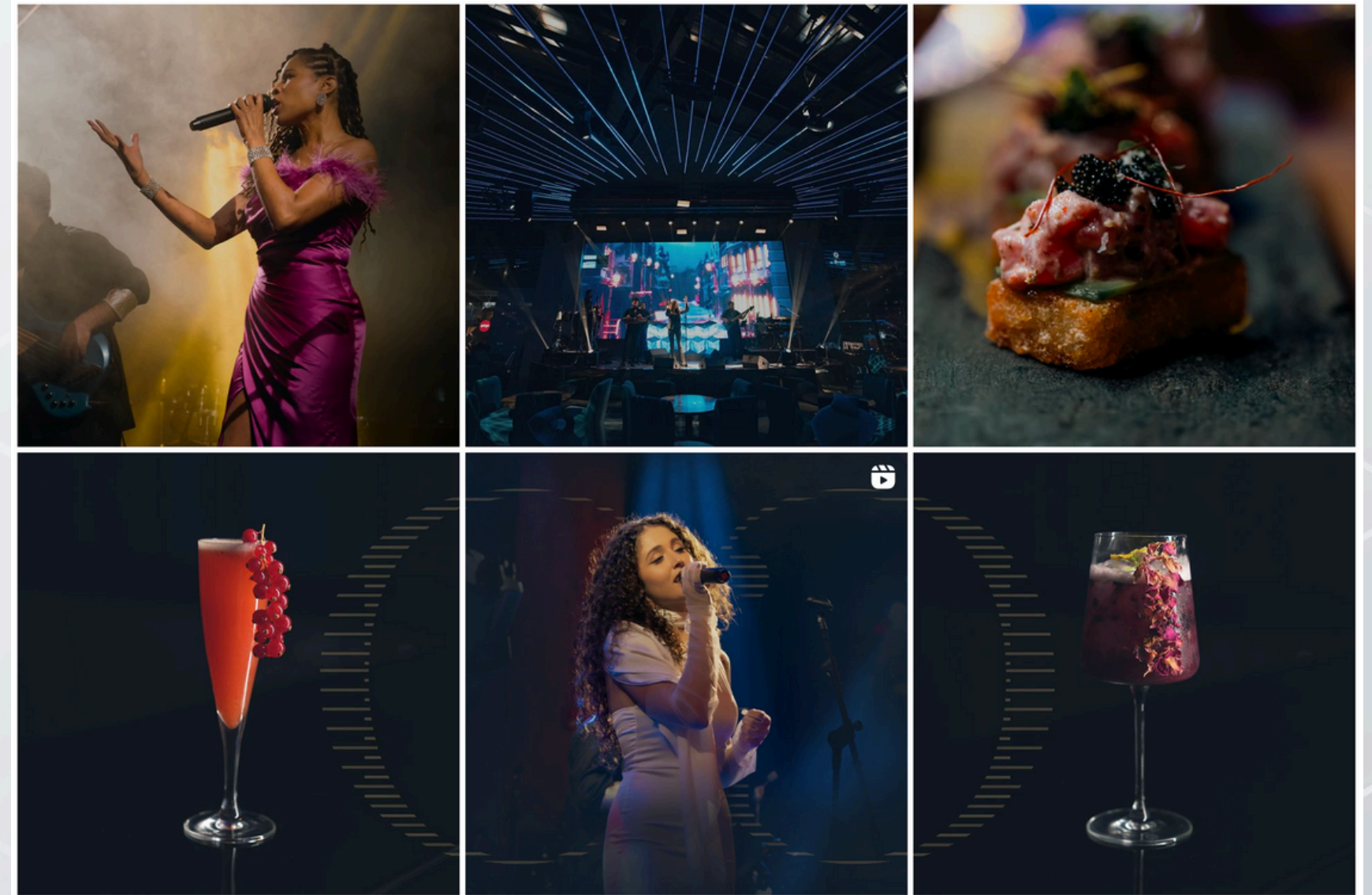
COMPETITORS OVERVIEW

- **Genres Music Lounge** is a celebration of music and culinary fusion, located in Jeddah. It offers a unique Japanese Peruvian fusion menu and a variety of handcrafted mocktails.

Accounts

- Instagram
- TikTok
- Snapchat
- Facebook
- LinkedIn

GENRES
MUSIC LOUNGE



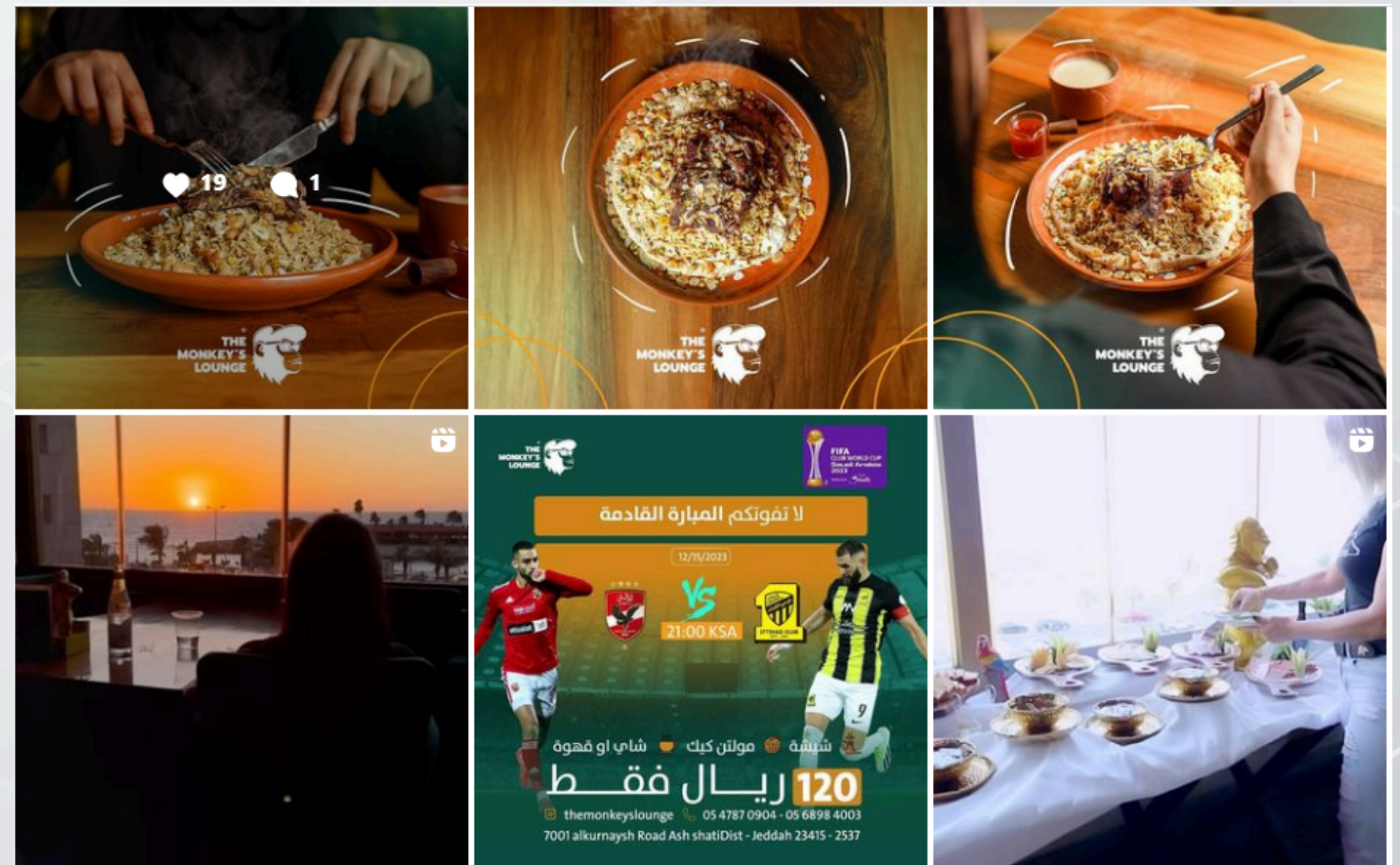
COMPETITORS OVERVIEW

- **The Monkey's Lounge** situated in Jeddah Corniche, it blends elegance with a cozy musical atmosphere. It offers a unique experience concept, drawing inspiration.



Accounts

- Instagram
- TikTok
- Snapchat
- Facebook
- Twitter

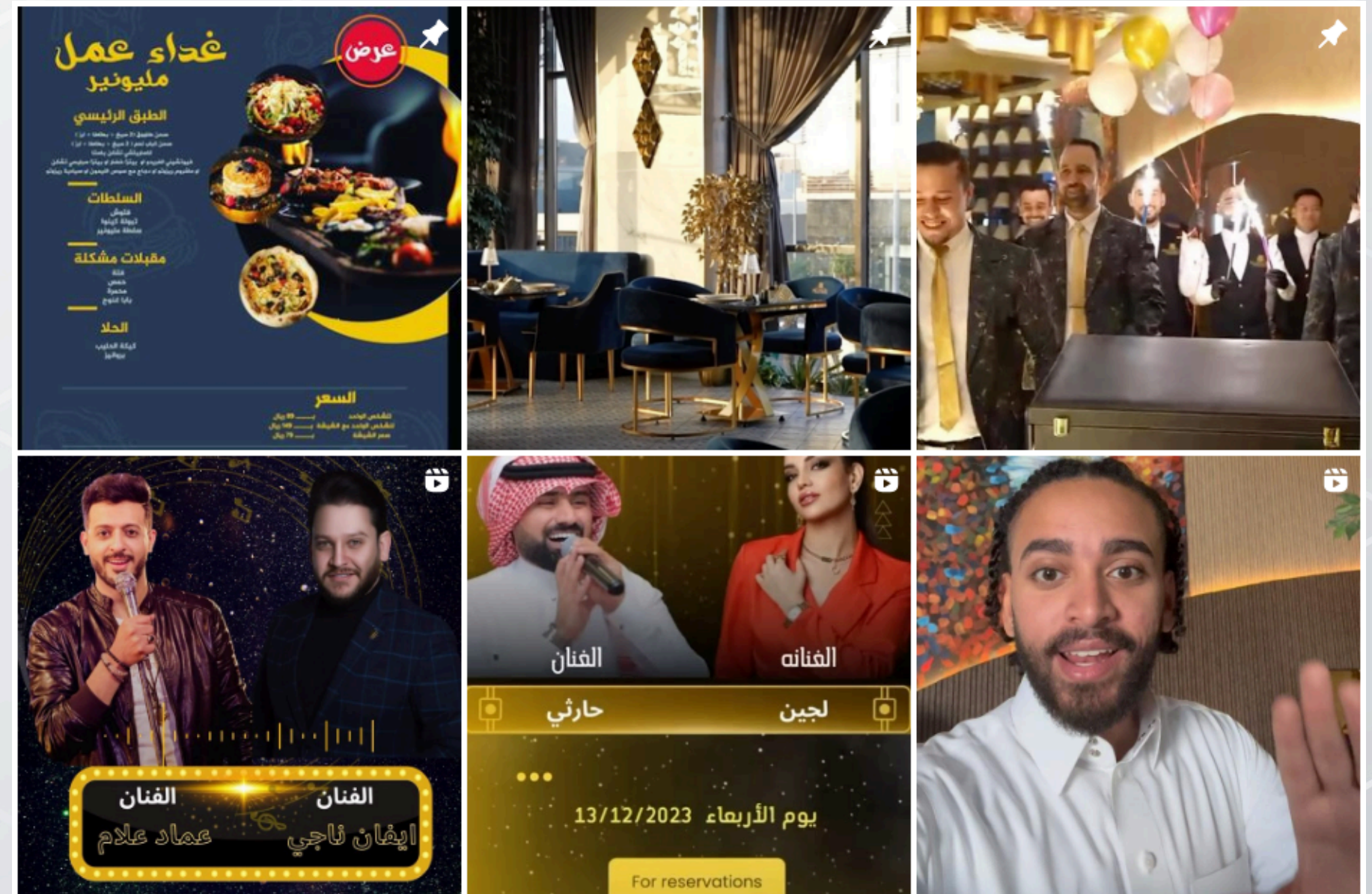


COMPETITORS OVERVIEW

- **Millionaire KSA** is a luxurious lounge known for its exquisite menu and sophisticated ambiance. The menu features a diverse range of dishes.

Accounts

- Instagram
- TikTok
- Snapchat

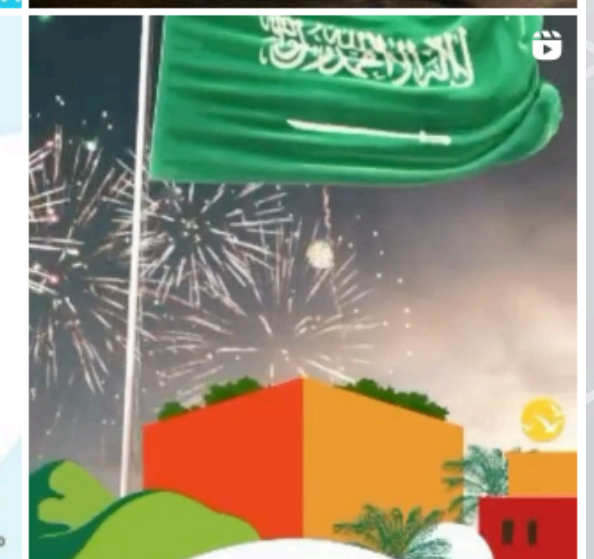
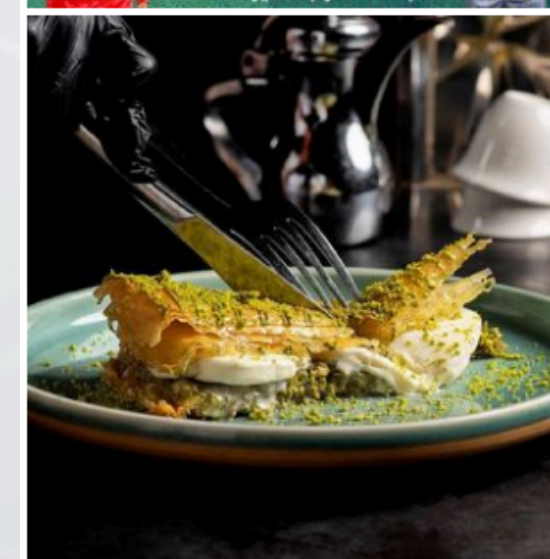


COMPETITORS OVERVIEW

- **Chillcafe SA** stands out as a luxurious dining and lounging destination with a diverse menu. The lounge positions itself as a cultural crossroads, attracting internationally renowned artists and DJs

Accounts

- Instagram
- TikTok
- Snapchat
- Twitter
- Facebook

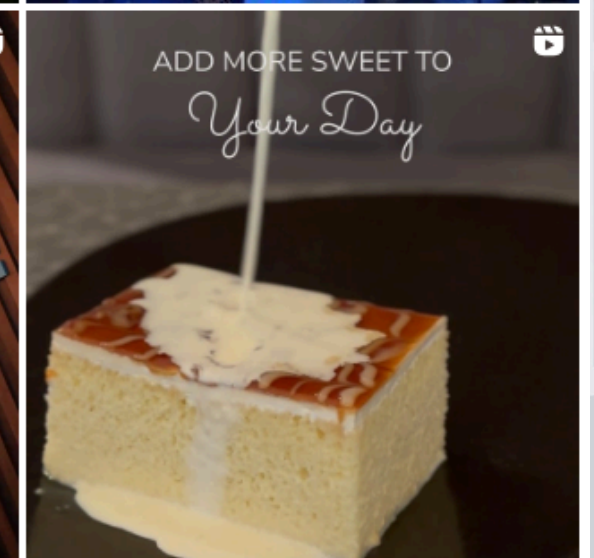
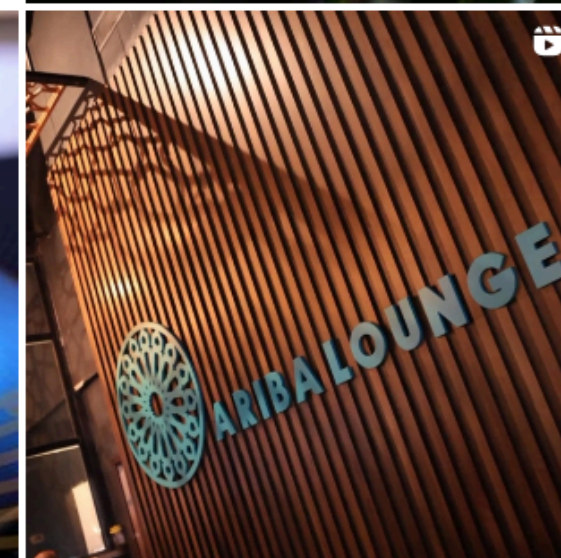
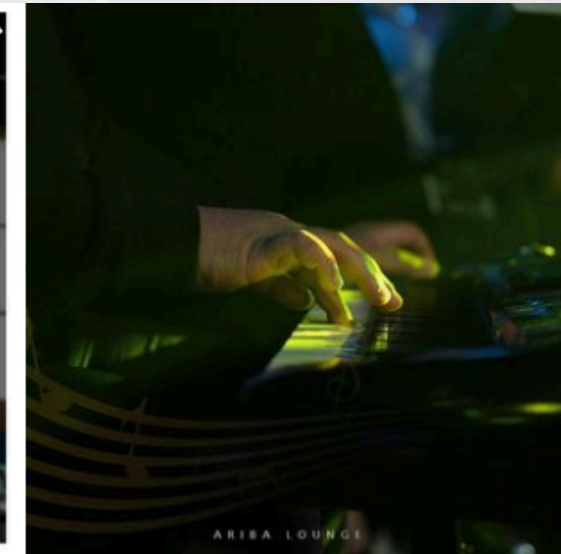


COMPETITORS OVERVIEW

- **Ariba Lounge** caters to both leisurely lunches and vibrant dinner experiences, transforming from a soothing daytime ambiance to a lively evening space.

Accounts

- Instagram
- TikTok
- Snapchat
- Twitter
- Facebook



COMPETITORS CONCLUSION

COMPETITORS CONCLUSION

- In the cafe and lounge industry of Jeddah, Saudi Arabia, our rivals have established a good online presence, setting standards in digital engagement. With a diverse array of social media accounts spread across various platforms, these competitors effectively leverage digital marketing strategies, including targeted advertisements, to captivate both local residents and tourists.
- Their content is not only rich but also meticulously crafted to resonate with the diverse audience in Jeddah. This robust digital footprint, which encompasses interactive posts, visually appealing imagery, and compelling narratives, significantly enhances their visibility and appeal.
- As such, they have succeeded in creating an engaging online presence that promotes their lounges and enriches the overall customer experience.

GOSH ANALYSIS

GOSH ANALYSIS

- **Instagram** account has 7538 followers.
- **TikTok** has 1536 followers.
- **Snapchat** account has a variety of content and snaps of the music nights.
- Strengths:
 - The social media accounts adeptly embody and communicate the brand's ethos, creating a cohesive and attractive brand image.
 - The accounts boast a fair rate of organic engagement, indicating genuine interest and interaction from the audience.
 - Special midday offers are prominently featured, enhancing visibility and attracting customer interest.
 - Regular posting of videos and snaps on TikTok and Snapchat generates considerable views.



GOSH ANALYSIS

- Weaknesses:
 - Limited Content Variety: The current content strategy lacks diversity, which could limit audience interest and engagement over time.
 - Inconsistent Posting on Instagram: Unlike TikTok and Snapchat, the posting frequency on Instagram is irregular, leading to potential missed opportunities in audience engagement.
 - Lack of Service-Oriented Content: There is a noticeable absence of content that details the services offered by GOSH lounge, which could help in informing and attracting potential customers.
 - Google business profile has 3.3 rating with negative comments, besides comments on TikTok.

GOSH ANALYSIS

Instagram



rafy.7ii ايش عروض الخميس والجمعة؟
3w Reply See translation



ithamuh ياليت احد يرد على الاتصالات او الدايركت مسج ..
1w Reply See translation



noosh20055 ي ليت من الاستاذ احمد يراجع الاسعار بذات بالويكند
بالنهايه هو كوفي مو لاونج، و المنيو محدود راعو الناس اللي م بتاكل
لحوم و دجاج
12w 3 likes Reply See translation ***

Google



somaya hawsawey
2 reviews

★★★★★ 2 months ago

المكان صراحه مرا افرو في التقييم
الحجز كلو واسطات اتصلت قالو تبني طاولات تعالي بدري جيت بدري
واعطوني طاولة تحت عشان فوق كلو محجوز ع كلامهم غير انو طلبنا
اكل وطلبنا طاولة ماعدت ساعه يبو يشيلو الطاولة عشان في اشخاص !!
طيب واللي جالسين ياكلو !



امل عبدالله
4 reviews · 2 photos

★★★★★ 3 months ago

المكان حلو صراحه والاجواء حلو بس ما حبيت اسلوب تعامل لمن دخلت
الكافي قالي الي على باب شخص ب 100 دخلت وجلست فجاء البنت
جايه تحاسيني وتقولني 200 على شخص ولا حتى شرحت ايش تشمل
تبغى تحاسب وخلص اشوف انو هاده تلاعب ب الاسعار مشكله اني جايه
ساعه 3 مطعم بيقل 4 والخدمه سيئة اجلس ساعه انا دي عشان ويطر
ينتبهلي



Waed Jameel
Local Guide · 52 reviews · 52 photos

★★★★★ 2 months ago

المكان لا يوجد تهوية وعدد معسلات ودخان كبير بنفس الوقت كان
ضباب، مع ملاحظة الويتر عددهم قليل بالنسبة لعدد الزبائن و الطاولات
جدة قريه لدرجة نقدر نقول محادثات مشتركة 😂 بالنسبة للسعر يجب
دفع ٢٠٠ ريال اقل شي وتطلب بيها اليوم الا رحت كانت اغلب الحلويات
منتهيه وهذه فقط الموجوده اتمني تحسين التهوية بالمكان وزيادة عدد
الويتر وتخفيض السعر 😊

TikTok



Rahaf
الازعاج هذا كله والمكان قد غرفة نومي 😞
10-24 Reply 50

View 2 replies ▾



بنتن لعتبيه
المكان مررره صغير كيف طرب ومعسلات كيف الناس تمشي بين
الطاولات 🤔
10-24 Reply 74



gula
من صغر المكان يغني بدون مايك
10-29 Reply 2



N
افرو التقييم بقوئل ماب محد يمدحه 🤔
10-24 Reply 3



Dan
اروح ابغا اروق ارجع عندي صداع
10-24 Reply 2

RECOMMENDATIONS

RECOMMENDATIONS

1. Social Media Marketing

- Utilize visually appealing content, such as images of our café's ambiance and dishes. Given the significant influence of visual appeal on consumer choices.
- Create monthly content calendar in advance to organize posting frequency, train the algorithms and be consistent in front of our audiences.
- Actively engage with customers on these platforms. Respond to comments (negative or positive and handle clients as much as you can), messages, and create interactive stories or posts.
- Use short, engaging videos showcasing our café's atmosphere, special dishes, or behind-the-scenes glimpses. TikTok is particularly effective for creative, viral content.

RECOMMENDATIONS

2. Targeted Advertising

Ads on Social Platforms: Leverage Instagram and Snapchat targeted advertising capabilities to reach specific demographics in Jeddah, such as youths or professionals.

3. User-Generated Content

Encourage customers to post their experiences at our café on their social media mention Gosh account. For example, a contest for the best photo taken at our café can increase visibility and engagement.

4. Exclusive Offers and Promotions

Social Media-Specific Offers: Create offers and promotions exclusive to our social media followers. This could include special discounts, limited-time menu items, or invitations to exclusive events.

CONTENT IDEAS

CONTENT IDEAS

#	Week	Platform	Content
1	Week 1	Instagram	Introduce 'Music Weekends' with playlist or artist teasers
2	Week 1	TikTok	Behind-the-scenes look at lounge preparations
3	Week 1	Snapchat	Interactive snaps asking followers about their preferences
4	Week 1	Instagram	Tease weekend special with a graphic
5	Week 1	TikTok	Time-lapse of lounge getting ready for the weekend
6	Week 1	Instagram	Post about weekend offer with a high-quality image
7	Week 1	Snapchat	Share snaps from Saturday night, highlighting the atmosphere

CONTENT IDEAS

#	Week	Platform	Content
8	Week 2	TikTok	Customer testimonial or fun guest interaction
9	Week 2	Instagram	Announce 'Triple Play Card' offer
10	Week 2	Snapchat	Snap a live music performance or DJ set
11	Week 2	TikTok	Engaging lounge culture video
12	Week 2	Instagram	Image of a signature dish/drink with a discount
13	Week 2	Snapchat	Live snaps showing the packed environment
14	Week 2	Instagram	Repost user-generated content with permission

ADS & BUDGET

ADS & BUDGET

Our New Ad Strategy:

- **Expand Audience Reach:** We're going to use our ads to reach more people. We'll make sure each ad has a clear call to action – like sending us a message, calling us, or interacting with our brand in some way.
- **Budget Allocation:** We'll split our budget between Instagram and Snapchat. This will help us achieve our goal of reaching more people effectively.

Prep Work for Ads:

Before we start running our ads, we need to get a few things ready:

- **Creatives:** This includes designing eye-catching images, shooting engaging videos, and creating interesting stories or reels.
- **Special Offers:** We'll also prepare attractive offers to include in our ads. These offers should be really tempting to our audience.

ADS & BUDGET

Leverage Instagram and Snapchat targeted advertising according to this table and the recommended budget \$2000, we will reach to 301K. to 458K.

After finish the first phase of advertising we will have a full expectations of received orders.

Client Name	GOSH CAFE	Duration	30 Days					
Account Manager	-	Launch Date	1 Dec 2023					
Campaign Goal	-	Budget	\$ 2,000.00					
Digital marketing channels - Account setup and platform assessment phase Objective-Based Breakdown & KPIs								
User Journey Stage	Marketing Platform	Ad campaign objective	Budget pecentage	Actual Budget	\$ 2,000.00	Eistemated Results Reaches		
						Low	High	Indecator
Exposure, Machine Training	Instagram	Video Views	3.00%	\$ 60.00	2,100	7,600	Messages	
		On Ad Engagment	5%	\$ 100.00	3,300	9,400	WhatsApp Link with Post	
Consideration		Snapchat	WhatsApp Msg	20.00%	\$ 400.00	24,900	71,900	Messages
			More Calls	20.00%	\$ 400.00	24,900	71,900	Click
	IG	Attract customers	22.00%	\$ 440.00	120,000	137,600	Messages	
		Swipe Up	22.00%	\$ 440.00	120,000	137,600	Click	
		Buiness Locally	3.00%	\$ 60.00	2,100	7,600	Click	
		On Ad Engagment	3.00%	\$ 60.00	2,100	7,600	Post Engagment	
		Video Views	2.00%	\$ 40.00	2,000	6,900	Clicks	
Media Spending			100.00%	\$ 2,000.00	301,400	458,100		

THANK YOU!

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