

# Il Pennello Ceramic Café & Restaurant Proposal

**EXTRAORDINARY**

Call us Now:

0109-574-1054

[www.extraordinary-agency.com](http://www.extraordinary-agency.com)

# Marketing Strategy

## First Phase (Awareness Phase) – 3 months

### Our monthly posting contents will focus on:

- Announcement of the opening of the new branch in Sharm El-Sheikh. This could include a photo or video of the new branch, as well as information about the location, hours, and menu.
- The story of Ceramic Café. This could be a short video or blog post that tells the history of the café and its founder.
- Real photos and videos of the food and atmosphere at Il Pennello Restaurant (Cairo Brunch). This will help to showcase the restaurant's offerings and create a sense of desire in potential customers.
- Events and promotions. This could include things like live music, cooking classes, or wine tastings.
- Customer testimonials. This is a great way to build trust and credibility with potential customer

# Marketing Strategy

## **Focusing our image and visual identity on social media, such as:**

- Focus on the logo and slogan ideas.
- Create a series of reel videos on Instagram and Facebook about the restaurant's story.
- Shoot a video for Il Pennello Restaurant (Cairo Brunch).
- Take photos for Il Pennello Restaurant (Cairo Brunch).
- Design a color palette for the social media posts.
- Stick to the content plan(English and Italian language)
- Post consistently on specific dates and times.



# Process (Monthly Actions)

- 8 series of video reel posts
- Daily stories
- 4 static posts
- Moderation
- 8 video editings
- 12 contents
- Media buying plan
- Content plan
- Monthly reports
- 8 video covers
- Instagram highlight icon **(FREE)**
- Cover page **(FREE)**
- Logo animation **(FREE)**



# Platforms

- ❑ Facebook
- ❑ Instagram
- ❑ Tik tok

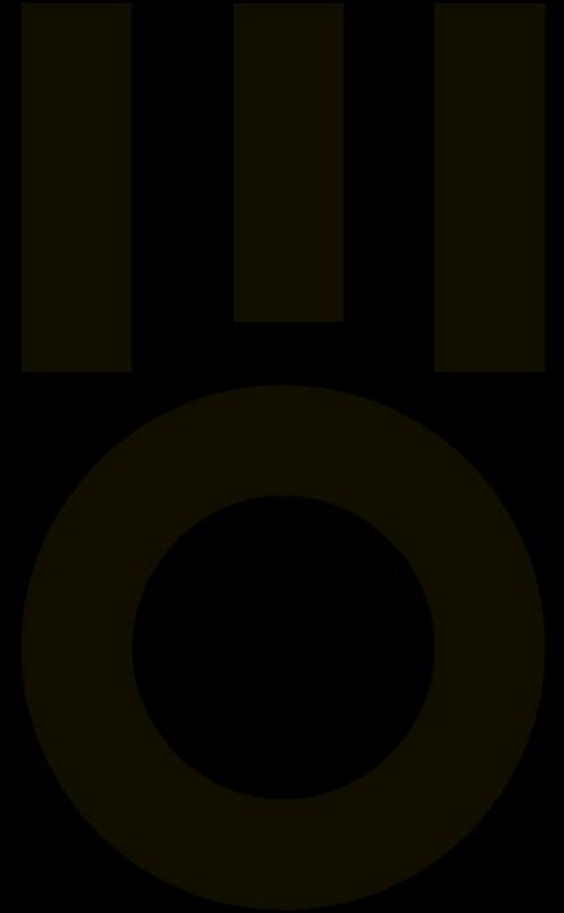


# Technical

- Social media management for 1 month.
- Platforms that we will use to advertise on are Facebook, Instagram, and TikTok.
- Posting 12 posts per month to match the minimum required.
- Ads per week for the duration needed as per our recommendation.



# Thank You



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