

MARKETING PROPOSAL

 2023

AMANDA YANG

SUMMER 2023

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The Bennett

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MARKETING OBJECTIVES

1. Capture and engage a younger demographic
2. Promote private event bookings

ONLINE PROFILES

WEBSITE <https://www.thebennettsportsbar.com/>

INSTAGRAM <https://www.instagram.com/thebennettpoco/>

FACEBOOK <https://www.facebook.com/thebennettPoCo/>

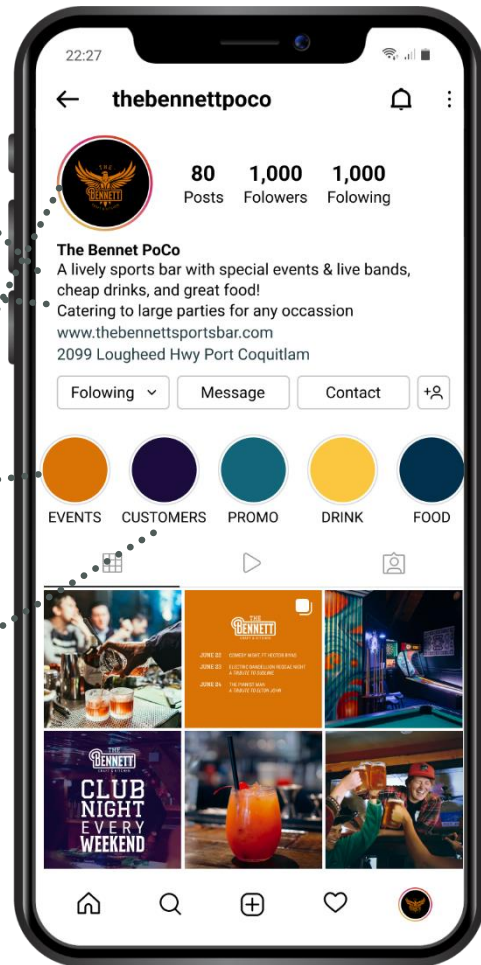
INSTAGRAM OVERVIEW

Bio that briefly describes unique selling points

Bio mentions hosting events

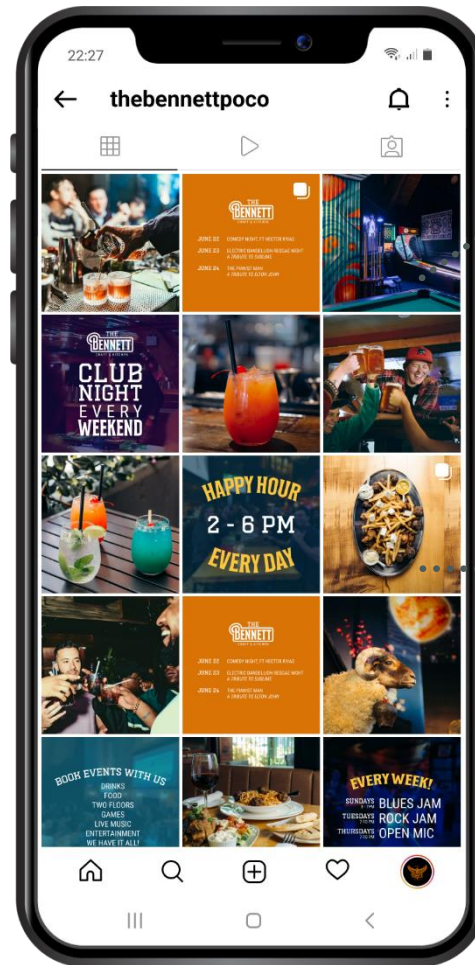
Stories and highlights used for more social media exposure

Highlights used to repost customer stories





Colour scheme and fonts that follow branding

Mix of photos and text



INSTAGRAM POST IDEAS

The ideas below are for inspiration and can be changed as needed. Take advantage of ChatGPT to write post descriptions (e.g. *Given the info below write me a brief Instagram post description*).

POST	IMAGE	POST DESCRIPTION	NOTES
Live Event Breakdown		<p>This week's live events at The Bennett</p> <ul style="list-style-type: none"> 🎤 June 22: Comedy night featuring Hector Rivas ⚡ June 23: Electric Dandelion Reggae Night (a tribute to Sublime) 🎹 June 24: The Pianist Man (a tribute to Elton John) <p>#TheBennett #TheBennettPoCo</p>	<p>Frequency: Weekly</p> <p>This post should be a carousel post containing event posters in the following slides</p>
Event Bookings		<p>☀️ Your Exclusive Event Venue Awaits! ☀️</p> <p>Looking for a perfect venue for your birthday party, corporate gathering, or fundraising event? Look no further! Our versatile space, customizable menu, and top-notch entertainment options are ready to make your event truly special.</p> <ul style="list-style-type: none"> 📅 Customizable menus and budget-friendly options to suit your tastes. 🏠 Choose between our spacious upstairs floor or the entire venue. 📺 State-of-the-art technology, multiple TVs, and large screens for an immersive experience. 🎵 Professional DJs or live bands to keep the energy high. 📞 Contact us through our website today for an unforgettable event experience! <p>#TheBennett #TheBennettPoCo</p>	<p>As with all other posts, change the design (e.g. different colours, shapes, or completely different) for a more visually stimulating social media feed</p>

Happy Hour Special



🍷 Cheers to Happy Hours! Join us every day from 2-5pm for unbeatable drink specials. 🎉

📅 Monday: Sip on refreshing Lager or Ale for just \$6.5. Start the week right!

📅 Tuesday: Enjoy the classic taste of PBR for only \$6.5. A perfect midweek treat.

📅 Wednesday: Indulge in the rich flavors of Russell Lager or Ale, priced at \$6.5. Hump day just got better.

📅 Thirsty Thursday: Quench your thirst with \$5.5 Bud and Kokanee cans. The perfect duo to kick off the weekend early!

📅 Corona Friday: Celebrate the end of the week with Corona for only \$8. Raise a glass to the weekend!

📅 Stella Saturday: Elevate your Saturday vibes with Stella for just \$8. A premium choice to unwind.

📅 Martini Sunday: Savor the sophistication of a Martini for \$8. Toast to a fabulous weekend!

Don't miss out on these incredible deals! Gather your friends and join us for a delightful Happy Hour experience. 🍷 🎉

#TheBennett #TheBennettPoCo

Can also have posts for single days of week

SOCIAL MEDIA TAGS

Include these tags as a comment under posts. Add more or less tags as necessary.

ALL #pubfoodie #pocopub #vancouverrestaurant #veryvancouver #vancitylocal #yvrlife #curiosityvancouver
#vancitybuzz #coquitlamfood #exploerecoquitlam #tricitynews #portmoody #visitnorthroad #explorecbc #vancouver

FOOD & DRINKS #vancityfood #foodcouver #tipple #garnishgame #vaneats #cameraeatsfirst #eatfortheinsta #rooftopbars
#vancitydrinks #vancouverisawesome #eatlocal #vancouverfoodie #cocktailtime #buzzfeedfood #yvreats
#vancouvereats #yvrfoodie #604eats #vancityeats #yvrfood #foodstagram #dishedvan #crunchcrunch #vancityfood
#foodandbeer #happyhours #drinkspecials #weekdaydeals #cheerstogoodtimes

MUSIC #yvrmusic #vancitymusic #vancityhype #narcityvancouver #narcityvan #dailyhive #yvrevents #vancitymusician
#vancouvermusic #vancouverlivemusic #pocomusic

PRIVATE EVENTS #PrivateEvents #ExclusiveVenue #UnforgettableExperiences

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