

EL BARRIO

Your Neighbourhood Rewards

Closer, Connected

**SOME IDEA'S
TO PROMOTE
YOUR
LOYALTY
PROGRAMME**

EL BARRIO

Your Neighbourhood Rewards

Closer, Connected

Instagram



CAPTION GRABS READERS ATTENTION WHILE REMAINING ON BRAND AND ADDING A LEVEL OF HUMOR

SPACING TO BREAK TEXT

EDUCATIONAL TEXT ON PERKS OF PROGRAMME CALL TO ACTION ENDING

ON BRAND HASHTAGS WITH ADDITIONS TO INCREASE REACH BASED ON TRENDING HASHTAGS

Instagram

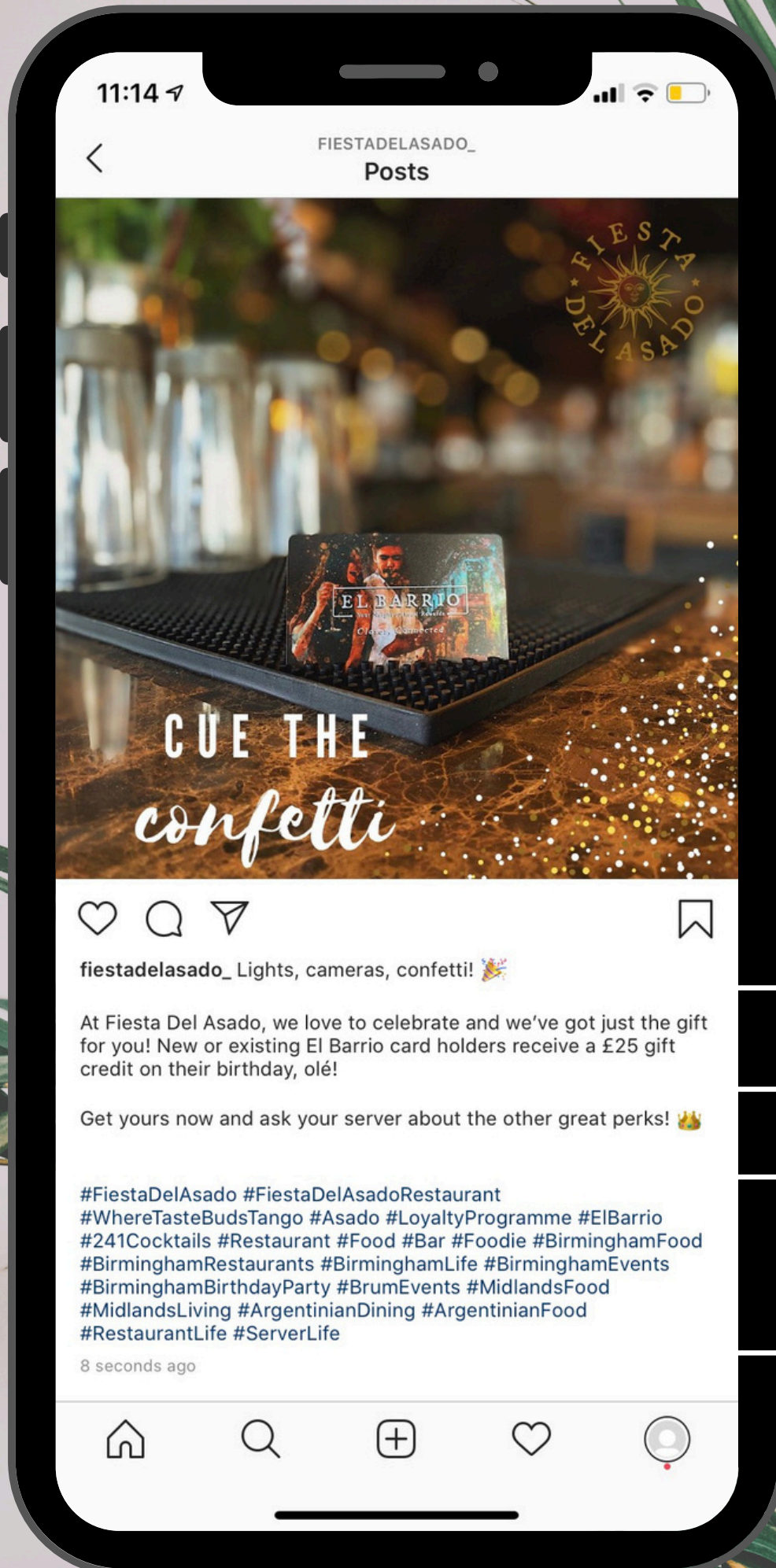
Photo of Privilege Card & Holder against greenery backdrop



COPY TAKEN FROM
PRESENTATION
EXAMPLE

On brand, educational,
promotes wet sales, call
to action and hashtags.

Instagram



CAPTION IS ENGAGING AND PROMOTES BIRTHDAYS OR EVENTS, GIVING A VISUAL TO THE VIEWER BY USING ACTION WORDS

SPACING TO BREAK TEXT

EDUCATIONAL TEXT ON PERKS OF PROGRAMME
CALL TO ACTION ENDING

ON BRAND HASHTAGS WITH ADDITIONS TO INCREASE REACH BASED ON TRENDING HASHTAGS

Some Ideas for your loyalty programme!

- A tiered-membership Loyalty Programme
- Digital Loyalty Programme would be a great idea, app-based
- Promote the pants off of current perks and privileges

EL BARRIO

Your Neighbourhood Rewards

Closer, Connected

**AND I BET
EVERY
GAUCHO IS
WISHING FOR
A GIFT CARD
THIS YEAR**

**SO THAT IS
WHAT WE
WILL GIVE
THEM!**

Instagram



PHOTO SHOWCASING STEAK AND CHIMI AS BACKGROUND, WITH A PNG IMAGE OF FIESTA'S GIFT CARD AND A MESSAGE REMAINING ON BRAND AND IN LINE WITH CURRENT TONE OF VOICE

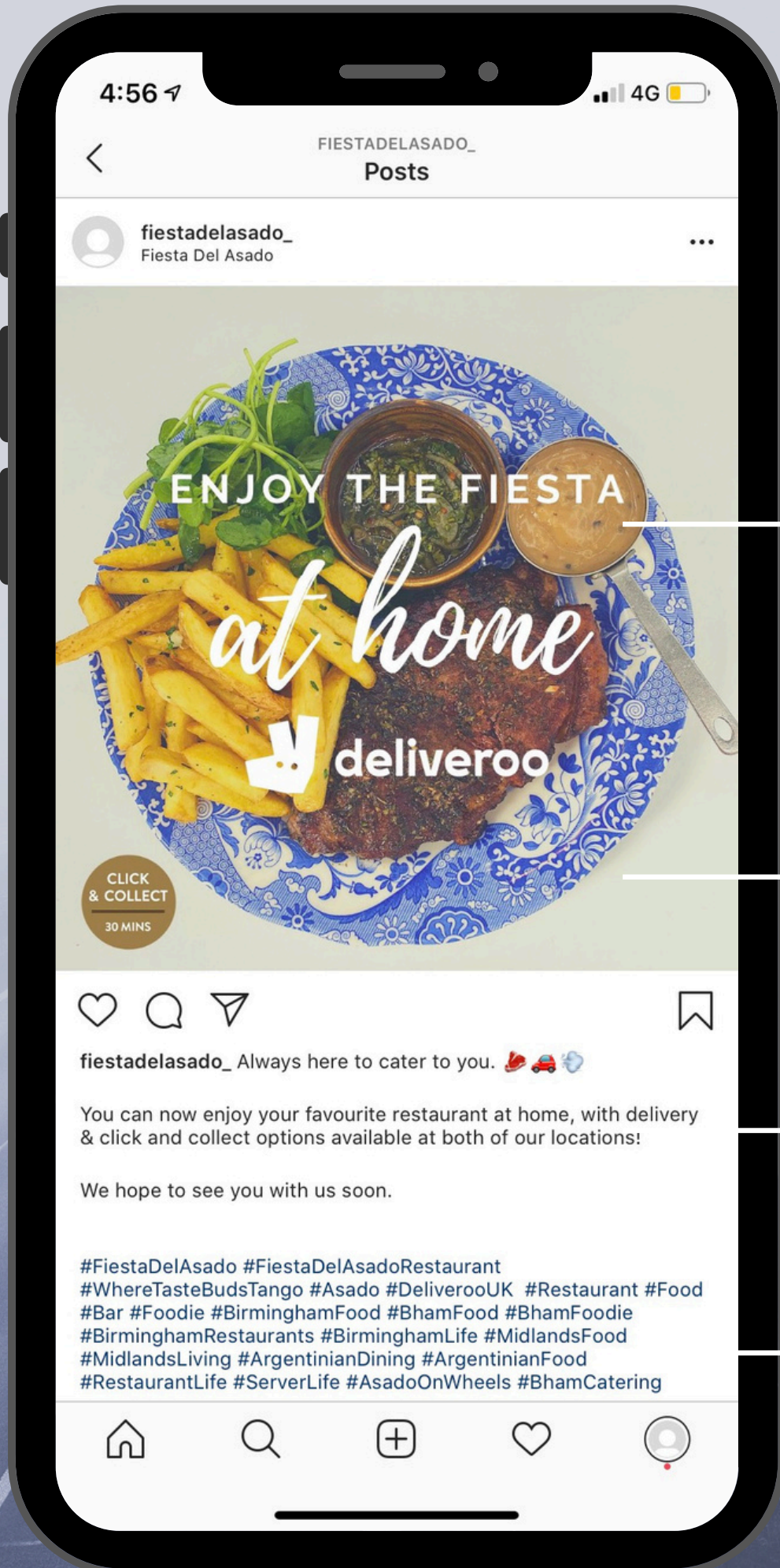
ARGENTINIAN PHRASE ADDING HUMOR TO REST OF COPY

ENCOURAGING USERS TO START SHOPPING FOR CHRISTMAS EARLY WHILST PROMOTING LASAN GROUP GIFT CARDS, RELEVANT EMOJIS

- ON BRAND HASHTAGS
- SEASONAL HASHTAGS

**TIME TO GET
THESE
DELIVEROO
SALES UP
AND RAISE
AWARENESS
ON DELIVERY
SERVICE!**

Instagram



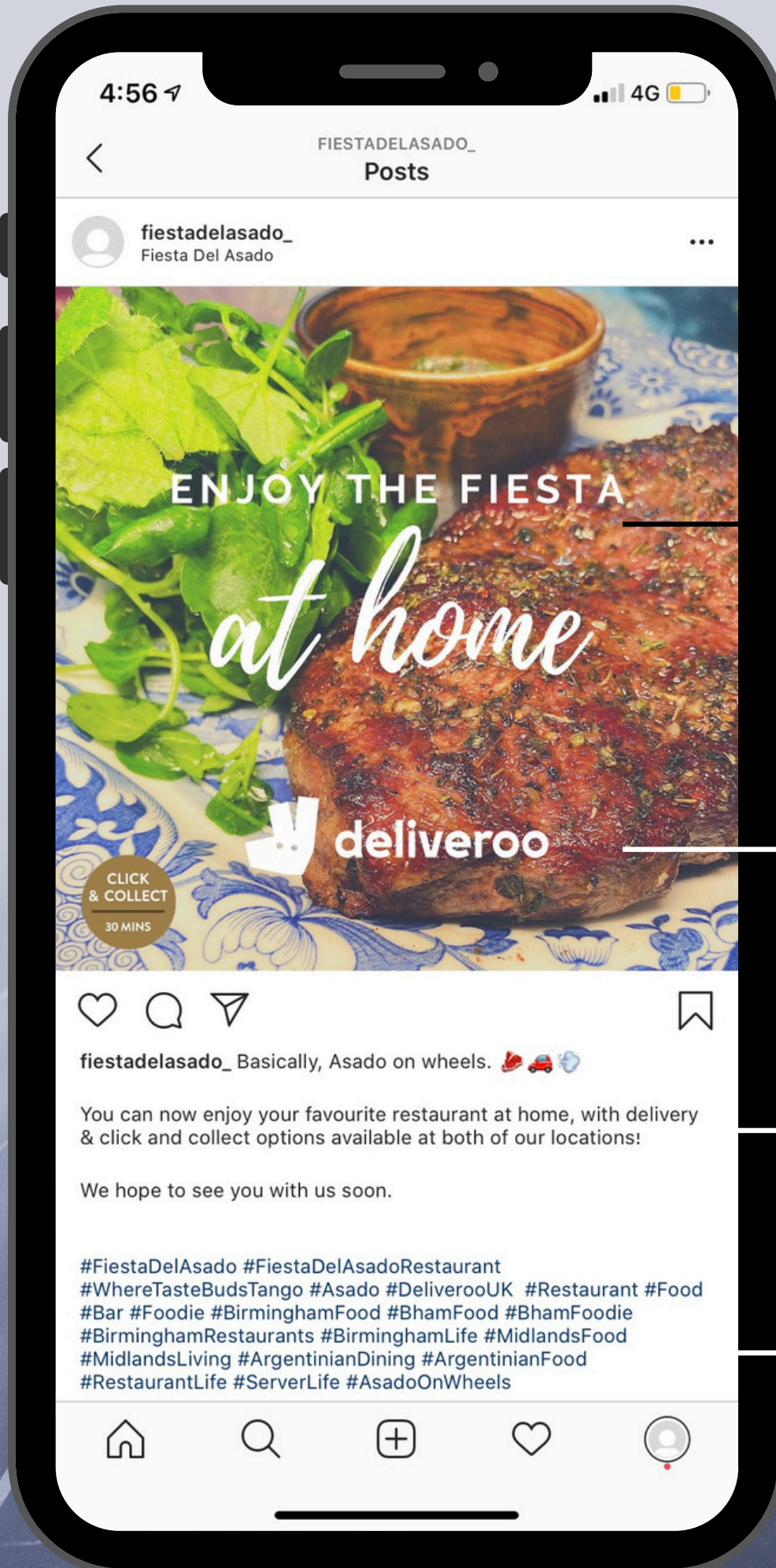
RECYCLED IMAGE FROM INITIAL PHOTOSHOOT "ENJOY THE FIESTA" CAMPAIGN, TARGETED AT FAMILIES, COUPLES/SINGLES AND FOODIES WITH A PLAN TO BUILD BRAND REPUTATION THROUGH CLEAN POSTS WITH FUNNY CAPTIONS, EXPERIENTIAL TO ANALYSE ENGAGEMENT IN COMPARISON TO PAST POSTS

BRANDED WITH DELIVEROO LOGO
FDA LOGO CAN BE ADDED

A SHORT AND SWEET CAPTION THAT IS FUNNY AND ENCOURAGES RETURNING TO THE RESTAURANTS

- ON BRAND HASHTAGS
- DELIVERY HASHTAGS
- BHAM FOODIE HASHTAGS

Instagram



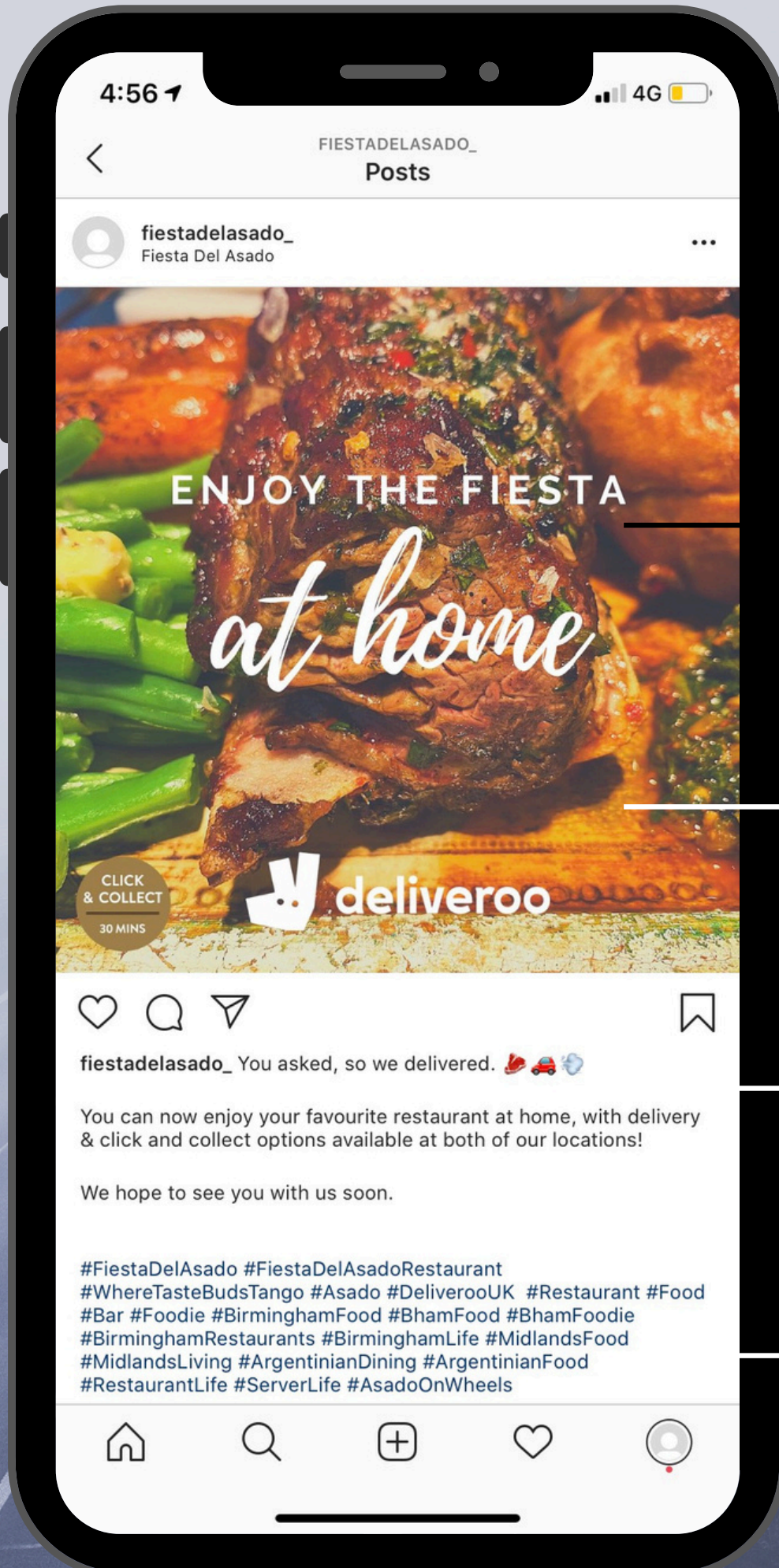
IDENTICAL TEXT REPEATED
WILL BE POSTED IN A
DIFFERENT ROW OF GRID
AS IT WILL BE IN A FEW
WEEKS TIME AS A
REMINDER AND GRID
FILLER IF NEED BE

BRANDED WITH DELIVEROO
LOGO
FDA LOGO CAN BE ADDED

A SHORT AND SWEET
CAPTION THAT IS FUNNY
AND ENCOURAGES
RETURNING TO THE
RESTAURANTS AND STAYS
INLINE WITH CAMPAIGN

- ON BRAND HASHTAGS
- DELIVERY HASHTAGS
- BHAM FOODIE HASHTAGS

Instagram



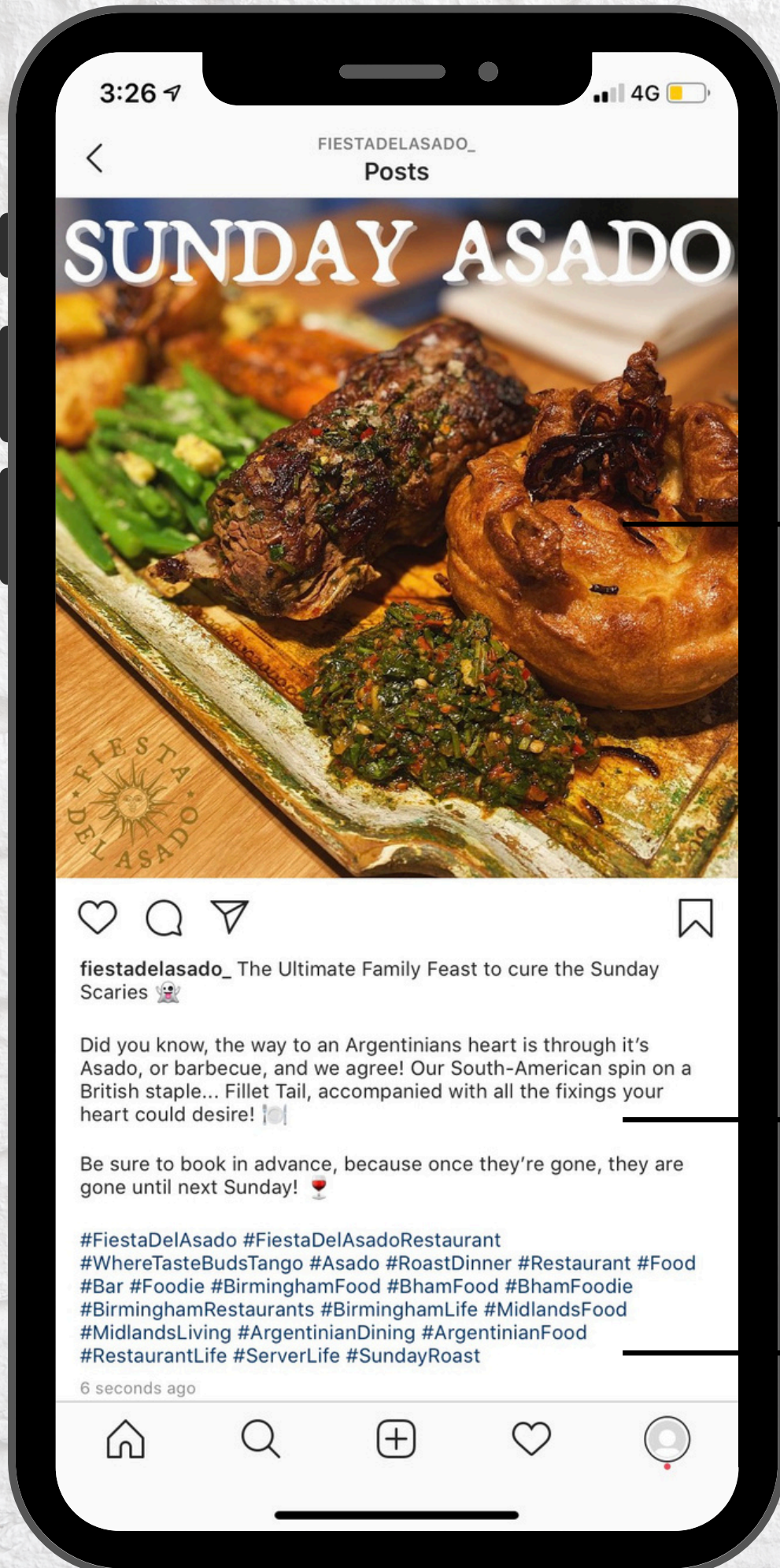
IDENTICAL TEXT REPEATED
WILL BE POSTED IN A
DIFFERENT ROW OF GRID
AS IT WILL BE IN A FEW
WEEKS TIME AS A
REMINDER AND GRID
FILLER IF NEED BE

BRANDED WITH DELIVEROO
LOGO
FDA LOGO CAN BE ADDED

A SHORT AND SWEET
CAPTION THAT IS FUNNY
AND ENCOURAGES
RETURNING TO THE
RESTAURANTS AND STAYS
INLINE WITH CAMPAIGN

- ON BRAND HASHTAGS
- DELIVERY HASHTAGS
- BHAM FOODIE HASHTAGS

Instagram



MOUTH-WATERING PHOTO SHOWCASING FILLET TAIL PLATTER AND SIDES

CAPTION IS ON BRAND, SPACING IS APPARENT, AND THERE IS A CALL TO ACTION TO BOOK TABLES IN ADVANCE

- ON BRAND HASHTAGS
- ROAST HASHTAGS
- BHAM FOODIE HASHTAGS

**BUSINESS
LUNCH
CAMPAIGN
IDEAS**

5:04 ↗

4G 🔋



Instagram



Carpe Diem



fiestadelasado_ Carpe Diem Baby ✨ Seize Today!

Did you know... It has become clear that you can still have business meetings over lunch & dinner, without the 'single household' restriction!

Providing that the purpose of your booking is business, we would be happy to welcome you as usual. 😊 Get off zoom, and get out of the house! Call us to book now. 📞 17

#FiestaDelAsado #FiestaDelAsadoRestaurant
#WhereTasteBudsTango #Asado #BusinessMeeting
#BusinessLunch #BusinessDinner #Restaurant #Food #Bar #Foodie
#BirminghamFood #BhamFood #BhamFoodie
#BirminghamRestaurants #BirminghamLife #MidlandsFood
#MidlandsLiving #ArgentinianDining #ArgentinianFood
#RestaurantLife #ServerLife



5:09 ↗

4G 🔋



Instagram



Salud!



fiestadelasado_ Bottoms up! Salud! Cheers amigos! 🍷

There's never been a better time to be entrepreneurial, since the law states business meetings don't conform to 'single household' restrictions! Grab your mates, head on over to one of our locations, and get comfy!

Just make sure the topic of conversation is business related 😏

#FiestaDelAsado #FiestaDelAsadoRestaurant
#WhereTasteBudsTango #Asado #BusinessMeeting
#BusinessLunch #BusinessDinner #Restaurant #Food #Bar #Foodie
#BirminghamFood #BhamFood #BhamFoodie
#BirminghamRestaurants #BirminghamLife #MidlandsFood
#MidlandsLiving #ArgentinianDining #ArgentinianFood
#RestaurantLife #ServerLife



CHRISTMAS CAMPAIGN PHOTOS

MORE TO BE TAKEN







**WHEN IT
COMES TO
CONTENT
AUTOMATION,
BUFFER IS BY
FAR THE
WINNER**

What is Buffer?

Think of Hootsuite, but better, or Buffer. Buffer is a social media management software trusted by over 75,000 brands and businesses to drive meaningful engagement and results on social media. Try

Buffer's suite of products for planning and scheduling your content, analyzing results, and engaging with your audience. Buffer helps social media marketers and teams work more efficiently and effectively. 14 day free trial available!

Rated 4.5 compared to Hootsuites 4.3 ★★★★★

Dashboard View

The screenshot displays the Buffer dashboard interface. At the top, there's a navigation bar with 'Publish', 'What's New', 'Help', 'Admin' (with a 'NEW' badge), and 'My Account'. Below this is a secondary navigation bar with 'Content', 'Analytics', and 'Settings'. The main content area is divided into sections: 'Queue' (with a '2' badge), 'Awaiting Approval', 'Drafts', and 'Content Inbox'. On the left, there's a sidebar with a search bar 'Search Profiles', an 'Add a Social Account' button, and a list of social media accounts including PreParcel (Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google+, and another Twitter account) with their respective post counts. At the bottom of the sidebar are links for 'Download on the App Store' and 'GET IT ON Google Play', along with 'Get Support' and 'FAQ'. The main content area shows a 'Today' section with a post from 'ecksteinmk+pp@gmail.com' at 6:19 PM (AEST) via Quuu, featuring a link to a Curalate article titled 'Hey Brands: Stop Showing Consumers Products They Can't Buy'. Below this is a 'Tomorrow' section with a post that says 'We're having some fun in the office today!' accompanied by a photo of people in an office setting.

Posting Schedule

Add a new posting time [?](#)

Sunday Choose time 03 41 PM [Add Posting Time](#)

Posting Times

You can click on a Posting Time to edit or delete it

Sunday Turn off	Monday Turn off	Tuesday Turn off	Wednesday Turn off	Thursday Turn off	Friday Turn off	Saturday Turn off
03 : 41 PM	07 : 47 AM	10 : 30 AM	06 : 47 AM	08 : 58 AM	07 : 21 AM	11 : 21 AM
	11 : 09 AM	11 : 21 AM	11 : 01 AM	11 : 21 AM	11 : 07 AM	03 : 47 PM
	04 : 21 PM	06 : 16 PM	05 : 30 PM	04 : 50 PM	07 : 41 PM	

New Post

Business accou... 6 Edit Groups Select None

We're thrilled to support the @greatbarriereef <https://buff.ly/2GqGWpw>

Happy Monday friends! We're thrilled to share that, this year, we're supporting ...

A special place to us...
[#greatbarriereef](#) [#environment](#) [#diving](#)

Suggested media (9):

We're thrilled to support the Great Barrier Reef <https://buff.ly/2GqGWpw>

[Add to Queue](#)

Analytics

Engagements & Audience

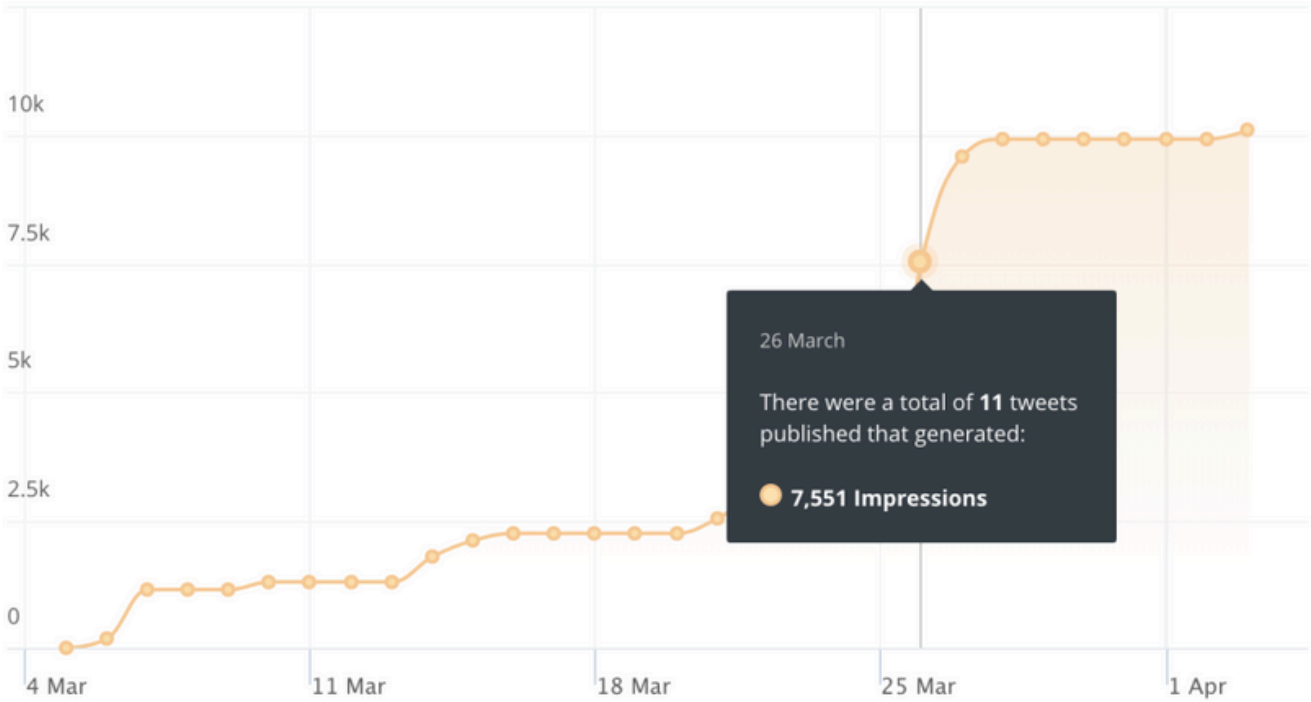


Impressions ▾

Daily

Period Total

Previous Period



● Impressions in the selected 30 days

10.1k ↑ 135%

● Impressions in the previous 30 days

4,316

In Depth Analytics Directly On Platform




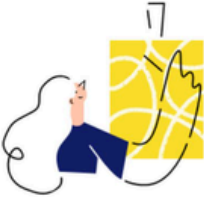

buffer
973,222 followers

Analytics updated daily



Tweet performance for the selected 7 days compared to the previous period

Tweets 109 ↓ 1%	Retweets 3,431 ↑ 25%	Clicks 4,479 ↑ 2%	Impressions 2.73m ↑ 15%
New Followers 5,724 ↑ 3%	Engagements 44.6k ↑ 26%	Likes 5,289 ↑ 8%	Replies 364 ↑ 14%

Pricing for Posting Content

Pro	Premium	Business
		
\$15 /mo	\$65 /mo	\$99 /mo
Billed monthly	Billed monthly	Billed monthly
Ideal for getting started	Ideal for growing brands	Ideal for larger teams
<ul style="list-style-type: none">✓ 8 social channels✓ 100 scheduled posts✓ 1 user	<ul style="list-style-type: none">✓ 8 social channels✓ 2,000 scheduled posts✓ 2 users	<ul style="list-style-type: none">✓ 25 social channels✓ 2,000 scheduled posts✓ 6 users
Start a free 14-day trial	Start a free 14-day trial	Start a free 14-day trial

Pricing for Analysing

Pro	Premium
	
\$35 /mo	\$50 /mo
Billed monthly	Billed monthly
Ideal for getting started	Ideal for growing brands
<ul style="list-style-type: none">✓ 8 social channels✓ In-depth social analytics✓ Strategy recommendations✓ Unlimited reports	<ul style="list-style-type: none">✓ 10 social channels✓ Includes Stories analytics✓ Strategy recommendations✓ Unlimited reports✓ Report white labeling✓ Shopify integration

**Or combine both for \$50USD
(recommended) totaling to £38.40
per month (cheaper annually)**