

SERV.

AGENCY

HOSPITALITY MARKETING PACKAGES



We build, SERV, and grow brands.



We're a digital and creative agency.
We SERV. the **service** industry.
We're a friendly cohort of
marketers, creatives, strategists -
and we're **massive foodies**.

Our mission is to help restaurants,
hotels and wedding venues become
more profitable by executing
marketing campaigns that directly
impact revenue and growth.



Value Creation

$$(X + Y) \times A = \text{Revenue}$$

X = New Customers

Y = Repeat Customers

A = Average Spend

We're focused on creating value for our clients, almost everything we do is specifically designed to increase X, Y & A.



The experience of working with SERV. Agency feels a lot like having a part-time employee without the hassle of recruitment, annual leave or capability gaps.

We're also less than half the cost of going in-house.



IN-HOUSE Vs SERV. AGENCY

In-House Marketing Manager

Recruitment Fees \$2500

PT Salary

+ \$80k (pro rata 2.5 days pw)	\$40000
+ Annual leave / Public Holidays	\$5000
+ Super	\$4200
+ Sick leave (1 week)	\$770
+ Cost of staff turnover	

Likely services unable to match in-house

+ Photography (5 shoots)	\$3500
+ Website	\$6000
+ SEO	
+ Marketing strategy & plans	
+ Training & development	
+ Social ads and/or Google ads	

Estimated Total \$ Per Year \$61,970

SERV. Agency (Main Plan)

Included:

+ Marketing Plan	Included
+ Reports & Insights	Included
+ Socials	Included
+ Socials ads	Included
+ SEO	Included
+ Website	Included
+ Photography	Included
+ Event ideas and marketing	Included
+ Email marketing	Included
+ Email automations	Included
+ Ongoing training	Included
+ Industry benchmarking	Included
+ 1 all-inclusive monthly invoice	Included
+ Community management	Not

Total \$ Per Year (ex GST) \$22,800

What sets **SERV. Agency** apart is the *execution* of our services.

We offer 3 different packages to suit the different types of venues we work with.

For new venues opening we also offer our **Launch Plan** designed specifically to attract new diners and setup your digital for opening.

Entree

Crispy zucchini flowers, smoked mozzarella, piqullo.

Roasted cauliflower, shawarma, almonds, currants, sage brown butter.

Seared scallops, carrot-veg juice purée, crispy nori, sauce vierge.

Chicken liver pâté, black currant jelly, pickled vegetables, pistachio, sourdough chips.

South Australian mussels, chilli, tomato, chargrilled sourdough.

Seared tuna, w sesame crust, fennel-seaweed salad, cucumber gazpacho.

Crispy pork belly, apple purée, parsnip, boudin noir, caramelised walnuts, jus.

Main

Fish pie, leeks, truffle oil w paris mash.

Pan roasted snapper, grilled zucchini, pepo saffron beurre blanc, herb salad.

Vegetarian seasonal as per Chef's recommendation.

Squid ink pasta, spanner crab, semi-dried to chilli, saffron.

Mully Hull Moroccan lamb rump, baba gancou, silverbeet, crispy chickpea, chimichurri.

Grilled Wagyu rump, spanish onion confit, king brown mushrooms, watercress, porcini.

Pinnacle rib eye 400g MB-2 w choice of side and sauce. + 30



ENTRÉE

Included

- + Meetings
- + Website
- + Socials
- + Socials ads
- + Photography
- + Email Newsletter

\$1450/month +GST + \$9pm software fees

Served by our Restaurant Marketing Coordinators

Meetings

1 x screen share meeting/ month

Website

Create new or refresh existing as required on Squarespace.

1-5 pages + \$300 / year hosting charge

Organic Social (FB + IG)

3-4 x posts / week

1 x reel / month

Paid Social (FB + IG)

x1 local ad / month (engagement]

+ \$200 / month recommended ad spend

Photography

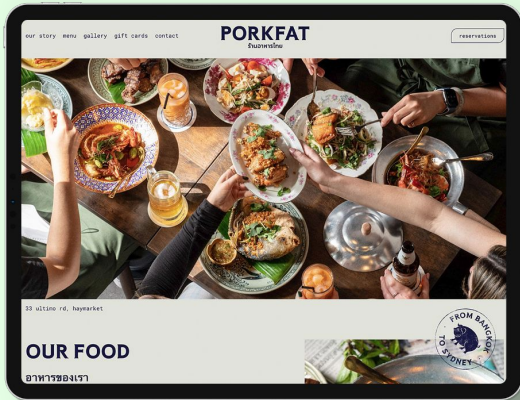
1 x 2hr shoot every 3 months

+ \$400 for additional ad-hoc if required

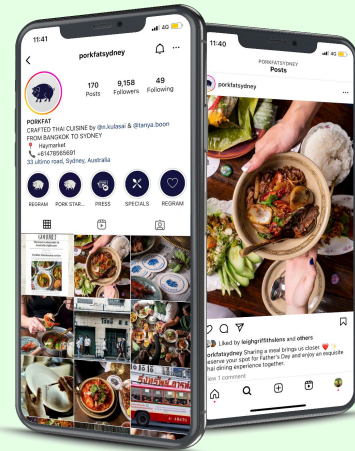
Email Newsletter

1 x EDM / month

Exclusions: Email Marketing Provider Costs, Online Booking Platform Costs, Website Hosting & Email Hosting, Registration or Any Other Third-Party Costs



Website



Photography, Social & Social ads



Newsletters

MAIN

Included

- + Meetings
- + Analysis & reporting
- + Tracking
- + Website
- + Socials
- + Socials ads
- + Photography
- + Email Newsletter
- + SEO

\$1900/month +GST + \$18pm software fees

Served by our Restaurant Marketing Managers

Meetings

2 x screen share meeting / month

Website

Create new or refresh existing as required on Squarespace

1-10 pages + \$300/ year hosting charge

Organic Social (FB + IG)

Instagram Growth Strategy

Detailed Grid Design & Theme

3-4 x posts / week

2 x reels / month

Paid Social (FB + IG)

2 x ads / month (local + retargeting)

+ \$350 / month recommended ad spend

Photography

1 x 3hr shoot every 3 months

+ \$400 for additional ad-hoc if required

Email Newsletter

Database Growth Strategy

2 x EDMs/ month

1 x email automation sequence

SEO

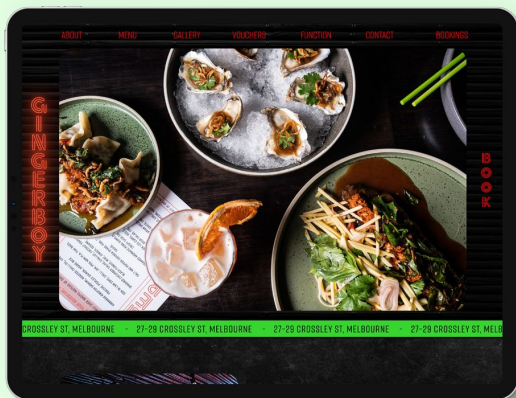
Up to 5 keyword groups to start

1 x keyword group every 2 months

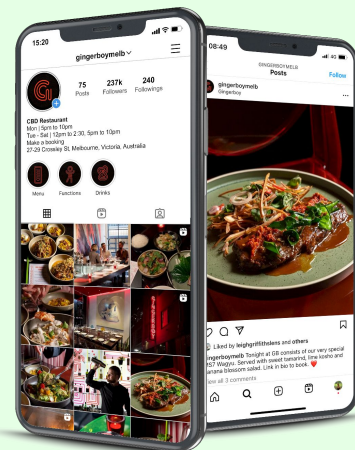
Insights Report

6 key data points & analysis

Exclusions: Email Marketing Provider Costs, Online Booking Platform Costs, Website Hosting & Email Hosting, Registration or Any Other Third-Party Costs



Website



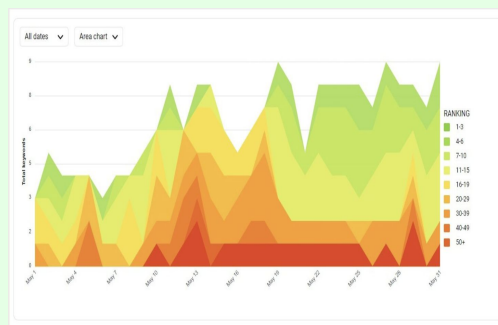
Photography, Social & Social ads



Newsletters & Automations



Reporting & Insights



SEO

DEGUSTATION

Included

- + Meetings
- + Analysis & reporting
- + Tracking
- + Website
- + Socials
- + Socials ads
- + Photography
- + Email Newsletter
- + SEO
- + Graphic Design Support

\$2800/month +GST + \$25pm software fees

Served by our Senior Marketing Managers

Meetings

2 x screen share meeting / month

Website

Create new or refresh existing as required
on Squarespace

1-15 pages + \$300/ year hosting charge

Organic Social (FB + IG)

Instagram Growth Strategy
Detailed Grid Design & Theme
3-4 x posts / week
2 x reels / month

Paid Social (FB + IG)

+ custom ad strategy
+ custom ad spend amount

Graphic Design Support

3 x hrs/ month

Photography

1 x 3hr shoot every 8-10 weeks
+ \$400 for additional ad-hoc if required

Email Newsletter

Database Growth Strategy
3 x EDMs/ month
1 x email automation sequence for
new customers
1 x email automation sequence for loyalty

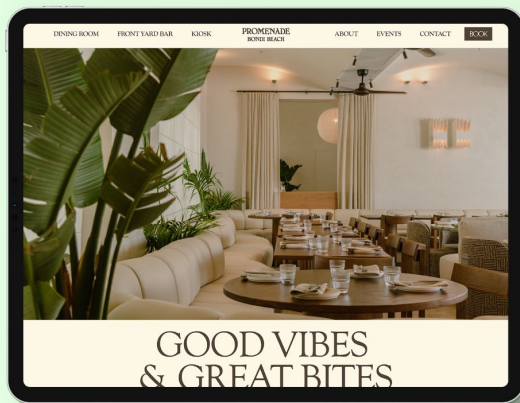
SEO

Up to 5 keyword groups to start
1 x keyword group per month
Digital PR -outreach to 3 articles per month

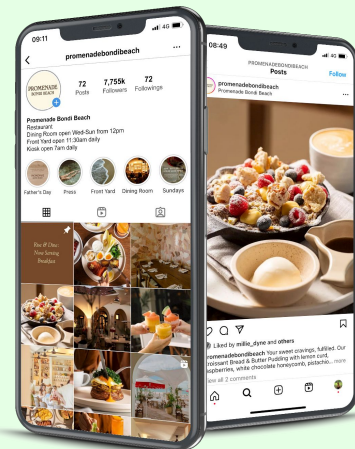
Insights Report

6 key data points
Funnelytics (sales funnel mapping)

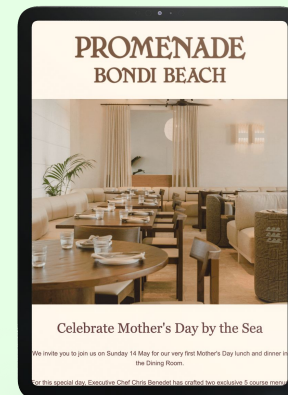
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Website



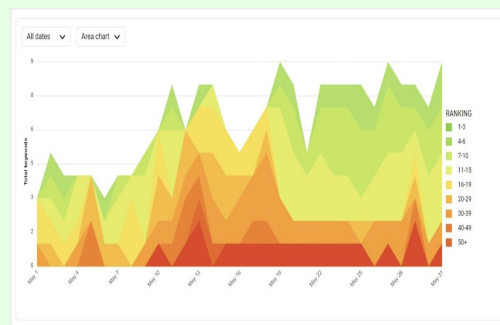
Photography, Social & Social ads



Newsletters & Automations



Reporting & Insights



SEO



Graphic Design

NEW VENUE LAUNCH

A 3 month strategy for new venue starting 4 weeks pre-launch which can be scaled by package.

Included

- + Meetings
- + Website
- + Socials
- + Socials ads
- + Photography
- + Email Newsletter

\$1900/month +GST + \$9pm software fees

Served by our Restaurant Marketing Managers

Meetings

1 x screen share meeting/ month

Website

Create new website on Squarespace

1-5 pages + \$300/ year hosting charge

Organic Social (FB + IG)

14 x posts / month on IG & FB + 2 reels

Paid Social (FB + IG)

2 x local ad / month

+ \$500 / month recommended ad spend

Photography

1 x 2hr shoot pre-launch

1 x 2hr shoot post-launch

Email Newsletter

1 x EDM / month

Setup of email templates

Exclusions: Email Marketing Provider Costs, Online Booking Platform Costs, Website Hosting & Email Hosting, Registration or Any Other Third-Party Costs

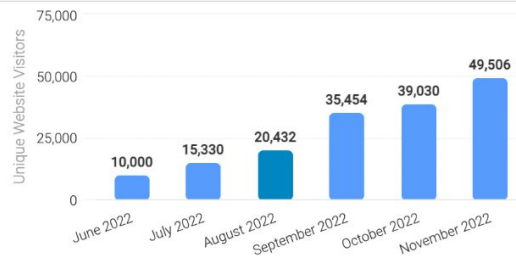
SIDES MENU

- + PR
- + Branding & Design
- + Recruitment
- + Extra Photography
- + Graphic Design
- + IT Support
- + eCommerce
- + Adwords

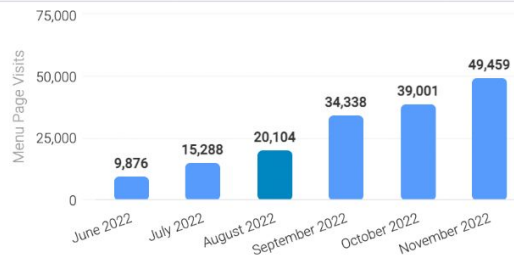


LIVE MONTHLY REPORTING DASHBOARD

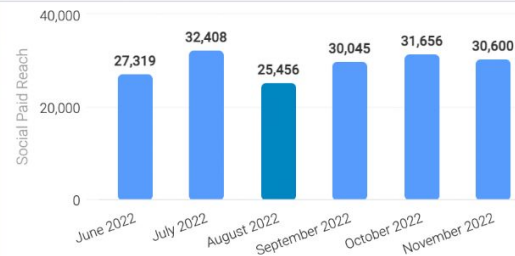
Unique Website Visitors



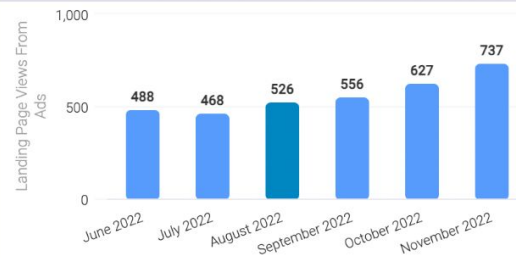
Menu Page Visits



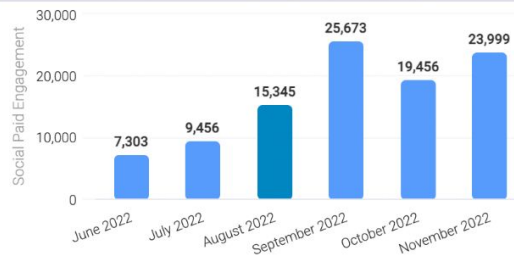
Social Paid Reach



Social Landing Page Views



Social Paid Engagement



Email Database Size

