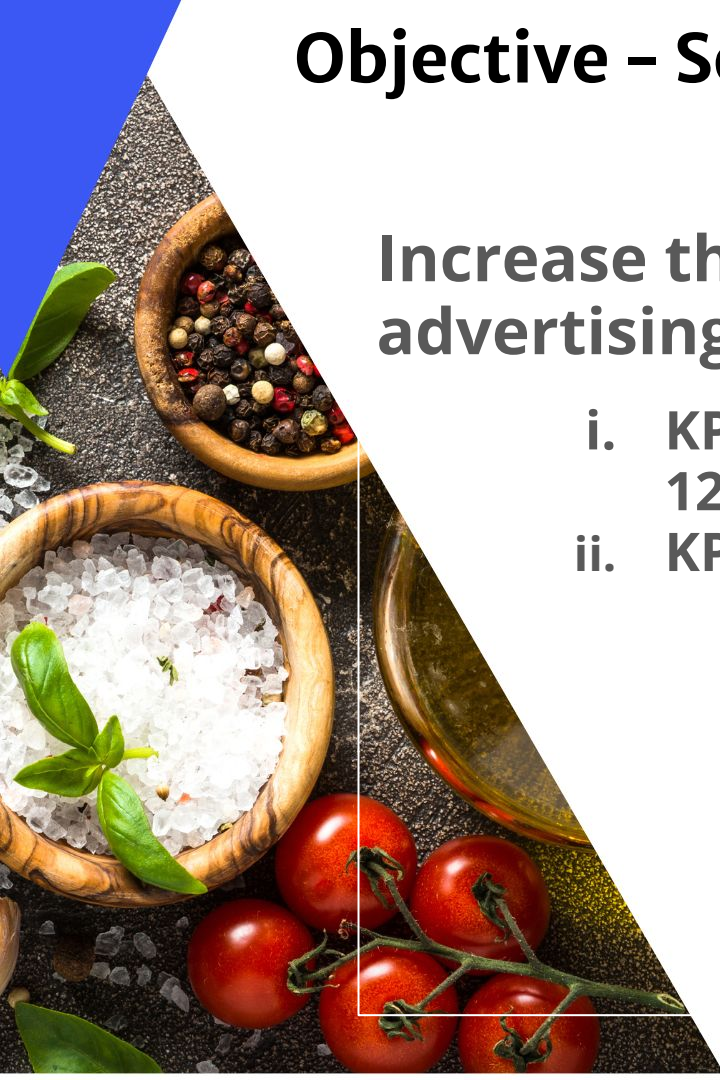


Objective - Social: Twitter

Increase the engagement on the paid social advertising by 25% in a 6 month period

- i. KPI: Avg Monthly visitors from ads - increase by 120 customers per month**
- ii. KPI: 50 sign ups in 6 months (9 per month)**





MilkMarket @denvermilkmarket · 6

Is it the weekend yet? Make plans with your people to get something red and aromatic from Milk Market's Cellar wine bar.



Milk Market - Cellar

Sign up for our Legen-Dairy Pass to make your wine-time dollars go further. Go ahead, buy Sheila that second glass.

milkmarket.com

Twitter

Campaign objective: Website Clicks

Audience targeting: Janelle Persona - Denver Area, 35-54

- Beauty, exercise & fitness, career, parenting, women's style and fashion

Placements: Home Timelines / Profiles / Search Results

Ad creative:

- Three in-feed promoted Milk Market tweet posts
- Twitter ads creates a desire for the things Janelle wants - nightlife experiences, time with friends -- and a way for her to make it happen and keep her budget
- Copy is conversational, sassy, and gets to the point
 - Compelling visuals that pause the scrolling on mobile devices



MilkMarket @denvermilkmarket · 6

Is it the weekend yet? Make plans with your people to get something red and aromatic from Milk Market's Cellar wine bar.



Milk Market - Cellar

Sign up for our Legen-Dairy Pass to make your wine-time dollars go further. Go ahead, buy Sheila that second glass.

milkmarket.com



MilkMarket @denvermilkmarket · 6

Yoga and brunch. Find you a place that does both.



Milk Market - Saturday - 9am

Sign up for our Legen-Dairy Pass to earn dining dollars for those after-yoga mimosas.

milkmarket.com



MilkMarket @denvermilkmarket · 6

No more back-and-forth trying to decide one kind of food for everyone to enjoy. Plan your next celebration at Milk Market and make everyone happy.



Milk Market - Eat. Drink. Repeat

Sign up for our Legen-Dairy Pass and you can throw a party for a friend while snagging dining dollars for yourself.

milkmarket.com

Objective – Social: Facebook/Instagram

Increase the number of people visiting the website on our landing page monthly by 600 visits.

- i. KPI: Average Monthly Visitors 3001 - increased by 100 per month**
- ii. KPI: Loyalty Sign Ups 200 in 6 months - 34 per month**





Denver Milk Market

Sponsored

Come back for the dining dollars, stay for the good times.



MILKMARKET.COM

Rewards and VIP status let the good times keep happening

Sign up is quick and easy

SIGN UP



Like



Comment



Share

Facebook/Instagram

Campaign objective: Conversion

Audience targeting: Custom Audience - User Engagement in Last 180 days - Denver Metro Area


Placements: Automatic - Facebook & Instagram


Ad creative:

- Facebook Feed Ad / Facebook Carousel Ad / Instagram
- Ad creative on FB creates an allure of a good time - delicious pizza, drinks with friends, a whole Saturday of fun at Milk Market
- Casual and personal in tone, aspirational with compelling visuals for mobile.





Instagram Ad - Single Image for Feed



 denvermilkmarket
Sponsored ...



[Sign Up](#)

Our new loyalty program gives you more of what you want - good food, good drinks, and fun times. Sign up and come-in or order-out today.

Facebook Ad – Newsfeed Carousel



Denver Milk Market

Sponsored

Milk Market's Legendary Loyalty Program saves you money on all the fun times and good eats.



Saturday Yoga on the Patio

Yoga starts at 9am

[Sign Up](#)



Make New Friends Over Mimosas

Moo Bar Mimosas

[Sign Up](#)



Why Not Just Stay for Brunch?

Morning Jones pastries

[Sign Up](#)



Make a Whole Day and Night of It

Cellar Wine Bar

[Sign Up](#)



Like



Comment



Share