

EDGEY

x AirShip

UTILISING PAID SOCIAL
TO SUPERCHARGE CRM



Who am i?



JACK EDGE

A MAN ON A MISSION ▶▶

12 YEARS IN HOSPITALITY MARKETING

Ex Mission Mars, Tokyo Industries, Novus Leisure....

HAVE USED AIRSHIP FOR 8+ YEARS

and annoyed Georgina for all 8 of those...

I QUIT MY JOB, TO BUILD A FORCE FOR BETTER

Work with hospitality brands to drive digital that converts...



EDGEY

DIGITAL STRATEGY

WEB DEVELOPMENT

PAID SOCIAL

PPC

CRM + LOYALTY



MARKET
HALLS

NO54

 COSY CLUB

BUNDOBUST

COMPTOIR GROUP

COMPTOIR
LIBANAIS

shawa
LEBANESE GRILL

YallaYalla
LEBANESE KITCHEN

kenza

NOT A F***KING AGENCY



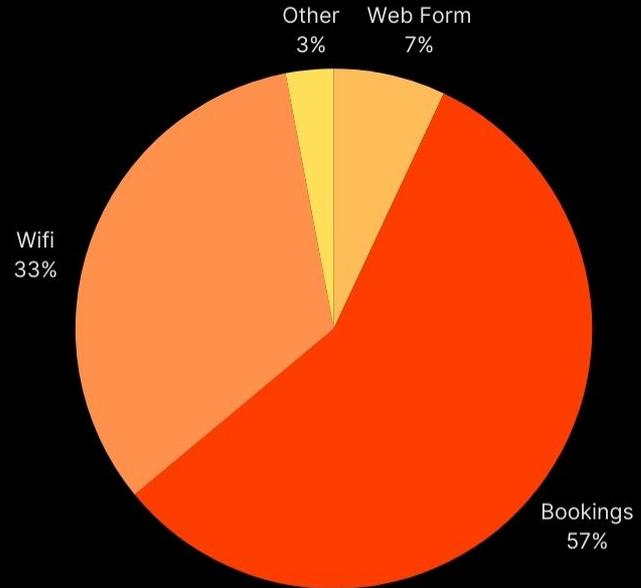
Case Study #1

SUPERCHARGING NQ64'S DATA COLLECTION

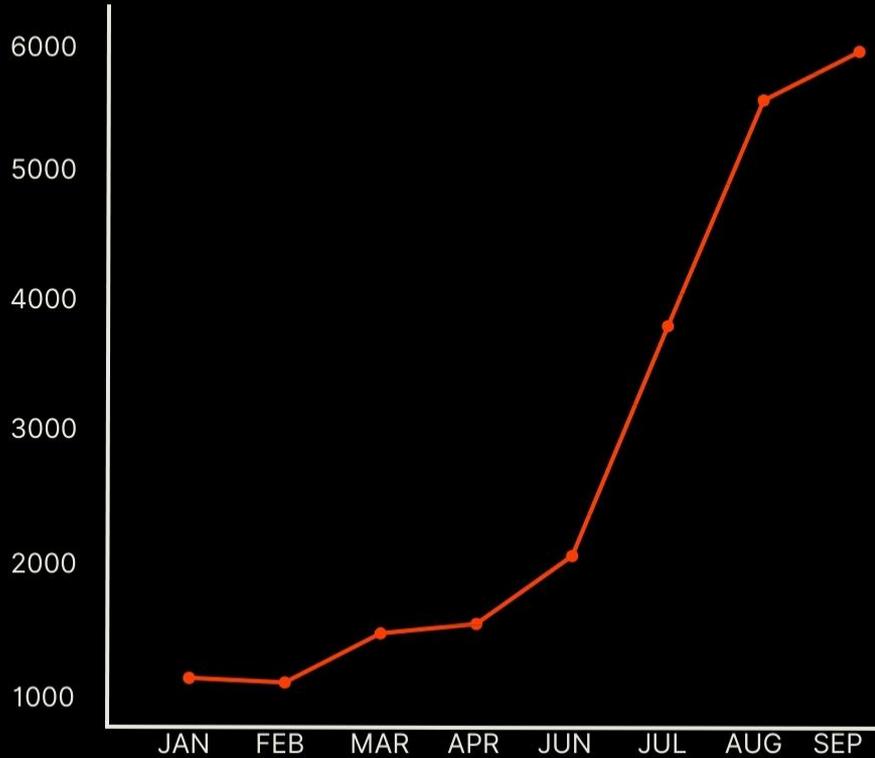
Food for thought...

WHERE'S YO' DATA FROM?

- I bet the majority of your data comes from Booking/Wifi
- These are existing customers....
- Web form is most likely organic website signups
- And is usually the smallest contributor...
- Can you do more to drive **new** signups?



PAID SOCIAL ACQUISITION



- ▶▶ NQ64 WERE 'DOING' PAID SOCIAL
- ▶▶ DRIVING TRAFFIC & BOOKINGS
- ▶▶ BUT NOT DRIVING NEW CUSTOMERS
- ▶▶ WE PUT FOCUS ON DATA ACQUISITION
- ▶▶ USING META LEAD GEN TOOLS
- ▶▶ WEB SIGNUPS FROM 500 TO 5K PER MONTH

HOW'S IT WORK?

Lead gen forms work best...

NQ64 Arcade Bars
Sponsored · W

COMPETITION TIME **WIN A NIGHT OUT**
AT NQ64. Free cocktails & a sh*t load of games tokens up for grabs.



FORM ON FACEBOOK
Game on! 🎮 🍹 Win an epic night out **Apply now**

78 43 comments



NQ64 Arcade Bars

WIN A NIGHT OUT AT NQ64

🎮 🍹 A free night out at a premium Cocktail and Games Bar? This could be yours... 🍹 🎮 Retro gaming, banging tunes, mega cocktails and late night good vibes only. Win our competition an have the ultimate date night, mate night, or solo trip night. Sign up and be smug you heard about it first.

Continue

Contact information ⓘ

Scratch our back (give us your email) and we'll scratch yours (give you drinks if you win). Enter our no-brainer competition today!

First name
Jack

Last name
Edge

Email
jack@edgey.co

Privacy policy

By clicking Submit, you agree to send your info to NQ64 Arcade Bars who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including its auto-fill forms for ads. View Meta Privacy Policy. Enter the competition today.

ISN'T THAT EXPENSIVE?

What if it was the price of a 2005 Freddo?



CHEAP AS CHIPS..

NQ64 Arcade Bars
Sponsored · 1/18

🔥 COMPETITION TIME 🔥 WIN A NIGHT OUT
AT NQ64. Free cocktails & a sh*t load of games
tokens up for grabs.



FORM ON FACEBOOK
Game on! 🎮🍹 Win an epic
night out [Apply now](#)

78 43 comments

Per on-Facebook leads
£0.12

On-Facebook leads ⓘ
11,708

- ▶▶ LAUNCH META LEAD GEN CAMPAIGNS (LOTS)
- ▶▶ OUTLINE A CLEAR VALUE EXCHANGE
- ▶▶ USE CREATIVE THAT CONVERTS
- ▶▶ INSTALL FACEBOOK PIXEL
- ▶▶ TAP INTO AUDIENCE+
- ▶▶ SPLIT TEST EVERYTHING
- ▶▶ SIT BACK, LET THE DATA FLOW...

BUT THEN WHAT?

Welcome them, of course...



WELCOME



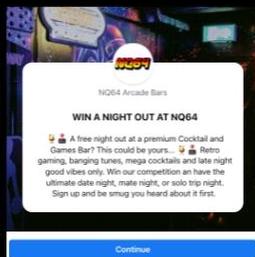
SEGMENT



INCENTIVISE

META X AIRSHIP FUNNEL

PERCENTAGES ARE INDICATIVE...



Contact information

Scratch our back (give us your email) and we'll scratch yours (give you drinks if you win). Enter our no-brainer competition today!

First name
Jack

Last name
Edge

Email
jack@edge.co



100%

VIEWED AN AD

40%

CLICKED THE AD

22%

FILL IN LEAD GEN

22%

WELCOME EMAIL 1

13%

WELCOME EMAIL 2

7%

VISIT IN 60 DAYS



Case Study #2

**CRM TO POWER
LAUNCHES +
PAID SOCIAL**

**HAVE YOU EVER
EXPORTED YOUR
AIRSHIP DATA?**

**GDPR joined the chat...*

WHY SHOULD YOU?

Just try it...

DON'T RUN PAID SOCIAL BLIND

Your CRM knows who converts/visits...

MARRY UP AIRSHIP + META DATA

Gives you 500+ data points combined...

MULTI-CHANNEL MARKETING

Hit them where they're spending 4hrs a day...

FIND LOOKALIKE NEW CUSTOMERS

Find me people 1% similar in Leeds...

TARGETTED > STRONGER ROAS



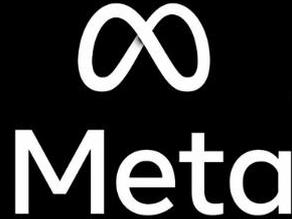
**Running
social ads
with your
eyes closed**



**Uploading
AirShip Data
to Meta**

NQ64 LEEDS LAUNCH

It's an arcade bar...



NQ64 Arcade Bars
Sponsored · 1/8

NQ64 LEEDS // OPENING 29TH AUGUST 🎮🍹

Our neon-splattered arcade bar ...see more

nq64.co.uk
Get Involved >> Book Now **Book now**

41 26 comments 8 shares

NQ64 Arcade Bars
Sponsored · 1/8

NQ64 LEEDS // OPENING 29TH AUGUST 🎮🍹

Our neon-splattered arcade bar opens on Merriam Street at the end of August. Expect Beats, Booze & Button-B days a week.

NQ64 Arcade Bars
Sponsored · 1/8

NQ64 LEEDS // OPENING 29TH AUGUST 🎮🍹

Whether you're a hardcore dance matt fanatic, NQ64 and big 'P' off parties. now 🎮

Our neon-splattered arcade bar ...see more

Beats, Booze + Button Bashing **Book now**

nq64.co.uk
Beats, Booze + Button Bashing
Open late 7 day...

Pinball, Consol + Nost

Like Comment Share

74 35 comments 12 shares

Like Comment Share

702,679	£3.06	238,164	2.95	3.35%	7,716	£0.09
Total	Per 1,000 Impressions	Accounts Centre acc...	Per Accounts Centre ...	Per Impressions	Total	Per Click

GAMES TESTERS WANTED



- ▶▶ NQ64'S PREFERENCES ASK WHY DO YOU VISIT
- ▶▶ PRE-OPENING THEY INVITE 500 "NERDS"
- ▶▶ THIS IS GENUINE TESTING... NOT INFLUENCERS
- ▶▶ SO HOW DID WE FILL THE SLOTS?
- ▶▶ EXPORT GAMES NERDS, IMPORT INTO META
- ▶▶ FIND 1% SIMILAR IN LEEDS +3KM
- ▶▶ APPLY VIA AIRSHIP FORM > INVITE
- ▶▶ 350 LEEDS NERDS IN PRE-OPENING

KEY TAKEAWAYS

who's ordering?



PAID SOCIAL + AIRSHIP DRIVE CONVERSION

Increase your CTR + ROAS...

META CAN BE A DRIVER OF NEW DATA

Make sure you've got a separate welcome journey to convert...

SEGMENTATION IS KING

Understand/talk to your contacts on a personal level...

USE AIRSHIP REWARDS - BASED ON POP

Everyone's a winner...

IT DOESN'T COST MILLIONS

Start small, optimise and grow



CHEERS



WANT A FREE AUDIT OF YOUR PAID SOCIAL OR CRM STRATEGY?

**HOLLA...
JACK@EDGEY.CO
07934766323**