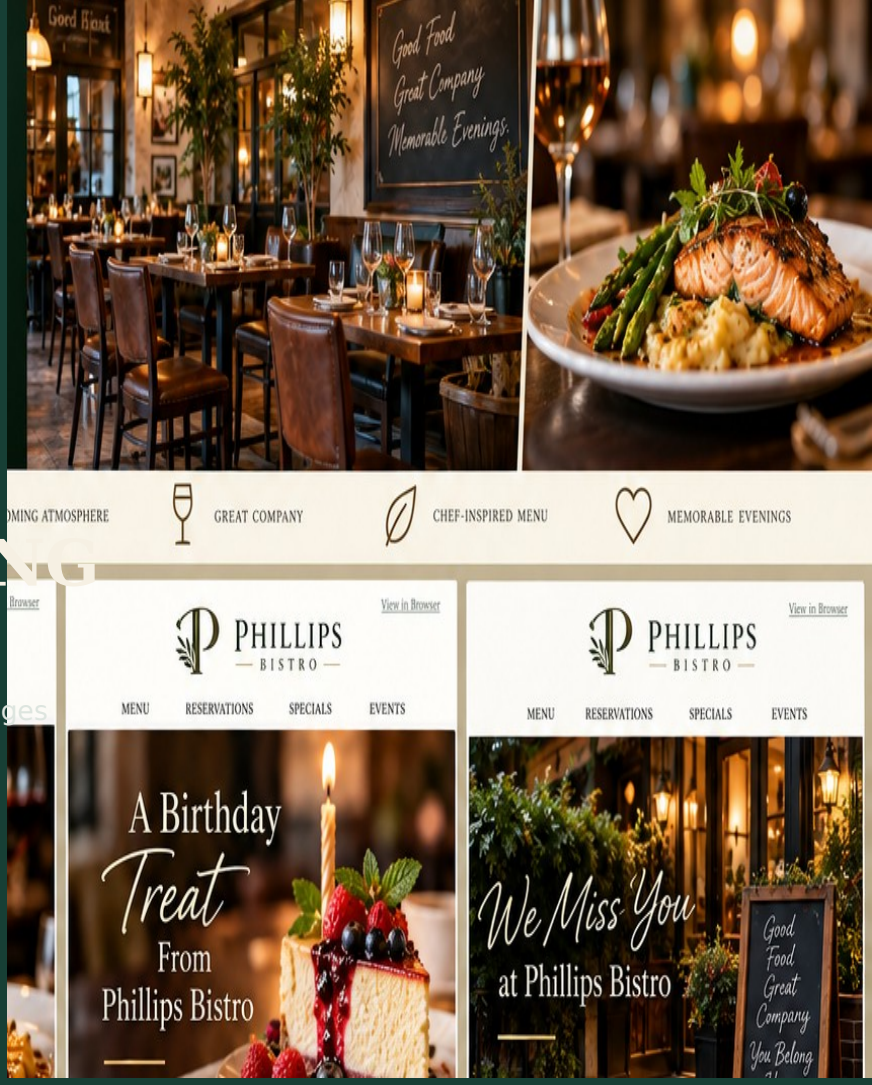
PHILLIPS
BISTRO

Good Food. Great Company.
Memorable Evenings.

EMAIL MARKETING PORTFOLIO

Strategy, sample campaigns and service packages



AUBREY PHILLIPS

Hospitality and food-service professional building email marketing solutions for restaurants, caterers, senior-living dining programs, and other hospitality businesses. This portfolio demonstrates how thoughtful email campaigns can strengthen customer relationships, encourage repeat visits, and support revenue growth.

PORTFOLIO PROJECT: PHILLIPS BISTRO

Hospitality knowledge meets email strategy

My approach is built around a simple idea: email marketing works best when it understands the guest experience. With a background in food service and hospitality operations, I bring practical knowledge of menus, promotions, service standards, customer expectations, staffing realities, and the importance of repeat business.

PORTFOLIO OBJECTIVE

Phillips Bistro is a fictional contemporary neighborhood restaurant created to demonstrate a complete hospitality email marketing strategy. The portfolio focuses on three business needs: generating near-term reservations, strengthening customer loyalty, and re-engaging inactive guests.

01

DRIVE VISITS

Use timely promotions to turn existing subscribers into reservations and purchases.

02

BUILD LOYALTY

Create useful, relevant touchpoints that make customers feel remembered and valued.

03

RECOVER GUESTS

Use re-engagement offers to bring back customers who have not visited recently.

SAMPLE MONTHLY RHYTHM

Week 1: Menu or seasonal feature | Week 2: Weekend promotion | Week 3: Story, chef feature or customer value content | Week 4: Event, offer or re-engagement campaign

Weekend Dinner Promotion

- **Goal**
  Increase Friday and Saturday dinner reservations.
- **Offer**
  Featured Chef's Weekend Special.
- **Audience**
  Existing customers and newsletter subscribers.
- **Business value**
  Creates urgency around a short reservation window.

PHILLIPS BISTRO

Your Weekend Dinner Plans Just Got Better

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Your Weekend Dinner Plans Just Got Better

A sample customer-facing campaign designed for hospitality retention and revenue.

Join Us for Our Chef's Weekend Special

This weekend, let Phillips Bistro take care of dinner. Enjoy our featured Chef's Weekend Special, prepared with fresh seasonal ingredients and served with the warm hospitality guests expect from Phillips Bistro. Whether it is date night, dinner with friends, or an evening out, we would love to welcome you. Reservations are recommended.

RESERVE YOUR TABLE

Phillips Bistro | Sample portfolio campaign | Fictional brand for demonstration purposes

Birthday Loyalty Campaign

- **Goal**
  Make customers feel valued and encourage a birthday visit.
- **Offer**
  Complimentary dessert with entree purchase.
- **Audience**
  Guests with a birthday during the current month.
- **Business value**
  Strengthens loyalty while creating an occasion-based visit.

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A Birthday Treat From Phillips Bistro

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A Birthday Treat From Phillips Bistro

A sample customer-facing campaign designed for hospitality retention and revenue.

Happy Birthday From All of Us!

Your birthday deserves something special, so we would love to celebrate with you. Visit Phillips Bistro during your birthday month, bring family or friends, and enjoy a relaxing meal while we take care of the cooking.

COMPLIMENTARY DESSERT WITH ENTREE PURCHASE

CELEBRATE WITH US

Phillips Bistro | Sample portfolio campaign | Fictional brand for demonstration purposes

We Miss You Re-Engagement

- **Goal**
  Bring back customers who have not visited recently.
- **Offer**
  $10 off a purchase of $40 or more.
- **Audience**
  Customers inactive for approximately 60-90 days.
- **Business value**
  Uses a targeted incentive to recover inactive customers.

PHILLIPS BISTRO

We Miss You at Phillips Bistro

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Good Food. Great Company.

We Miss You at Phillips Bistro

A sample customer-facing campaign designed for hospitality retention and revenue.

It Has Been a While - We Would Love to See You Again

Our kitchen is still serving the fresh flavors, comforting favorites, and welcoming hospitality you remember. Come in for lunch, enjoy dinner with someone special, or discover something new from the menu.

$10 OFF YOUR NEXT PURCHASE OF $40 OR MORE

VIEW OUR MENU

Phillips Bistro | Sample portfolio campaign | Fictional brand for demonstration purposes

Service Packages

Simple offers designed for small hospitality businesses.

STARTER SETUP

$250 one-time

- **Branded email template**
  A reusable design matched to the business.
- **Welcome email**
  Introduce the brand and set the customer relationship.
- **Promotional email**
  A revenue-focused campaign for a special or offer.
- **Re-engagement email**
  A targeted message for inactive customers.
- **Basic campaign plan**
  Recommended cadence and next steps.

MONTHLY MANAGEMENT

$450 per month

- **4 campaigns per month**
  Copywriting, formatting, and campaign preparation.
- **Promotion planning**
  Monthly campaign ideas tied to business goals.
- **Scheduling support**
  Consistent timing and campaign organization.
- **Basic reporting**
  Clicks, engagement, conversions where available.
- **Ongoing improvement**
  Adjust subject lines, offers, and cadence based on results.

What I help businesses do

Stay connected with customers. Promote offers without sounding pushy. Encourage repeat visits. Build a more consistent customer communication system.

Phillips Bistro is a fictional demonstration brand.