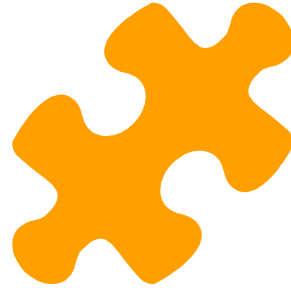# ZaLat Pizza

Email Marketing Campaign Consultation

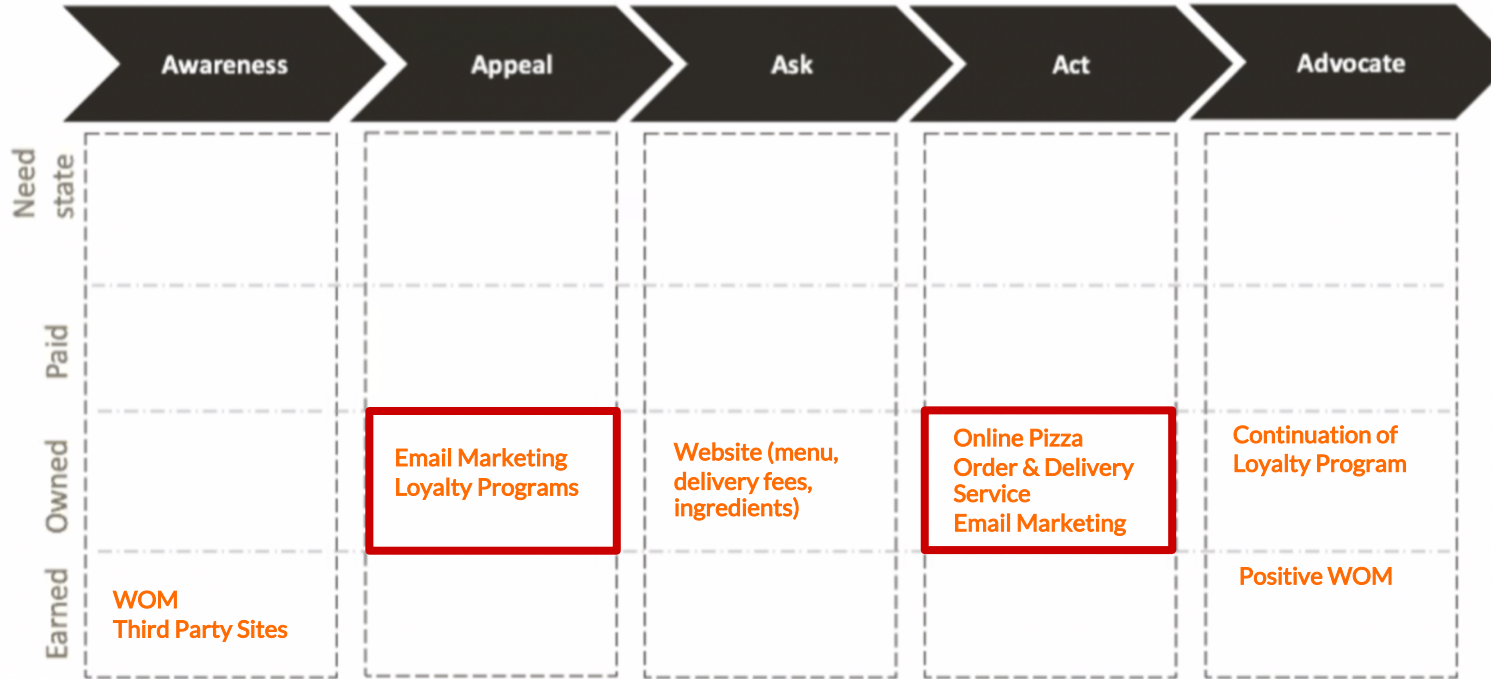# Situation Analysis

Company Analysis

- Offers pizza pickup & delivery
- Opened in 2015, and has since spread to 10 locations in the DFW metroplex
- Open until 4 am on weekends and has earned the "late-night" reputation
- You can order directly from their website, or through third-party services

Consumer Analysis

- Service-industry workers & after-club crowds
- Consumers want simple, **fresh ingredients** and to support **local** businesses
- **Younger consumers** are motivated by value and experience, third-party delivery services, and late-night snacking
- **Older consumers** are motivated by quality
- **Dinner** is most popular occasion for delivery
- **Pickup** remains most popular, even during Covid

Consumer Analysis - Ideal Journey Analysis

Email Marketing, WOM, and loyalty programs

	Awareness	Appeal	Ask	Act	Advocate
Need state					
Paid					
Owned		Email Marketing Loyalty Programs	Website (menu, delivery fees, ingredients)	Online Pizza Order & Delivery Service Email Marketing	Continuation of Loyalty Program
Earned	WOM Third Party Sites				Positive WOM

Market Analysis

- **Pizza sales are piping hot**
  - High growth industry- 15.1% increase in sales from 2019 to 2020
- **Demand** is driven by consumer tastes and personal income
  - The profitability of individual companies depends on efficient operations and effective marketing
- **Highly fragmented**
  - The 50 largest companies account for about 20% of revenue
- **Investments in tech and delivery** allow for seamless operations
  - Continue to innovate to meet consumers needs such as convenient and contactless delivery options

Product/Service Analysis

- **Pizza remains a household staple**
    - Nearly every household has reached for some type of pizza in the last three months with food service as the most popular option
    - More than 8 in 10 agree that pizza is among their favorite comfort foods
- Even during recessions, pizza does well because it can feed a family for a fairly decent price
- With more people at home, nearly half of consumers report increased pizza consumption during COVID-19.

What Makes ZaLat's Pizza Unique

- ◦ **Fresh ingredients**
  - ◦ Make their own dough, roast Roma tomatoes, add basil to make our pizza sauce, and use the tastiest cheese and beef pepperoni.
  - ◦ Special, trademarked "Sirancha" sauce
- ◦ **Dedication to quality**
  - ◦ Taste test pizzas hot, room temp, cold from the fridge and reheated two days later. And, they always cook the pizzas in old school deck ovens "because conveyor belt ovens just cannot duplicate the perfect balance between crispy and chewy for our dough; not to mention those awesome little char bubbles."
- ◦ **Late Hours**
  - ◦ Open until 2am on weekdays and until 4am on weekends, they are making and delivering pizzas while all the other pizza joints have closed

Competitive Analysis

Local

National

SWOT Analysis

Strengths

- High-quality ingredients
- Late-night hours

Weaknesses

- No technology
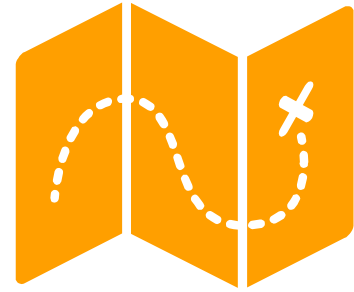- No dine-in option

Opportunities

- Leveraging technology
- Ethical efforts
- At-home occasions

Threats

- Ingredient prices increase
- Third-party delivery companies
- High unemployment rates

Objectives

Marketing Objectives

The marketing objectives of this campaign are to appeal to Zalat's current loyal customers (Gen Z), along with targeting families to increase purchase patterns.

Communication Objectives

The communication objectives of this campaign are to increase awareness, provide product information, and eventually reinforce purchase decision.

Target Market

Primary Audience

"Late Night" Lindsey

Demographics:

Age: 19
Gender: Female
Marital Status: Single
Location: Dallas, TX, near SMU campus

Occupation:

Student

Annual Income:

N/A

Education:

College Student

Behavior:

- Goes out on the weekends, getting home late
- Also stays up late on weekdays, working on projects and studying

Goals:

- Graduate from college
- Find a successful career
- Make memories during college

Objections to the sale:

- ZaLat offers only pizza, nothing else
- 3rd party delivery apps charging extra fees
- No loyalty programs, unlike other pizza companies

Pain Points:

- Not having a convenient and fast option for late-night snacking (nothing, besides ZaLat, being open past 2 am)
- Too many subscriptions, loyalty programs, and "digital clutter"

Motivations

- Needs a "late-night" pizza option
- A convenient way to get food delivered right to her door
- Discounted food
- Loyalty programs

Channels:

- Big social media user
- Digital communications

Secondary Audience

"Family-Man" Freddy

Demographics:

Age: 40
Gender: Male
Marital Status: Married, with children
Location: Plano,TX (suburbs) 75025 ZIP code

Occupation:

Accountant

Annual Income:

$55k

Behavior:

- Full-time job, full-time dad
- On-the-go
- Dedicated to family memories and events

Goals:

- Support family
- Celebrate his children during life's most important moments

Objections to the sale:

- ZaLat is known as a "late-night" spot
- Other "chain" pizza shops with better deals

Education:

Bachelor's Degree

Pain Points:

- Not getting a good deal
- Missing family events
- Not having time to throw together a big celebration, or even dinner on a busy weeknight

Motivations

- Quality pizza
- Special packages/deals that includes everything you need to host a pizza party
- Making kids happy
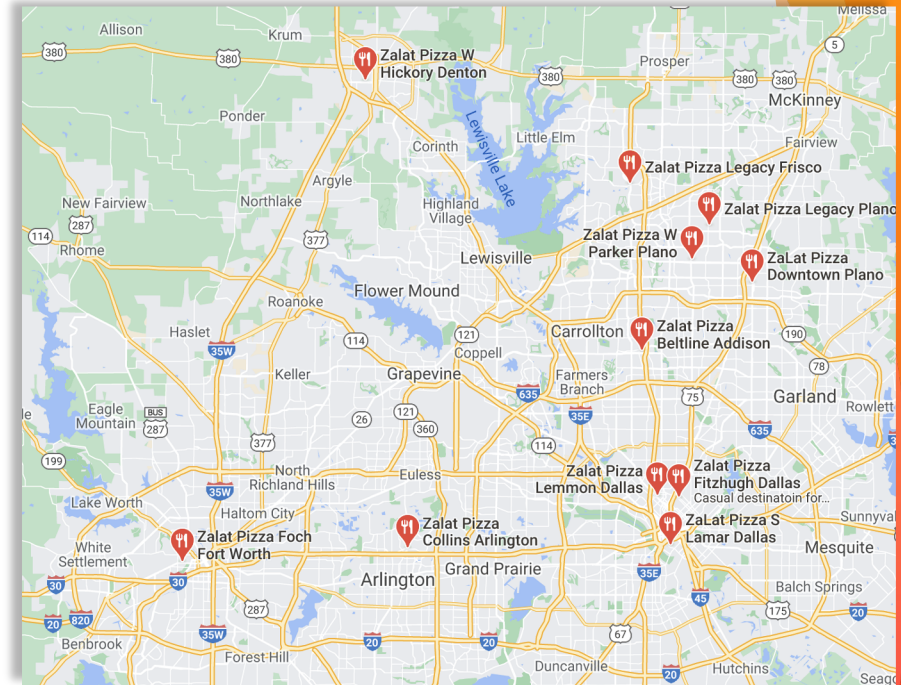- Easy way to get food on the table during a busy weeknight

Channels:

- Email marketing communications
- Traditional media

Additional ZIP Code Target Audiences

Target families in the following **DFW ZIP codes** (locations of Zalat pizzerias) and within **5 miles** of a Zalat Location:

75204, 75219, 75254, 75215, 75074, 75205, 76201, 75034, 75023, 76107, 76011

"Family Man Freddy" Campaign

More Specifically...

"Late Night Lindsey" Campaign

Email Marketing Communication Strategy

Zealots Celebrate

-Targets our secondary audience through promotions when ordering pizza for a large occasion

-Biweekly highlights of pizza parties creates awareness that Zalat is a great option for large parties/events

PIZZA PARTY!

PIZZA

Celebrate with Zalat! Get 15% off when you purchase 3+ 18 inch pizzas

Late-Night Email

-Targets Zalat's primary audience by offering discount codes and encouraging people to sign up for the rewards program

-Using key phrases such as "late night" reminds people that Zalat is a great late night food option

ZaLat Pizza   Best Pizza in the Universe!

EVERYONE'S
FAVORITE
LATE NIGHT
PIZZA SPOT

Use code "LATENIGHT" for free delivery
through UberEats

Media Strategy: Objectives

- **I**ncrease sales through website/app by 20%
- Get 5,000 email list sign ups in month 1
- Make SEO improvements of content

Media Strategy

- Build email marketing campaign to drive more owned interaction for *Appeal* and *Act* stages
  - Offer different loyalty/ reward programs and encouraging orders to be placed directly through the Zalat website, as opposed to different third-party delivery companies. Additionally, Zalat hopes to appeal to families by emphasizing the amazing quality, freshness, and taste of their food.
  - Appeal to a new target market: families by using Email marketing, word of mouth, and loyalty programs to focus on the fresh quality and great taste of Zalat pizza and overall increase consumer purchases
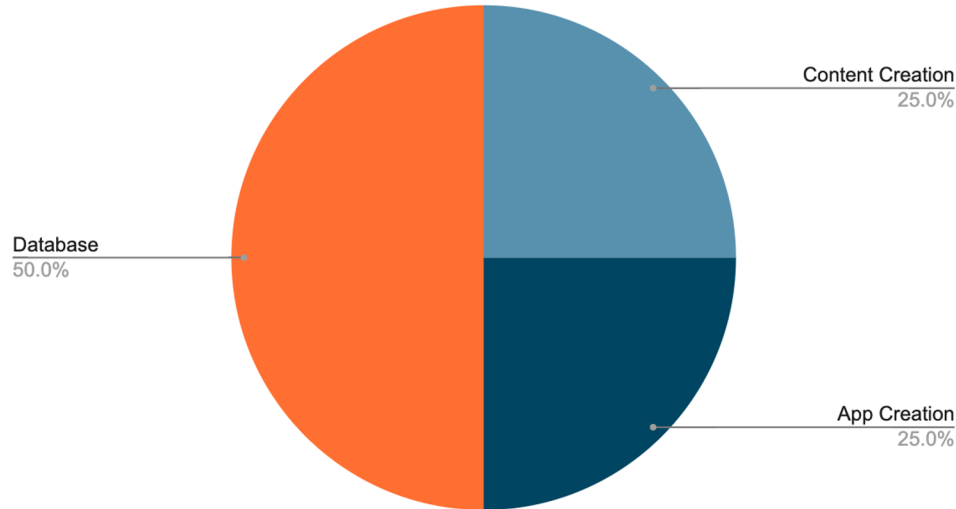
Action Plan

Build campaign, Budget, Launch, **Test**, Measure

- Focus on emails that emphasize freshness of ingredients
- Focus on emails that emphasize their brand's positioning in late-night market
  - Embed links in these emails
  - Create discount codes
- Improve aesthetics of social media
- Develop an app to drive sales apart from third-party services

- Testing will be done on effectiveness of email copy, subject

Media Strategy: Cost Estimates

65% of quarterly marketing objectives ($8,000)

Budget

Content Creation
25.0%

Database
50.0%

App Creation
25.0%

|	LATE NIGHT TARGET	FAMILY TARGET
GEOGRAPHIC	• Within 3-mile radius of college campuses • Within 5-mile radius of bars/clubs	• Within 5-mile radius of Zalat locations • Suburban areas • Within 5-miles of K-12 schools
PSYCHOGRAPHIC	• Very active on social media • Phone activity consistent with late hours of the night	• Involved in school boards • Active in their work office
BEHAVIORAL	• Recent purchase of local or national competitors within last 30 days	• Recent purchase of local or national competitors within last 30 days
DEMOGRAPHIC	• Ages 19-22 • Single • Female and male • Income $0-$40,000	• Ages 30-40 • Married or single parent • Female and male • Income $55,000-$200,000

Media Strategy: Media Schedule

Timing

	Frequency	Day	Time	Length of Campaign
Pizza Party Email Campaign	Biweekly (every 2 weeks)	Wednesday	After work (4 pm)	Quarter (3 months)
Late Night Email Campaign	1x Week	Friday	Evening (5pm)	Quarter (3 months)
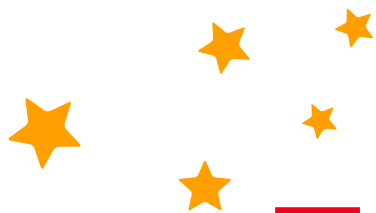
Evaluation
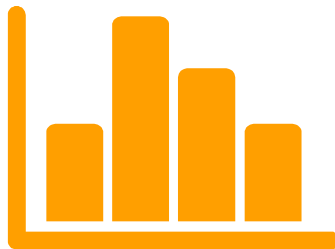
Effectiveness Measurements

Click through rate = # of click-throughs / # of messages delivered

Email open rate = emails opened / emails sent - emails bounced

Unsubscribe rate = unsubscribed number/ total emails delivered x 100

Conversion rate = # of recipients who bought 3 or more pizzas / the emails *

Share rate = # of "share this" clicks / total emails delivered * 100

Pageviews = monitor traffic via email link click to website

ROI

Timing

Topic

Sales

Frequency

References

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◦ Dallas News (2019, October 2). You hardly noticed but stoner pizza joint Zalat is moving into most major cities in North Texas. Retrieved from https://www.dallasnews.com/food/restaurant-news/2019/10/02/hardly-noticed-stoner-pizza-joint-zalat-moving-major-cities-north-texas-denton-fort-worth/

◦ Mergent, Inc. (n.d.). Zalat Pizza company details: Synopsis. Retrieved from https://www-mergentintellect-com.proxy.libraries.smu.edu/index.php/search/companyDetails/27579922#