

Strategic Concept Project - Hospitality Brand

Project Snapshot

Industry	Project Type
Hospitality & Nightlife	Strategic Website Concept
Objective	
Design a conversion-focused pre-launch landing page that builds anticipation, captures leads, and establishes a memorable brand identity.	
Services	
Website Strategy • UX • Copywriting • SEO • Conversion Optimisation • Email Marketing	

Project Overview

This concept project explores the development of a strategic pre-launch landing page for a hospitality brand specialising in immersive nightlife experiences. The objective was to demonstrate how branding, website strategy, UX, copywriting and conversion optimisation can work together to build anticipation before a business opens.

Although the venue ultimately did not proceed with opening, the project showcases my end-to-end approach to creating conversion-focused websites and digital marketing strategies for hospitality businesses.

Project Status

This project was developed as a strategic concept. As the business did not proceed to launch, no live performance data is available. The focus of this case study is on the strategy, design process and marketing decisions behind the project.

The Pre-Launch Challenge

Primary Conversion Goals

- Email Subscribers
- Opening Night Reservations
- Social Media Followers
- Brand Awareness & Word-of-Mouth

Secondary Goals

- Increase website traffic from social media
- Improve local SEO visibility before launch
- Build an engaged audience before opening day
- Generate excitement around the venue's unique concept

Project Objectives

Launching a hospitality venue presents a unique marketing challenge.

Unlike established businesses, there are no customer reviews, testimonials, user-generated content, or existing brand awareness.

The business needed a way to:

- Create demand before opening
- Build excitement around the concept
- Capture potential customers before competitors did
- Establish a memorable brand identity
- Generate reservations for opening events
- Build an audience that could be nurtured through email marketing

The challenge was not simply creating a website, but creating a marketing asset capable of generating momentum before launch.

Strategy

Audience & Positioning Research

The strategy identified three primary target customer groups:

Tourists

Visitors looking for memorable nightlife experiences during their stay.

Digital Nomads

Young professionals seeking unique venues, social experiences, and shareable moments.

Local Visitors

People looking for premium nightlife experiences and entertainment.

Across all audiences, a common theme emerged:

People weren't simply looking for drinks.

They were looking for an experience worth talking about.

Positioning Strategy

The venue was positioned as more than a cocktail bar.

The focus became:

- Escape from reality
- Immersive atmosphere
- Rituals and entertainment
- Premium rum experiences
- Social and shareable moments

Rather than selling products, the messaging sold the experience.

Customer Journey Strategy

The pre-launch landing page was designed around three primary actions:

Join the Tribe

Capture potential customers through a themed email signup experience and build an audience ahead of the planned launch.

Reserve Opening Night

Create early reservation intent and position opening night as an exclusive experience.

Follow the Journey

Encourage visitors to follow the brand on social media and build anticipation through behind-the-scenes content.

Every section was designed to move visitors from initial brand awareness to engagement and, ultimately, a conversion action.

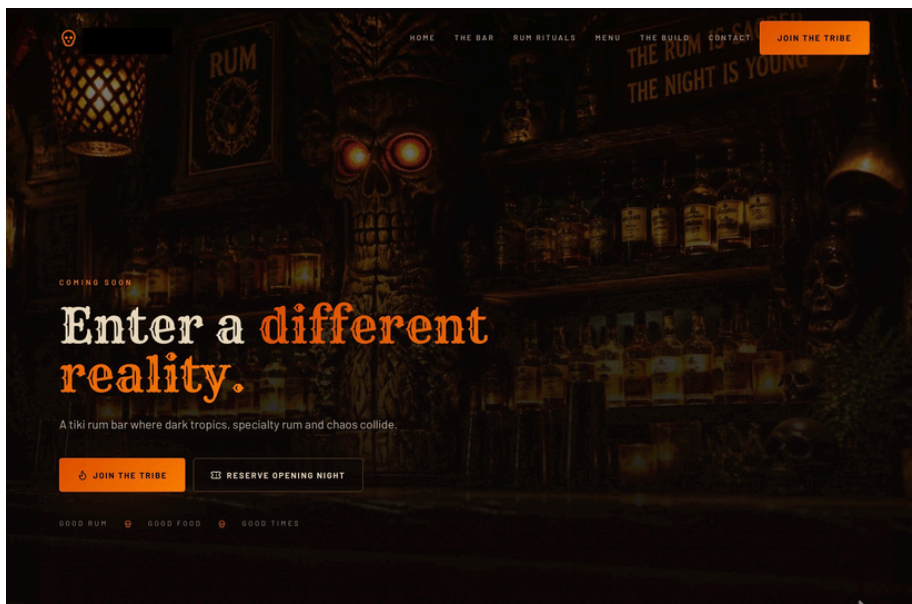
Implementation

Landing Page Structure

A strategic landing page was designed with the following sections:

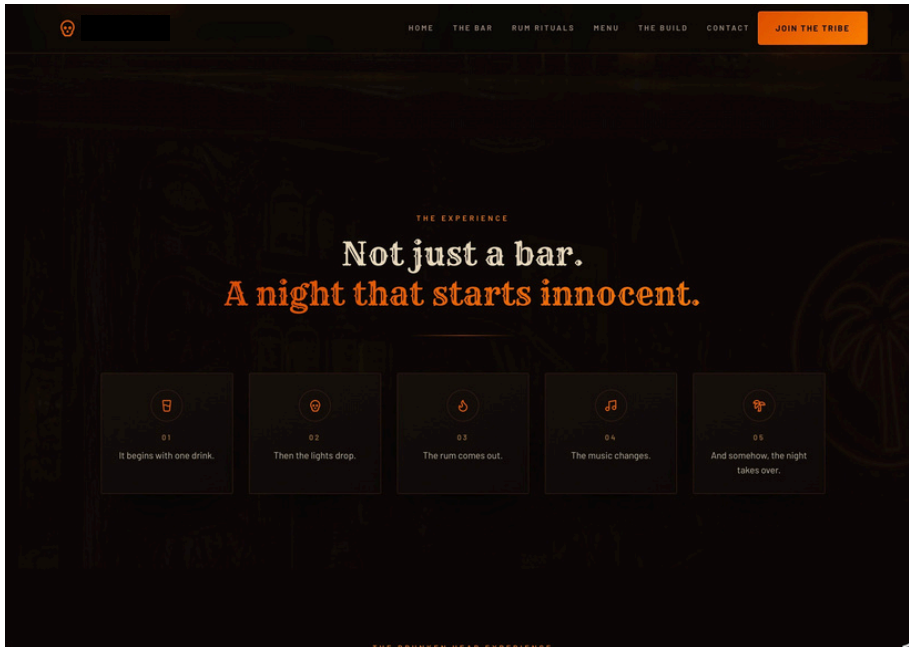
Hero Section

A cinematic introduction establishes the brand positioning immediately, supported by two clear conversion paths: **Join the Tribe** and **Reserve Opening Night**.



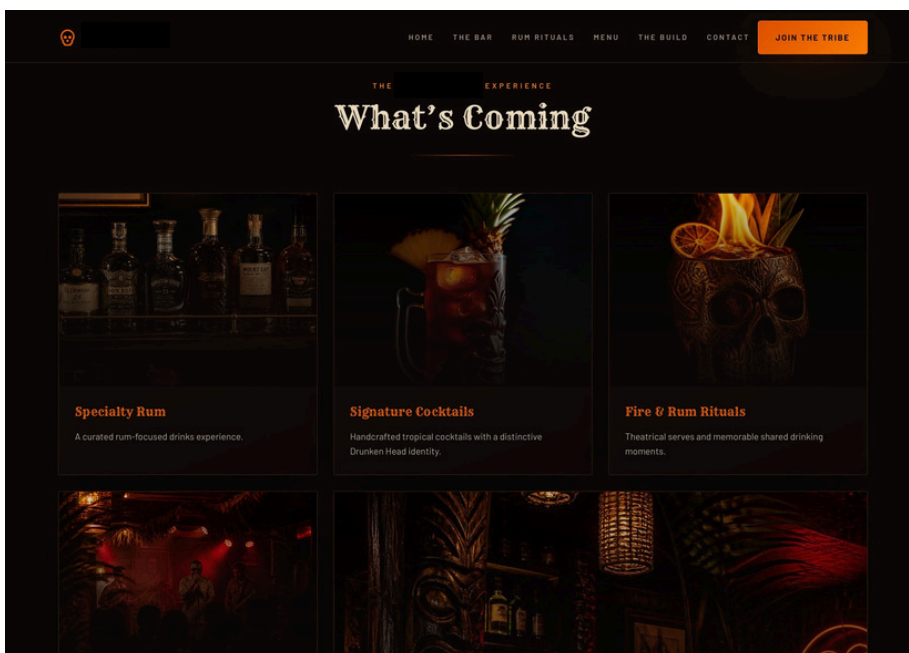
Atmosphere & Storytelling

Rather than immediately selling drinks, the next section introduces the experience through the narrative: “Not just a bar. A night that starts innocent.” A five-step journey builds emotional engagement and communicates the atmosphere behind the concept.



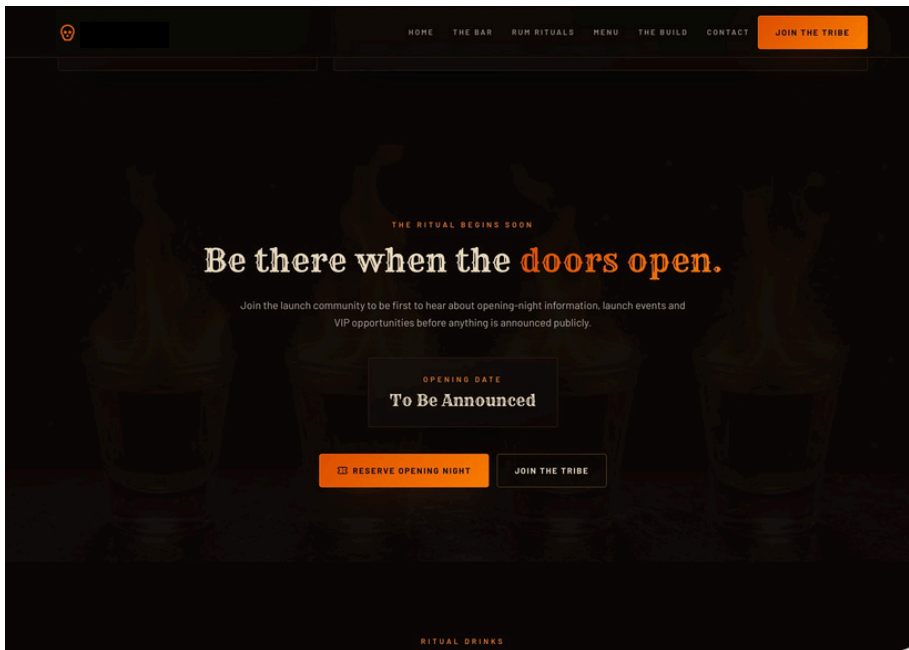
Unique Selling Points

The “What’s Coming” section translates the positioning into tangible experiences, including specialty rum, signature cocktails, fire and rum rituals, music after dark and an immersive tropical atmosphere.



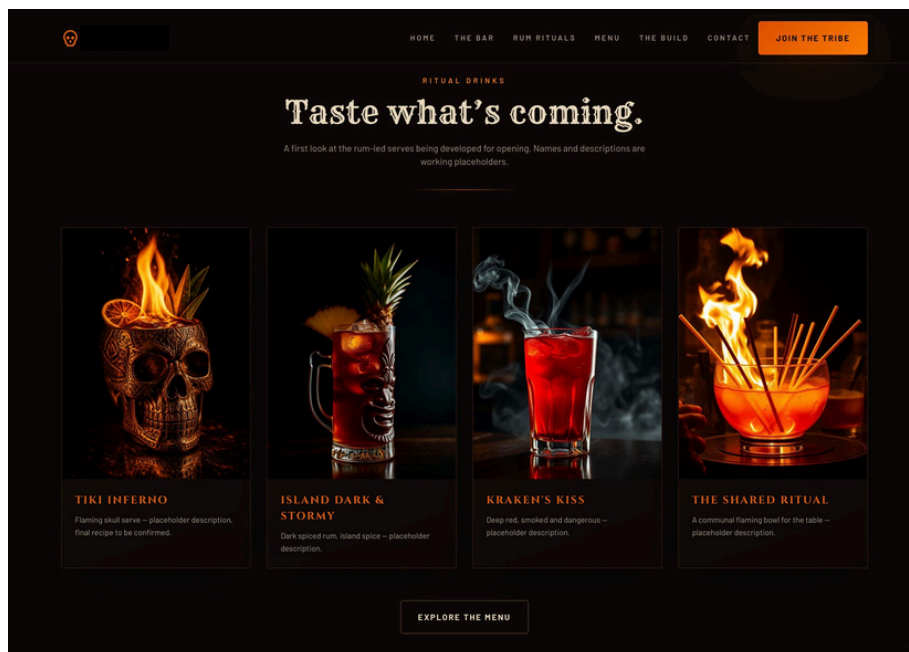
Opening Event Section

Builds anticipation around the planned opening and provides opportunities to Reserve Opening Night or Join the Tribe without relying on an unconfirmed launch date.



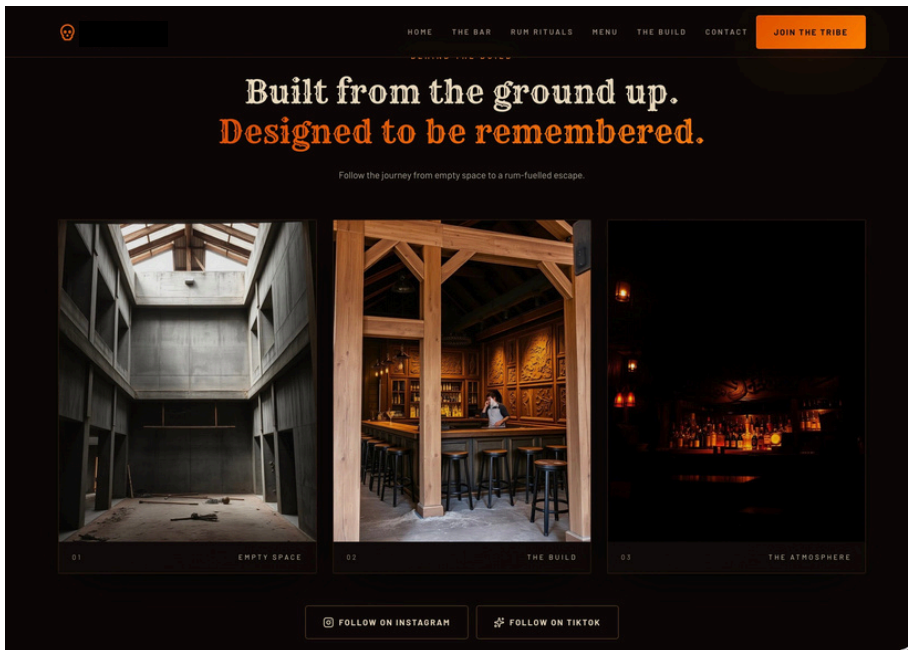
Menu Preview

Previews four signature drink concepts to make the planned experience more tangible while creating further interest in the venue.



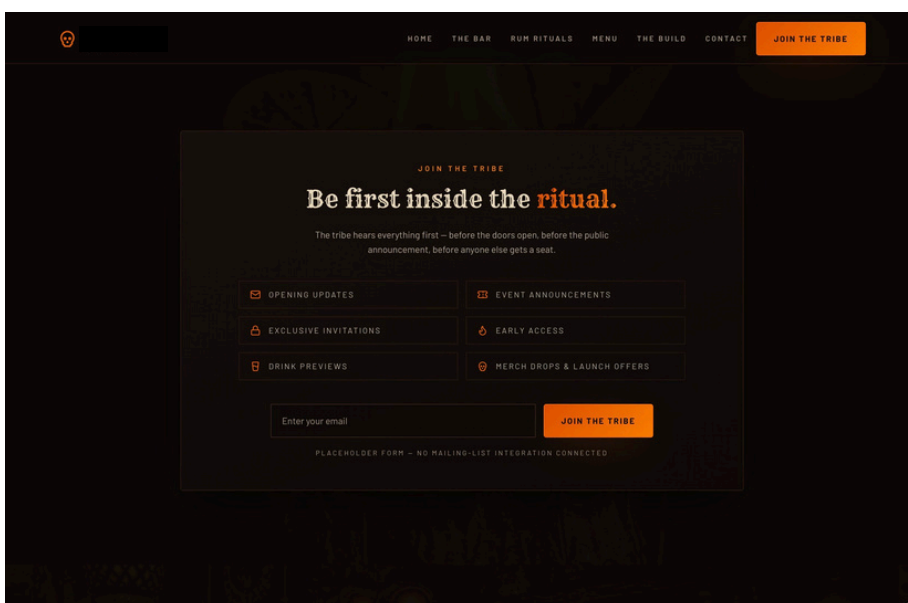
Social Hype & Behind the Build

Uses the venue-development journey as pre-launch content, with Instagram and TikTok pathways designed to grow the audience and maintain anticipation.



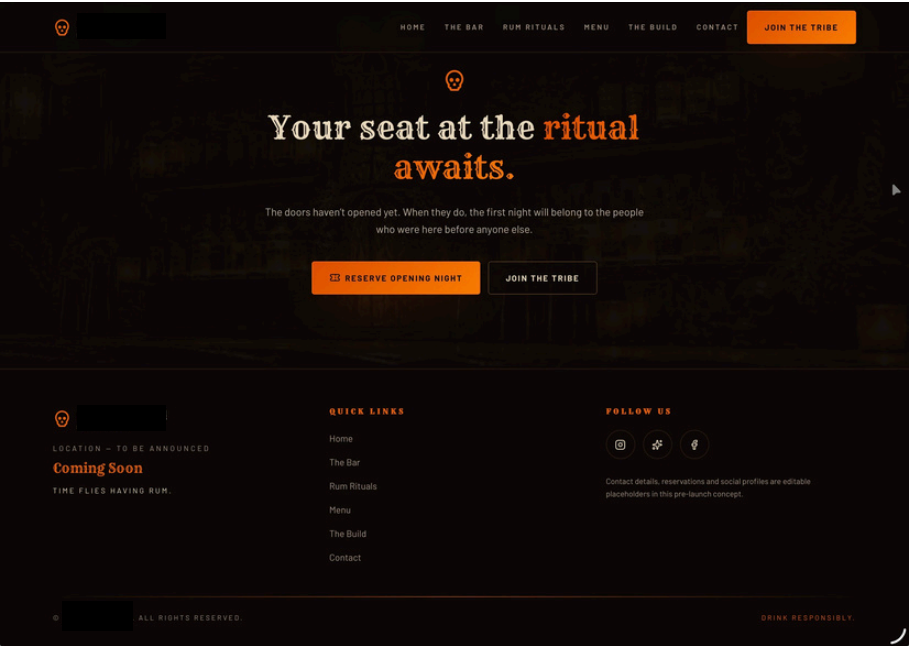
Email Capture System

The themed “Join the Tribe” concept turns a standard email signup into a branded pre-launch experience. Proposed subscriber benefits include opening updates, event announcements, exclusive invitations, early access, drink previews and launch offers. No live mailing-list integration was implemented because the business did not proceed to launch.



Repeated Reservation CTAs

Reserve Opening Night and Join the Tribe are repeated at key points throughout the landing page, giving visitors multiple opportunities to take action as their interest increases



Strategic Outcomes

Although the project was not launched, the final concept demonstrates how strategic website planning can be used to create a customer journey that supports awareness, lead generation and future business growth.

Strategic Outcomes

The final strategy established:

- A complete pre-launch customer journey
- Multiple conversion opportunities
- Email lead capture strategy
- Planned reservation pathways
- Strong brand positioning
- Consistent messaging across channels

Marketing Assets Created

- Conversion-focused landing page
- Lead generation strategy
- Email subscriber strategy
- Reservation strategy
- Brand positioning framework
- Content strategy foundation

SEO Foundation

The project also established a framework for future SEO growth through:

- Strategic page structure
- Search-friendly content
- Local SEO opportunities
- Keyword targeting for future expansion

If the Project Continued

If the concept had proceeded to launch, the following growth opportunities would have been recommended to continue building awareness and increasing conversions.

Email Marketing

An email list could have become one of the venue's most valuable marketing assets.
Recommended next steps:

- Welcome email sequence
- Opening countdown campaign
- VIP event announcements
- Monthly event newsletters
- Exclusive offers for subscribers

Lead Magnet Strategy

Potential lead magnets include:

- VIP Opening Access
- Free Welcome Shot Voucher
- Exclusive Event Invitations
- Secret Menu Access
- Giveaway Entries

These incentives can increase email signup conversion rates while creating excitement around the brand.

Ongoing SEO

Had the venue launched:

- Optimise Google Business Profile
- Create location-focused content
- Publish event pages
- Build backlinks through local partnerships
- Create blog content around nightlife and events

Proposed Social Media Strategy

Recommended content pillars included:

- Cocktails
- Behind-the-scenes content
- Rituals and experiences
- Venue atmosphere
- Events and DJs
- Customer-generated content

Recommended posting frequency:

- Instagram Posts: Daily
- Instagram Stories: 3+ per day
- TikTok: Daily

Key Takeaways

- Pre-launch marketing is about building momentum before opening day.
- Landing pages should focus on conversion goals rather than simply providing information.
- Hospitality brands benefit from selling experiences rather than products.
- Email marketing allows businesses to build relationships before customers even visit.
- Creating multiple conversion opportunities significantly improves engagement.
- A strong pre-launch strategy creates a foundation for long-term growth after opening.

Reflection

This project demonstrates my ability to translate a brand concept into a strategic, conversion-focused landing page. From audience research and positioning to UX, copywriting and lead generation, every design decision was made to support business objectives.

Although the business did not move forward, the project remains a strong example of my approach to website strategy, user experience and digital marketing planning.