



BUSINESS PROPOSAL HAND-OUT

LEDOKOL CLUB



OPPORTUNITY AND MISSION

What problems will the business solve?

1 Nowadays, people between 25-35 get tired of going to the same nightclubs or discos. Doing a deep research, we found the reason why. After a couple of visits, these places are **not attractive anymore**, so you start paying more attention to the people around you. Sometimes, this is the main reason why people stop going to specific clubs. Ultimately, we conducted a market survey where we found that people get **tired of the common**, and **look forward to exclusivity**.

2

Social networks offer your company a presence on the net. Furthermore, they give you a channel through which your customers can find you, and you can interact and contact them quickly, effectively, and efficiently. The more in social networks you are, the more presence you will have on the Internet, and that is traduced to popularity and customers. Currently, **Ledokol Club does not have presence in the main platforms**, and that from a marketing point of view is a waste of the available resources that are just a click away.



SOLUTION How will our service solve the problem identified?

Giving exclusivity to the people coming to Ledokol. Not everybody at every time will be able to visit your club. The solution is offering our customers **private parties** or events where only certain people will enter. Who will be able to come? The idea is that only people who get a **valid password** from your page on social platforms will be allowed to enter. Otherwise, you will need to pay, or they won't let you in because, ultimately, it is a **private club**. This kind of **exclusivity** sounds **attractive to our target group** (25-35). We will not stop there. The main feature of this club will be **branded gifts, raffles, and promotion**.

For social media problems, you should develop the **media platforms for the club** apart from the hotel in the main social networks (**VK, Facebook, Instagram, Website**).

HOW IT WORKS...

The **valid passwords** will be **available on the leading platforms of the club**. The **only way to get these** passwords will be to be an **active follower** of the club's social media. For **every party**, you will offer a **different password** and a **different way to get it**. The **passwords** will be **encrypted in the daily stories or posts**. It will **increase** not only the number of **followers** of Ledokol platforms but also the **visitors** of the club due to this interactive way of communication between the club and the clients.

Once you get the password and once there, you will be given an **exclusive gift**. You will also **participate in a raffle after buying a drink** (an example of the prize for the raffles could be a one-night/weekend stay in a hotel of the chain).



LIST OF POSSIBLE CONTACTS

You can **contact some of the companies and services** that we leave below. Thus, you can **easily implement our idea** and **take your club to the next level**.

⇒ You will be able to **enhance image and prestige** among the customers helped by the **word of mouth advertising**. For that, **exclusive branded gifts** will be your **best allies** (key chains, pens, openers...)

Sever Apparel	+78002503439 Severapparel51@gmail.com	Murmansk/Northern design company (clothing, souvenirs)
Futbolka 51	+78152413041 https://vk.com/footbolka51/ Instagram: futbolka51	Gift and souvenirs design company

⇒ **Promotion** on channels such as **TV or radio** can be very interesting for your business. Events at Ledokol Club can be promoted there.

Record Dance Radio	+78152994747 anna@ers51.ru	Radio Station. Music and promotion support
TV-21	+78512400870 news@tv21.ru	TV promotion

⇒ In the digital age **connecting** with your customers and potentials ones is **fundamental** to your business. Sharing and connecting on social media increases **brand awareness, brand loyalty, and engagement**. Business is built on relationships and social media marketing is just the next step in the client-customer relationship.

City Community Murmansk	https://vk.com/murmanskgroup romanglek51@gmail.com	Social Media Marketing
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⇒ If at any time you decide to **elevate the design** of your club or carry out **small touches**, we also leave you this contact that can help you with the **design and lighting**.

MDM-Light	+78005059871 info@mdm-light.ru	Design and creation (lightning...)
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