



# CROSS-PLATFORM CONTENT CAMPAIGNS

LIQUIDITY

# BENDER'S

## BLOG AND ARTICLE CONTENT

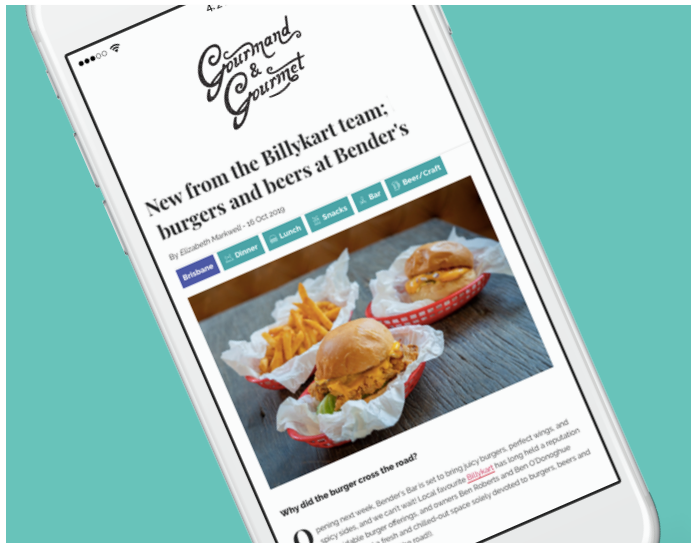
## EDM COPYWRITING

## SOCIAL MEDIA CONTENT

## PR COPYWRITING

In conjunction with a PR campaign that achieved over 4 million potential media impressions, the arrival of Bender's (a burger restaurant by the owners of Billykart) was also ensured coverage on our owned platform, The Gourmand & Gourmet, client platform, Explore Fish Lane, and Liquidity's own website and social presence.

Blog, EDM, and social media coverage were delivered across all brands' channels, resulting in over 15,400 social media impressions and 1400 views of on-site content. Developed in conjunction with the public relations copy, a cross-platform content delivery (including photography) ensured a cohesive, explosive, and engaging arrival for Bender's.



# BRODETTO AT BAR ALTO

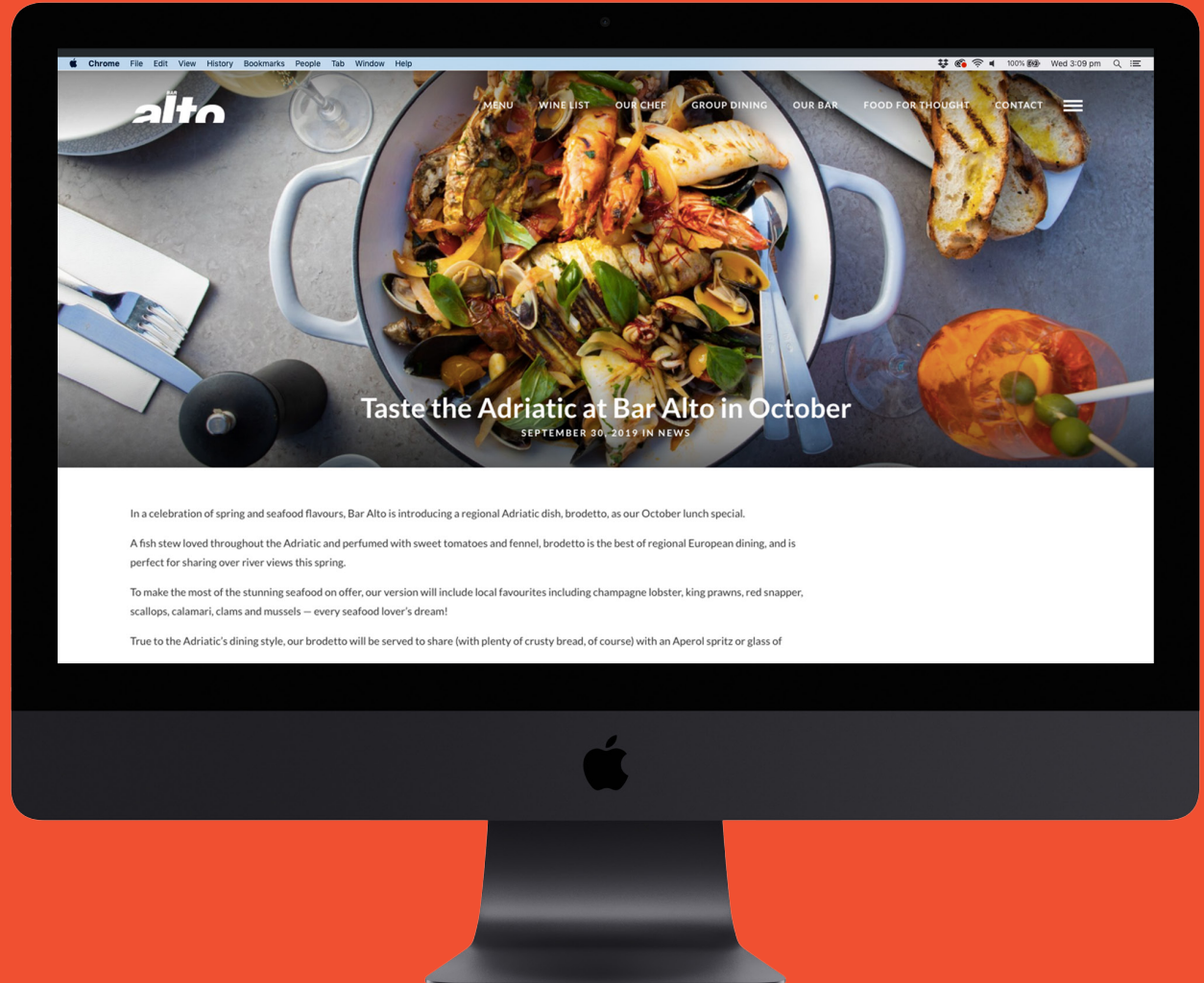
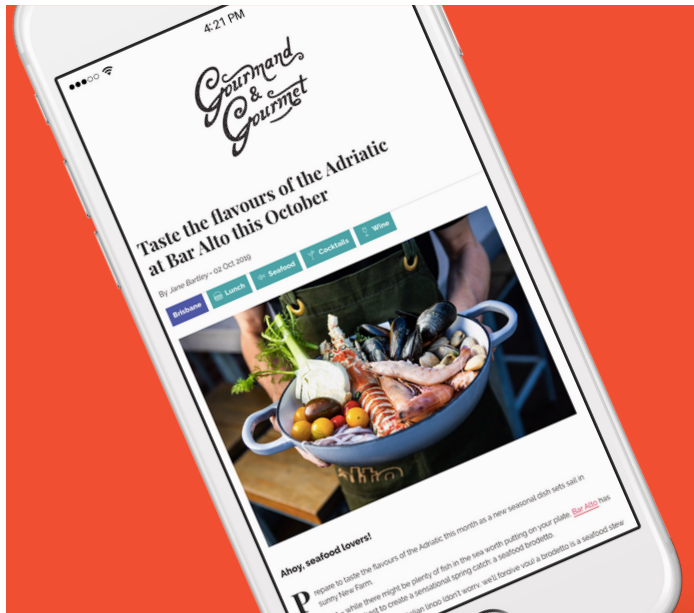
## BLOGS AND ARTICLE CONTENT

## EDM COPYWRITING

## SOCIAL MEDIA CONTENT

To combat their typically reduced October trade, Bar Alto offered a \$39 lunch special of brodetto with a drink. We promoted the special across Bar Alto's channels (website, socials, EDM), as well as The Gourmand & Gourmet's (website, socials, EDM).

The campaign's success was ensured with stunning photography to accompany written content, which included blog content, an EDM, and beautifully designed social content. Sharing blog and article content across The Gourmand & Gourmet, Bar Alto's, and Liquidity's social channels generated over 15,000 social media impressions and 184 sales of brodetto for the month of October.



# FISH LANE FESTIVAL

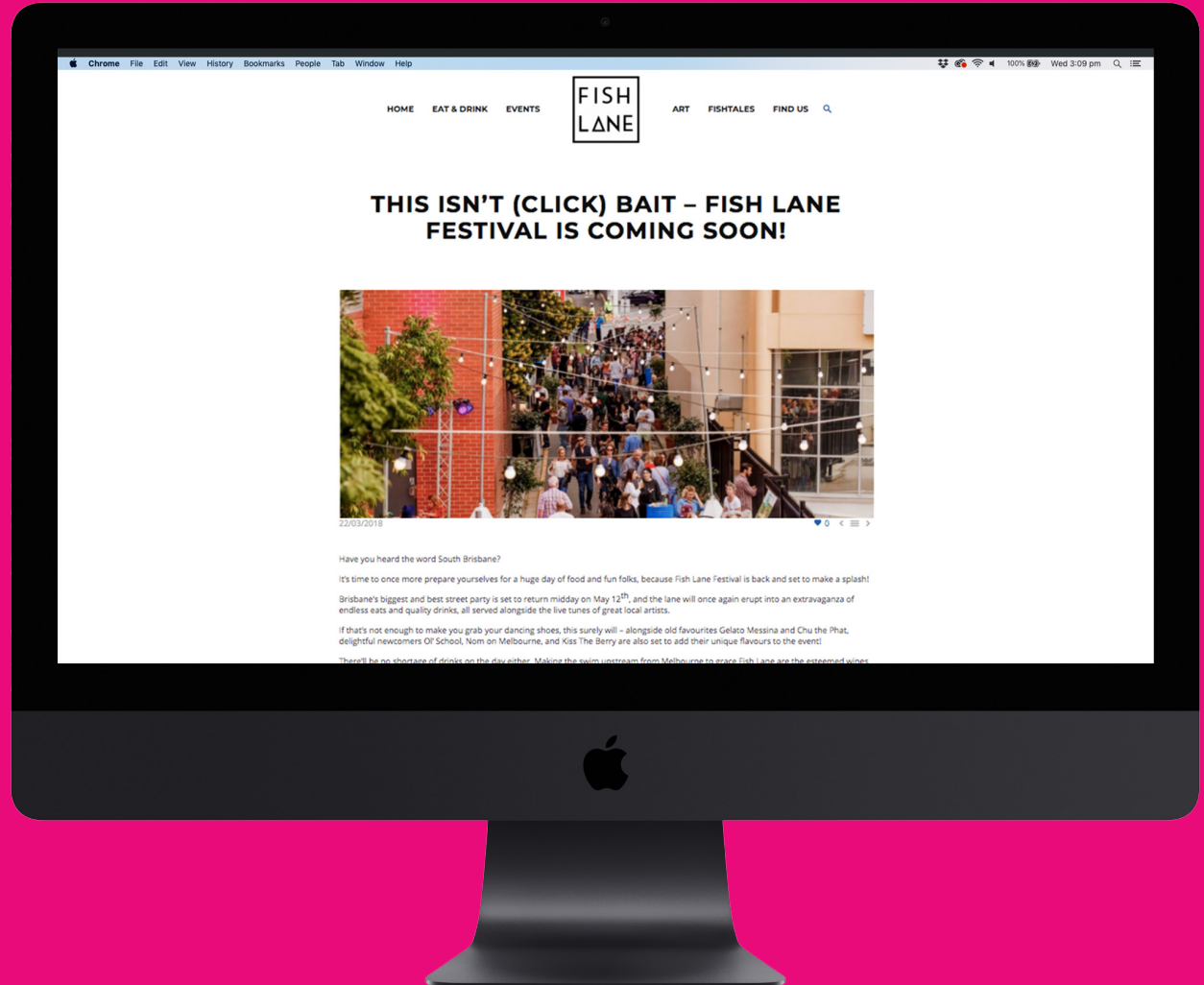
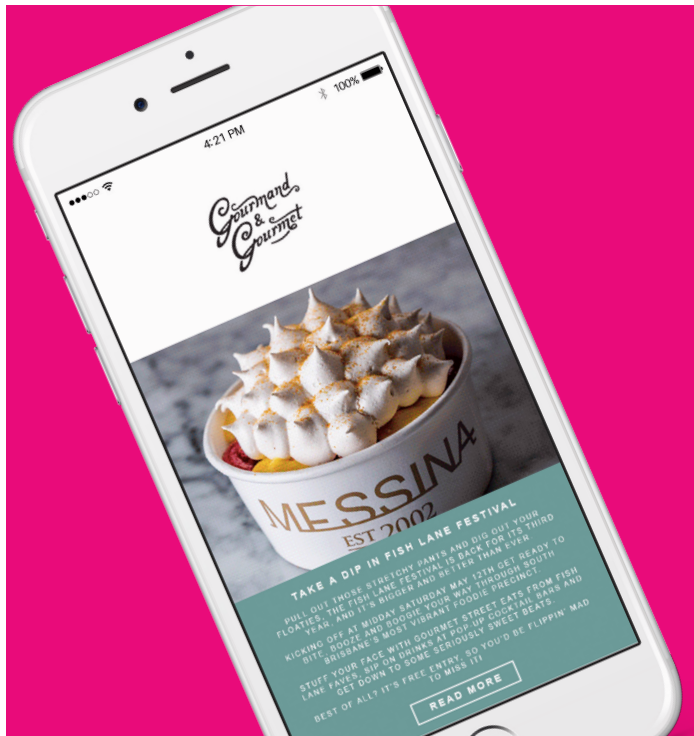
## BLOG AND ARTICLE CONTENT

## EDMS

## SOCIAL MEDIA CONTENT

The Gourmand & Gourmet and Explore Fish Lane brands were used to drive interest and attendance for the Fish Lane Festival, an annual event with the objective of activating the surrounding areas and supporting traders.

Almost 4000 total pageviews were gathered for Fish Lane Festival thanks to articles, social media coverage, and EDMs developed and designed for both the Explore Fish Lane and The Gourmet & Gourmet brands.





# WANDERING COOKS' URBAN PRODUCE MARKET

## BLOG AND SOCIAL MEDIA CONTENT

## EDM COPYWRITING AND DESIGN

## PUBLIC RELATIONS AND DIGITAL ADVERTISING

To promote awareness and attendance at Wandering Cook's first weekly Urban Produce Market, Liquidity devised a comprehensive cross-platform strategy utilising blog content on three owned platforms, strategic EDM development and scheduling, and paid social media.

With content developed for and published on The Gourmand & Gourmet, Explore Fish Lane, and Wandering Cooks' own site, social coverage from all brands, and a series of EDMs to Wandering Cook's existing database (as well as a retargeting audience gathered via a giveaway), we grew the launch Facebook event's engagement by 260% and ensured a strong turnout for this unique a weekly event.



# FISH LANE DATABASE DRIVER

## BLOG AND SOCIAL MEDIA CONTENT EDM COPYWRITING AND DESIGN DIGITAL ADVERTISING

To drive revenue for Fish Lane's tenants and create excitement around their post-COVID reopening, we devised a "Fish Lane Feast" giveaway campaign designed to grow the email database using Fish Lane's normal retainer activities with minimal additional spend.

Using blog content on the Explore Fish Lane platform as well as on The Gourmand & Gourmet, lead generation and traffic ads campaigns, organic and paid social media content, and EDMs to both audiences, almost 3000 contacts were gathered over the month.

