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Strategic Marketing Development for "Off The Map Cafe"

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Abstract

This project develops a strategic marketing plan for Off The Map Café, Islamabad, to address challenges related to weak digital presence, inconsistent branding, limited customer engagement, and the lack of structured marketing practices. The study uses a qualitative case study approach supported by SWOT analysis, competitor benchmarking, digital performance analytics, and key performance indicators (KPIs) to identify marketing gaps and design practical solutions.

The proposed marketing strategy focuses on strengthening the café's brand identity through consistent digital content, influencer collaborations, event-based marketing, customer engagement initiatives, and data-driven decision-making. The strategies were tested using real business data, including sales performance, social media reach, customer participation, and event outcomes.

The results show significant improvements in sales, online visibility, customer engagement, and brand recognition after implementing the proposed marketing activities. The study concludes that a structured, customer-focused, and technology-driven marketing approach can improve the competitive position and long-term growth of cafés in the hospitality industry. It also recommends expanding the marketing model to other cafés and restaurants by integrating advanced digital analytics, artificial intelligence, and performance-based marketing practices.

Keywords: Strategic marketing, digital marketing, branding, customer engagement, influencer marketing, hospitality industry, café marketing.