

—after

A PLAN FOR MORE REVENUE

More booked private events. Fuller weeknights. Guests who come back.

YOUR NEXT DOLLAR SITS IN THREE PLACES

01

PRIVATE EVENTS

Six private spaces for 8 to 150 guests, plus full buyouts. These are your highest-revenue nights, and they happen off the public calendar. One corporate booking can out-earn a full week of walk-ins.

02

SLOW-NIGHT SEATS

You are open five nights. A seat that sits empty on a Tuesday at 8pm is revenue that expires at midnight. Filling those seats costs far less than most owners think.

03

REPEAT GUESTS

Your Insiders Club email list. The cheapest guest to bring in is one who already loves the bar. Right now that list is quiet, which means money is sitting in it.

THE BAR IS FAMOUS. THE GROWTH SYSTEM IS OFF.

0 paid ads running.

We checked Meta's public ad library. The press and awards won you fame. Nobody is spending a dollar to turn that fame into bookings.

5,400 searches a month for "cocktail bar chicago," plus 8,100 for "west loop bars."

Your site sits 6th in the results, underneath a Google map pack you are not in.

1,300+ Google reviews for each bar in that map pack. You have under 200.

Google fills the map pack by review count and activity. That gap is fixable, and it is free traffic every month.

Sep-Nov is when Chicago companies choose holiday party venues.

The bookings are decided months ahead. The pipeline for your biggest event season gets built in August.

THREE ENGINES, EACH TIED TO A REVENUE LINE

ENGINE 1

BOOKED EVENTS

New event revenue

Two to three ad funnels on Meta and Instagram, one per event offer: holiday parties, the B-Side, full buyouts. Each ad shows the room, the click lands on the booking page you saw, and the inquiry reaches your events team instantly.

ENGINE 2

FILLED SEATS

New guests, first visits

One always-on campaign to people within a few miles who are deciding where to go tonight: happy hour, live music Wednesdays, seasonal menu drops. This is how strangers become first-time guests on your slow nights.

ENGINE 3

RETURN VISITS

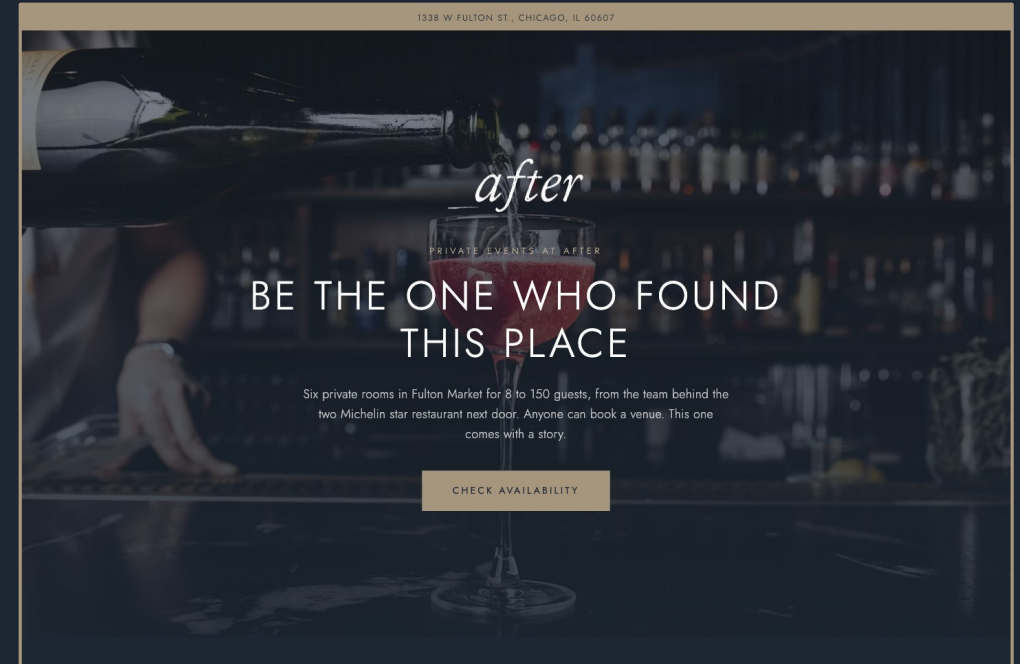
Repeat revenue (remarketing)

Everyone who came in, clicked an ad, or joined your list gets brought back around: a weekly email to your Insiders Club plus follow-up ads shown only to past visitors. The cheapest revenue you have, because they already know you.

WE BUILT THE FIRST PIECE TO SHOW YOU, NOT TELL YOU

- 1 A Meta ad reaches planners and West Loop companies
- 2 They land on this page, built to match your brand
- 3 The inquiry hits your inbox and gets answered same day
- 4 Your events team closes the booking

Every step is measured. You see what an inquiry costs and what a booked event costs, on one page.



SAMPLE EVENT BOOKING PAGE, DESKTOP

WHAT ONE WORKING ENGINE IS WORTH

2 extra private events a month

at \$10,000 average

+ \$20,000 / mo

25 extra weeknight covers a week

at a \$55 average check

+ \$5,500 / mo

Total cost of the whole system

\$3,000 management + \$4,000 ads

\$7,000 / mo

The \$10,000 and \$55 are placeholder averages. We replace them with your real numbers in month one.

If the events engine books two nights a month, the system pays for itself several times over. If it does not, you will see that on one page, and we change course.

— EVERY MONTH

WHAT YOU GET, AND WHAT WE NEED

YOU GET

- Paid ads managed on Meta and Instagram, all three engines
- The event booking funnel, maintained and improved
- 12 Instagram and Facebook posts a month, edited and published
- A weekly email to your list, written and sent for you
- A review system that grows your Google presence every week
- One monthly scorecard: spend, inquiries, booked events, covers

WE NEED FROM YOU

- Your photographer shoots one night a month; we send the shot list and cut everything from that footage
- Your events team answers inquiries same day; we make sure every inquiry reaches them instantly
- Your event calendar and specials, so ads and emails stay true
- 15 minutes a month to review the scorecard with us

THE INVESTMENT

SIMPLE, FLAT, AND MEASURED

MANAGEMENT

\$3,000 / month

Flat. Covers all three engines, the funnel, the content, the email, and the scorecard.

AD BUDGET, YOURS

\$3,000 to \$5,000 / mo

Recommended starting range. It stays in your ad account, you see every dollar, and we scale it only when the numbers earn it.

Holiday party season is decided in September. To own it, the events engine should be live in August.

Say yes this week and the funnel you just saw goes live in week one.