



# Mantle Digital Media Marketing Services

# IGNITE

your venue's  
presence



**MANTLE**  
DIGITAL MEDIA





POWER YOUR BUSINESS

## Hospitality Marketing Specialists

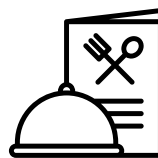
With over 15 years of specialised industry experience, we bring an understanding of the unique challenges and opportunities that define the Hospitality industry. Our comprehensive suite of services includes **Social Media Marketing** to elevate your brand voice and engagement, **Email Marketing** campaigns that build loyalty and drive bookings, **Web Design** that encapsulates the essence of your brand, and **SEO** strategies aimed at driving consistent, high-quality traffic to your website. We excel at delivering measurable results so your venue stays ahead of the game in an ever-competitive market.

### who we work with

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Bars, Pubs  
& Breweries



Restaurants  
& Fine Dining



QSR's  
& Chains



Function  
Centres



Hotels &  
Resorts

# S O C I A L M E D I A

## Insight Overview



## Social Media Management



Social Posts



Meta Ads

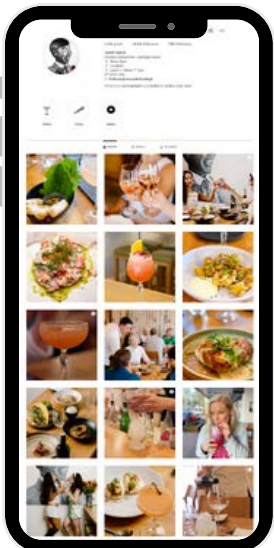


Photography



Videography

Leveraging Social Media opens a plethora of possibilities for your venue to engage with the perfect audience, cultivate community, and catalyse growth. At Mantle Digital Media, we tailor our approach to resonate with the hospitality industry's distinctive pulse, immersing ourselves in your venue's mission, vision, and values to formulate a social marketing strategy that harmonises with your unique brand essence. From meticulous management of your Instagram, Facebook, or TikTok accounts to curating vibrant, venue-centric content, our focus is on fostering genuine connections and delivering substantial, measurable outcomes.





## PHOTOGRAPHY & VIDEOGRAPHY

Elevate your brand to unparalleled heights with our specialised Social Media Content Shoots. In an age where visual storytelling reigns supreme, we offer bespoke photography and videography services tailored to encapsulate the essence of your business. Whether you operate within the hospitality, hotel, bar, club, or retail sectors, our skilled photographers & videographers will curate content that will ignite your social media presence and skyrocket engagement. With a meticulous focus on aesthetics, narrative, and the unique personality of your brand, we deliver eye-catching visuals that not only captivate but also convert. Transform your online image, make an indelible impression, and drive business results with our premium, content-driven solutions.





# Email Marketing

Explore the limitless possibilities of connection with our specialised Email Marketing Services, uniquely designed for venues. At Mantle Digital Media, we excel in crafting compelling EDM campaigns, setting up sophisticated automations, and implementing database segmentation to ensure your messages reach the right audience at the right time. Whether its a weekly EDM Campaign or setup of a birthday campaign or loyalty rewards campaign, our team are the email marketing specialists.

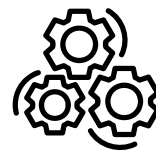
We also collaborate with leading Industry Partners who offer a comprehensive range of booking platforms, table ordering systems, CRM systems and Loyalty Apps, enhancing your ability to connect, understand, and engage your audience effectively. Our fully integrated solutions ensure that every email sent is a step towards elevating your venue's presence and cultivating enduring relationships with your patrons.



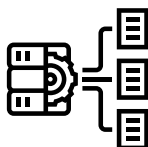
EDM  
Management



Email  
Automations



Custom  
Integrations



Database  
Management



Hospitality CRM  
System



SMS  
Marketing

# Client Success Story



- ✓ 30% increase in Revenue within the first 3 months of working with us
- ✓ 2 x new Franchisees within the first 6 months
- ✓ 300% + increase in social media engagement
- ✓ Significant increase in bookings, Take Away and Catering orders



**Background:** Gnocchi Gnocchi Brothers needed a digital marketing strategy to match their growth goals for the next 2-3 years, and to expand their brand awareness. We pitched against 5 competing agencies and won the account based on our strategic approach.

**Our Solution:** We launched a 360-degree strategy focusing on:

**Digital Transformation:** We streamlined their data management systems, improving data accuracy and utility, which enhanced decision-making processes across marketing and operations.

**Email Marketing:** By refining their email marketing strategies, we improved customer engagement and retention, turning casual diners into regular patrons.

**Professional Videography:** Our creative team produced high-quality Reels that captured the team's fun, vibrant culture, authentic Italian cuisine and provided full visibility of all the GG Brother's offerings.

**Social Media Marketing Revamp:** We overhauled their social media presence, implementing targeted campaigns that highlighted their menu, their culture and promoted their new franchises effectively.

**Results:** The impact was swift and significant—30% revenue growth in just 3 months, two new franchises in 6 months (with successful openings), 300% increase in social media engagement.





## JIMMY WAH'S



### Welcome to Jimmy Wah's Burleigh

Our modern Asian menu, inspired by the flavours and spices of Vietnam, is cleverly balanced between modern versions of popular classics through to Pan-Asian dishes that are designed with sharing in mind. Enjoy a glass of wine from our Award-winning wine list while taking in the sea breezes, our team is committed to ensuring your next visit to Jimmy's is a memorable one!

Open 7 days // Lunch & Dinner

[BOOKING](#)

[VIEW MENU](#)



### We Function well at Jimmy's 🍷

Birthday Soiree's, End of Year Work Events or just a night out with the gal pals, we can cater for groups up to 25px or full venue hire is available for larger events. We offer a share-style menu, craft beers on tap, an award winning wine list along with a dreamy cocktail menu, need we say more? Start the conversation with our team today!

[EVENT INQUIRY](#)



#### Nicholas Banks, Head Chef

Nick is the mysterious man behind the Jimmy Wah's flavours and brings over 18 years of culinary expertise to the table.

Nick has worked with some top restaurants in France, UK and NZ and is passionate about fresh, quality ingredients that shine on the plate.

[BOOKING](#)



#### Wine of the Month

2018 Langmeil Orphan Bank Shiraz is a testament to Langmeil's commitment to preserving old and rare Barossa vineyards. This featured Shiraz has rich plum notes with a hint of spice and pairs beautifully with our Pork Belly or Shak'n Beef.

[WINE LIST](#)



live music  
&  
cocktails

### One Fifty Race Day After Party

Brisbane Racing Season is coming up and One Fifty Ascot will be rocking the after party with a live band, some amazing drink specials and of course, great food. Save the dates for these prestigious events in the racing calendar and we look forward to seeing you! Online bookings essential 🎟️

[RESERVATIONS](#)



### Mothers Day gift idea!

Our Mother's Day event is now **sold out** and we are looking forward to a great day this Sunday celebrating our wonderful mum's. If you need a last minute gift option then look no further - **One Fifty Ascot Dining Vouchers** are available online for instant purchase, valid for 3 years and redeemable via a mobile device! Spoil mum this year and give her a gift she will truly cherish.

[BUY NOW](#)



### Functions & Events

One Fifty Ascot offers versatile function spaces to suit any occasion or event. We can host your next **corporate meeting, team building workshop, social club function, birthday celebration** and **intimate private dining event**. Let our professional team put together a package that will have your guests raving!! To download our Functions Pack simply fill out the enquiry form below!

[FUNCTION ENQUIRY](#)



## TI AMO, PAPÀ!

SUNDAY 1ST SEPTEMBER



### Father's Day at Gnocchi Gnocchi Brothers 🍷🍷

Open for both lunch and dinner, we're ready to celebrate the incredible dads in your life with our authentic Italian dishes and a warm, welcoming atmosphere.

Book a table for Father's Day and **Dad will receive a Free Drink on arrival!** Choose from Spritz, wine, beer, or spirits. **Offer valid for dine-in with reservations only.**

From authentic Gnocchi to rich Pastas and everything in between, let's make this day as special as he is. We also have some delicious **Banquet Menus** for groups of 8 or more that will cater to the entire famiglia!

BOOKINGS HIGHLY RECOMMENDED

[BOOK NOW](#)

[BANQUET MENU](#)

## CLAYFIELD GRAND OPENING

WEDNESDAY 21 AUGUST, 2024



### Clayfield Store opening this Wednesday! 🎉

We are super excited to announce that Gnocchi Gnocchi Brothers **Clayfield** situated at **Oriel Place** is opening this **Wednesday 21st August!** Clayfield will be an all day and night operation offering **Italian Coffee, Croissants, Cornetti and Cannoli** from 7am each morning followed by lunch and dinner trade! With plenty of parking, it's the perfect pit stop for your coffee fix in the morning and your



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## Web Design & Development

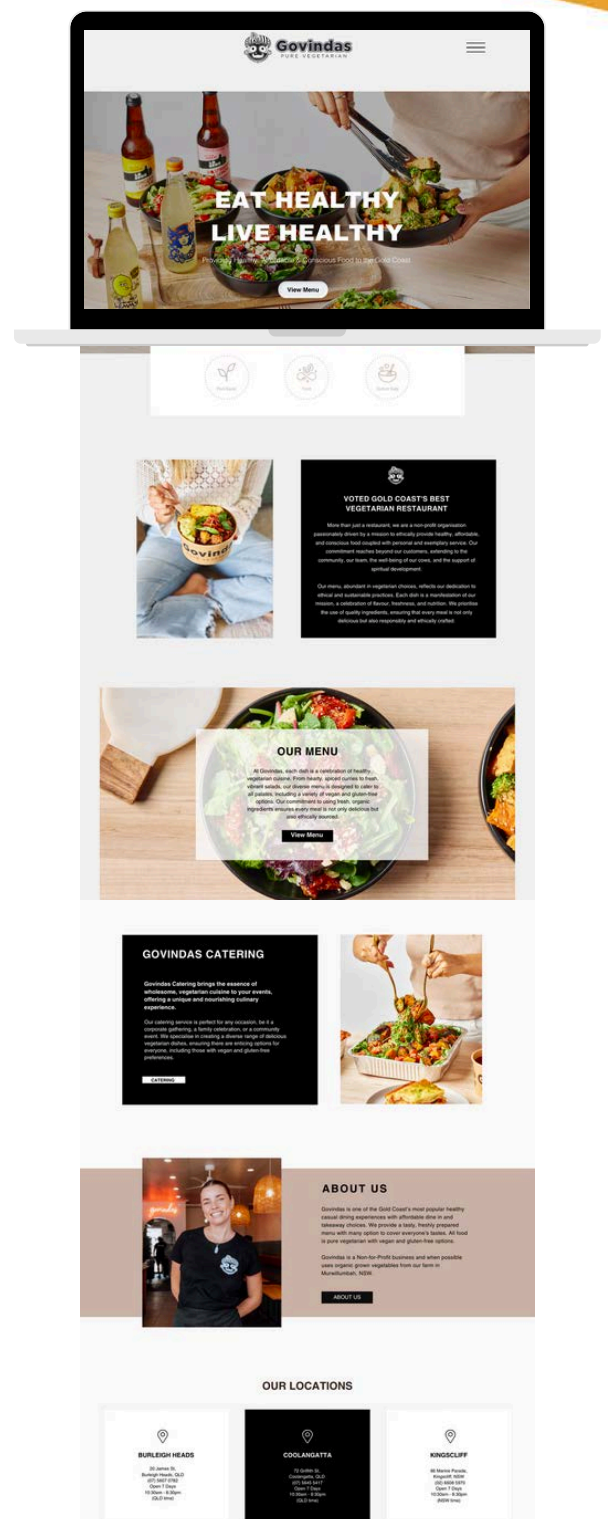


### Govindas - Launching March 2024

Govindas Vegetarian, voted Best Vegetarian Restaurant on the Gold Coast, faced a significant challenge. Their existing website had become outdated, not only in terms of its visual appeal but also in functionality. The branding no longer reflected the vibrant and modern ethos of Govindas, and the lack of responsiveness in the site's design made it difficult for users to navigate on mobile devices. Furthermore, the absence of an efficient online ordering system for their menu and catering services hindered potential sales and customer convenience.

Recognising these challenges, Mantle embarked on a comprehensive project to overhaul their online presence, aiming to rejuvenate their brand with fresh professional studio photography, improve customer engagement, and streamline online ordering processes.

- ✓ Studio Photography
- ✓ Mobile Responsive Menu's
- ✓ Catering Ordering System
- ✓ Integrated Website Forms
- ✓ Online ordering
- ✓ Payment gateways







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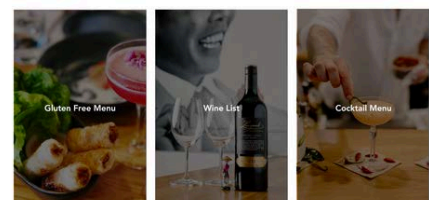
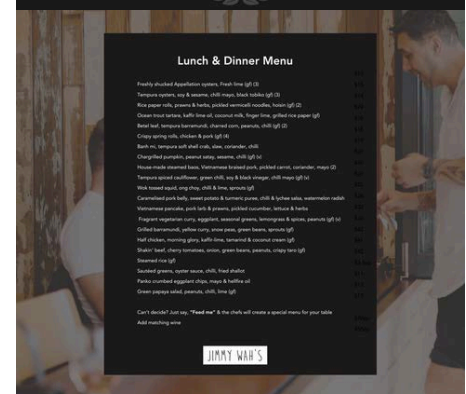
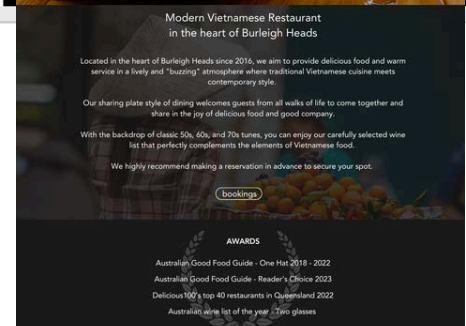
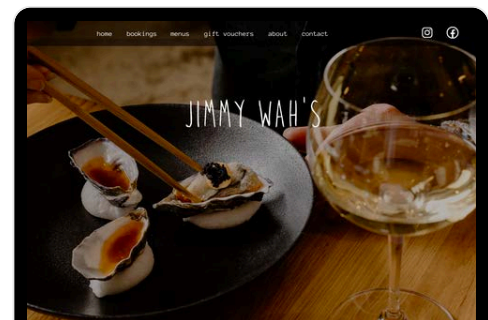


### Jimmy Wah's Burleigh

Jimmy's site was previously on Wix and was extremely out-dated and the site overall was performing poorly. It was also not mobile responsive and customers were having trouble viewing menu's.

We designed a new modern look that's on-brand and completely mobile responsive. We also integrated their booking system with their CRM system and also added integrated contact and group booking forms.

- ✓ WordPress Site
- ✓ NowBookit Integration
- ✓ CRM Integration
- ✓ Integrated Website Forms
- ✓ Auto-Responder email campaigns





POWER YOUR BUSINESS

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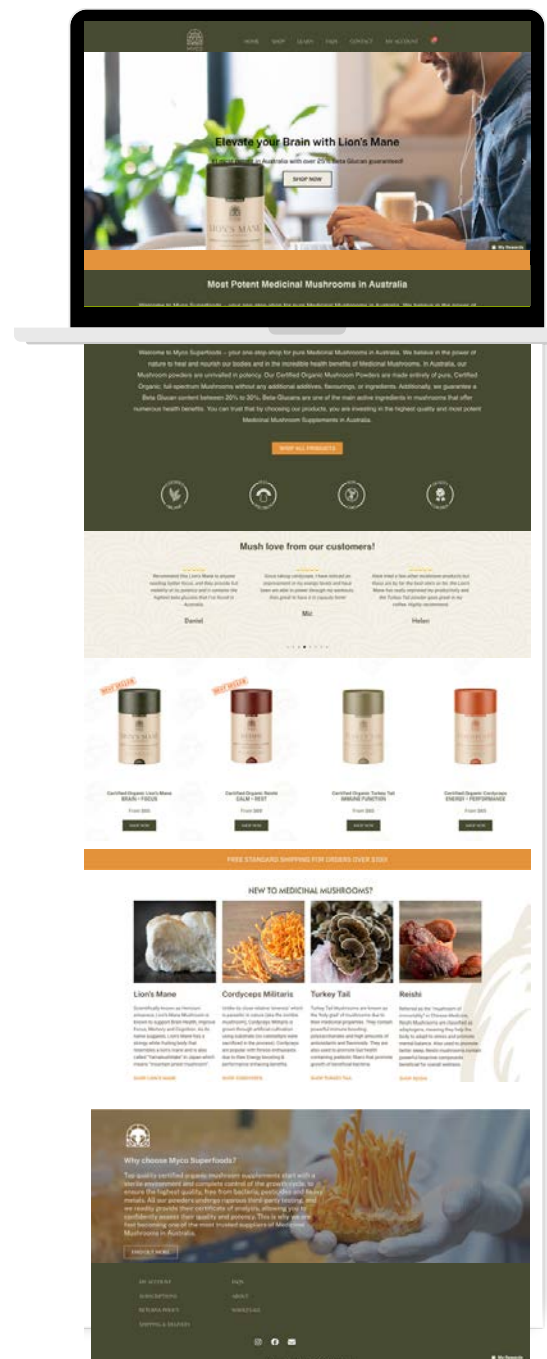


### Myco Superfoods

A new start-up Superfoods eCommerce Business. The client brief was to provide a seamless customer experience and additional features such as product subscriptions, a loyalty rewards program, an affiliate program and a mobile-first design.

The website design successfully captures Myco's brand identity and communicates its message effectively along with creating a positive customer shopping experience.

- ✓ WooCommerce Site
- ✓ Product Subscriptions
- ✓ Afterpay Integration
- ✓ Loyalty Reward Program
- ✓ Auto-Responder email campaigns
- ✓ Blogs for SEO





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## Additional Services



### SEO

(Search Engine Optimisation)

Our search engine optimisation or SEO services will make your Website more visible through Google search results to ensure your ideal customers find your business first.

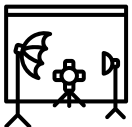
- ✓ Keyword Research
- ✓ Technical SEO
- ✓ On-Page Optimisation
- ✓ Local SEO Optimisation
- ✓ SEO Copywriting/Blogs



### Graphic Design

Whether its a new menu design, an event poster or new website banner, our team will deliver creatives that are on-point and on-brand specifically for your venue.

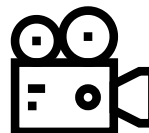
- ✓ Digital Designs
- ✓ Posters
- ✓ Menu Designs
- ✓ Brochures



### Studio Photography

Launching a new product, some cool merch or just need some headshots of the team for your website? Our new Gold Coast Studio in Burleigh is fully equipped and ready to shoot!

- ✓ Product Photography
- ✓ Headshots
- ✓ Lifestyle Shots



### Videography

Need a kick-ass video for your website or some scroll stopping Reels for your Socials? We provide a full videography service either in-venue or in our Burleigh studio.

- ✓ In-Venue Video Shoots
- ✓ Content Shoots
- ✓ Promotional Video's
- ✓ Website Video's



# S O C I A L M E D I A

## BRANDS WE WORK WITH



JIMMY WAH'S



Neesh

soul cocina



*The team at Mantle have been incredible to work with. They take care of the photography, videography, our social media channels and EDM marketing. Our restaurant has gone from strength to strength and having access to an agency that understands Hospitality and its unique challenges is extremely valuable to us.*

**- Jimmy Wah's Burleigh**



# Meet our Team



**ANDREW HARVEY**  
DIRECTOR & CTO



**PAMELA HARVEY**  
DIRECTOR & CMO



**YANINA ROQUE**  
GRAPHIC DESIGNER &  
MARKETING SPECIALIST



**ALICE FLANAGAN**  
SALES & MARKETING  
SPECIALIST

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## Contact Us

Let's start the conversation!

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**PH: 1300 68 68 00**

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**MANTLE**  
DIGITAL MEDIA