



SECRETLY SOCIAL

Marketing Summary August – December 2019

Prepared for
Nap Bar

GOALS

- Brand awareness through consistent digital marketing
- Increase brand engagement resulting in revenue generation
- Establishing thought leadership for napping as wellness and self-care



*Assumed goals based on task list



EXECUTIVE SUMMARY



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DIGITAL

- Newsletters
- Blog posts
- Instagram posts
- Facebook posts
- Photos
- Videos
- Live social media posting
- Asset archive

STRATEGY

- Campaign planning
- Hashtag optimization
- Workflow organization
- Strategic sessions with Bungaloom

CREATIVE

- One-sheets
- Founding Members Deck
- Floor decals
- Buttons



SOCIAL ANALYTICS



INSTAGRAM



2.8K

FOLLOWERS

322

POSTS

24K

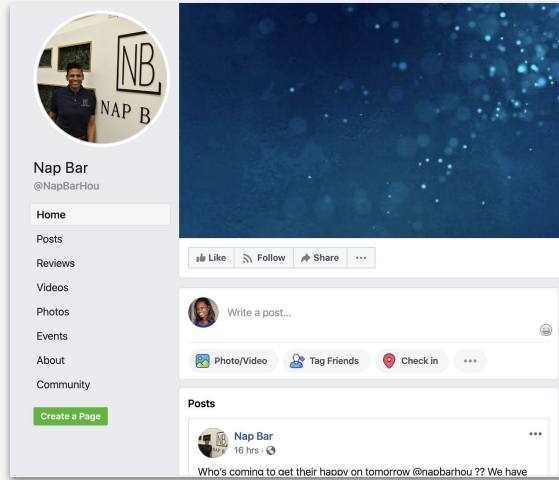
IMPRESSIONS

1K

HIGHEST POST
LIKES



FACEBOOK



X

FOLLOWERS

X

POSTS

X

IMPRESSIONS

X

**HIGHEST POST
LIKES**



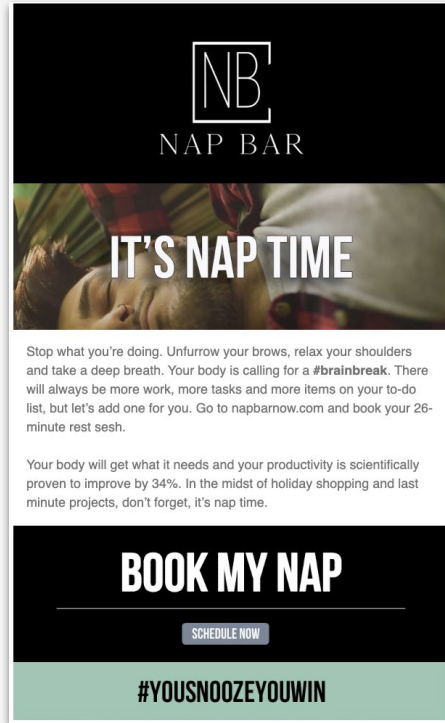
Instagram posts are auto-posted to Facebook



NEWSLETTERS



NEWSLETTERS



417

TOTAL AUDIENCE

47

AVERAGE OPENS

2

AVERAGE CLICKS

1

AVERAGE
UNSUBSCRIBERS



OTHER COLLATERAL



OTHER COLLATERAL



About Founder

The creative mind behind Nap Bar is Khaliah O. Gullory. As a previous C-level executive, she knows a thing or two about handling stress. Nap Bar, the first white glove, self-care napping experience in Texas, offers communities and companies onsite and in-suite rest services to help reduce sleep deprivation and increase productivity. Based on Khaliah's philanthropy work in the community, Mayor Sylvester Turner declared October 29 as Khaliah Gullory Day.



RECHARGE. REFRESH. RE-ENERGIZE.

In the age of social-media, busy-ness and #teamnosleep, can you remember the last time you had a good night's sleep?

Nap Bar is solving a deep-rooted problem. The U.S. suffered a \$411 billion-dollar economic loss due to sleep deprivation. We turn sustainable rest into sustainable productivity for health-conscious professionals, entrepreneurs, stay-at-home parents, and travelers.

Nap Bar has created the 1st ever white-glove, self-care napping experience in the state of Texas. This innovative and cutting edge experience is backed by science & engages all five senses.

Backed by science & engages all five senses



SIGHT
MOOD LIGHTING



SMELL
PILLOW MIST



HEAR
BRAIN WAVES



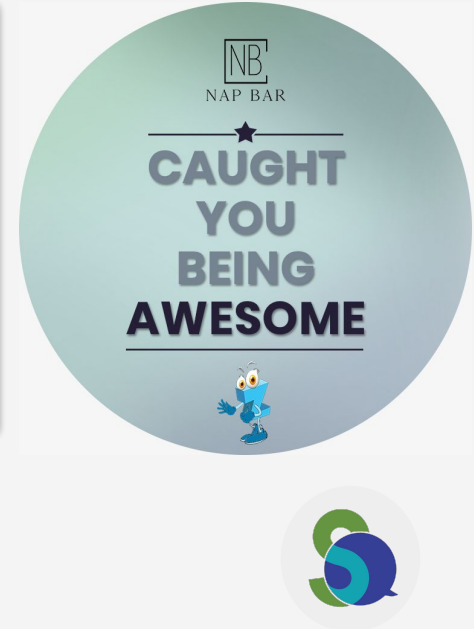
TASTE
PRE | POST NAP RAW JUICE SHOTS



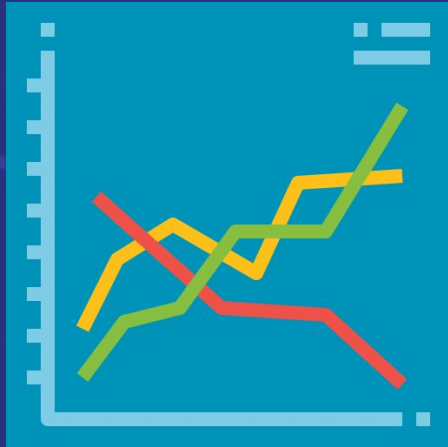
TOUCH
ORGANIC SHEETS, PILLOW AND MATTRESS

Timeline

- Idea April 2018
- Retired from Corporate America Nov 2018
- Bugaloam Partner Dec 2018
- Construction of prototype #1 Beta testing Jan 2019
- Prototype 2 February 2019
- United Pop Up at Terminal E Debut Prototype 3 March 2019
- March 2019 - National Napping Day (30+ features local, regional, and national media hits)
- Suite 1 Prototype April 2019
- Proof of Concept at Rice Village April 2019 - Sept 2019 (performed nearly 200 naps)
- Pop Up at George R. Brown Convention Center October 2019
- Nap Bar opened in Galleria Mall Nov 2019



ANALYSIS



ANALYSIS

- **XX** average customers per day
- **X%** driven to purchase after viewing online advertisement
- Revenues increased by XX%
- Beneficial to maximize opportunities for paid ads through Facebook



THANK YOU

