

# Free Office Lunches Campaign **Template**

**Instructions:** Utilize this template to plan and execute a campaign offering free office lunches as a unique approach to generate potential customers. This strategy aims to create goodwill, showcase your product or service in a casual setting, and build relationships with potential clients.

## Campaign Overview

**Objective:** (Brand awareness, Lead generation, Product demonstration, etc.)

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**Target Companies/Audiences:** (Industry, Company size, Location)

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**Value Proposition:** (Why is your free lunch offer compelling?)

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# Offer Details

**Lunch Menu Options:** (Catering choices, Dietary accommodations)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Presentation/Demo During Lunch:** (Yes/No, Topics covered)

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**Duration:** (Time frame for lunch and any presentation)

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# Booking and Coordination Process

**Invitation Method:** (Email, Direct mail, Phone call)

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**Booking System:** (Online form, Email confirmation, Calendar invite)

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**Logistics Coordination:** (Delivery time, Setup, Contact person)

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# Promotion Strategy

**Promotional Channels:** (LinkedIn, Industry forums, Direct outreach)

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**Marketing Materials:** (Brochures, Flyers, Digital ads)

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**Call-to-Action (CTA):** (Sign up for a free lunch, Learn more)

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# Engagement and Follow-Up

**During the Event:**

- ☐ Engagement Activities: (Q&A session, Feedback collection)
- ☐ Lead Capture: (Sign-in sheet, Business card collection)

**Post-Event Follow-Up:**

- ☐ Thank You Message
  - ☐ Feedback Survey
  - ☐ Sales Follow-Up (Schedule a meeting, Offer trial)
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# Success Measurement

**Key Performance Indicators (KPIs):** (Number of lunches delivered, Leads generated, Conversion rate)

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**Feedback and Survey Insights:**

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**ROI Analysis:** (Cost of campaign vs. Value of leads/sales generated)

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# Budget

**Total Budget:** \_\_\_\_\_

**Breakdown:** (Food, Delivery, Promotional materials)

•	\$	•	\$
•	\$	•	\$
•	\$	•	\$
•	\$	•	\$

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# Legal and Ethical Considerations

☐ **Permission and Disclosure:** (Notify that the lunch is a promotional activity)

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☐ **Privacy Compliance:** (Handling of personal information)

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**Conclusion:** Summarize the expected impact of the free office lunches campaign on your business goals. Reflect on how this initiative fits into your broader marketing strategy and the potential for building long-lasting customer relationships.

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This template provides a structured approach to leveraging free office lunches as a marketing tool to engage potential clients and generate leads. Tailor each section to match your campaign goals and target audience, ensuring a memorable experience that aligns with your brand values and marketing objectives. Continuous evaluation and adaptation based on campaign outcomes will enhance the effectiveness of this unique customer acquisition strategy.