

JANUARY 2023 TO MAY 2023

# the Darwin

## BKM MARKETING RECAP

CAREFULLY CRAFTED BY BILL KAELIN MARKETING

**BILL KAELIN**  
MARKETING.EVENTS.CONSULTING



# The Strategy

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BKM's objective was to create strategic partnerships and marketing concepts, plan consistent programming and events, handle influencer relations, and curate a robust online presence for The Darwin.

Partnering with your management, our team:

- Vetted, established and managed all strategic partnerships
- Increased brand awareness through on-site events, programming, giveaways, influencers and social media platforms
- Targeted your desired demographic and curated experiences for guests and local patrons
- Drive traffic to The Darwin, ultimately increasing overall sales



# BKM SNAPSHOT

*20*  
EVENTS

*1500+*  
LOCALS IN  
ATTENDANCE

*2M+*  
TOTAL  
IMPRESSIONS

# CONSISTENT PROGRAMMING

To bring consistent local crowds into The Darwin Hotel, BKM conceptualized and executed weekly and monthly programming for Thursday, Friday, and Saturday nights with local pop-up chefs, DJs, and hosts who have a following in Atlanta who help promote to locals and establish a consistent vibe and theme for hotel guests to stay on property and enjoy the F&B outlets. We developed and designed the 3 fliers for these nights. This also included inviting local influencers and media outlets to experience and help promote.

- **Thursday - Evolution of ATL Dining: A Pop-Up Chef Series**
  - In partnership with Punk Foodie, on the 2nd and 4th Thursday of each month, one Atlanta chef will commandeer the kitchen at The Darwin Bar to share a special menu curated just for the hotel
- **Friday - Crawl Before You Walk Into the Weekend**
  - Featuring happy hour specials every Friday night

## *PITCHED: Saturday - Evolution of Sound*

- *An evening of live music from top Atlanta DJs from Captains of Revelry, playing a mix of music ranging from the beginning of time to now*

The Darwin Hotel + Punk Foodie Present:  
**EVOLUTION OF ATL DINING**  
A Pop-Up Chef Series  
EVERY 2<sup>ND</sup> AND 4<sup>TH</sup> THURSDAY • 5-9PM  
PUNK FOODIE

Cutting-edge chefs, authentic food, and killer cocktails

Punk Foodie curated chefs from the dynamic, eclectic Atlanta pop-up chef community

**the Darwin hotel & BAR**  
Located in Old Fourth Ward  
585 PARKWAY DRIVE NORTHEAST  
ATLANTA, GEORGIA 30308  
thedarwinhotel.com • @thedarwinhotel

**CRAWL BEFORE YOU WALK INTO THE WEEKEND**  
**HAPPY HOUR**  
EVERY FRIDAY • 4-8PM  
DRINK SPECIALS • DELICIOUS BITES

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**EVOLUTION of SOUND**  
FEATURING THE MUSIC OF **CAPTAINS OF REVELRY**  
EVERY SATURDAY • 7-10PM

Playing a mix of music ranging from the beginning of time to present day

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# Evolution of ATL Dining

We teamed up with Punk Foodie, an established underground chef network, to curate a consistent pop-up chef series to The Darwin Bar while bringing awareness to Atlanta locals about The Darwin Hotel. We partnered with the PR team to help build a press release about the launch as well as invite traditional media to attend including Eater Atlanta, AJC News, and HGTV. To receive organic press, we've invited over 25 local influencers with a combined following of 850K to promote and attend the pop-up events, highlighting the series on websites, newsletters, calendars and social media. The programming has consistently brought in crowds of 60+ and event sold-out several times! The enthusiastic crowd is always eager to know when the next pop-up would be.

To enhance the event for the VIP guests:

- Each influencer & media guest has been welcomed with The Darwin's signature Crane cocktail
- Tastings of each dish on the pop-up menu were provided
- They were provided with an exclusive, thorough tour of the hotel

600+

TOTAL ATTENDEES

850K+

TOTAL REACH

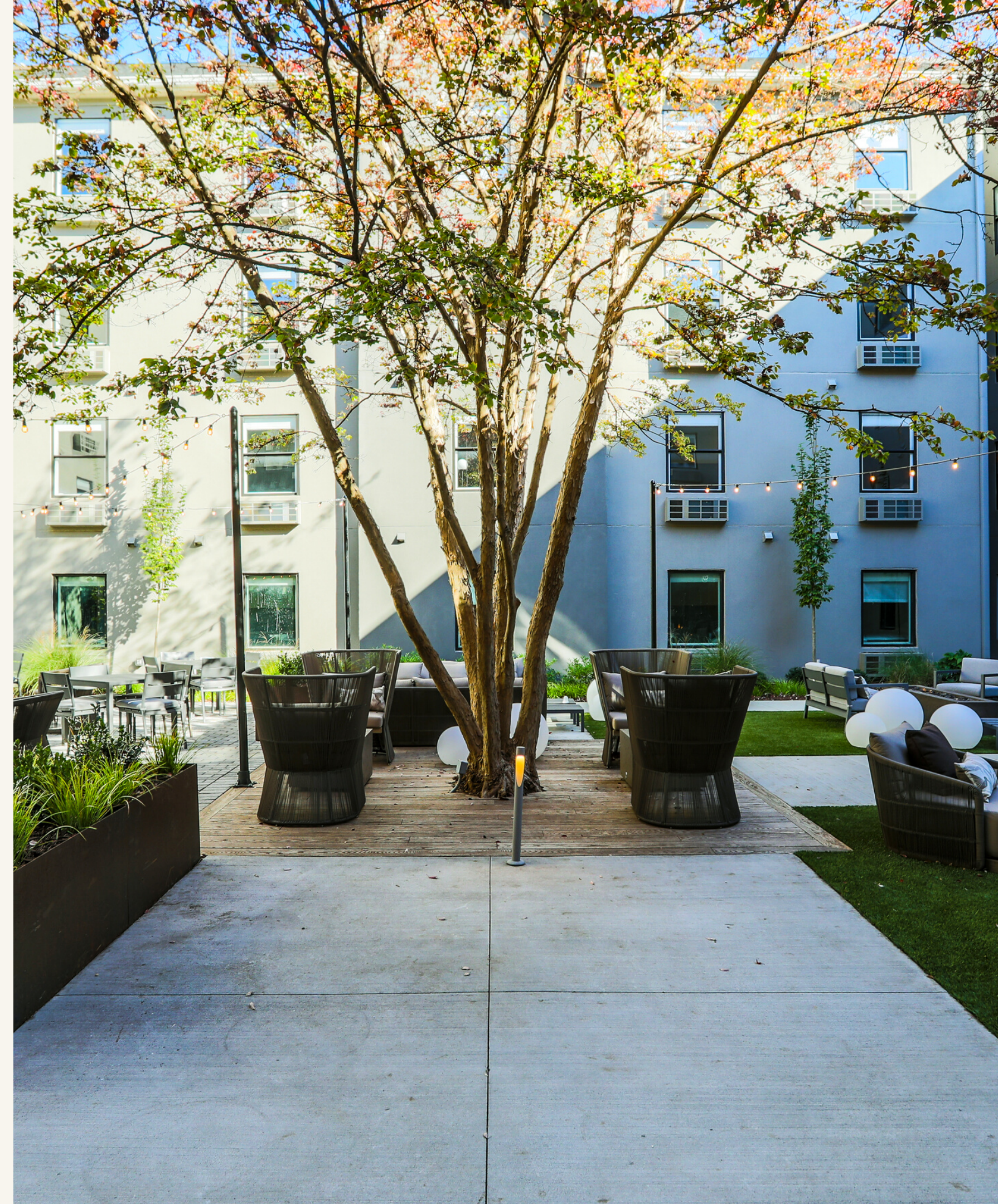
# Strategic Partnerships

Bill Kaelin Marketing created long-lasting partnerships with the surrounding Atlanta community to help build a community-centric, hyper-local reputation for The Darwin.

- To help amplify **The Evolution of ATL Dining** programming and take it to the next level, BKM partnered with Atlanta-known Punk Foodie — Who has a database of over 1000 underground Atlanta chefs and consistently highlights pop-ups in the area.
- BKM has built a great relationship with **The Eastern**, and created an exclusive partnership between The Eastern and The Darwin which includes
  - Hosting their musicians and VIP guests
  - Being the preferred hotel for concert-goers — Featured on their website
  - Partnering for social media giveaways once a quarter
- Created a partnership with the **Atlanta Film Festival**, which includes:
  - Hosting their filmmakers and attendees
  - Be a preferred hotel for the festival
  - Hosting an after-party at The Darwin Bar - Bringing in over 200 people
  - Collaborating on a social media giveaway
  - Logo placement on their event materials

## *PITCHED: Partnership with Atlanta Fringe Festival*

- *Discounted codes for artists and attendees*
- *Making the courtyard into a Fringe performance venue*
- *Hosting their official closing party with over 100 people*
- *Logo placement on their event materials*



# Strategic Partnerships

- BKM teamed up with **Don't Tell Comedy Atlanta** to host two comedy shows with local comedians in the courtyard bringing in over 50 locals
- Partnered with **Wussy Mag** to host 2 of their celebrity Drag Queens for their two annual events, Wussy Prom and Drag Brunch
- BKM curated Atlanta-based product partners and vendors for The Darwin's marketplace:
  - **The Chai Box** - Carried in the marketplace and at the coffee bar
  - **Purposeful Pecans** (in affiliation with Meals on Wheels Atlanta) - \$1 of every bag sold goes to a senior in need
  - **World of Unoia** - Carried in the marketplace and has a product display
  - **Sabrina Breanna Skincare** - Has a product display
  - **Montane Spring Water** - Carried at the grab & go, and providing complimentary water to our guests in each room
  - **Big Daddy Biscuits** - Branded dog biscuits for our guests with pets

## *PITCHED: Partnership with Shaky Knees Festival*

- *Buyout the rest of the hotel for the 2023 festival and the entire hotel for 2024*
- *Collaborate on social media giveaways*
- *Package their highest tickets with our hotel*



# ATLANTA FILM FESTIVAL PARTNERSHIP

BKM partnered with the ATLFF to create a specialized sponsorship for the The Darwin Hotel for the 2023 festival.

## The Sponsorship Benefits Included:

- Hosting 1 Official ATLFF Party during the festival
- Logo Included on Sponsor Recognition Board, Pre-Show Loop, ATLFF and Digital Festival Websites
- Inclusion in all press releases where other sponsors, with the exception of Presenting Sponsors, are listed
- Static Ads (On Screen)
- Individual Digital Screening Ad with Clickable link
- Social Media Mentions (ATLFF FB, Twitter IG: 130K+) and inclusion in the ATLFF newsletters
- Provided Darwin Bounce Back Cards for VIP Bags, Screening, and Events

THE DARWIN HOTEL WAS PROMOTED TO

*30K* ATTENDEES





# ATLFF EXCLUSIVE AFTER PARTY

APRIL 30 FROM 9-11:00 PM @ THE DARWIN

As the ATLFF's official hotel partner, we hosted their closing night After-Party at The Darwin to celebrate the festivities. Attendees were badge holders only, which included VIP badge holders, producers, cast members, directors, locals. The ATLFF team provided a \$1,500 bar tab for drinks for the guests of the event. This event more than doubled the bar sales on a typical slow Sunday evening.

To increase our digital footprint and awareness for this event, we hosted a social media giveaway for one lucky local to win (2) ATLFF Badges and overnight stay at The Darwin.

150+





# ATLANTA SOCIAL YOGA EVENT

APRIL 23 FROM 11AM-12:30PM

We teamed up with Atlanta Social Yoga, a pop-up yoga series, to host an outdoor class in The Darwin courtyard to activate the space in the spring season. We had over 40 guests attend who had never heard of The Darwin prior and were eager to come back. Because of the partnership that BKM created, The Darwin will now be hosting monthly yoga classes in the courtyard all summer long!

To enhance the event:

- We partnered with Sweetgreen to sponsor the event and provide a variety of bowls for the guests to enjoy after the class
- The Darwin provided complimentary fruit water and coffee to the attendees
- We hosted a raffle for an overnight stay at The Darwin, where all of the proceeds went to The Namaste Project



40+  
TOTAL ATTENDEES



# COURTYARD COOKOUT EVENT

MAY 13 FROM 12PM-4PM

To kickoff the summer weather and activate the courtyard, we hosted a Courtyard Cookout in partnership with Punk Foodie. The event included a BBQ pop-up from Secret Pint, a dessert pop-up from Crinkles by Nina, music from DJ Mudfish, and new cocktails from The Darwin. This was a great way to engage with the surrounding community, while also promoting our bi-monthly pop-up chef program. We had over 50 guests attend, including hotel guests and locals.



50+  
TOTAL ATTENDEES



# DON'T TELL COMEDY SHOW ATLANTA

JUNE 3 FROM 7:30PM-11PM

BKM partnered with the established secret pop-up comedy series, Don't Tell Comedy Atlanta, to host 2 comedy shows in The Darwin courtyard. This is bringing in over 50 locals and hotel guests to enjoy multiple local comedians. Since The Darwin is very artist centric, we felt this partnership would be great addition for the courtyard happenings.



50+  
TOTAL ATTENDEES

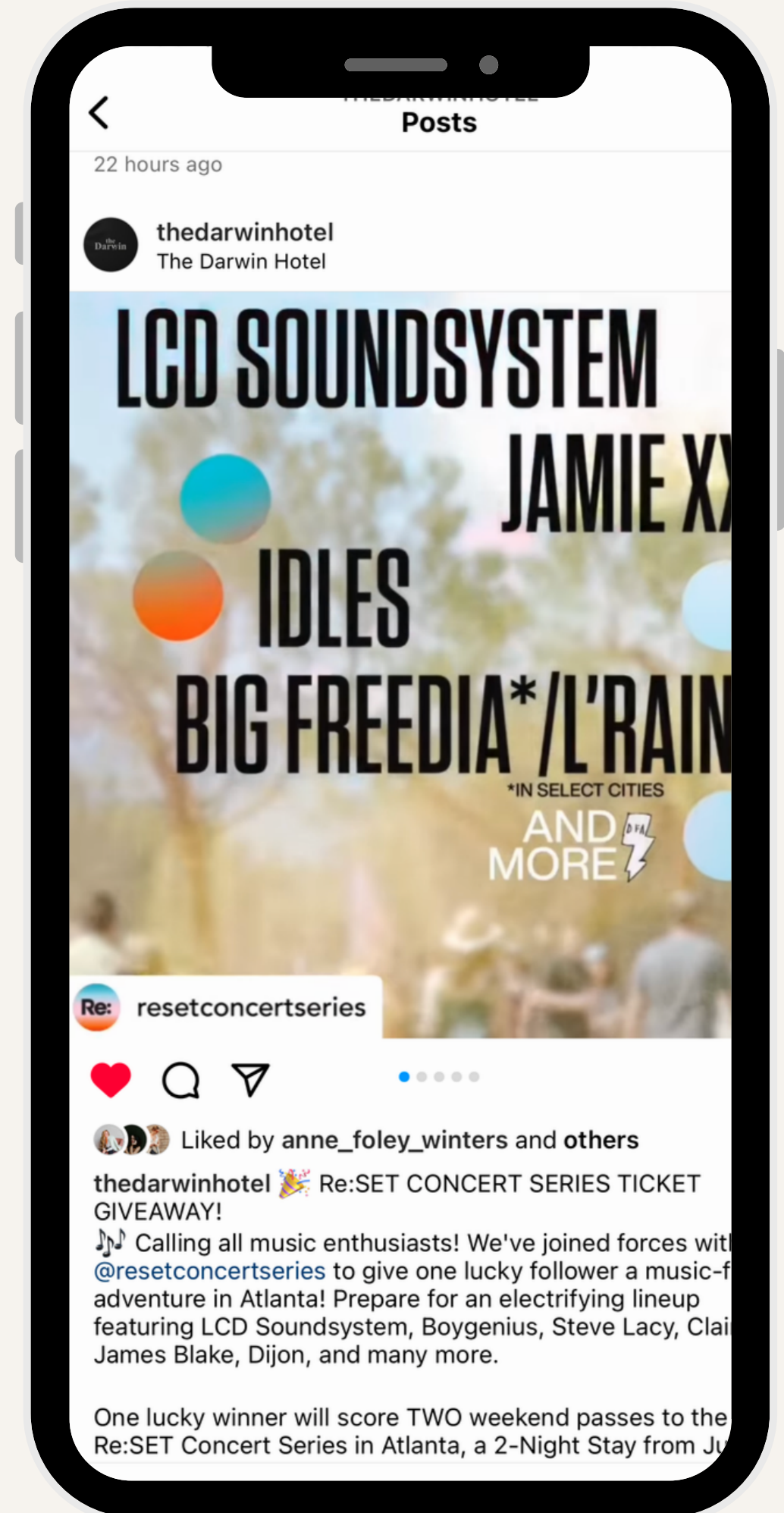
# RE:SET FESTIVAL COLLABORATION

MAY 26-31, 2023

We teamed up with the newest music festival coming to Central Park in Atlanta, the Re:SET Concert Series featuring LCD Soundsystem, Steve Lacey, James Blake and more, as well as Yeah Buzzy and Deep South ATL for a HUGE social media giveaway valued at over \$1,000+! We gave away 2 weekend festival passes, a 2-night stay to the The Darwin Hotel and a \$200 Shopping Spree to Yeah Buzzy at Ponce City Market. This collaboration amplified the central location that The Darwin has to major happenings in Atlanta, while also helped gain exposure to the music centric and LGTBQ+ locals.

15K

TOTAL ACCOUNTS  
REACHED



# Social Groups

To tap in to the surrounding community and bring local traffic into the hotel during the week, BKM reached out to local social groups to host networking and social events at least once a month. We partnered with Creative Mornings, Millennials in the City, The Network of Atlanta, Atlanta Social Crew, ATL Rising Women, and MAAP.

The Darwin had about 500 locals come through to enjoy drinks and bites from the bar and see the space that The Darwin has to offer.

500+  
LOCALS IN  
ATTENDANCE



# INFLUENCERS

- BKM collaborated with influencers to make The Darwin Hotel a top Atlanta destination

- Influencer Collaborations included:

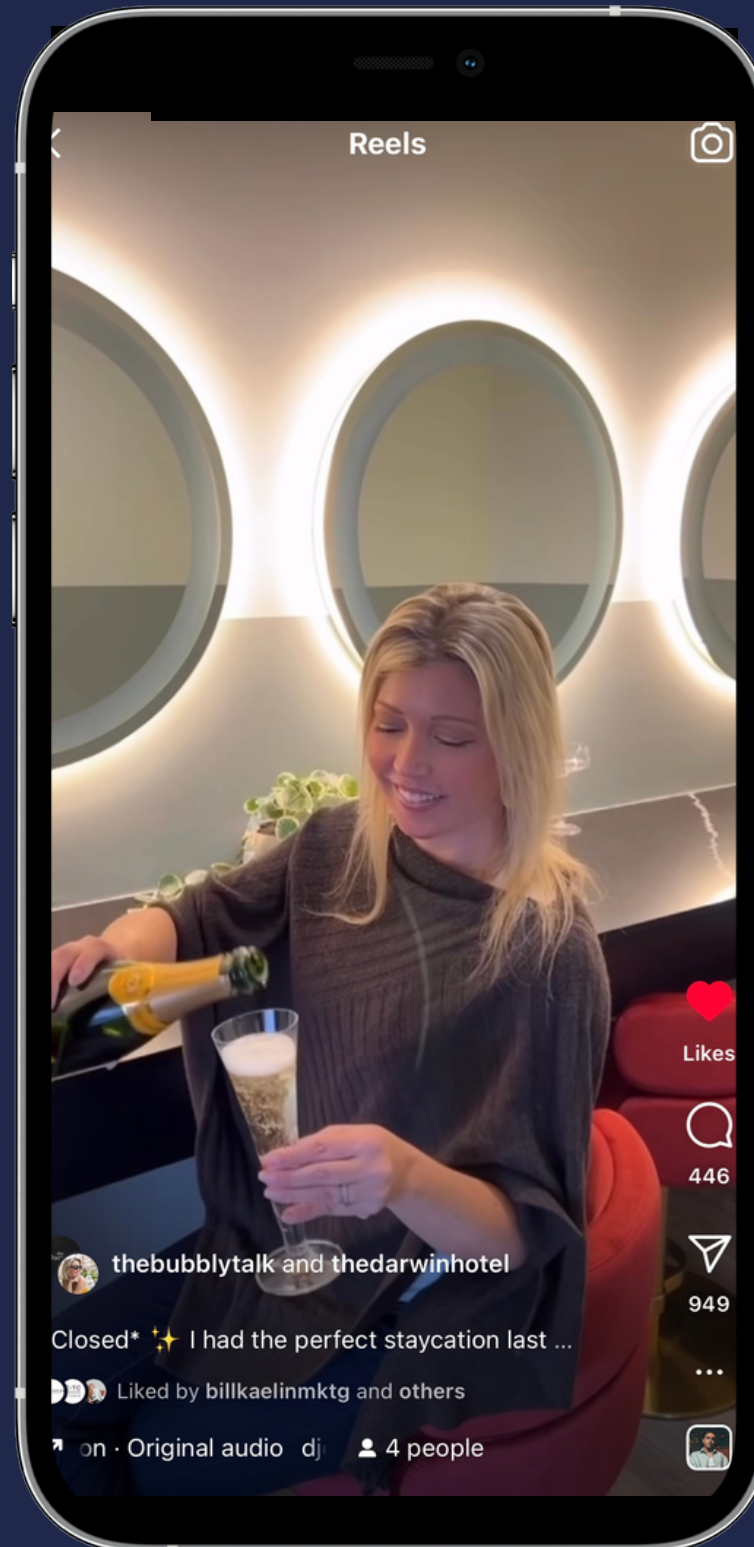
- @thebubblytalk - 33.4K Followers
- @millesvoyages - 251K Followers
- @eat.tray.love - 18.7K Followers
- @atlbestbites - 32.1K Followers
- @ohnikka - 50.2K Followers
- @atlfoodgoals - 12.8K Followers
- @servinglooksatl - 38.9K Followers
- @theatlgrubs - 51.6K Followers
- @hungryhomegirl - 63K Followers
- @atlhiddengems - 10.4K Followers
- @kirbi\_eats - 33.8K Followers
- @iixykay - 15.3K Followers
- @foodie\_sob - 11.7K Followers
- @nerdy.retreat - 1.9K Followers
- @underthedish - 5.6K Followers
- @atlantacoffeeshops - 11.7K Followers
- @adventuresinatlanta - 33.2K Followers
- @eat\_monnie - 17.8K Followers
- @iamthesocialista - 312K Followers
- @kat.eats - 18.3K Followers
- @YelpAtlanta - 41.3K Followers

- We created special Darwin experiences for each of the influencers

- A Night Stay and F&B Credit with a Welcome Letter and Package
- An exclusive experience at the launch of the Evolution of ATL Dining: A Pop-Up Chef Series

- Built trusting influencer relationships to receive beneficial social media deliverables

- IG Reels, Posts, and Stories, Tik Toys and Facebook Posts



1.1M

TOTAL REACH ACROSS ALL INFLUENCER COLLABORATIONS

# SOCIAL MEDIA HIGHLIGHTS

Encapsulate The Darwin story and experience online.

The Bill Kaelin Marketing team created a curated feed for both Instagram and Facebook that represented the artistic, creative and hyper-local experience that The Darwin Hotel has to offer. We created and connected with local partners, Atlanta pages, and businesses to consistently exchange posts and mentions. BKM kept The Darwin's audience up to date with on-site happenings, events and promotions, and provided live coverage of major events.

To kick off the opening of the hotel, we reached out to Secret Atlanta to feature the Darwin on their Instagram and website. We also put together a collaborative giveaway with local influencer, @thebubblytalk, that included the full experience of an overnight stay and an F&B credit. We also partnered with one of the pop-up chefs, @jackalopeatl, and @punkfoodie.atl to help amplify the launch of the Evolution of ATL Dining. Lastly, we hosted the Re:SET Concert Series collaboration giveaway. These giveaways helped not only increase our following but the amount of engagement we received on all posts across the board.

Although the Darwin team took over social media management at the end of April, BKM still continued to put together influencer collaborations and giveaway that helped increase the social following.

Passed 1,400+ Followers on IG & 150 Followers on FB!



1.2K

INSTAGRAM FOLLOWERS GAINED SINCE JANUARY

90

FACEBOOK FOLLOWERS GAINED SINCE JANUARY

260.8K


COMBINED IMPRESSIONS SINCE JANUARY



# THANK YOU!



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