

Unity by Hard Rock: Detailed Loyalty Program Marketing Plan

1. Executive Summary

Unity by Hard Rock is a global loyalty rewards program that integrates across cafes, hotels, casinos, and retail. The goal of this marketing plan is to drive awareness and adoption of Unity in anticipation of the Hard Rock Hotel & Casino Tejon opening in 2026. It includes strategies to maximize sign-ups, promote engagement through digital and physical activations, and leverage Unity as a tool for long-term customer retention and spend growth.

2. Goals and Objectives

- Generate 10,000+ Unity sign-ups by Grand Opening week
- Increase Instagram and Facebook engagement by 25% by December 2025
- Achieve 3% conversion rate from social ads to Unity sign-ups
- Establish on-site signage and QR-based signup processes

3. Target Audience & Personas

Primary segments include:

- Local residents aged 25 to 55 who are interested in casino entertainment, dining, and rewards programs
- Out-of-town visitors and weekend travelers from Southern California
- Brand loyalists who already participate in other loyalty programs
- Digital-savvy users who engage with mobile apps and short-form content

4. Messaging Pillars

- 'Where Every Moment Earns You More': Emphasize the ease and value of earning points on everyday experiences.
- 'Your Perks. Your Way.': Personalization based on activity (dining vs. gaming vs. shopping).

Unity by Hard Rock: Detailed Loyalty Program Marketing Plan

- 'Earn at Every Touchpoint': Reinforce that Unity works across all Hard Rock properties, not just Tejon.

5. Strategies and Tactics

****Digital Channels:****

- Launch teaser countdown series (30/20/10 days to opening)
- Paid ad campaigns via Facebook, Instagram, TikTok
- Partner with micro-influencers to preview exclusive perks
- Email sequence for pre-registration follow-up and reminders

****On-Site Promotions:****

- Digital kiosks and QR posters for walk-in sign-ups
- Swag giveaways (T-shirts, lanyards, drink tokens) for new members
- Staff incentives for capturing Unity sign-ups

****Mobile App:****

- Highlight Unity via push notifications and location-based reminders
- Encourage app downloads with exclusive in-app rewards
- Showcase progress to next tier visually in app UI

6. Timeline

October 2025:

- Launch social media teasers
- Email 'Coming Soon' series with Unity pre-registration
- Begin Facebook & Instagram ad testing

Unity by Hard Rock: Detailed Loyalty Program Marketing Plan

November 2025:

- Run 'Unity Perk of the Day' countdown campaign
- Partner with 5 to 10 local influencers for Reels/TikToks
- Email: '3 Reasons to Join Unity Before We Open'

December 2025:

- Full launch campaign with grand opening highlights
- Staff training on Unity talking points
- On-site event to enroll Unity members with giveaways

7. Metrics and KPIs

- Unity Sign-Up Rate (weekly)
- Paid Ad CTR and Conversion Rate
- Social Engagement Rate (likes + comments ÷ followers)
- App Installs from campaign links
- Cost per Acquisition (CPA)
- Redemption Rate of Welcome Offers

9. Long-Term Strategy

- Use Unity data to create custom marketing segments by interest/activity
- Roll out birthday rewards, tier-based exclusives, and refer-a-friend incentives
- Launch post-opening seasonal campaigns (Valentines VIP Night, Summer Concert Bonus Points)
- Expand Unity partnerships to Bakersfield hotels and attractions for cross-promotion