



Digital Marketing Strategy

Food Catering



Serving Taste and Quality

TAFURA AURA



Business Overview

- Tafura Aura is a luxury hospitality and event experience brand that specializes in premium catering, elegant event decor, interior event styling, wedding setups, funeral decor, corporate functions, and curated celebrations.
- The brand was created to transform ordinary gatherings into unforgettable experiences through a combination of exquisite food presentation, sophisticated décor, warm hospitality, and artistic event styling.
- Unlike traditional catering companies that focus only on food, Tafura Aura delivers complete event experiences where every table, color palette, floral arrangement, and guest interaction is intentionally designed to create beauty, comfort, and lasting memories.



A DELICIOUS SERVICE FOR EVERY OCCASION





OUR CLIENTS

YOUNG PROFESSIONALS + COUPLES



Ages: 18–40



Located mainly in urban areas such as Harare and surrounding cities



Middle-income to high-income earners



PLANNING

- weddings
- bridal showers
- birthdays
- engagement parties
- baby showers
- luxury dinners

CLIENTS VALUES:

- aesthetics
- premium presentation
- convenience
- memorable experiences
- social-media-worthy events
- Secondary Audience
- Corporate & Family Clients

Smart campaign goals

1. SPECIFIC

- Increase Tafura Aura's online visibility and establish the brand as a premium event and catering company in Zimbabwe

1. Measurable

- ·Reach 10,000 people across social platforms within 30 days
- ·Gain 1,000 new followers combined
- ·Generate at least 25 customer inquiries
- ·Secure 5 confirmed bookings within the campaign period



ACHIEVABLE

- Using high-quality visuals, strategic content marketing, consistent posting, and targeted audience engagement.

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• RELEVANT

- The campaign aligns with Tafura Aura's goal of becoming a recognized luxury hospitality and event styling brand.

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• TIME-BOUND

- campaign duration: 30 Days



Key Message

Main Campaign Message

- Decor, and beautifully curated event styling.
- Tafura Aura transforms gatherings into unforgettable experiences through luxury catering, elegant Supporting Messages
- Luxury is in the details
- Every table tells a story
- More than catering — we create atmospheres
- Designed with elegance, served with excellence
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Marketing Channels Examples



FACEBOOK

PURPOSE:

- Reach local families and businesses
- Increase inquiries and bookings

CONTENT:

- Event albums
 - Promotional flyers
 - Customer engagement posts
 - Service listings
- WhatsApp Business

PURPOSE:

- Direct communication
- Booking inquiries
- Catalog sharing

FEATURES:

- automated greetings
- Service catalog
- Testimonials
- Quick responses

PURPOSE:

- Showcase luxury visuals
- Reach modern audiences
- Build aesthetic brand identity

CONTENT:

- Reels
- Before-and-after décor setups
- Food presentation
- Wedding highlights
- Client testimonials

INSTAGRAM





EXPERIENCE THE AURA

BEHIND EVERY SIGNATURE EVENT
IS A STORY WORTH SHARING

Visit Our Blog

<https://medium.com/@dumbatsurocrimio/tafura-aura-53d56c9bb1f8>

Inspiration. Tips . Real Event.Cute Memories



LUXURY
CATERING



WEDDING
DESIGN



PRIVATE DINING
EXPERIENCE



SIGNATURE
EVENTS





✦ Welcome to ✦

TAFURA AURA

Where Luxury Meets Gathering

We specialize in premium catering, elegant decor, wedding styling, event design, and unforgettable experiences crafted with excellence.

Because every celebration deserves beauty.

- ◆ Premium Catering
- ◆ Elegant Decor
- ◆ Wedding Styling
- ◆ Event Design

#TafuraAura #LuxuryEvents #EventStyling

Zimbabwe Events

YOUR DREAM WEDDING

Deserves more than
decorations

Creating seamless experiences with beautiful spaces, professional support, and personalized service.



CONTACT

0771699044 or 0776874769

www.TafuraAura.com



Wedding and Catering



Wedding and reception venues



Birthday & private party spaces



Corporate meetings & conferences



Tafura Aura

FUNERAL SETUP

In moments of remembrance
elegance and dignity matters

Tafura Aura offers respectful and
beautifully organized funeral decor
and hospitality services to help
families focus on what truly
matters .

OUR SERVICES

- ✓ Catering Partnerships
- ✓ Decor & Styling Options
- ✓ Ample Parking Facilities
- ✓ Event Setup & Breakdown

BOOKING NOW



visit our website:
www.TafuraAura.com



CATERING *Showcase*

From curated platters to luxury
table setups, Tafura Aura delivers
catering experience that looks as
beautiful as they taste.

*Every detail every
flavor exceptional
experience*



Weddings &
Engagement Parties



Corporate Events &
Conferences



Buffet, Plated, or
Family - Style Service

Contact Us now @ www.TafuraAura.com

BEHIND THE BAND

EVERY TABLE TELLS A STORY

At Tafura Aura , we carefully design every detail to create warm , elegant and memorable experiences for our clients and guets.

More than events
We create atmosphere

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BUDGET ALLOCATION

- **Category**
- **Budget Allocation**
- Social Media Advertising
- 40%
- Content Creation & Photography
- 25%
- Branding Materials
- 15%
- Promotional Campaigns
- 10%
- Miscellaneous Expenses
- 10%

- **JUSTIFICATION OF SPENDING**
- Investment in social media advertising helps increase brand visibility and customer inquiries. Professional photography and visual content strengthen the luxury image of the brand, while branding materials ensure consistency across all platforms and customer touchpoints.



ANALYTICS PLAN

- Metrics to Track
- Social media reach
- Engagement rate
- Profile visits
- Booking inquiries
- Website or WhatsApp clicks
- Customer feedback

THE CAMPAIGN WILL BE CONSIDERED SUCCESSFUL IF:

- Brand awareness increases significantly
- Engagement improves across platforms
- Customer inquiries increase
- New bookings are secured
- Measuring ROI





Thank you

Email : dumbatsurocrimio@gmail.com

Contact : 0781790922

TAFURA AURA