

Service Industry - Bar & Tavern

Turning Community Presence Into Predictable Weekly Revenue

DMA: Rochester, NY

THE ISSUE

A neighborhood bar and tavern with strong local history was experiencing inconsistent weekly traffic.

Revenue spikes occurred around major sporting events, but midweek performance lagged. Social media presence was active but unfocused, promotional cadence lacked structure, and event marketing was reactive. The bar had personality. It did not have predictable traffic architecture.

Leadership wanted stronger midweek performance, increased event turnout, and higher per-visit spend — without discounting heavily or eroding margins.

THE STRATEGY

I rebuilt the tavern's marketing around rhythm, personality, and revenue accountability.

The plan included:

- Structured weekly content cadence tied to specific revenue-driving events (Burger Night, Music Bingo, Thirsty Thursday, Game Days)
- Branded recurring content series to build audience habit and shareability
- Clear calls-to-action tied to in-house promotions
- Menu-margin focus (highlighting profitable items strategically)
- Event-driven amplification aligned to local sports and community moments

We shifted the approach from “posting content” to engineering traffic behavior. The objective was simple: build anticipation, create routine, and increase frequency.

THE OUTCOME

- Increased midweek traffic consistency
- Higher event participation rates
- Improved average check size through strategic promotion
- Stronger social engagement translating to in-person visits
- Clearer visibility into which promotions drove actual revenue

The bar moved from random traffic cycles to predictable weekly momentum.

TESTIMONIAL

“John helped us stop guessing and start structuring our week around revenue. He built a content and promotion rhythm that drove consistent traffic, strengthened event nights, and increased per-visit spend — without relying on heavy discounting. We now see measurable impact from our marketing instead of just engagement. The strategy improved both our weekly performance and our profitability.”