

CASE STUDY

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ONE PART EXPERIENCE. ONE PART FRESH THINKING.

Our restaurant partner in upstate New York prides itself on quality dishes made with the freshest ingredients. Their customers enjoy the dining experience in our family-operated restaurant and never go home hungry. Although attracting consistent business, the restaurant was not effective online. It was not digitally engaging and attracting online customers in spite of its established brand reputation. They were not driving online sales and paying too much commissions were paid out to Grubhub and Open Table (approximately 25%), losing more and more traffic to delivery versus carryout.



STRATEGY

Our approach is always the same...we start by acknowledging that every client is different. But with a tried and true process, an award-winning team of creative, digital and social pros building those authentic connections and a crack account service team focused on cultivating client-first relationships, the result is always the same. Buzz about your business. More butts in seats. And a very happy client. With a solid digital foundation in place, the next step was to launch campaigns to effectively engage and drive customers to the business online. Multi-channel nurturing and conversion campaigns were launched over email, social, website, and advertising. Customized offers and promotions were created depending on business needs (in-dining or carryout), and redirected customers to their website and mobile app for online ordering versus third-party partners.



RESULTS

First and foremost, a more enhanced user experience on both their website and application increased more traffic, reduced bounce and reduced the time on site while generating more conversions. Their online orders increased by 62% during peak time, generating a robust 81% profitability from their carryover business by less reliance to third-party commissions. Using first-person content from existing customers, a new social, digital and mainstream campaign increased sentiment reacting to their brand, attributing the direct effectiveness of the marketing program(s) from discounts, promotions, and specials. By creating a more authentic experience, and helping drive a more recurring loyalty program, in-store dining increased 41% year-over-year (and, without less availability, driving even more business through carryout).

CONCLUSION

Customer experience gets turned into actionable insight as comments become part of their reporting and that feedback is then bubbled up to use it in strategic planning. It provided unique ideas that successfully uses social listening in a creative way. Using our algorithm combined with content marketing to their location (and more traffic to carryout), more patrons can spend more money. The holiday season is quickly approaching, and do you know what that means? It's the perfect time of year to prepare your business for an additional revenue stream with gift card sales both online and in-person. Consumers naturally consider gift cards when holiday shopping but they value convenience over uniqueness. Your business has a steady flow of potential gift card purchasers every day. Be sure to open that income generator by offering gift cards online and at your front desk. Gift cards have the potential of bringing in new customers. Gift cards given as gifts to consumers who've never dined at your location (or your studio, store, or spa) will force them into your place to retrieve the value of the card. This introduces them to your brand and products. With incentives for the giver such as "Buy a gift card and get a \$10 credit for yourself" or an incentive for the receiver such as "Use the gift card by a certain date to receive a 15% discount," both parties can be rewarded and encouraged to return. Likewise, now new diners with gift cards will buy an item they hadn't planned on trying a more expensive menu item!