RESTAURANTS & CATERING

The primary goals for restaurants and caterers are to be found online, provide outstanding service, stand out from their competition, and build loyalty with their customers.

MARKETING GOALS

- Provide an outstanding experience
- Build customer loyalty
- Increase sales
- Improve online reviews and ratings
- Grow online presence

SOLUTIONS

- Create a mobile-friendly website.
- Capture email addresses in print, online, and in person.
- Use social media to generate awareness, support customer service, and drive action.
- Use email marketing to provide compelling, helpful, and promotional content.
- Amplify organic efforts with paid advertising.
- Claim and update listings on Yelp, Facebook, and Google My Business.
- Engage with reviews to build trust and boost overall ratings.

REAL LIFE MARKETING MANAGER RESULTS

- The Marketing Manager was tasked with helping a restaurant in a highly competitive market, choosing to start with Facebook ads. The client saw a staggering 2,800% increase in reach, reaching 236,262 views. This resulted in more than 6,000 visits — a 549% increase — and a notable 411% uptick in page likes. Their Instagram page also witnessed substantial improvement: a 54% boost in reach and a 140% increase in new followers. These impressive metrics showcase the effectiveness of the Marketing Manager's approach, resulting in a more robust online presence, broader audience reach, and high community growth.

- A restaurant client engaged Constant Contact to email their contact list, resulting in an open rate of 37%, 15% above the overall restaurant industry average. The email click rate was 1%, nearly two times the overall restaurant industry average.

- The Marketing Manager ran monthly email campaigns and lead generation for a retail client, achieving remarkable success. The 2% average click rate exceeded the industry's 0.71% standard. Additionally, more than 280 contacts were acquired by adding a website popup form. The client also saw repeat visitors and online/in-store orders, highlighting the effectiveness of these these marketing strategies in driving tangible business results.