

Case Study

Key Results

From struggle to success

February 7 - March 8 2025

- 500% increase in reservations, with some nights up 637%
- Walk-in traffic significantly increased due to updated signage and branding
- Over \$100,000 in event sales since taking over event management
- 3,642 site sessions in lowest season
- 2,899 clicks to contact, up 50%
- 64,261 total views
- 71.4% of views from non-followers, meaning content is actively attracting new customers
- 25,979 accounts reached, an increase of +238%
- Brand refresh with a more inviting aesthetic that still maintained a high-end feel.
- Created trending, on-brand reels and posts that dramatically increased visibility.
- Revamped website to include event info, menus and inviting language
- Implemented many strategies to invite engagement such as interesting email marketing, social media, and improved menu design and signage
- Created, implemented and managed marketing funnels and CRM systems for easier upkeep with inquiries
- Results would have been higher if operations had systems in place.

Conclusion

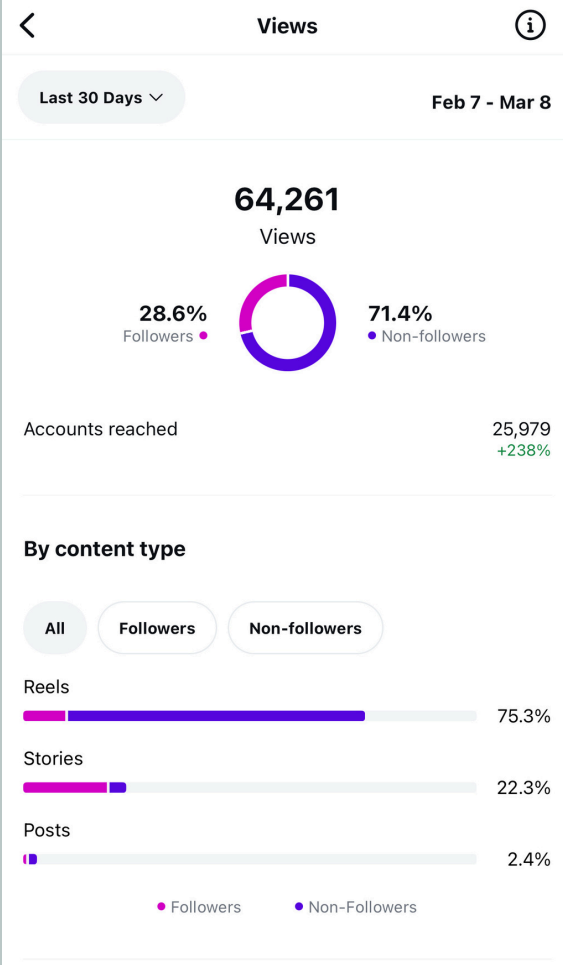
By modernizing branding, refining the social media strategy, optimizing the website, and managing events effectively, the restaurant saw massive improvements in both reservations and revenue. These results highlight the impact of a strategic marketing approach in the hospitality industry.

Cover Trends

📅 Visit Date: Year-to-Date ▾

2,991 ↑ 1,424 (91%)

Seated Covers



📅 Last 30 days (Feb 8 - Today) [Change](#)

Compared to Jan 9 - Feb 7, 2025

