



## AD PAGES SOLUTIONS SOCIAL MEDIA MARKETING CASE STUDY

### **Problem:**

With so many businesses still feeling the effects of COVID-19 on their revenue stream, getting people in the door, or even having people willing to spend any of their disposable income has been a real challenge for many local businesses. Many businesses in the restaurant industry have been hit especially hard by this lack of consumer spending.

One such example of this is from one of our clients, a local Texas seafood restaurant that was having fewer patrons than normal and needed a boost to remind people they are open for business and still serving delicious food. They needed help to increase walk-ins.

Given the likely COVID-19 related reduction in business and revenue, it can be a hard choice to make for a business to take anything from their bottom line for ad spending. But how can you build awareness, increase walk-ins and give patrons a push to visit your business without advertising or offering an incentive for them to visit? The answer, in short, is you can't.

## Goal:

Advertising is a time-tested method for increasing patrons, boosting sales, and building awareness for your business. By reaching out to Ad Pages for help with their marketing, this local restaurant sought to increase their revenue and customers.

Whether your marketing and advertising needs are print, digital, or a combination of both channels, Ad Pages works with each client to determine the best course of action given the business's demographic, location, and other key data factors. In this particular case study, Ad Pages worked with this local restaurant to run a series of two digital ads with a buy one entree, get one half price coupon for their business on Instagram.

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We always seek to provide all our clients with an excellent Return on Investment (ROI). We know that clients trust Ad Pages to manage their campaigns well, reach a larger audience than other companies, and increase their overall bottom line.

## **Results:**

Ad Pages' digital ad campaign resulted in a 901.25% ROI for the restaurant. In other words, Ad Pages helped this client return \$1,000 for every \$100 they spent on the campaign! In addition to this excellent ROI, the business also had a close rate of 60%. This high percentage of leads that turned into business for the restaurant is a distinguished number and an additional rubric for measuring the campaign's success.

For a business to rise quickly from their present market position to a dominant one, they need to spend approximately three to six percent of monthly revenues on advertising. For this investment, you expect and deserve to maximize your reach and frequency of ad impressions through multiple print and digital channels. As the leading multi-channel marketer for restaurants in every major city in Texas (and St. Louis) only Ad Pages is positioned to help you achieve your key marketing objectives and quickly grow your business.

Whether print or digital, consumer confidence in coupons is at an all-time high, with more than 85% of Americans using coupons. Ad Pages, the dominant local coupon magazine, reaches 1.9 million homes each month and readers engage with each issue for an average of three weeks. In addition to Ad Pages' print reach, Ad Pages partners with local restaurants to deliver the most complete set of digital marketing solutions available to showcase your restaurant's cuisine and atmosphere. For instance, our mobile app, Ad Pages Go, allows consumers to find 100's of mobile-friendly FREE coupons as well as paid offers from local businesses. They can redeem offers right from their phone from local businesses like restaurants, entertainment venues, automotive services, health, beauty, fitness, and much more. Turn-by-turn navigation and offers can be sorted by businesses nearest to their location to help them find the best deals at the most convenient locations.

Ad Pages has been asked by local restaurants to help increase their walk-ins, drive spending, and build brand awareness for over three decades. With or without the effects of COVID-19, Ad Pages is a forerunner in helping businesses increase consumer spending and visits for their businesses. We understand that as a restaurant, your marketing objectives are to attract new customers, increase average spend per customer, engage customers, and encourage them to visit and order more often.

Join our family of successful clients and find out how Ad Pages can help grow your bottom line today! Contact one of our marketing consultants for a free consultation and let's work together to make your next campaign a success: 888-424-1980