



MINDLESS

Web Dev, Paid Ads, SEO, Social & Analytics

Local Marketing Strategy

Case study

Complex Problems Require Simple Solutions

Local Marketing Strategy

A Chinese restaurant in the crowded NYC market trying to grow its business and establish a brand name

Problem:

Reduce cost per lead while increasing lead volume and improve funnel conversion rate

Solution:

Our strategy was designed to gather extensive data by end to end funnel tracking and narrow our focus on a specific set of high performing KWs and audiences

1. Engage users on **social media (facebook and instagram)** by targeting cuisine based audience who are foodies and regular shoppers and are also within 1.5 mile radius of the physical location of the restaurant.
2. Capture high intent via **Local Google Search Ads**
 - a. Capture brand intent as OTA's were bidding on a high share of brand search volume
 - b. Long tailed KWs for combination of cuisine, location, services and deals. chinese food delivery near me, order chinese food in hells kitchen, food delivery offers near me
3. **Remarketing** to 14-28 day old customers who are in next ordering cycle. Restaurant earn majority revenue from repeat customers and have a loyal customer base. Therefore, it is important to reach out to them to improve brand recall and showcase enticing offers.
4. Generate great customer **reviews** to improve local rankings and visibility
5. **Entity SEO** to focus on the most relevant set of keywords and increase organic traffic
6. Restaurant industry is about **impulse buying** and thus, running delivery and takeout related ads during meal hours only allowed for higher conversion rate and reduced wastage of ad spend thus improving overall marketing RoAS

**Results:
In 10 months**



\$2.5k

Av Monthly
Spend

22x

Av Monthly
RoAS

\$55k

Av Monthly
Revenue