



GENERATING LEADS THROUGH SOCIAL MEDIA ADVERTISING



RESTAURANT CASE STUDY



Generating Leads

Super Tacos is a local family owned and operated restaurant and catering company specializing in authentic Mexican cuisine in Parlier, CA.

OBJECTIVES

Super Tacos experienced decreased restaurant customer traffic and catering service requests.

SOLUTION

Our team devised and implemented a robust advertising campaign that worked to attract new customers to the restaurant and generate quality leads for Super Tacos' catering services. We cultivated brand loyalty and awareness through SMS and email marketing campaigns, running digital advertisements, and developing a robust list of quality leads.



BREAKDOWN MARKETING STRATEGY

Building brand awareness and strengthening brand loyalty

We worked with Super Tacos to produce visually captivating food photography, and enticing videos. We drafted persuasive copy to convey the irresistible flavors and familial and inviting ambiance of Super Tacos restaurant & catering.



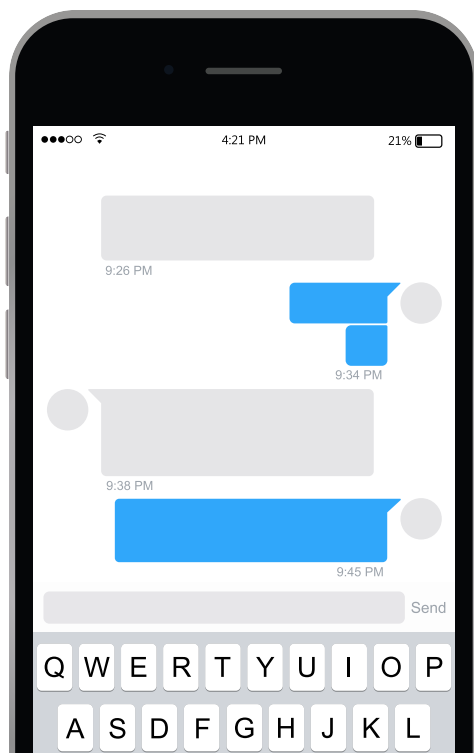
Social Media Advertising

We employed compelling visuals, creative storytelling, and strategic Ad placements to effectively showcase Super Tacos' content across social media platforms to attract new customers and engage with their existing customer base.

The image displays a collage of social media advertisements for Super Tacos. The ads are arranged in a layered, overlapping fashion. At the top left, a Facebook-style ad shows the Super Tacos profile picture, the name 'Super Taco', and the text 'Sponsored · [globe icon]'. Below this, it asks 'Need to spice up your next event?' and includes a '...See more' link. To the right, a circular inset shows a person working at a food station. Below the top ad, a video player shows a close-up of aluminum trays filled with ground beef, pico de gallo, and tortilla chips, with a play button in the center. To the right of the video player, another Facebook-style ad features the Super Tacos logo, the text 'CATERING SERVICE', and a 'Book now' button. Below the video player, a dark-themed ad with yellow and white text reads 'CATERING SERVICE' and 'Free Pico De Gallo & Tortilla Chips On Your Next Booking!'. At the bottom, a white ad with a grey button says 'Fuel Your Next Party with Super Tacos C...' and 'Throwing a party and need some delicious Mexican food to impress your ... See more' with a 'Sign up' button. On the right side, another ad snippet shows 'er.com', 'a Fiesta -', 'hips & Picc...', and a 'Book now' button.

Lead cultivation and conversion

By implementing a seamless opt-in process, we successfully encouraged customers to join the Super Tacos Promotional SMS list, enabling them to receive exclusive promotions and updates on special discounts. Utilizing strategic messaging and enticing offers, we effectively captured the attention and interest of existing and potential customers, ultimately expanding Super Tacos' customer base and strengthening existing customer loyalty in the process.



Upgraded Assets For The Restaurant

They Needed a custom made digital menu that can be display inside their restaurant.

BURRITO DESAYUNO AMERICANO \$9.50	BURRITO DESAYUNO MEXICANO \$9.50	CHILAQUILES \$13.99	TACOS REGULAR \$2.50	TACOS A MANO \$3.50	TACOS GOBERNADOR \$3.99	MULITAS \$3.50
QUESABIRRIA TACOS \$4.50 3x\$12	BURRITO REGULAR \$9.50	BURRITO CAMARON \$12.99	BURRITO MOJADO \$9.99	HOT CHEETO BURRITO \$9.50	CALI BURRITO \$9.99	SOPE \$3.99
QUESADILLA \$9.99	TORTA DE JAMÓN \$9.50	CORDITAS \$3.99	TORTA REGULAR \$9.50	CHILE VERDE NACHOS \$9.99	SHRIMP FRIES \$9.99	ASADA FRIES \$9.99

TEXT US ENVIANOS UN TEXTO DICHIENDO: "SUPERMEAL" AL (833) 566-0739 NO PHONE CALLS NO LLAMADAS

MENU

ASADA NACHOS \$9.99

HAMBURGER SOLA \$7.99 COMBO \$13.99

Menudo \$13.99	Caldo De Res \$13.99	Coctel \$18.99	BEBIDAS
BISTEC RANCHERO \$13.99	COMBO DE CUALQUIER CARNE \$13.99	JARRITO \$3.49	COCA IMPORTADA \$10.99
1 POLLO 14.99	1/2 Pollo \$7.99	ACUA FRESCA 24 Oz \$3.49	SODA MAQUINA \$10.99
1 POLLO CON TODO \$30 NO TAX		ACUA FRESCA 32 Oz \$3.99	SODA LATA \$10.99

CERVEZA

CERVEZA PREPARADA \$10.99

CUBETA (6) \$10.99

MICHELADA \$10.99 (Todas) Cerveza \$10.99

TAQUIZAS A DOMICILIO CATERING AVAILABLE

SPANISH: 559-356-1838 OR 559-356-4787

RESULTS

1. Challenges

Our team ran two separate campaigns, one for the catering service and one for the restaurant. The catering campaign converted at a high rate. In effect, we leveraged the momentum from this campaign and dedicated additional efforts to capitalize on its success. The catering campaign generated over \$3000 in deal value. Additionally, we built a customer database to help us target new and returning customers. The Super Tacos campaigns generated a 90% and 60% lead increase overall. This is a substantial increase in their lead conversion rates prior to acquiring our services.

AT A GLANCE

CHALLENGES

- Restaurant was not getting enough sales
- Needed a stronger brand awareness

RESULTS

- Achieved a 90% lead conversion rate increase
- 60% increase in lead conversions from the SMS campaign
- Generated over \$3,000 worth of deal value
- Developed a seamless opt-in process and established a customer database