Case Study: Driving Takeout Sales and Walk-Ins for a BBQ Spot



Background

A BBQ Spot, family-owned restaurant in Austin, Texas, known for its slow-smoked ribs and brisket, was experiencing declining takeout orders and weekday walk-ins. To combat these challenges and grow their revenue, the owners partnered with Digital Diver 360 to implement a digital marketing campaign designed to highlight their takeout service and attract new local customers.

Campaign Overview

- **Duration:** 3 months
- **Budget:** $4,500 total ($1,500/month)

Results

- **Revenue Generated:** $52,500 (3-month campaign).
- **Walk-Ins and Takeout Orders Generated:** 1,200 new customers (400 per month).
- **Average Order Value:** $44 (an increase from $36).
- **Cost Per Customer:** $3.75

Tactics Used

- **Geo-targeted Social Ads:** Facebook and Instagram ads targeting families and working professionals within a 7-mile radius, promoting “Family BBQ Bundles” for takeout. Ads were scheduled during lunch breaks and evenings.
- **Offer-Based Marketing:** A limited-time takeout deal of 10% off orders over $40, promoted through digital ads and SMS campaigns.
- **Content Creation:** Eye-catching images and videos showcasing sizzling BBQ platters, behind-the-scenes pitmaster stories, and customer testimonials.
- **Google Ads:** Local search campaigns targeting keywords like “best BBQ near me” and “BBQ takeout Austin.”
- **Email Marketing:** Weekly newsletters to their email list highlighting takeout deals, new menu items, and testimonials from satisfied customers.
- **Influencer Collaboration:** Partnered with 2 local food bloggers to feature their best-selling BBQ ribs in Instagram stories and YouTube videos.