Colonial House

- Case Study -

Overview

Colonial House Restaurant & Bar opened its As is the case with many restaurants, Colodoors in 1981, and it has been a family-run business for over 40 years! With a plethora of delectable dine-in and take-home options, it's a local favorite for a reason. However, Colonial House's menu isn't the only reason for its successful career. The other part of the equation is their team's great hospitality and customer service skills. From beginning to end, Colonial House aims to impress with a staff and menu that reminds customers of home.

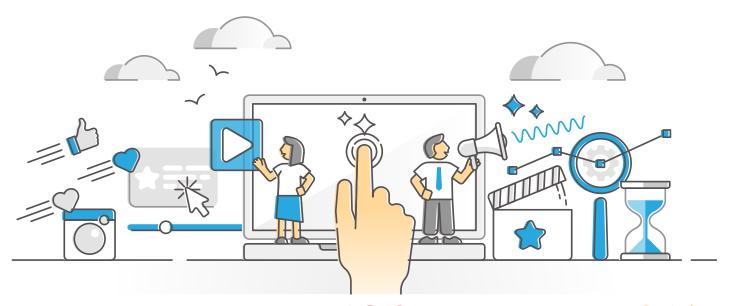
Challenge

nial House found itself needing to hire more employees to replace those who had left and to keep up with the demands of their patrons. In order to reach the right people, Colonial House worked with Midwest Marketing to develop a Facebook employment campaign.

Process

After discussing Colonial House's needs and wants for the employment campaign, Midwest Marketing's graphic designers created an image that was on-brand and would grab viewers' attention as they scrolled through their Facebook feed. From there, our marketing team members built the campaign and added the text to the post that highlighted the main benefits of working at Colonial House. Once the ad was fully set up and approved, it ran for just under a month.

RESULTS:



In the end, the Facebook advertisement accumulated 128,533 impressions, 33,016 in post reach, 837 link clicks, and a 0.65% click-through rate (CTR). Also, the CTR received was 0.18% higher than the average employment and job training campaign on Facebook. Most importantly, our campaign drew in over 20 quality applicants in just two weeks for Colonial House.

128,533

Clicks

Quality Applicants

125 Main St, Rapid City | 605.716.5666 | MidwestMarketingLLC.com

midwest-marketing-llc

midwestmarketingllc

MidwestMarketingLLC

midwestmarketingllc.com/blog/

MidwestMarketingSD

midwestmarketingllc.com/home/podcast/

LET'S WORK TOGETHER

Dawn Claymore President/CEO dawn@mwmsd.com 605.716.5666

