

Family Restaurant

– Case Study –

Overview

A local family-oriented restaurant opened its doors in 1981 and 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, this restaurant'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, this restaurant aims to impress with a staff and menu that reminds customers of home.

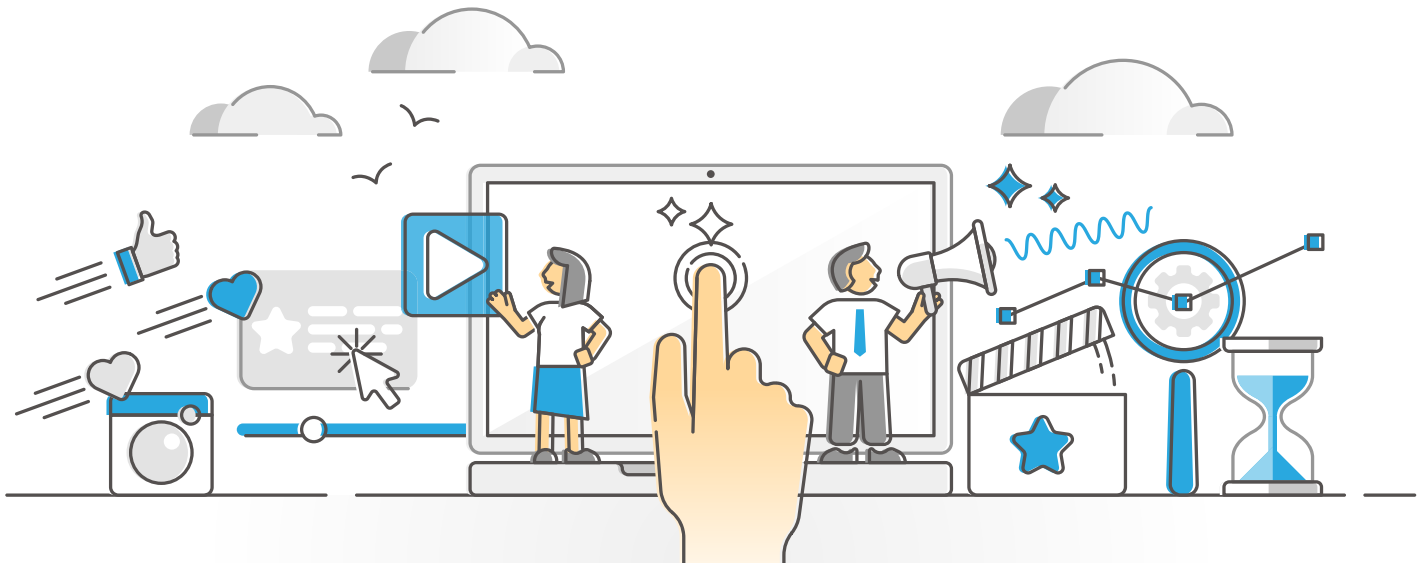
Challenge

As is the case with many restaurants, this restaurant found itself needing to hire more employees to replace those who had left in order to keep up with the demands of their patrons. To reach the right people, this restaurant worked with Midwest Marketing to develop a Facebook employment campaign.

Process

After discussing the restaurant'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 this restaurant. 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 this restaurant. 33,016 Post Reach 837 Clicks 20 Quality Applicants.

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LET'S WORK TOGETHER

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