

# Dining & Entertainment Franchise Gains New Customers with a Paid Search Strategy



**+5x**

CLICK-THROUGH-RATE



**7.6x** ↑

LOCATION SEARCH  
ON SITE



**88%**

INCREASE IN EMAIL  
CLUB SIGN-UPS



**68%** ↑

BIRTHDAY PARTY  
BOOKINGS

## Overview

A leading franchise for family dining and entertainment, was searching for a digital marketing firm to assist with their marketing efforts. The franchise previously relied solely on branded terms for Paid Search campaigns and was looking for a partner to build the brand and reach new customers through optimization.

## Objectives

- + Increase leads via location searches on site
- + Improve the number of coupon downloads
- + Drive birthday party and fundraising event bookings
- + Connect with new customers

## Solution

The brand partnered with Search Optics to develop a strategic Paid Search campaign. A team of specialists analyzed past performance to identify areas of opportunity that would enable the franchise to reach existing customers and grow brand awareness, while driving traffic to the website. An optimized and targeted keyword strategy was developed to reach new customers, drive leads and increase event bookings.

## Paid Search Tactics

- + Implemented non-branded search terms to drive new leads
- + Created bid strategies to drive efficiencies
- + Set-up ad scheduling to reach qualified audiences at targeted times
- + Restructure AdWords account to organize ad groups and improve keyword diversity

## YoY Results (July - October, 2014 - 15)<sup>1</sup>

- + CTR increased from 2.6 % to 13.8 %
- + Search visits increased 52 %
- + 7.6x more location searches on site
- + Coupon downloads +52 %
- + Birthday party sign-up events +68 %
- + Fundraiser requests +9 %
- + Email club sign-ups +88 %
- + Directions views increased by more than 2x

<sup>1</sup>Google Analytics for Search Optics Client, July-Oct 2014 vs. July-Oct 2015