



CASE STUDY Z'S STEAK & CHOP HAUS

Restaurants can be a tricky business. A few years ago, Z's Steak & Chop Haus was thriving, but, for some reason, it began to struggle. They eventually ended up closing their doors for a time so that they could fix problems and re-invent themselves.

When they approached Marketing Videos Club, they had just launched a Saturday night buffet featuring prime rib, several other main courses, and a full salad bar. They distributed discount offers to local businesses and local events in an effort to raise community awareness of their restaurant. At that time, they averaged about 50-60 diners each Saturday night.

CAMPAIGN

Initial efforts produced campaigns that focused on the quality of the food and atmosphere of Z's restaurant, but those campaigns proved to be less effective. So, after some reevaluation, we collectively decided to run a "buy-one-get-one-free" campaign. The result was that clients started coming, filling the restaurant to full capacity.

Z's has now changed its operation hours to Tuesday – Saturday, offering buffets and specialty entrées.

WHAT MAKES US DIFFERENT

When it comes to running a social media campaign, Marketing Videos Club helps you from start to finish. We specialize in producing effective, quality videos and in putting getting them in front of the right people through Facebook, YouTube, and Instagram marketing. Because we are a video production studio, we have all the equipment, know-how, and experience to create top-of-the-line social media videos. But, our real specialty is in teaching you how to script and film your own videos right on your smart phones. This approach offers you more bang for your buck—enabling us to produce more videos on the same budget, increasing your overall ROI.

Additionally, our expertise in digital marketing means that we can take care of the entire marketing process from creation of the ad to getting the campaign up and running and even capturing leads, freeing you up to focus on your business.

Bottom line? Don't make the mistake of running a social media campaign without video! The stats show clearly that videos enhance and make a campaign more effective. To learn more, please visit <http://www.marketingvideosclub.com>.

Learn how to get your first campaign for 50% off!

THE NUMBERS



250

Number of patrons increased from 60



70,000+

Impressions per month



\$0.69

Amount spent per lead



3x

restaurant revenues



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