

MARKETING CASE STUDY

Boosting Visibility and Foot Traffic for a Local Restaurant

 HAGADONE MEDIA GROUP



OVERVIEW

This locally owned restaurant has long been a favorite among residents for its rotating specials, seasonal ingredients, and chef-driven dishes. But in a tourist-heavy market, the owners knew they were missing out on visitors looking for a true local dining experience. They partnered with us to raise awareness through our proprietary publications, targeted social media management, and a range of customized print solutions—reaching both loyal locals and out-of-town food lovers who want more than a chain restaurant meal.

THE CHALLENGE

Limited Visibility Among Tourists:

With visitors often relying on quick online searches or falling back on familiar chains, the restaurant needed a way to stand out and get discovered by tourists actively looking for local gems.

Competing for Attention in a Busy Market:

Even among locals, the dining scene was competitive. The restaurant needed to stay top of mind, especially when launching new specials or seasonal menus.

Inconsistent Digital Presence:

While the food and experience were excellent, the restaurant wasn't maximizing its social media platforms to showcase what made them different.

STRATEGIC SOLUTION

We built a comprehensive, multi-platform strategy designed to increase both brand awareness and in-store traffic—focused on telling the restaurant’s story and promoting timely offers.

Proprietary Print & Digital Publications:

Featured ads in our local magazines and visitor publications showcased weekly specials, chef highlights, and events—reaching both locals and out-of-towners in hotels, rentals, and visitor hubs.

Tourist Reach:

Our distribution network ensures visibility in the places tourists actually look—giving this restaurant valuable exposure to visitors looking to enjoy the best of local dining.

Social Media Management:

We took over social media strategy, content creation, and community engagement. High-quality photos, consistent posting, and boosted local promotions helped turn online browsers into diners.

Ad Rep Strategy: Coupon and Special Offer:

With encouragement from their dedicated Ad Rep, the restaurant introduced a limited-time coupon and featured special. Though initially skeptical, the owners were stunned by the response. New customers mentioned the ad, redeemed the offer, and returned—proving the power of simple, well-placed promotions.

Targeted Digital Ads:

Geo-targeted display ads and promoted social content helped capture mobile users and travelers in real-time, encouraging immediate visits.

Custom Print & Promotional Products:

Beyond media and marketing, the restaurant also relied on us to handle production of their printed menus, custom-engraved mugs, and sidewalk sandwich boards. These branded materials helped them stay visually consistent, look professional, and stand out both inside and outside their location.



RESULTS & IMPACT

Significant increase in walk-in traffic and reservations

High redemption of coupons and offers—many from new customers

Strong growth in social engagement and online visibility

Tangible feedback from customers who saw ads in print and online

Improved brand consistency and customer experience through coordinated printed materials and in-store signage

CONCLUSION

By combining traditional media, digital strategy, and branded print materials, we delivered a comprehensive marketing solution that helped this restaurant break through the noise and connect with its ideal audience. Tourists and locals alike are discovering the restaurant not just because of what they serve—but because of where they're seen. From publications to posts, menus to mugs, this campaign proves that smart, hyper-local marketing still delivers big.

CLIENT FEEDBACK

"We're blown away by how many people are finding us now. When our Ad Rep recommended the coupon, we weren't sure it would work—but it brought in a rush of new faces. Plus, having our menus printed, our mugs custom engraved, and sandwich boards designed all in one place made everything seamless. It's made our brand feel polished, consistent, and visible."



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