

MURRAY BROS CADDYSHACK

Businesses of all sizes rely on marketing for a variety of business needs. From customer acquisition to brand loyalty, establishing a solid social presence is crucial to generate sales – old and new. Moving Targets has been in the marketing game for over 25 years and has helped more than 20,000 businesses engage, gain and retain customers across the board.

With a team of direct marketing experts at the ready, Moving Targets is equipped with the expertise and know-how to make the most of any business's marketing efforts.

CHALLENGE

Murray Bros Caddyshack came to Moving Targets with a desire to establish a stronger social presence. Up to that point, the restaurant had put minimal time into keeping up with existing fans. Beyond that, Murray's had mainly generated hype around its social media page through an annual golf outing.

As such, much of the social presence generated by the business's Facebook page focused on golf and less on restaurant offerings.

The challenge with Murray Bros mainly centered on creating a visible presence and establishing the business as a well-known restaurant. Fans were largely unaware of things like weekly events or food specials of the day. Moving Targets needed to create more content for Murray's while still retaining the same brand voice its customers had become accustomed to.

SOLUTION

The marketing needs of Murray Bros Caddyshack aligned perfectly with Moving Targets' Happy Face Social

Media Plan. Social ads were the primary assets required to boost the restaurant's social media presence and overall brand awareness.

In February of 2015, Moving Targets began creating content for Murray Bros. The major moves consisted of scheduling weekly posts spotlighting food specials and recurring trivia nights. The trick to this marketing tactic was to increase the public knowledge of business offerings without overloading their pages with content.

RESULTS

For Murray's, the proof was in the pudding. The Happy Face Social Media Plan helped improve engagement and social awareness on many different levels. For starters, after just three months with this new marketing strategy Murray's saw an 18% increase in fans for its Facebook page. Better yet, the average number of new fans per month rose 500% from January to April.

Customer engagement is a crucial way to make sure a business's social presence sticks. The Happy Face plan helped solidify engagement rates with Murray's audience.

While the company started off with an impressive 2,678 engaged fans, by April this number increased by 76% – totaling 4,624 active fans. The total reach of Murray's marketing content had a similar success story. Over a three month span the total marketing reach of Murray Bros Caddyshack increased 70%, from 53,030 users to 90,224.

The Happy Face Social Media Plan provided Murray's with tailored marketing tactics to help the business reach its full potential - a truly successful strategy for a truly exceptional client.



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