

HWY 61 ROADHOUSE

Marketing can be hard and consistent marketing can be even harder. For many businesses, the day-to-day duties required to run a company leaves little time for crafting creative marketing materials for consumers.

That is where Moving Targets steps in. Marketing is a very important tool to help with things like generating sales and establishing a brand identity. Like with anything of importance, consistency is key. Our team of direct marketing experts is at the ready to treat your business like our own and ensure constant and creative deliverables through a variety of mediums.

CHALLENGE

The restaurant business is undoubtedly a saturated market – especially if you're a soul food restaurant in the south. However, when Hwy 61 Roadhouse came to Moving Targets they had a brand reputation that was above average. What they didn't have was consistent marketing material.

Unlike other clients, Hwy 61 wasn't looking to revamp its brand voice. It had a consistent customer base that had come to know and love the southern charm of this restaurant. The challenge was making sure

consistent content was delivered in order to acquire new audiences and reach a larger pool of customers. The Moving Targets' team needed to create a strategy that retained the brand identity but ramped up the content to a higher more reliable pace.

SOLUTION

The solution was clear from the beginning. - Hwy 61 was a prime candidate for Moving Targets' Happy Face Social Media Plan. The types of promotions for this restaurant were not nailed down in stone. Instead, Moving Targets approached the

strategy in a more flexible manner. With a budget of \$100 in social ads per month, the team created a plan that would vary up content while still providing a consistent brand message to Hwy 61's audience.

With posts promoting live music or weekly trivia events, Moving Targets worked to create clean and fresh content that would appeal to Hwy 61's southern charm while drawing in new faces. This consistent marketing effort helped Hwy 61 see some major results.

RESULTS

The team at Hwy 61 knew what they needed was consistency, and they were absolutely right. The restaurant started with Moving Targets in October of 2014 and the results were quick and effective. In September that year, before the new marketing plan was launched, Hwy 61 boasted 3,860 fans with an average of 68 new fans per month. There were 3,090 engaged fans that month and a total reach of 56,193.

While these numbers weren't terrible, there was clear room for improvement. Three months after Moving Targets launched its new approach all four of the mentioned

categories saw considerable improvement. In December of 2014, engagement increased by 45 percent and total reach rose by 52 percent. Hwy 61 added nearly 1,000 new fans to its Facebook page and the average number of new users per month improved by 83 percent.

Since then, Moving Targets has kept a steady rate of engagement and acquisition for Hwy 61. In September 2015, there was a 54 percent increase in fans compared to the same time in 2014. Clearly, for this client, consistency was the key to optimal marketing results and The Happy Face Plan paved that path.



Direct Mail



Email



Social

The Magic Pill™

movingtargets.com
800.926.2451

**Moving
Targets®**