



| Campaign  | Industry   | Website  |
|---|------------|--|
| Facebook & Instagram Paid Ads   | Restaurant | <a href="http://www.800degreesphillipsplace.com">www.800degreesphillipsplace.com</a> |
| <b>Objective:</b> To drive customers to the restaurant after the launch and brand awareness |            |  |

## PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

800° Woodfired Kitchen is known for its unique and innovative approach to the art of cooking with wood fire and the restaurant was set to open in Phillips Place which is Charlotte's premier luxury retail center. The primary requirement initially for the social media marketing campaign was to generate brand awareness and drive customers to the restaurant by providing quality Setup, Management, and Analysis of the campaigns.

## SERVICES, SOLUTIONS AND OUTCOME

Our process started by creating a traffic campaign to drive traffic to the website and then by creating a lead generation campaign to collect leads for our remarketing campaign which resulted in a good number of leads. The next process included creating a laser-targeted audience and ad copies.

Once we had a good number of clicks and leads from the campaign, we created a remarketing campaign to retarget people who engaged with our brand on Facebook and Instagram but did not visit our website.



At the end of the campaign, we have received great results from the audience not only in terms of leads at a low cost but also a good number of traffic and engagement.

## CAMPAIGN PERFORMANCE

| Campaign name   | Results                   | Reach ↓          | Impressions     | Cost per result                | Amount spent            |
|---|---------------------------|------------------|-----------------|--------------------------------|-------------------------|
| MM   800 Degrees   Traffic   Restaurant Promotion   July 2021         | 770<br>Link Clicks        | 18,187           | 33,847          | \$0.29<br>Per link click       | \$222.85                |
| MM   800 Degrees   Lead Generation   Restaurant Promotion   July 2021 | 74<br>On-Facebook leads   | 7,983            | 14,855          | \$2.92<br>Per on-Facebook L... | \$215.87                |
| MM   800 Degrees   Traffic   Retargeting   Aug 2021                   | 46<br>Link Clicks         | 673              | 3,714           | \$0.75<br>Per link click       | \$34.35                 |
| > Results from 3 campaigns ⓘ  | —<br>Multiple conversions | 24,607<br>People | 52,416<br>Total | —<br>Multiple conversions      | \$473.07<br>Total Spent |



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# TOP PERFORMING ADS

**800°** 800 Degrees Woodfired Kitchen - Phillips Place  
Sponsored · 🌐

Sunday – Thursday: 5PM to 10PM

Friday – Saturday: 5PM to 11PM



[HTTPS://800DEGREESPHILLIPSP...](https://800degreesphillipsplace.com)  
Now at Phillips Place!

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👤 Rita Tickell Hegarty... 2 comments 3 shares

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