

CASE STUDY

MEDIAMAGIC & 800° WOODFIRED KITCHEN



Services: Social Media Ads



Industry: Hospitality



Objective: hire new Employees before the restaurant opens



Website: www.800degreescarolinas.com



2.72%

Average Click-Through Rate
Overall **Recruitment** Niche

2.57%

Average Click-Through Rate
800° WoodFired Kitchen Case



PROBLEM 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 collect job applications before the restaurant opened up by providing quality Setup, Management, and Analysis of the campaigns.



SOLUTION AND RESULTS



Team Media Magic had an opportunity to provide marketing solutions to one of their Independent consultants. With our powerful DEMMO methodology and a strong commitment to quality client servicing, we designed and created a hybrid social media marketing campaign which was combined with an email marketing strategy.

Our process started by creating a custom landing page to collect leads for our email marketing campaign, which enhanced the user experience and resulted in a good number of leads. The following process included creating a laser-targeted audience and ad copies. Since the Hiring campaign belonged to a special ad category campaign, we had restrictions with the targeting options available. Yet, we used the best possible audiences in our campaign.

Once we had the leads in our bucket, we nurtured them by sending regular emails through our email automation campaign to help the applicants get prepped up before the job interview. At the end of the campaign, we received great results from the audience in terms of leads at a low cost and not a good number of traffic and engagement.

CAMPAIGN PERFORMANCE

Campaign Name	Reach ↓	Impressions	Frequency	Amount Spent	Clicks (All)	CPC (All)	CTR (All)
MM 800 Degrees Recruitment Campaign #2 & #3 Conversion ...	15,891	35,269	2.22	\$553.99	553	\$1.00	1.57%
MM 800 Degrees Recruitment Ads #1 Conversion May 2021	9,809	22,326	2.28	\$367.82	857	\$0.43	3.84%

Ad Set Name	Reach	Impressions	Frequency	Results ↓	Amount Spent	Clicks (All)	CPC (All)	CTR (All)
MM 800 Degrees Recruitment Ad Angle 3 ...	6,124	9,478	1.55	5 Website Leads	\$136.42	162	\$0.84	1.71%
MM 800 Degrees Recruitment Ad Angle 2 ...	6,017	9,132	1.52	5 Website Leads	\$141.65	110	\$1.29	1.20%
MM 800 Degrees Recruitment Ad Angle 1 ...	7,222	11,733	1.62	3 Website Leads	\$188.30	176	\$1.07	1.50%
MM BAR ONE Recruitment Ad Angle 1 and ...	4,605	10,468	2.27	3 Website Submit A...	\$175.20	614	\$0.29	5.87%
MM BAR ONE Recruitment Ad Angle 1 and ...	259	265	1.02	1 Website Lead	\$5.68	20	\$0.28	7.55%
MM 800 Degrees Recruitment Ad Angle 1 ...	3,510	4,631	1.32	1 Website Submit A...	\$73.05	107	\$0.68	2.31%

TOP PERFORMING ADS


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 Job Fair Open @ New Flagship [...See More](#)


CHARLOTTE, NC
 at Phillips Place



READY TO MAKE THE CUT?

We're hiring.

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Limited positions left. We're Hiring on the spot.

APPLY NOW


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Get paid what you're worth. Bring your Resume!
 WE'RE HIRING NOW. WE'RE NEW. WE'RE DIFFERENT. WE WANT YOU. [...See More](#)


CHARLOTTE, NC
 at Phillips Place



READY TO MAKE THE CUT?

We're hiring.

800DEGREESPHILLIPSPLACE.TE...
Join us at 800° and Move Up.
 Excellent Pay. Solid Benefits. Goo...

APPLY NOW

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30 MINUTE MEETING



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