

# CASE STUDY

MEDIAMAGIC & 800° WOODFIRED KITCHEN



**Services:** Facebook & Instagram Paid Ads



**Industry:** Hospitality



**Objective:** To drive customers to the restaurant after the launch and brand awareness



**Website:** [www.800degreescarolinas.com](http://www.800degreescarolinas.com)



## 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 generate brand awareness and drive customers to the restaurant by providing quality Setup, Management, and Analysis of the campaigns.



## SOLUTION AND RESULTS



The restaurant sold out of all food, seats, alcohol, and tables 100% in the first week! MediaMagic drove a huge amount of traffic and sales to the restaurant.

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 received great results from the audience in terms of leads at a low cost and 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 Link Clicks	18,187	33,847	\$0.29 Per link click	\$222.85
MM   800 Degrees   Lead Generation   Restaurant Promotion   July 2021	74 On-Facebook leads	7,983	14,855	\$2.92 Per on-Facebook L...	\$215.87
MM   800 Degrees   Traffic   Retargeting   Aug 2021	46 Link Clicks	673	3,714	\$0.75 Per link click	\$34.35
> Results from 3 campaigns ⓘ	— Multiple conversions	24,607 People	52,416 Total	— Multiple conversions	\$473.07 Total Spent

## TOP PERFORMING ADS

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

Sunday – Thursday: 5PM to 10PM

Friday – Saturday: 5PM to 11PM

**WOODFIRED TO PERFECTION**

**Now Open**

HOURS  
Sun – Thurs  
5PM – 10PM  
Fri – Sat  
5PM – 11PM

FORM ON FACEBOOK  
**Now Open at Phillips Place!**
[LEARN MORE](#)

Like
 Comment
 Share

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[HTTPS://800DEGREESPHILLIPSP...](https://800DEGREESPHILLIPSP...)  
**Now at Phillips Place!**
[LEARN MORE](#)

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**30 MINUTE MEETING**



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