

CASE STUDY

MEDIAMAGIC & BARONE LOUNGE



Services: Facebook & Instagram Paid Ads



Industry: Hospitality



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



Website: baronelounge.com

**BAR
ONE
LOUNGE**



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

BAR ONE Lounge is located at the back of the 800° Woodfired Kitchen and has its entrance for late-night dining or cocktails. The Bar 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 BAR ONE Lounge by providing quality Setup, Management, and Analysis of the campaigns.



SOLUTION AND RESULTS

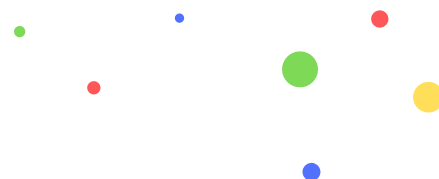


Team Media Magic had an opportunity to provide marketing solutions to one of their Independent consultants. With our powerful DEMMO methodology and a strong commitment to quality client servicing, we designed and created a social media marketing campaign to drive users to the website and collect leads for future remarketing purposes.

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 many 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 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 Bar One Lounge Traffic Bar Promotion July 2021	1,224 Link Clicks	17,560	38,742	\$0.18 Per link click	\$221.45
MM Bar One Lounge Lead Generation Bar Promotion July 2021	118 On-Facebook leads	8,628	18,281	\$1.79 Per on-Facebook L...	\$211.28
MM BAR ONE Lounge Traffic Retargeting Aug 2021	58 Link Clicks	842	3,355	\$0.45 Per link click	\$25.88
> Results from 3 campaigns ⓘ	— Multiple conversions	22,680 People	60,378 Total	— Multiple conversions	\$458.61 Total Spent

TOP PERFORMING ADS


BAR • ONE Lounge
 Sponsored · 🌐

Sunday – Thursday: 5PM to 12AM

Friday – Saturday: 5PM to 2AM



BAR ONE
 LOUNGE®




HOURS
 Sun – Thurs
 5PM – 12AM
 Fri – Sat
 5PM – 2AM


Where the status quo
is meant to be shaken.

NOW OPEN.

[HTTPS://PHILLIPSPLACE.BARO...](https://phillipsplace.barone.com)
Now Open at Phillips Place!


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30 MINUTE MEETING



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