



SALT POINT MARKETS

REBRAND & GRAND OPENING

"We are seeing a 20% increase since before the advertising ran and our opening"

-Todd E.
Partner

BACKGROUND

- SALT POINT MARKET & CAFE is an eatery and grocery market serving a local geographic area that previously had a similar business in the same location.
- The client is rebranding and promoting their grand opening.
- The patrons are primarily 35+ with the greater density being 45+ and is made up primarily of local residents.
- Additionally, there are tourists that pass through the area during all four seasons, so the proximity with a major highway combined with the origin and destination clusters is a consideration for targeting.

CHALLENGES

- Distancing & differentiating the client from a previous similar business that had a negative reputation at the same location.
- Getting the word out about their grand opening in a short amount of time
- Creating marketing content and advertising creative to target:
 - Grand Opening for business
 - Introduce & Showcase their offerings
 - Cafe
 - Pizza
 - Grocery & sundries market
- The pizza offerings are a separate entity that previously had its own establishment in the area under the Valley Pizza brand.

SOLUTION

Rapid marketing campaign development using paid and organic digital marketing, combined with an opening day promotion. Creative for each strategy.

ACTION

- Paid Advertising (PPC)

- Media buy & campaign management
- Google Display ads ran for several days prior to the opening
- Good Search ads ran for several days prior to the opening (examples from ad manager)
- Video Ads targeting customers with specific offerings
 - Pizza
 - Catering
- Facebook Promoted Posts

- Organic

- Facebook Business Page
 - Served as a hub for announcements
 - Landing page for advertising.
 - A new website was a secondary landing page destination.

- Creative

- Design, copy & production
 - GDN, Search, & Youtube

RESULT

- The Grand Opening day was a success and well-attended
- There was a 20% increase in business after 1 week of advertising
- FB promoted posts and organic achieved a significant following, engagement, and user-contributed content

YOUR BRAND

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