

KNOW
advertising

Case Studies

Roberts Restaurant Group

Case Studies.

Roberts Restaurant Group **A delicious success story**

Nearly 30 years ago, a restaurant proprietor began launching restaurants throughout southeast Michigan. Each one was different, unique and successful. The food was phenomenal. The service impeccable. The level of hospitality unparalleled.

When Know Advertising met Bill Roberts, he was opening his fifth restaurant and eyeing a sixth. It was an ideal time for an agency to help him come into the 21st century and focus his sights on digital, an area previously overlooked and underserved.

We identified an immediate need. Despite the individual success of each restaurant, it wasn't well known that these restaurants were related to each other and advertising dollars were being spent on each individual restaurant rather than making more efficient use of the budget. In order to consolidate the marketing efforts and promote the restaurants under one umbrella, Roberts Restaurant Group (RRG) was born, and the branding began.

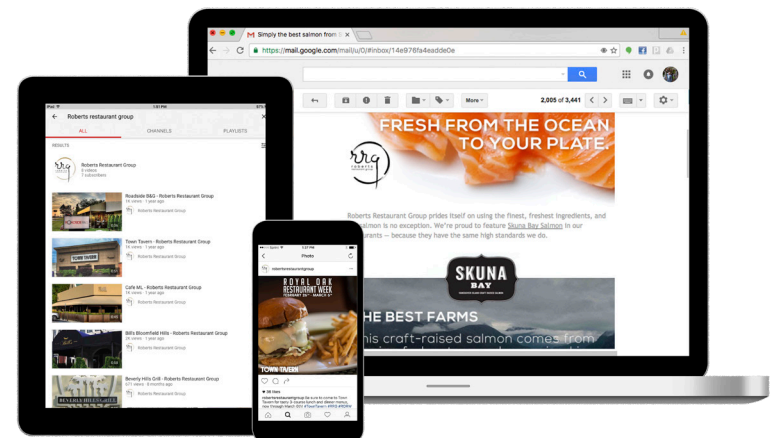
Case Studies.

Roberts Restaurant Group Continued

We successfully developed the RRG brand and created a logo, new group website and individual restaurant sites, social media properties for all and campaigns that introduced the brand to the market. Traditional print ads were developed, but digital advertising and inexpensive video were key to covering the Oakland County market in a cost-efficient manner.

Promoting Roberts Restaurant Group is challenging. Unlike a chain of restaurants, each RRG restaurant is uniquely different. There are multiple locations with different names, different personalities and different menus. Each wants to entice new, enthusiastic people to its establishment but all face a limited budget.

Through careful planning and exceptionally efficient use of the budget dollars, we have increased the number of guests through their doors, created social media properties to showcase their menus and foster conversation, and developed digital campaigns that have yielded tremendous results.



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The Stats

- Website **traffic has increased 2344%** since all restaurant websites were launched in 2013.
- **Traffic increased to 336,189 visits per year** (2016-17) from 55,638 visits per year (2013-14).
- Facebook **impressions have increased 95%** since paid campaigns.
- In just four months, the digital recruitment campaign **increased impressions** from 478,138 to 1,134,692 impressions total.

The Contact

Bill Roberts
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Roberts Restaurant Group
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▶ Video Channel



▶ View Site