

# CASE STUDY



**GÜNAYDIN** F&B in the heart of Dubai's Souk Al Bahar part of the D.REAM group.

Working alongside a public relations agency called Rawaj International, our scope was to handle the social media and digital marketing campaigns, delivering high value content that enhanced the brand's prestige, increase search engine rankings & help to generate increased footfall & revenue.

Very quickly, we established that there were several opportunities that Günaydin was missing out on. Given the high footfall of the location, we established an online booking enquiry form on their website and integrated standard social media & google remarketing pixels as well as one of our own. We established a 24 week dynamic email customer journey featuring a mix of information, valuable content like recipes, invitations to special events and discount vouchers.

## THE RESULTS?

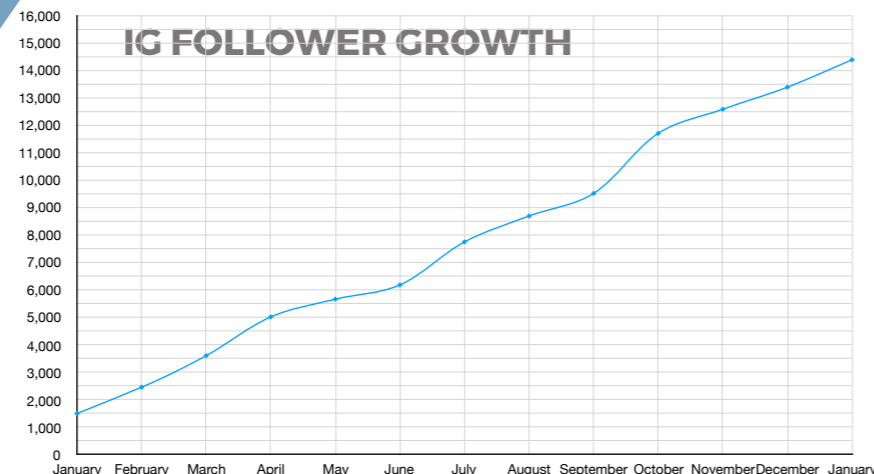
We inherited a social media presence that had 300 followers, in just over a year this increased to over 13.5k, we arranged celebrity visits by UFC fighters such as Alistair Overeem and Turkish Kickboxer & Celebrity Gökhan Saki, we arranged weekly visits by influencers and helped to launch the breakfast menu in the weekends in a very successful way and the website ranked first page on Google for target keywords.

## KEY POINTS:

Monthly impressions exceeded 100,000 views on the primary social media channel, Instagram.

Most months we were provided with zero budget for paid ads and boosted ads which is why we engaged in email marketing.

The Email database that we built for Günaydin directly contributed to Year on Year growth in their revenue, for example revenue for the NYE 2017 increased by over 40% vs NYE 2016. The automated customer journey encouraged repeat business.



## HIGHLIGHTS

## ANALYTICS

A monthly report issued to both the restaurant management and the parent company in Turkey helped to provide detailed information about the digital presence. For example, the existing website was severely impairing search engine rankings, whilst not generating any online conversions. With our assistance the data gathered helped all stakeholders make informed decisions, the website analytics helped us convince the parent company of the need to redesign the website to meet the minimal criteria required by search engines.



## EMAIL MARKETING - A VITAL STEP

A project we were assigned was generating awareness of the special breakfast that Günaydin launched in the weekends. We hand-picked a group of emails from the database and created an automated email journey with several steps in it, inviting the for breakfast several times over an extended period of time.

Email 1 - Open Rate	47.18%
Email 1 - Click Rate	3.41%
Email 2 - Open Rate	72%
Email 2 - Click Rate	17%

