

A Social Media and Marketing Case Study for The Bronzed Door



Project Overview

Our agency was tasked with crafting a comprehensive marketing strategy to establish The Bronzed Door as a must-visit destination. Nested in a small suburb with a mostly family nuclear family, some professionals, and retirees, our goal was to achieve the following:

- **Increase brand awareness:** Generate excitement and recognition for The Bronzed Door within the local market.
- **Drive customer acquisition:** Attract new patrons to experience the restaurant's unique ambiance and culinary offerings.
- **Boost sales and foot traffic:** Increase overall revenue for The Bronzed Door, including addressing traditionally slow dayparts like lunch.
- **Establish a vibrant online presence:** Create a strong online identity across various platforms to connect with potential customers and foster a sense of community.



Introduction

At Restaurant Brand Builders, we understand that for restaurants, standing out from the crowd requires a captivating brand identity and a strategic marketing approach. This case study delves into the success story of The Bronzed Door, a new American restaurant under a multi-brand hospitality group. The Bronzed Door presented a unique concept – a modern interpretation of a historic venue, featuring a signature Bronze Door, a speakeasy ambiance, and innovative cuisine. However, this exciting concept needed a well-orchestrated marketing strategy to generate buzz, drive awareness, and attract customers in a competitive market.

Strategy and Implementation

To achieve these objectives, we implemented a multi-faceted approach:

1. **Brand Messaging:** Developed a unique brand narrative that highlighted Bronze Door's commitment to craft, quality ingredients, and community-driven experiences.
2. **Social Media and Email Marketing:** Leveraged social media platforms and targeted email marketing campaigns to engage with potential customers, promote special offers, and create anticipation for the restaurant's launch.
3. **New Website and Digital Advertising:** Designed and launched a user-friendly website with an integrated reservation system and online menu. Implemented digital advertising campaigns targeting local audiences to drive awareness and drive traffic to the website.
4. **Influencer Collaborations and Content Creation:** Partnered with local influencers and food bloggers to showcase Bronze Door's unique offerings and create engaging content that resonated with the target demographic.
5. **Campaign Strategy and Content Creation:** Developed strategic campaign initiatives, including lunch promotions, happy hour specials, and themed events, to attract foot traffic during slower dayparts and encourage repeat visits.

Results

The comprehensive marketing strategy yielded impressive results:

Increased Brand Awareness:

Website traffic increased by **300% within the first 3 months**, exceeding industry averages for new restaurant openings.

Social Media Engagement:

Social media follower growth surpassed industry benchmarks, with a **40% increase** in engagement (likes, comments, shares) compared to the average new restaurant.

Restaurant Lift:

The Bronzed Door achieved a **45% increase** in overall sales each month within the first 6 months, exceeding initial projections.

Targeted Campaigns Delivered: The “Power Lunch” campaign targeting local professionals resulted in a **15% rise** in weekday lunch reservations during the campaign period.

Brunch Success: The Sunday brunch launch campaign, featuring mouthwatering food photos and enticing social media promotions, led to brunch reservations exceeding initial targets by **30% in the first month**.

Conclusion

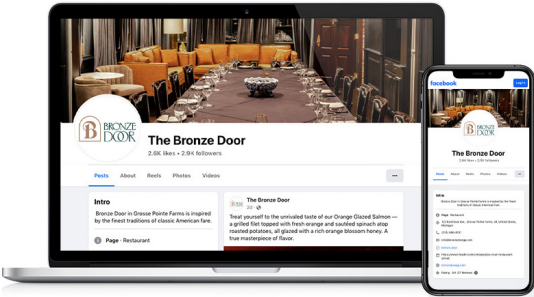
By employing a comprehensive digital marketing strategy and a focus on brand storytelling, The Bronzed Door successfully established itself as a relevant and exciting dining destination. Increased brand awareness, social media engagement, and a significant rise in sales solidified The Bronzed Door's presence within the competitive market. This case study proves that even a historic establishment can thrive with a modern approach to marketing, attracting new customers and breathing new life into its legacy.



Social Media Marketing Overview

Average Monthly Stats

- Facebook Likes: 906
- Facebook Visits: 1,804
- Facebook Impressions: 720,899
- Facebook Reach: 39, 468
- Instagram Visits: 1,076
- Instagram Reach: 5,609
- Instagram Followers: 989



ENJOY BRUNCH, LUNCH,
AND THE PATIO

BRUNCH

LUNCH

PATIO

HOORAY
FOR SUNDAY BRUNCH!

SUNDAYS 10 A.M. - 2 P.M.

NOW SERVING LUNCH
TUESDAY - FRIDAY



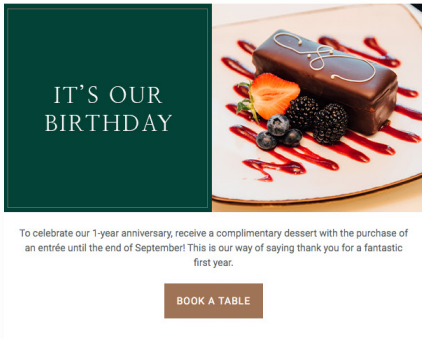
It's not too early to book your holiday celebrations. We offer multiple spaces like our private lower-level room that can host up to 30 guests, or even the entire restaurant that can accommodate up to 150 guests. Consider us for your next private event or holiday celebration.

[CONTACT US](#)



Brunch is the perfect way to start off a weekend of fun. Nothing is better than getting out of bed late and meeting up with loved ones at a great brunch spot for a good meal and maybe even a mimosa or two. Order our delicious Omelet Boursin—a classic French omelet garnished with herbs, Boursin cheese and mixed greens, served with red wine vinaigrette and flatbread crouton. Experience our delicious menu of chef-inspired favorites, fine wines, and handcrafted cocktails for lunch, dinner, or Sunday brunch.

[VIEW MENU](#) [MAKE RESERVATION](#)



To celebrate our 1-year anniversary, receive a complimentary dessert with the purchase of an entrée until the end of September! This is our way of saying thank you for a fantastic first year.

[BOOK A TABLE](#)

[123 Kercheval Ave. Grosse Pointe Farms, MI 48236](#)
[WWW.BRONZEDOORGP.COM](#)



Email Marketing Overview

Industry average open rate is 17.2% and industry average click rate is 1.3%

◀ **Open Rate:** 36.0%

Click Rate: 0.6%

▶ **Open Rate:** 39.6%

Click Rate: 1.5%



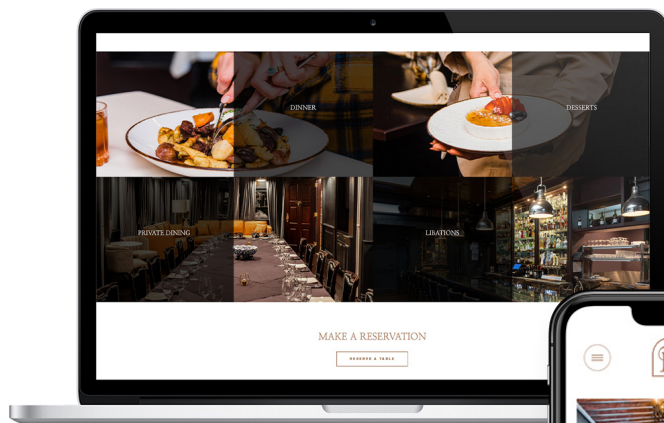
As a special thank you to all of our loyal customers in the Grosse Pointes, we'd like to give you a sweet treat. Until September 30, receive a complimentary dessert with the purchase of an entrée. Celebrate our 1-year anniversary with us today!

[MAKE A RESERVATION](#)



You can never go wrong with brunch classics during our Sunday brunch. Our menu features favorites like Avocado Toast, Eggs Benedict, Chicken and Waffles, and Croque Madame. Brunch is served every Sunday from 10 a.m. to 2 p.m. See you then!

[VIEW MENU](#) [MAKE RESERVATION](#)



Website Design & Development

Average Monthly Stats



Users: 10,156

New Users: 12,793

Sessions: 2,351

Page Views: 15,380



123 Kercheval Ave. Grosse Pointe Farms, MI 48236
Monday-Thursday 4 P.M.-10 P.M. • Friday-Saturday 4 P.M.-11 P.M. • Sunday Closed
BRONZEDOORGP.COM

Bronze Door is the ultimate destination for those seeking truly inspired cuisine, local flavor, and fantastic service that delights. Our restaurant is inspired by the finest traditions of classic American fare, handcrafted cocktails, and a finely curated wine list. Join us and experience a place where simple moments form memorable connections through shared conversations.

Join the e-list to receive all news and opening information!

WWW.BRONZEDOORG.P.COM

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BOOK ABOUT
DETROIT'S
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Explore the latest look from award-winning author and *Ottobaker* magazine editor R.J. King, "Detroit: Engine of America," the real life story of how the city grew, step by step, from a French fort on the riverfront in 1701 to become the world's largest manufacturing economy in 1900.

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NOW OPEN!

A NEW DOOR OPENS

The former Bronze Door is a beautifully decorated eatery now complete in every respect. Located in the historic downtown building on the corner of 3rd and Main, the new Bronzedoor Restaurant is a place where you can enjoy the finest food and service in the area. The menu is a carefully selected and thoughtfully prepared selection of classic and contemporary dishes. The new Bronzedoor Restaurant is a place where you can enjoy the finest food and service in the area. The menu is a carefully selected and thoughtfully prepared selection of classic and contemporary dishes.

WE LOOK FORWARD TO SERVING YOU!

Bronzedoor

BRONZE DOOR RESTAURANT
1000 3RD AVE. S. SEASIDE, WISCONSIN 53081
(414) 461-1111

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