BUFFBURGER:

A Branding Success Story in the Competitive Fast-Casual Market

RBB RESTAURANT BRAND BUILDERS

BuffBurger



Project Overview

Client: BuffBurger

Website:
www.buffburger.com

Objective: To enhance local brand awareness and establish a strong market presence amidst intense competition in the fast-casual and hamburger market.

Introduction

In a dining landscape flooded with fast-casual options and burger joints, BuffBurger emerged with a mission to offer chef-inspired, quality food within a relaxed atmosphere. The challenge was not only to differentiate themselves in a saturated market but also to establish a strong, recognizable brand identity that resonated with their target audience. To navigate these challenges and carve out its niche, BuffBurger partnered with Restaurant Brand Builders (RBB) for an all-encompassing marketing and branding strategy.

This case study outlines the journey of BuffBurger from its launch to hitting its ambitious **$1.5 million revenue** goal in the first year, planning the opening of a second location in the second year, and significantly increasing revenue from first-time customers through strategic marketing efforts.

Results

Revenue Milestones:
Achieved a **$1.5 million revenue goal** in the first year, with plans for expansion evidenced by the opening of its second location.

Brand Positioning:
Successfully established BuffBurger as a **modern and inviting brand,** appealing to both new and returning customers.

Customer Acquisition:
A **30% increase in revenue** from first-time customers was achieved, partly due to the effectiveness of the direct mail campaign, demonstrating a **7% ROI**.

Expansion and Growth: The comprehensive **marketing strategy** laid a strong foundation for BuffBurger's ongoing growth and market presence, setting a precedent for **future marketing** efforts.

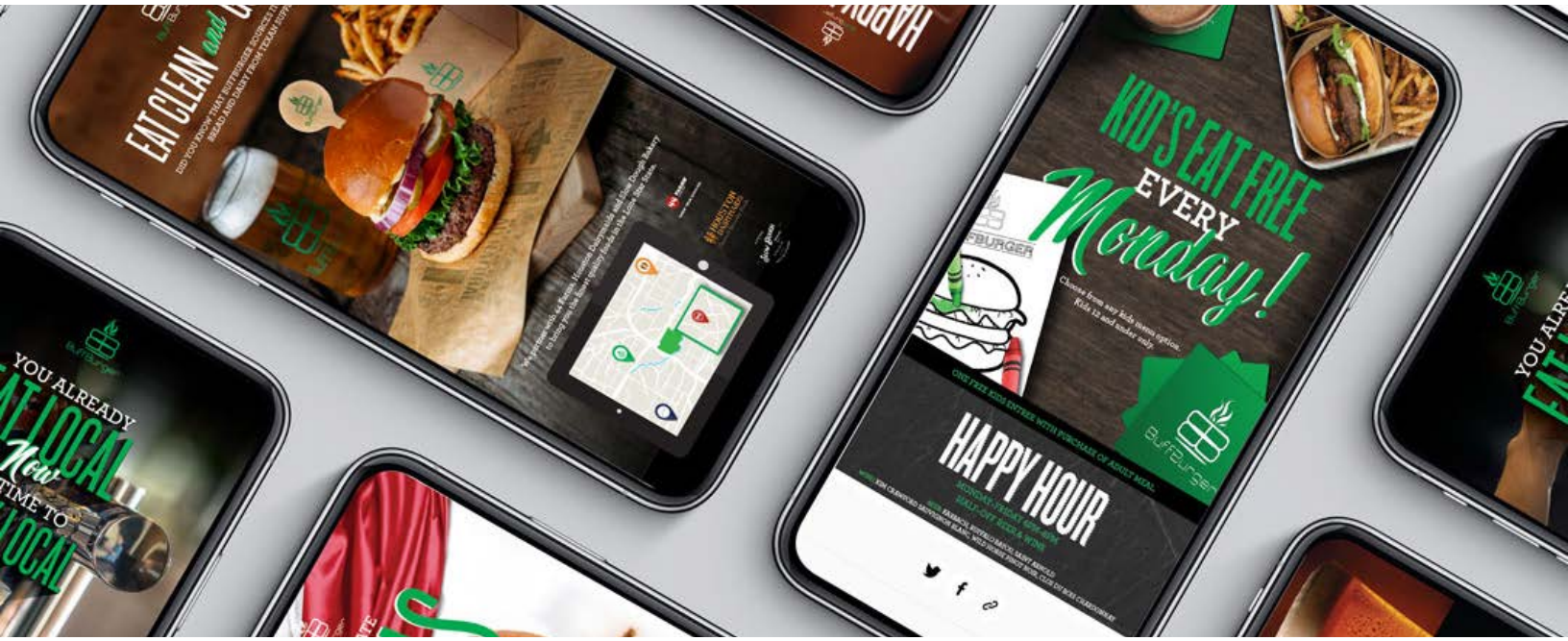
Client Testimonial

“We entered the Houston restaurant market at a time when competition was high. RBB helped us find our niche in the fast-casual dining rush.”

— Paul “Buff” Burden, Owner, BuffBurger

Conclusion

BuffBurger’s success story is a testament to the power of strategic branding and marketing in differentiating a brand in a crowded market. Through a tailored full-suite service package, Restaurant Brand Builders enabled BuffBurger to not only meet but surpass its revenue goals, secure a loyal customer base, and set the stage for future expansion. This case study exemplifies how a focused and cohesive branding and marketing strategy can elevate a restaurant from a newcomer to a notable contender in the fast-casual dining industry.









Direct Mailer Overview

RBB mailed over 12,250 mailers and 1,445 were redeemed. This resulted in a 11.8% return rate, which is over five times the national average.

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Round One

Mailed: 5,000

Redeemed: 565

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Round Two

Mailed: 7,250

Redeemed: 880



Email Marketing Overview

BuffBurger gained over 1,300 email addresses in the first year, and maintained an average open rate of 34-38%.

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Open Rate: 37%

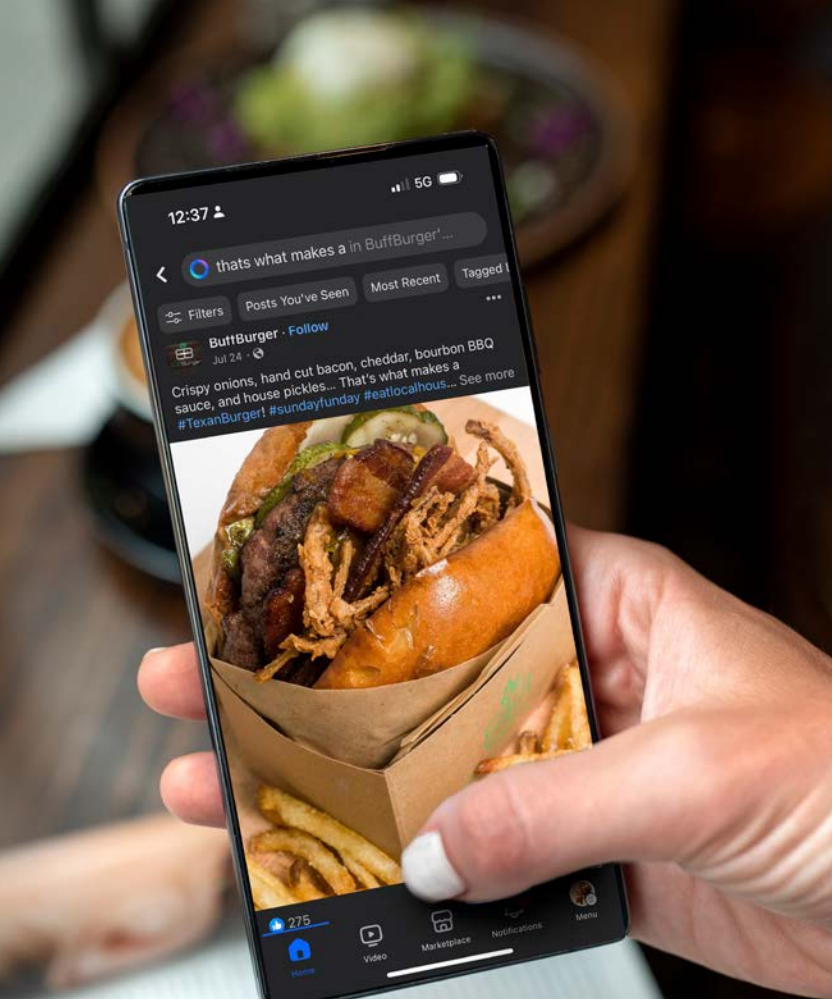
Click Rate: 3.1%

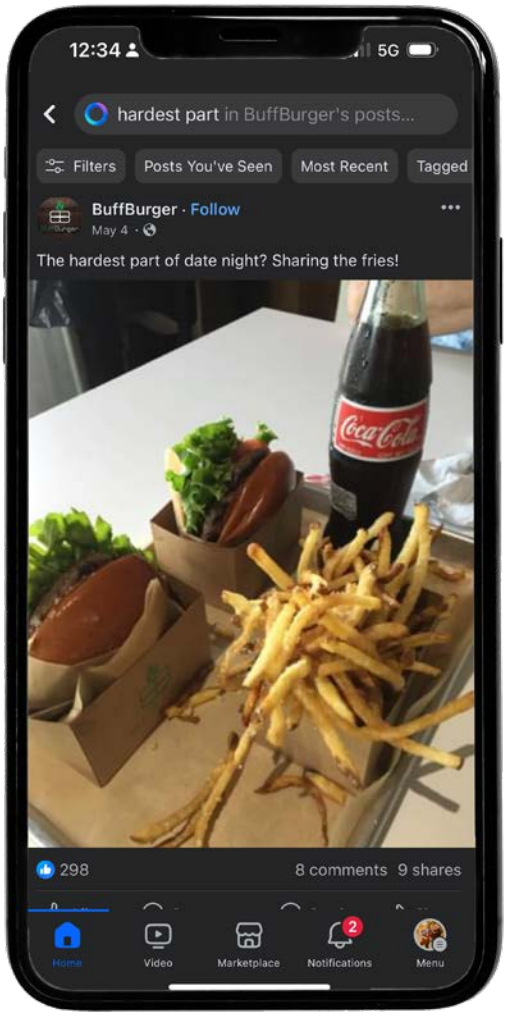
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Open Rate: 35.3%

Click Rate: 2.3%









Social Media Marketing Overview

Facebook engagement and promotions brought in average of 45 customers per post that included a promo (such as kids eat free and free fries). Followers increased to 2,750

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Likes: 182

Comments: 4

Shares: 4

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Likes: 298

Comments: 8

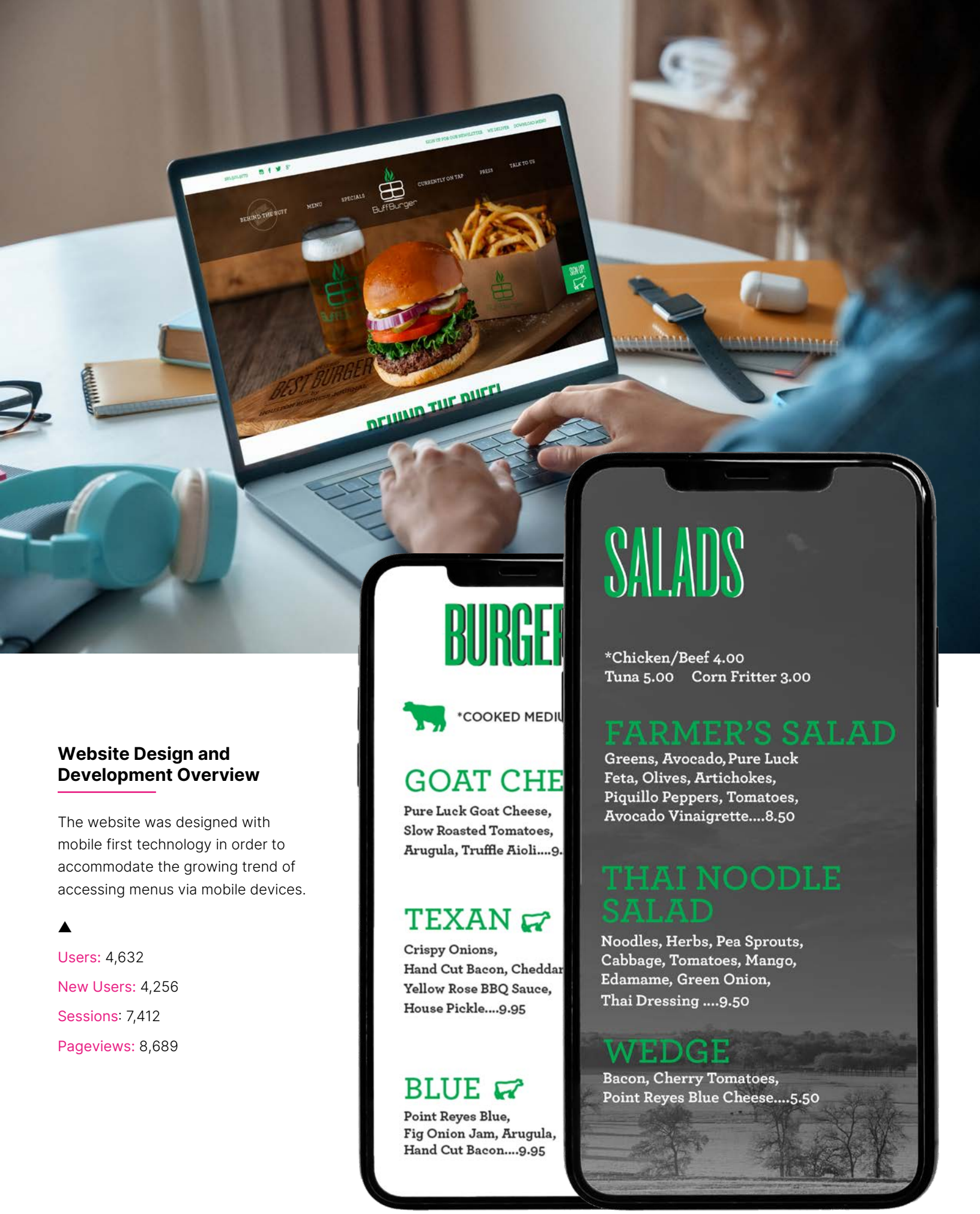
Shares: 9

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Likes: 275

Comments: 18

Shares: 19



Website Design and Development Overview

The website was designed with mobile first technology in order to accommodate the growing trend of accessing menus via mobile devices.

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Users: 4,632

New Users: 4,256

Sessions: 7,412

Pageviews: 8,689


JOIN
BuffBurger


EAT + DRINK + SLEEP
IN THE BUFF


PLEASE CIRCLE A NUMBER BELOW
ONE BEING POOR & FIVE BEING EXCELLENT.
FOOD QUALITY
MENU VARIETY
SERVICE
ATMOSPHERE
CLEANLINESS
OVERALL EXPERIENCE
HOW OFTEN DO YOU COME TO BUFFBURGER?
WOULD YOU RECOMMEND US TO A FRIEND? WHY?
HOW COULD WE IMPROVE THE BUFFBURGER EXPERIENCE?
DID A MANAGER VISIT YOUR TABLE?
JOIN OUR MAILING LIST FOR BIRTHDAY PERKS & SPECIAL PROMOTIONS!
NAME:
EMAIL:
ZIP CODE:
BIRTHDAY:
THANK YOU FROM
Buff & Sara!

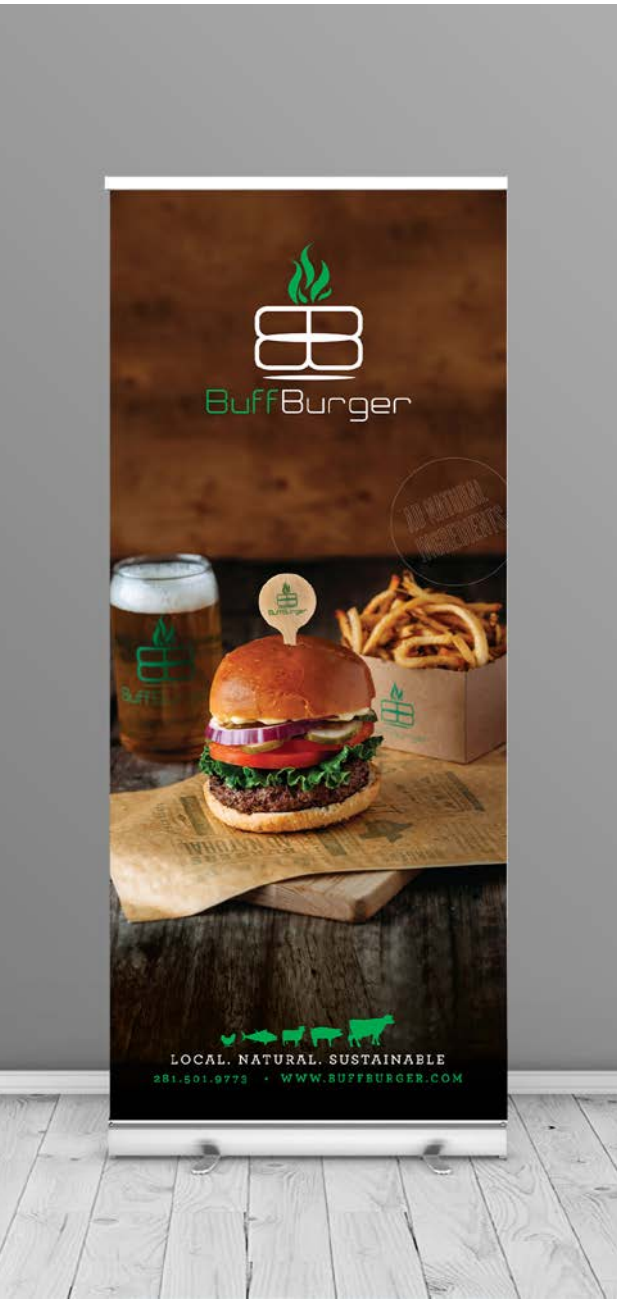

SAVE THE DATE
APRIL 2nd
11:00 – 3:00 P.M.
WE'RE CELEBRATING OUR
1ST BIRTHDAY THE ONLY
WAY WE KNOW HOW...
With
MORE BURGERS!
JOIN THE
BuffBurger
BIRTHDAY
Bash!
$4 BURGERS
$1 FRIES
WWW.BUFFBURGER.COM
For the kids, get ready for balloon animals, face painting & more. While the kids play, adults can savor the taste of Karbach during their tap takeover!


BuffBurger
Celebrate our
GRAND
Opening
FEATURING BURGERS AU NATUAL FROM 44 FARMS,
FREE BUFFBURGER FRIES AND
FREE LOCAL CRAFT BEER SAMPLES FROM
KARBACH BREWING CO.
Saturday June 20th
From 11am – 5pm In The Parking Lot Of The Shoppes At Memorial Village Off I-10 And Wirt Road.
#getyourbuffon
KARBACH
LOCAL. NATURAL. SUSTAINABLE
44 FARMS


EAT
IN THE BUFF
DRINK
IN THE BUFF
SLEEP
IN THE BUFF


Welcome
TO
THE BUFF
WHERE
THINGS GET
SAUCY
LOCAL. NATURAL. SUSTAINABLE.


BURGERS
IN THE BUFF


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Fresh