



## **Story**

In 2016, Spitz saw a an opportunity. They realized that most restaurants (especially those in their space), had virtually no online presence. Already undergoing rapid regional growth, Spitz invested in Facebook Ads and Google AdWords with RedTundra. The rest is history.

## **Overview**

Spitz was founded in 2006 by Bryce Rademan and Robert Wicklund in Los Angeles, California. Today, the pair oversee four regional franchise owners, with growth at a rate of 2.5 new locations per year across the United States. We started working with Spitz in 2016, right at the cusp of their digital marketing success. When we began working with Spitz, they had no centralized Facebook page and averaged roughly twenty impressions on each of their posts. Within our first year and a half working together, Spitz gained 25,000 Facebook followers and reaches over 215,000 people with advertised content every month with an estimated 25% increase in catering orders.

## **Platform(s)**

Facebook Ads, Google AdWords

## **Network(s)**

Facebook, Instagram, Google, Bing

## **Goals**

- 1. Customer Engagement**  
Strengthen engagement between Spitz and its customers.
- 2. Local Awareness**  
Improve awareness for all locations, particularly new regional franchises.
- 3. Offline Sales**  
Drive restaurant visits and in-store purchases.
- 4. Catering Orders**  
Use digital advertising to drive catering sales.

## **Strategy**

- 1. Customer Engagement**

Spitz is a great brand, and we needed to simply get it out there. So we used Facebook Ads to promote and sponsor Spitz's photographic and video content. We targeted these posts to people who liked Spitz on Facebook, as well as a number of Custom Audiences built of people we believed were Spitz customers using third-party data from Facebook.

## **2. Local Awareness**

Thanks to Facebook's Lookalike Audiences, we created new customer groups of 100,000-1,000,000 based off Spitz's email lists. We then targeted impressive articles written about Spitz, particularly articles written about its new locations or soon-to-open locations.

## **3. Offline Sales**

Using Store Visits campaign types and offsite conversion tracking on Facebook Ads, we set Spitz up with ways to actually estimate how their social posts were influencing day-to-day business volume. With Store Visits, we went even further, tracking when customers clicked on "Get Directions" ads set to appear when they were within a few miles of a Spitz location at certain times of day.

## **4. Catering Orders**

With the help of Google AdWords and phone tracking partners, we created dozens of ad groups with applicable keywords to dominate Mediterranean catering searches, but also compete with larger catering orders against low-priced competitors such as Panera Bread and Subway.

## **Results**

### **1. Customer Engagement**

2016: 3,200 Facebook page likes. 2017: 25,600 Facebook page likes. 2016: 1,350 Instagram followers. 2017: 19,050 Instagram followers. The sponsored content we published on Spitz's Facebook and Instagram pages exponentially increased social engagement and brand loyalty between Spitz and its customers. And we didn't even run any Page Likes ads!

### **2. Local Awareness**

Previously, when a new Spitz opened, it took months to reach 100,000 potential customers in a three to five mile radius. With Facebook Ads, it took us only a few weeks. On top of that, due to lack of competition from other restaurants on Facebook, Spitz's new location posts would dominate feeds in their respective regions, consistently scoring 10/10 on Facebook's Relevancy Score.

### **3. Offline Sales**

Using Facebook's offline conversions data and a \$3.25 CPC for the business' "Get Directions" ads, we estimate touching 2%-3% of all of Spitz restaurants' daily sales.

### **4. Catering Orders**

We started by growing Spitz's catering business by over 25%. From there, we recorded an extraordinary average CPC of \$2.25, and an average CPA of \$72.50 for orders that typically average north of \$250!