

RevLocal Success Story: True Blue Butcher and Table - Wilmington



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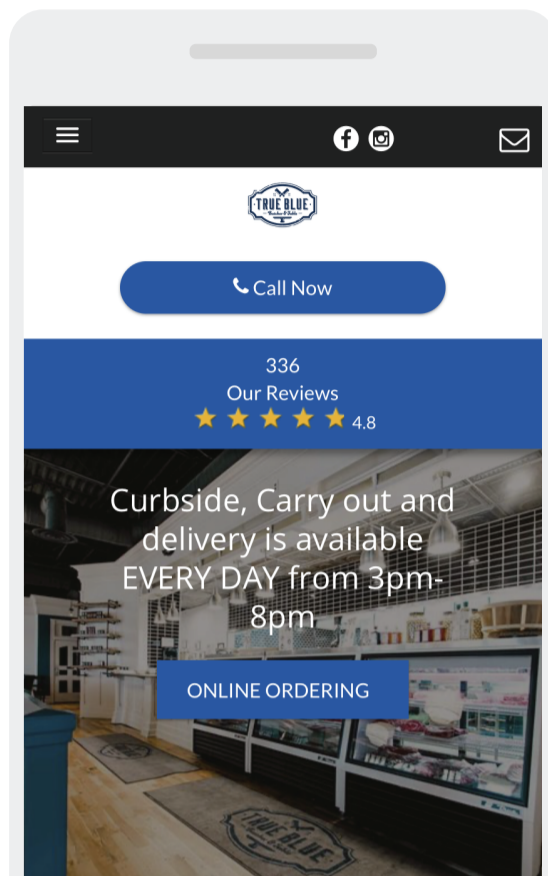


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Digital Marketing Works for Restaurants

During a time of rapid change for the restaurant industry, many businesses were impacted by the onset of COVID-19. With an unknown future, restaurants, bars and catering companies had to adjust their offerings for local customers.

Restaurants are still pushing forward with carry out and delivery services, including RevLocal client True Blue Butcher and Table. Learn how Local Search Strategist Justin Gambill worked with two team members to accommodate the client's digital marketing needs during this trying time.



How RevLocal Helped

Early in the week, Marketing Director Lauren from True Blue Butcher and Table sent an email to Justin with important business updates and changes focused around COVID-19. Since dine-in traffic was put to a halt, True Blue wanted to stay open and offer carry out and delivery for local customers. Lauren also requested contact information we had gathered from Renown, our review marketing platform, so they could send an email to their customers with the latest updates.

As a team effort, Justin, Jaynee, Alli and even Team Lead Julee Waggoner were able to support the client by making adjustments to the RevSite and sending the contact information the same day. The RevSite updates included adding two specific PDF menus of what items were available and verbiage to announce they were still open for business during this time.

Since signing on with RevLocal in October of 2018, Justin has been able to create a strong relationship with both Lauren and Owner Bobby Zimmerman. True Blue Butcher and Table knows that we are their trusted advisor when it comes to their online presence and digital marketing, and the proof is in the results!

When comparing January of 2019 to January of 2020, we have been able to increase the total amount of searches for their business from 14.7K to 59.9K as well as increasing tracked calls from 36 to 92. If your restaurant is looking for an agency that provides transparent, real results for your business, RevLocal is the partner you need.

Things to Think About

As a restaurant during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How and what are the way customers shop/do business with you at this time?
Ex. Delivery, carry out, curbside pick-up, purchasing gift cards, etc.
3. What products/services do you offer that customers are asking for or need?
4. Lean on your local community. Are you/can you do something to help support them?