

# Find out How Vendetti's Is Making Their New Restaurant a Local Staple

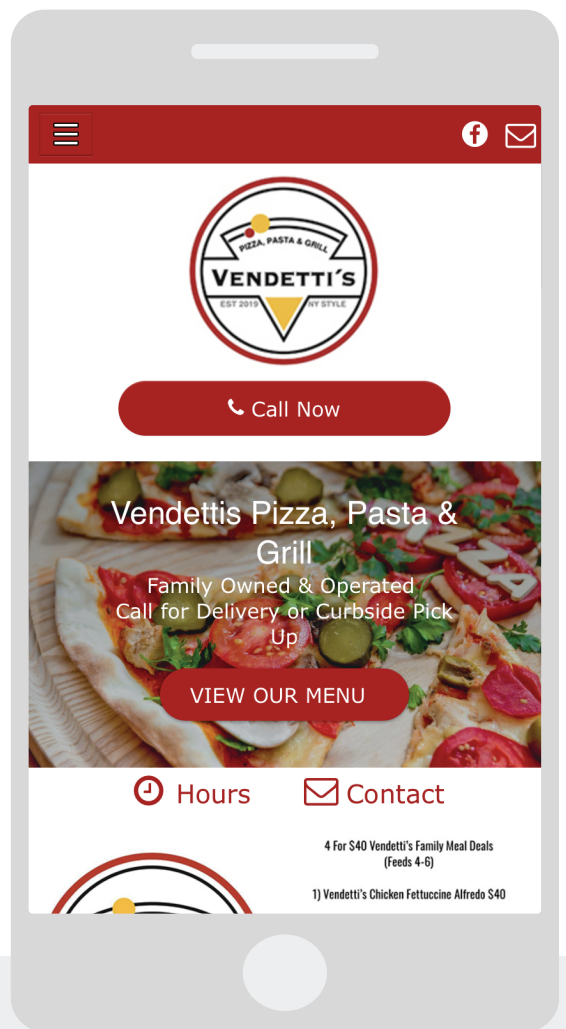


**Brian Webner**  
Local Search Strategist

## Digital Marketing Works for New Businesses

As COVID-19 began to spread throughout the United States, newly opened businesses began to fear the future. With little to no exposure in their local communities and limited marketing resources, they had no option but to embrace the new normal by encouraging online ordering, curbside pickup and delivery of their products.

Vendetti's Pizza, Pasta and Grill was just becoming a part of the Cumming, Georgia, community as COVID-19 took hold. With only a few months of being open to the public and new storm facing them, Vendetti's knew they had to focus on new ways to grow their customer base. Find out how their RevLocal strategist and consultant helped them experience one of their best months since their recent opening.



## How RevLocal Helped

As the state of COVID-19 increased in its severity and local restaurants were beginning to take a hit from new regulations, one of the first businesses that Digital Marketing Consultant Glenda Goff contacted was Vendetti's Pizza, Pasta and Grill.

She was aware of their vulnerability in being a recently opened business. Not only that, but they had signed up for RevLocal services only a few days before restrictions were put in place. Glenda and Vendetti's strategist, Brian Webner, took action quickly.

Within the first month of transitioning to pickup, delivery and meal kit services, Vendetti's saw notable growth in their business. Brian attributes much of this to their focus on optimizing the restaurant's local search so customers could find Vendetti's online. There was a significant spike in their microsite visits and call-in orders. So much so that Vendetti's brought on new employees just to handle their influx of phone traffic.

With so much uncertainty for local businesses, especially those that are new to the community, commitment to accessibility, whether it's through local search optimization, updated website information or expanded call services, is essential. And businesses like Vendetti's are bringing these needs to fruition.

If you are in search of a transparent and dedicated digital marketing partner, look no further than RevLocal.

## Things to Think About

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

1. Are you open for business? If so, what are your hours of operation?
2. How can customers shop from your business? *Ex. Delivery, carry-out, gift card purchases, etc.*
3. What products or services do you have that customers need?
4. Look to your community. How can you collaborate to help one another?

