

Case Study



2lb. (4-5 wings) \$16 POUND (7-9 wings) \$10
Now Serving Side Salads \$4.00
upon request

GET ONE FREE SIDE MONDAYS & TUESDAYS ONLY
SANDWICH \$12
JALEPEÑO CHEDDAR
APPLE SLAW ON TOP

LOCAL DRAFTS

- KAISER \$5.50
- GQUE BREW \$5.50
- COWTIP \$5.50
- GRAPEFRUIT IPA \$5.50

CANS

- PBR \$3
- NOT YOUR FATHER'S ROOT BEER \$5
- ALE \$6
- PINHEAD PILSNER \$4
- BLUE MOON \$4
- UPSLOPE BLOOD ORANGE SAISON \$4

BOURBON & SCOTCH

- MACALLAN 12yr. \$13
- BOOKER'S \$13
- BASIL HAYDEN'S \$10
- BRECKENRIDGE \$10
- KNOB CREEK \$10
- JIM BEAM \$10

CHERRY BOURBON CHEESECAKE! \$4.25

WINE

- Red Cavit Pinot
- White Cavit Pinot
- Cavit Chardonnay

SALES!
Sauces, Hats!
LOOK UP!

Case Study: GQue BBQ



Problem: GQue BBQ came to MAZA Marketing with a need to earn new customers for their new second location, increase five-star reviews on Google for both of their restaurants, and grow their customer email list.



Solution: We employed our MAZA Full-Funnel Solution to generate new customers for both of GQue's locations with highly targeted paid social ads, bring those customers back for their first three visits back to GQue BBQ, and *then* encourage them to leave a Google or Facebook review.

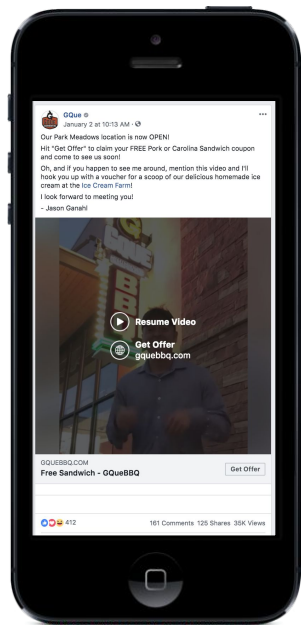


Why do we market to three visits?

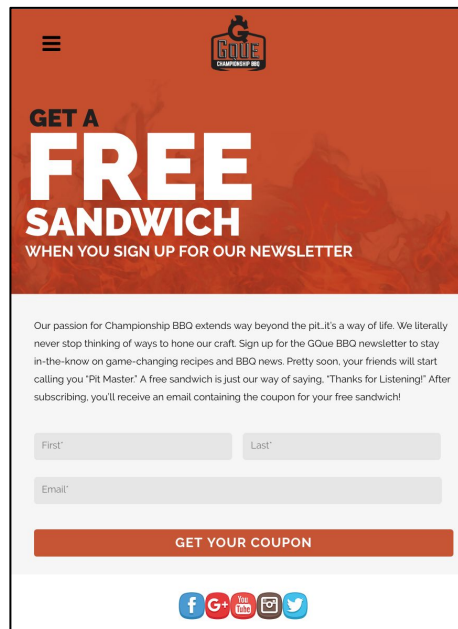


How We Did It

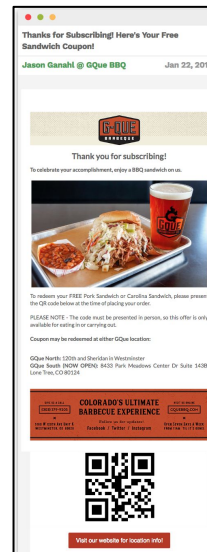
Step One: Customer sees and clicks the offer ad on Facebook or Instagram.



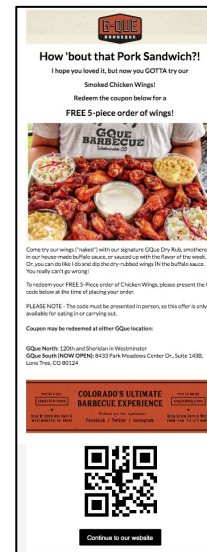
Step Two: Customer claims offer by submitting information via custom landing page.



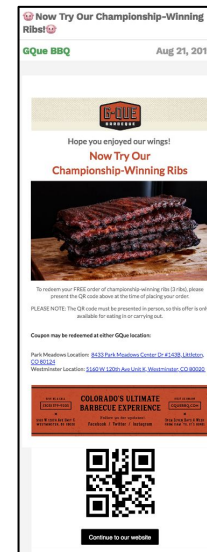
Step Three: Customer receives an automated series of three QR code coupons via email marketing service integration. Cashiers validate coupons with our browser-based coupon scanner.



1st visit



2nd visit




3rd visit

How we earn reviews.





After the 2nd or 3rd visit (up to you) our [MAZA Review Request System](#) sends the customer a review request via email. The customer is asked if they would recommend your business and will be prompted to select **YES** or **NO**.

Please take a moment to review your experience with us.



GQue BBQ - Park Meadows

Would you recommend us to your friends & family?

YES! Probably not

If **YES**, they're redirected to Google and prompted to leave a review.

If **NO**, they're prompted to tell you more so that you can address their concerns and prevent them from leaving a negative review.

We strive for 100% customer satisfaction. If we fell short, please tell us more so we can address your concerns.

Your Name*

Phone

Email*

Message

[SEND MESSAGE](#)

If you do not wish to address your concerns here and prefer to post a review, [click here](#).

NEGATIVE REVIEW MANAGEMENT

Watch this short video to see how our review system works!





The Results

35,000+ NEW customers
have visited G-Que at least
one time



16,000+ new customers have
visited twice and **12,000+** have
been back three times so *far*



2,250+ total reviews on
Google from new customers



GQue's email list has grown from
1,200 to **56,000+**





The Proof

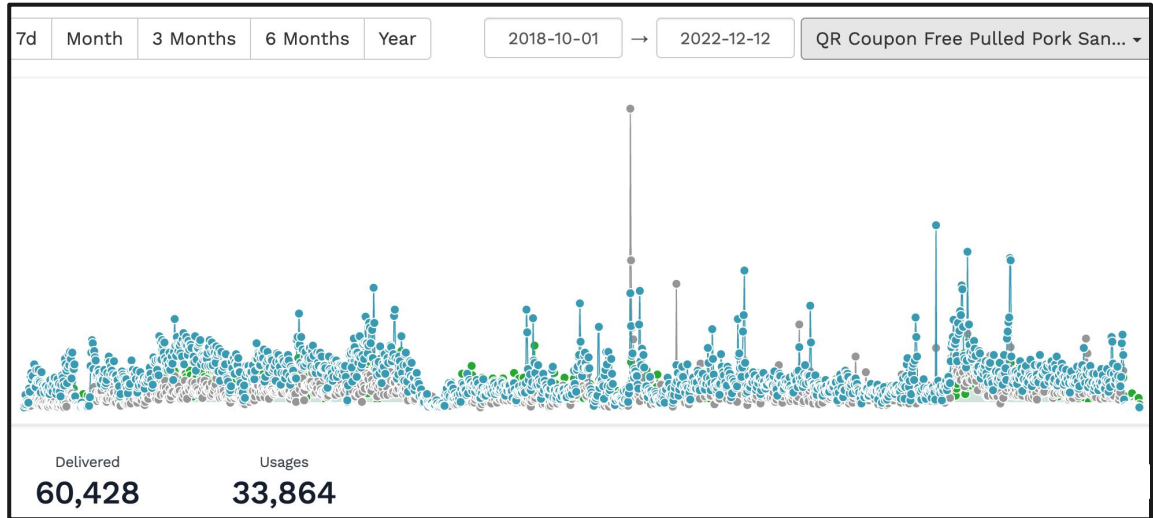
Total 1st Coupon Results:
10/10/18 - 12/12/2022

Coupons Delivered	60,428
Coupons Used	33,864
Redemption Rate	56%

Averaging over 675 new customers per month!

*Including through the pandemic.

**This is just the first coupon. This table doesn't show 2nd and 3rd visits/redemptions. That's on the next slide...





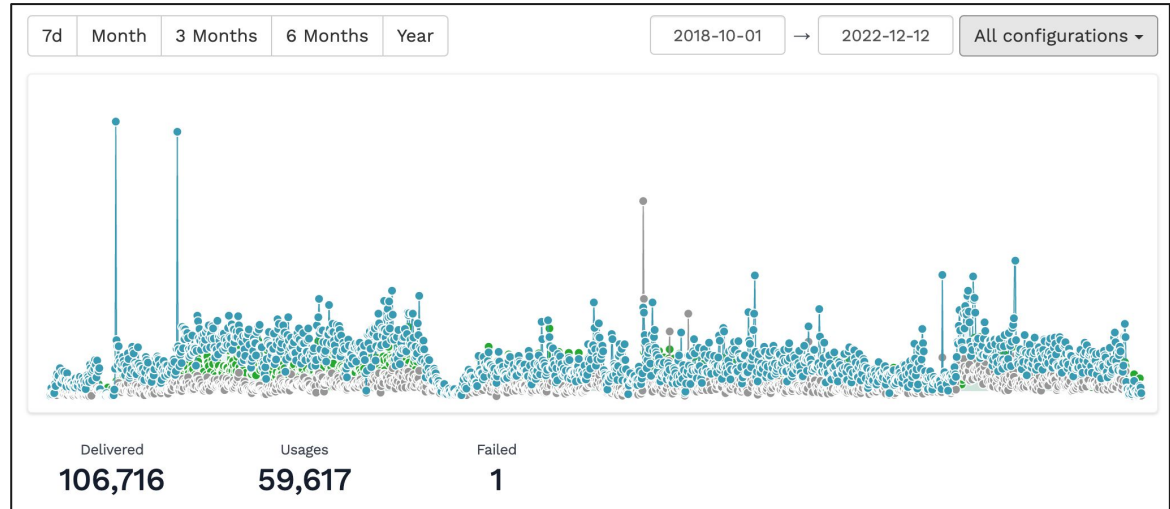
More Proof

ALL THREE Coupon Results:
10/10/18 - 12/12/2022

Coupons Delivered	106,715
Coupons Used	59,617
Redemption Rate	56%

**Averaging over 1,200
customers visits per month!**

Screenshot from our reporting system.



You're probably thinking,

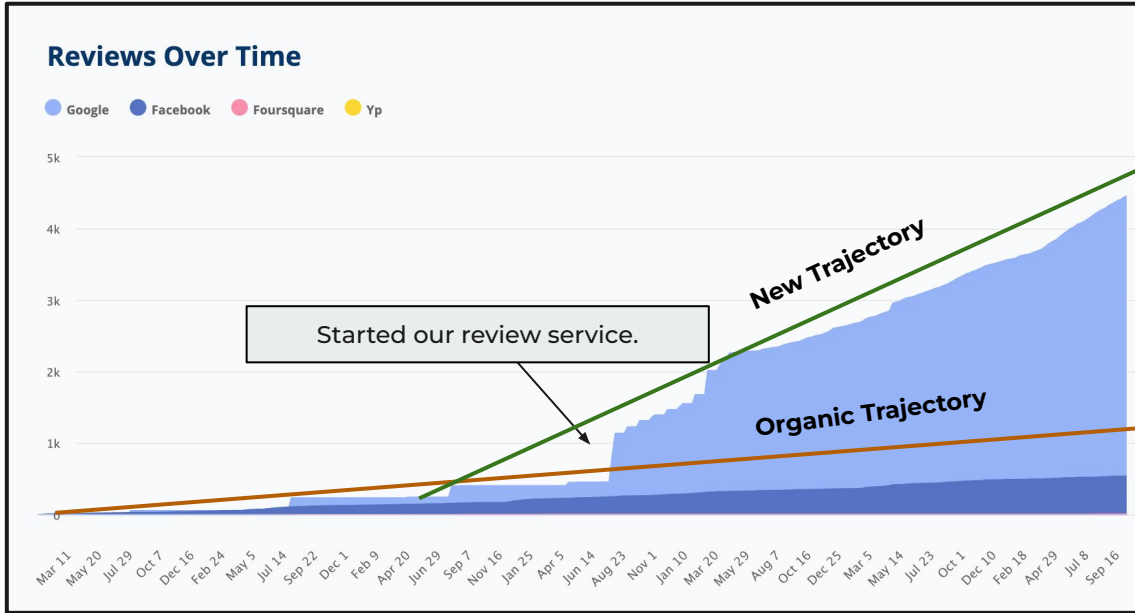
“Wow! That’s a lot of customers and this sounds great, but giving away that much food sounds expensive...”

FUN FACT: By generating revenue reports from their POS system, we found that on each visit a customer redeems a coupon, they are spending an *average* of **\$17 in addition to the free item redemption**. That would mean that those 59,617 coupon redemptions were associated with approximately **\$1,013,489 in revenue**.



Even More Proof

Total Reviews
5065
Started at 2809



Review Growth on Google

Screenshot from MailChimp

GQue BBQ

This audience has **56,313** contacts. **46,580** of them are subscribers.

Contact us!



Email us at Zach@mazamarketing.com or Matt@mazamarketing.com to set up a call and see if we might be a good fit for your restaurant or business at this time!



ZACH REICHARD

With over nine years of digital marketing, advertising, and branding experience, Zach utilizes his creative, right-brained approach to marketing to help bring brands to life. In his free time, Zach enjoys cooking for family and friends ([@dankeatsblog](#)), checking out new restaurants, and binge-watching Chef's Table (or any cooking show) on Netflix.



MATT REICHARD

A self-proclaimed data nerd, Matt combines his love for analytics and marketing prowess to generate measurable results. He has successfully managed multi-million dollar ad budgets for large enterprises in the past and if he's not managing ad campaigns for our clients, he's likely flying his drone or off attending a blockchain conference somewhere.