Case Studies
LRoss Marketing Consulting



Introduction

Hey!

My name is Loren Ross, I have been working in marketing in the Denver Metro area for years now. When I'm not wearing a corduroy jacket, contemplating life alone atop a snowy mountain - I enjoy learning more about psychology, languages, and all things marketing. Over the years, I have worked both in house for restaurants and at larger marketing firms. I have been fortunate enough to gather both certifications and education during that time. To view my credentials, please visit my website.

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Search Engine Optimization

Search Engine Optimization done right can turn your website into a self-sustaining income stream. Advertising and social media are an important part of the mix, but the moment you stop paying for them, the equity is largely gone. Good SEO holds equity for a long time to come.

Spicing Up An Indian Restaurants Digital Presence

What We Did

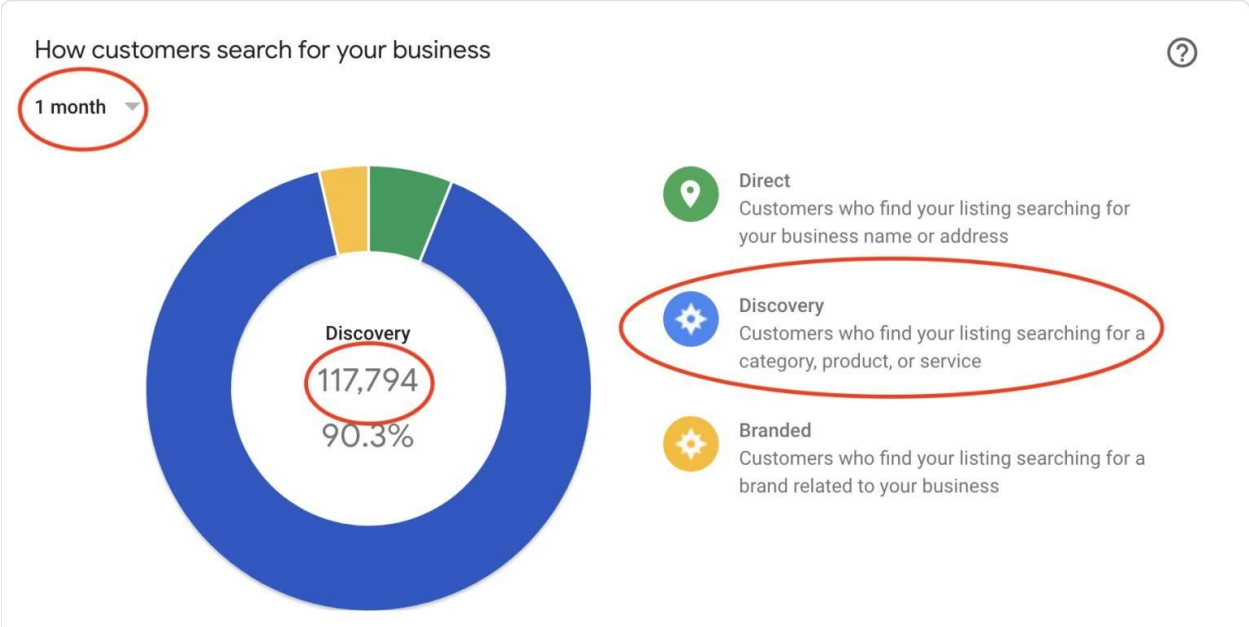
An SEO strategy focused on driving exposure and traffic to the website from people in the neighborhood

The Bottom Line

His Google listing showed up **over 2X** more often for people searching terms related to his business.

This means he is getting in front of qualified customers **over 2X** as much. These were people who likely didn't know about his restaurant before, and were actively searching for "Indian restaurant near me" "lunch buffet in my area" etc.

A Snapshot From Google



A Tip For Business Owners

Ask your SEO vendor if you two could explore the keywords (search terms) that are driving your SEO results. Make sure you're getting exposure and traffic from people searching for your services or products, not just searching for your business name and employees.

Digital Advertising

There are a multitude of advertising opportunities depending on your business goals and budget. For this case study, we focused on Google Search Ads - the text ads that show up on the top of Google Pages.

Getting Customers Quickly With Google Ads

What We Did

Ran a Google Ads campaign for a local business, targeting his services and his competitors

The Bottom Line

This client got **21 leads** clicking through to make reservations only spending **$403**

This is a little **under $20 per lead**, in an industry with an estimated **$200+ average value per customer**

A Snapshot From Google

Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Make Reservation Click (Goal 2 Conversion Rate)	Make Reservation Click (Goal 2 Completions)
173 % of Total: 100.00% (173)	$403.34 % of Total: 100.00% ($403.34)	$2.33 Avg for View: $2.33 (0.00%)	76 % of Total: 23.46% (324)	105 % of Total: 20.63% (509)	37.14% Avg for View: 62.08% (-40.17%)	1.98 Avg for View: 1.46 (35.71%)	20.00% Avg for View: 18.27% (9.46%)	21 % of Total: 22.58% (93)

A Tip For Business Owners

With Digital Advertising - make sure to ask your vendor what they consider a "conversion". Conversions are the big actions we want people to take during advertising. If your vendor is considering an email newsletter signup a conversion and they're reporting these awesome results, but you're not seeing anything on your end, work with your vendor to figure out what they consider a conversion.

Email Marketing

I know what you're thinking, who really opens those emails anyway? With the right message we can get your most valuable customers to engage with your emails, in numbers difficult to achieve on other platforms. Social Media platforms are very powerful tools, but the hey days are over. On Facebook, for example, you're lucky to get your posts to reach 5% of your followers without paying, this is where email marketing comes in.

Building An Audience We Can Speak To (Affordably)

What We Did

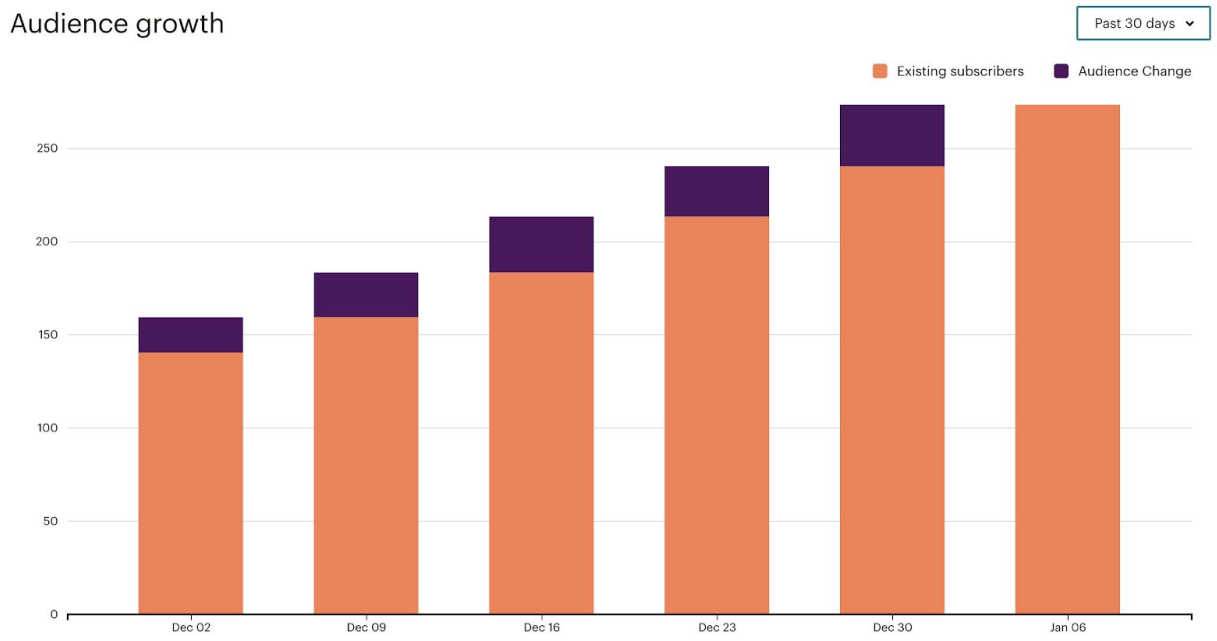
Ran a campaign to get new and potential customers to give us their emails in exchange for a coupon.

The Bottom Line

With little effort we got **277** subscribers to the email newsletter in 3 months!

With our coupon addition, we promoted a slow period of their business, and now all **277** of those users will come to their storefront during their slow period.

A Snapshot From Mailchimp - *An email software*



A Tip For Business Owners

To ensure that people are giving you email addresses they actually use, make sure to setup double opt-in. This way, someone has to login into the email they signed up with and verify that they do want to be on your newsletter list before they are sent any of your pricing specials or emails.

Event Creation

Events can be a huge tool in order to drive new customers in the door, and make existing customers more loyal. However, event creation is where business owners get caught up. So, how do you find an event that will actually get people to show up?

The Vegan Movement Isn't Going Anywhere

What We Did

Kept our staff close to our customers, and when one mentioned an idea to open up a new vegan event - we researched a little, then jumped on the idea!

The Bottom Line

This event has been a revenue driver for **2+ years** now. It not only increased sales **up to 2x**, but opened up an entirely new market.

A Tip For Business Owners

Successful events require lots of customer feedback and large amounts of targeted promotion. Not every event idea becomes a winner - but with the two elements above, you increase your odds substantially.

Marketing Strategy

This is why you will have better results with me than with other firms or freelancers. Most firms either know 1. How to differentiate your brand in a meaningful way, or 2. How to put together a digital campaign. With my experience, certifications and education - you get both.

The Engine

What We Did

Deeply analyzed their competitors, customers and their own assets, to craft the right message to get people in the door.

Brand Persona's - research and creation of *brand personas* to better understand their most valuable customers personality, and how to talk with them.

The Bottom Line

These insights guided their entire marketing strategy, and allowed us to drive revenue shortly after opening. This blueprint let's businesses determine which marketing opportunities are likely to give return, and which are likely to fail. Saving money for the short and long term.

An Example of a *Brand Persona* Taken From Hubspot.com



A Tip For Business Owners

Start to ask yourself and your staff "Why should customers choose our business over our competitors?" If you don't have a compelling answer, how do you expect your customers to have one?

Like To Learn More?

I'd love to learn more about your business, or even offer an ear to bounce ideas off of, below are my contact details.

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