

Billy's On Grand

Digital Marketing Strategy



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BILLY'S

ON GRAND

About Billy's on Grand

- Established restaurant on Grand Avenue
- B2C
- “For over 30 years Billy’s on Grand Avenue has been serving up great food, cold drinks, and a friendly in-door and out-door atmosphere for people to unwind, socialize and create memories.”



SWOT Analysis

Strengths:

- Established reputation of 30 years in St. Paul
- Location on Grand Avenue
- 380-person capacity indoor/outdoor patio

Opportunities:

- Acquisition of new customers
- Prioritize social media
- Promote on local websites

Weaknesses:

- No online ordering available
- No online reservations available
- Lack of consistency on online platforms

Threats:

- Local competition: Salut, Red Rabbit, Sweeny's Salon
- Covid-19 adaptations



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Offerings

- Differentiator: 30-year established restaurant on Grand Avenue
- Tasty menu items at a reasonable price
- Indoor/outdoor experience, large patio, 3 bars
- Entertainment: live music, arcade games, karaoke



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Customers

- Target Market: People ages 35-55
- Retention of regular customers in the neighborhood
- Estimate 90% existing customers, 10% new customers



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Sales

- Food & Drink Sales
- Offering a positive, lively atmosphere and experience
- Retention of regular customers

Action plan:

- New menu items
- Promote online ordering, online reservations
- Promote specials offered:
 - Happy Hour & Late Night Deals
 - Entertainment schedule



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Digital Strategy Methodology



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Confirm Business Goals and Priorities

Business
Goal

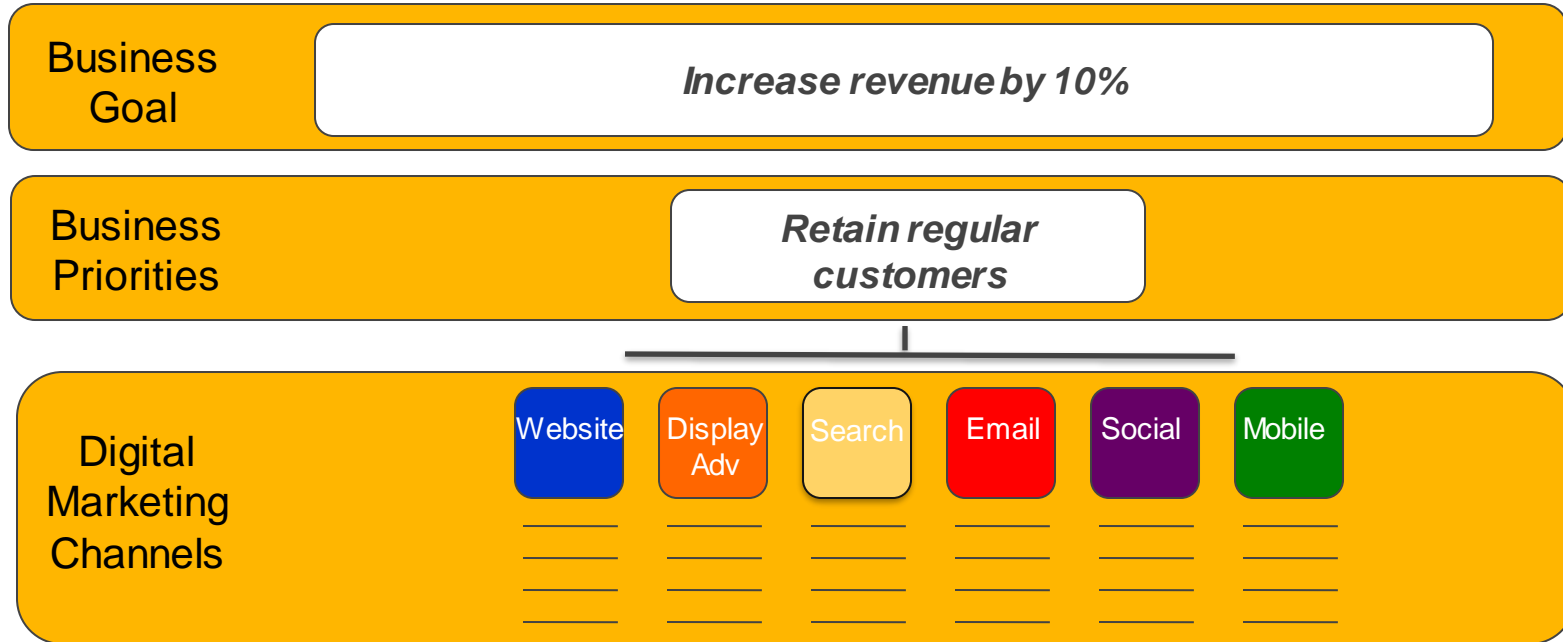
Increase revenue by 10%

Business
Priorities

Retain regular
customers

Acquire new
customers

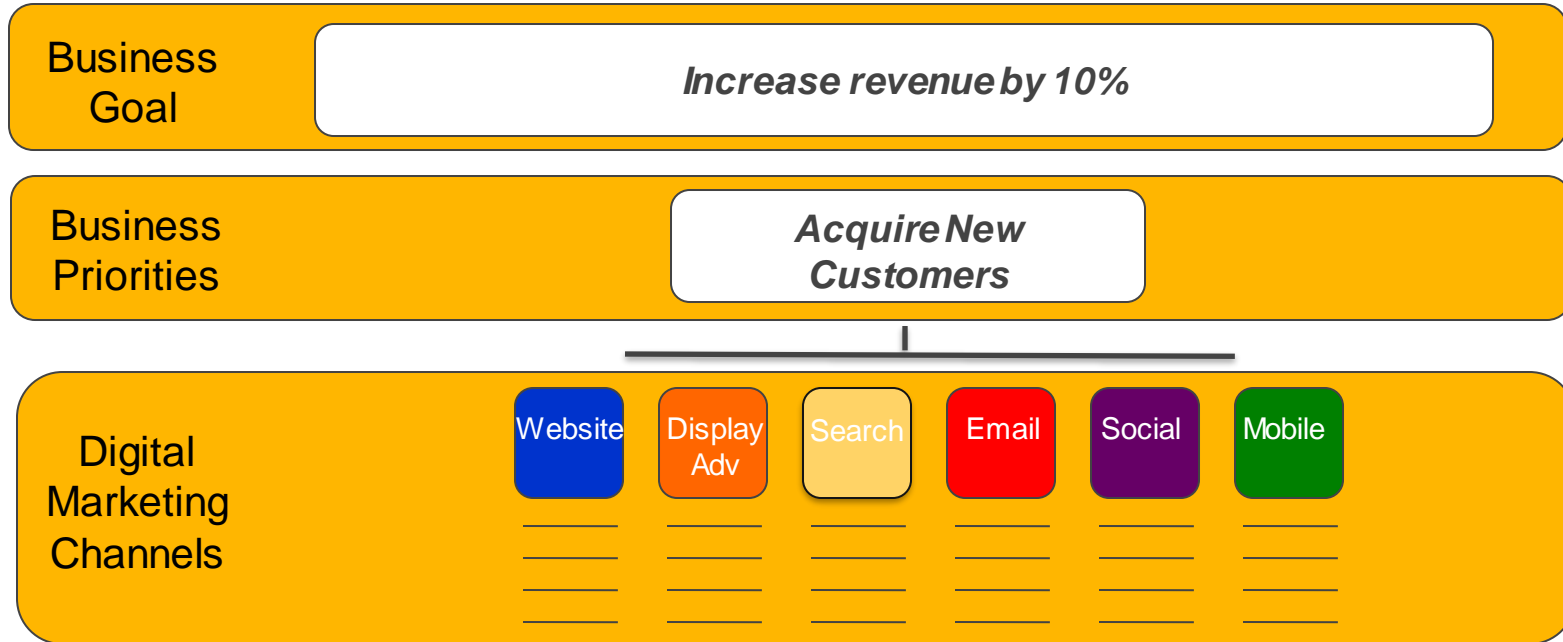
Determine Digital Marketing Channels to support **Business Priority 1**



Brainstorm Opportunities – Business Priority 1

Table 1 Channel 1: Website opportunities for <i>Business Priority 1</i>		Impact	Burden	Action
1	<i>Loyalty Program</i>	7	2	
2	<i>Showcase Deals</i>	5	1	
3	<i>Carousel Image (Home page)</i>	3	3	
4	<i>Add Find Us Page</i>	3	2	
5	<i>Online Reservations</i>	8	3	
6	<i>Online Ordering</i>	9	4	
7	<i>Event Calendar</i>	6	2	
8	<i>Increase size of Social Media Links</i>	2	2	
9	<i>Add video content</i>	4	6	
10	<i>Wait times online</i>	6	7	
11	<i>Add link to reviews</i>	2	3	
12	<i>Get rid of three-star reviews</i>	6	1	
13	<i>Add hero image of food on "Our Gallery"</i>	5	1	
14	<i>Add Comment text box on "Contact Page"</i>	7	2	
15	<i>Add section to leave review</i>	8	2	

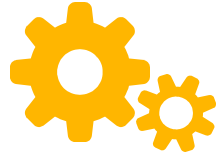
Determine Digital Marketing Channels to support **Business Priority 2**



Brainstorm Opportunities – Business Priority 2

Table 7 Channel 1: Website opportunities for <u>Business Priority 2</u>		Impact	Burden	Action
1	<i>New customer discount coupon</i>	6	3	
2	<i>Showcase deals</i>	4	2	
3	<i>Add find us page</i>	10	3	
4	<i>Add link to reviews</i>	7	1	
5	<i>Change URL to billysongrand.com</i>	9	7	
6	<i>Customer referral program (dual-sided rewards)</i>	5	8	
7	<i>Free offers & contests through website</i>	2	9	
8	<i>Add an easy share button for website on home page</i>	6	4	
9	<i>Increase size of social media links</i>	3	1	
10	<i>Make contact information larger and more attractive</i>	5	2	
11	<i>Remove three-star reviews & update with current reviews</i>	8	2	
12	<i>Update picture of sign to new one</i>	7	1	
13	<i>Add a “message box” under contact page</i>	4	3	
14	<i>Organize gallery pictures</i>	2	2	
15	<i>On menu page, add links to the gallery pictures of it</i>	3	4	

Prioritize Digital Marketing Opportunities



- Score opportunities for Business Priority 1 & 2
- Score on a 10-point scale (1 = low, 10 = high)

Impact

- Revenue
- Cost saving
- Brand equity
- Company goodwill
- Customer satisfaction
- Operational efficiency

Burden

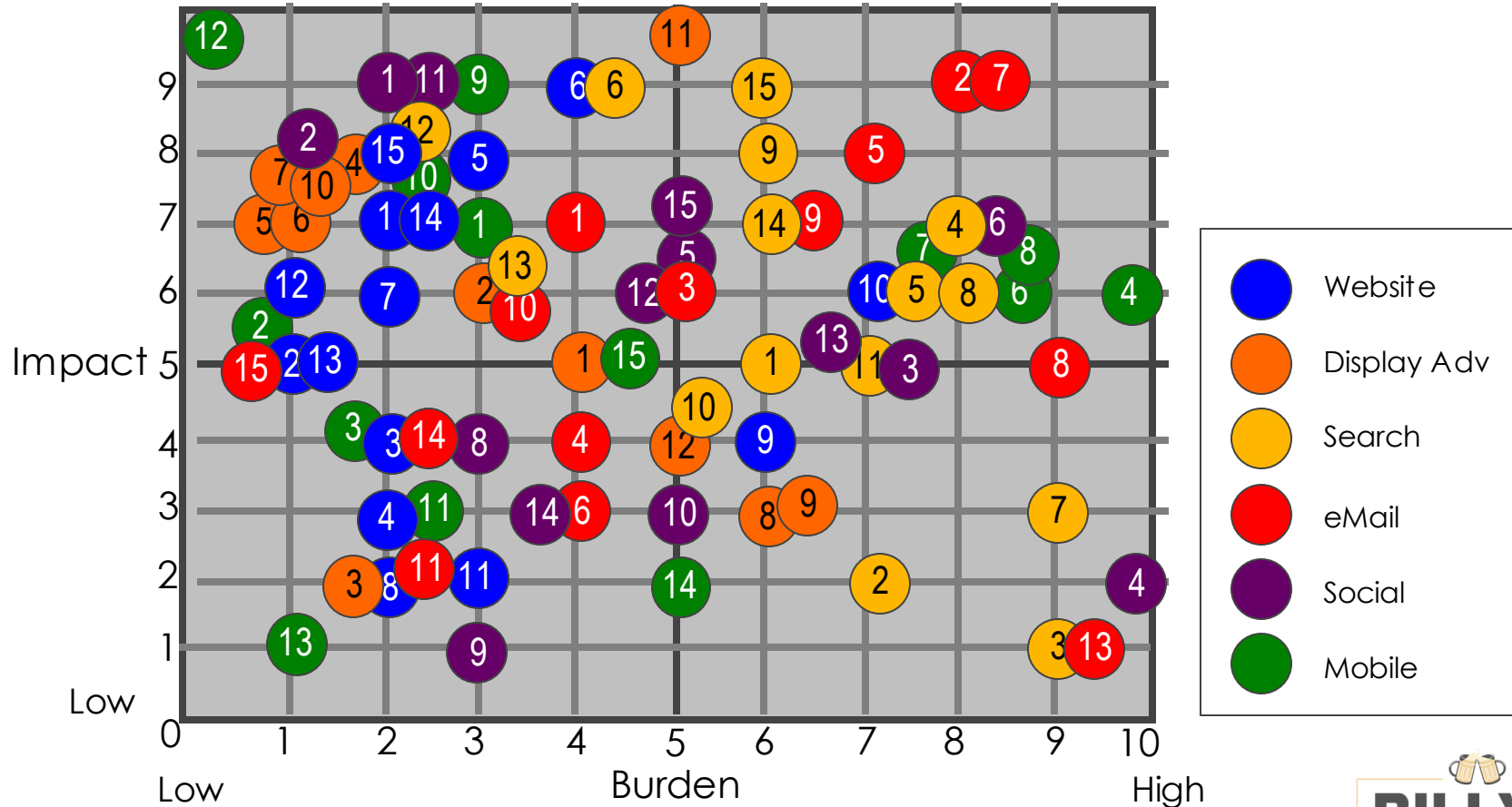
- Cost
- Complexity
- Contingencies
- Time to complete
- Availability of resources
- Influence on resources



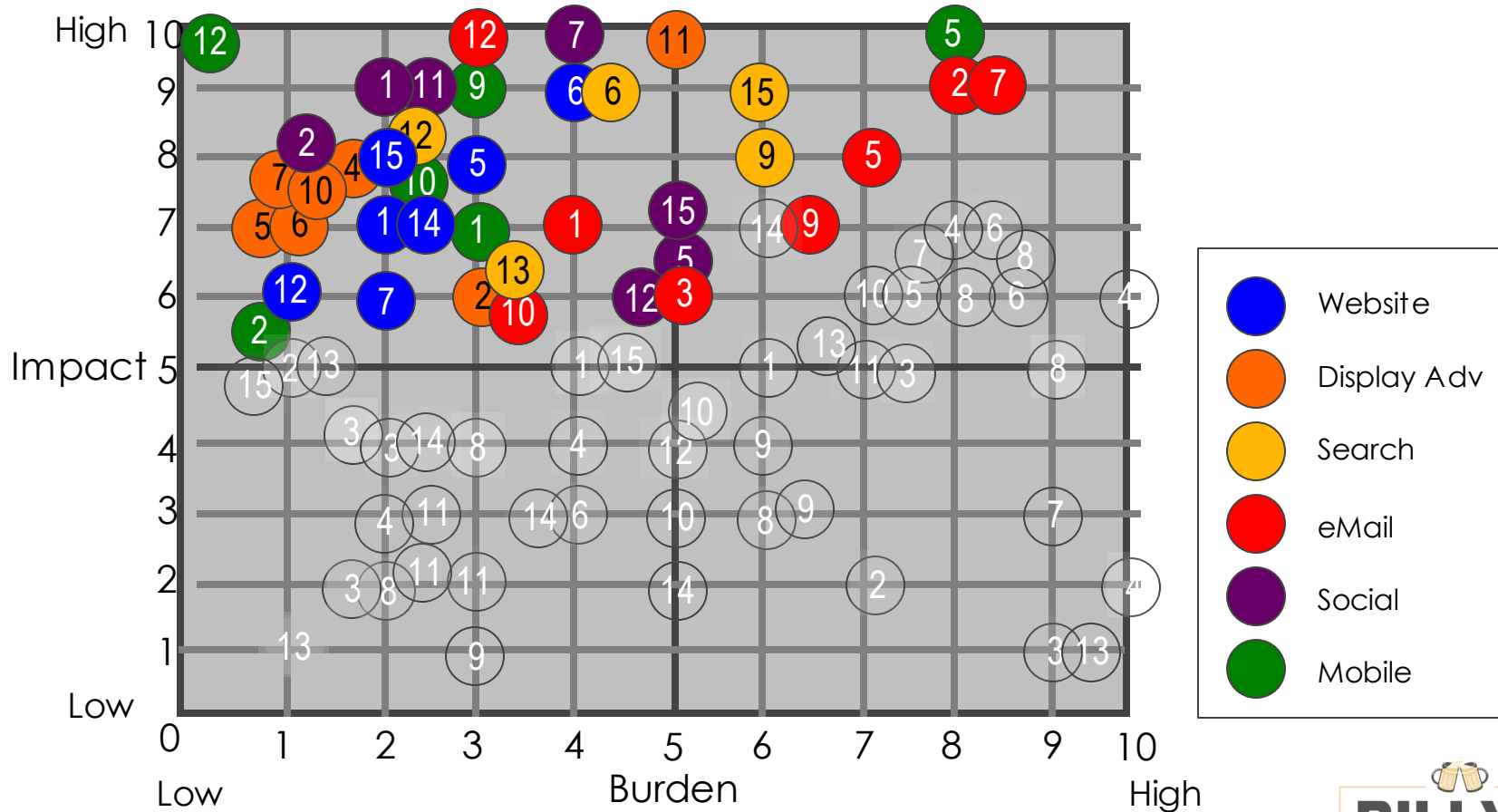
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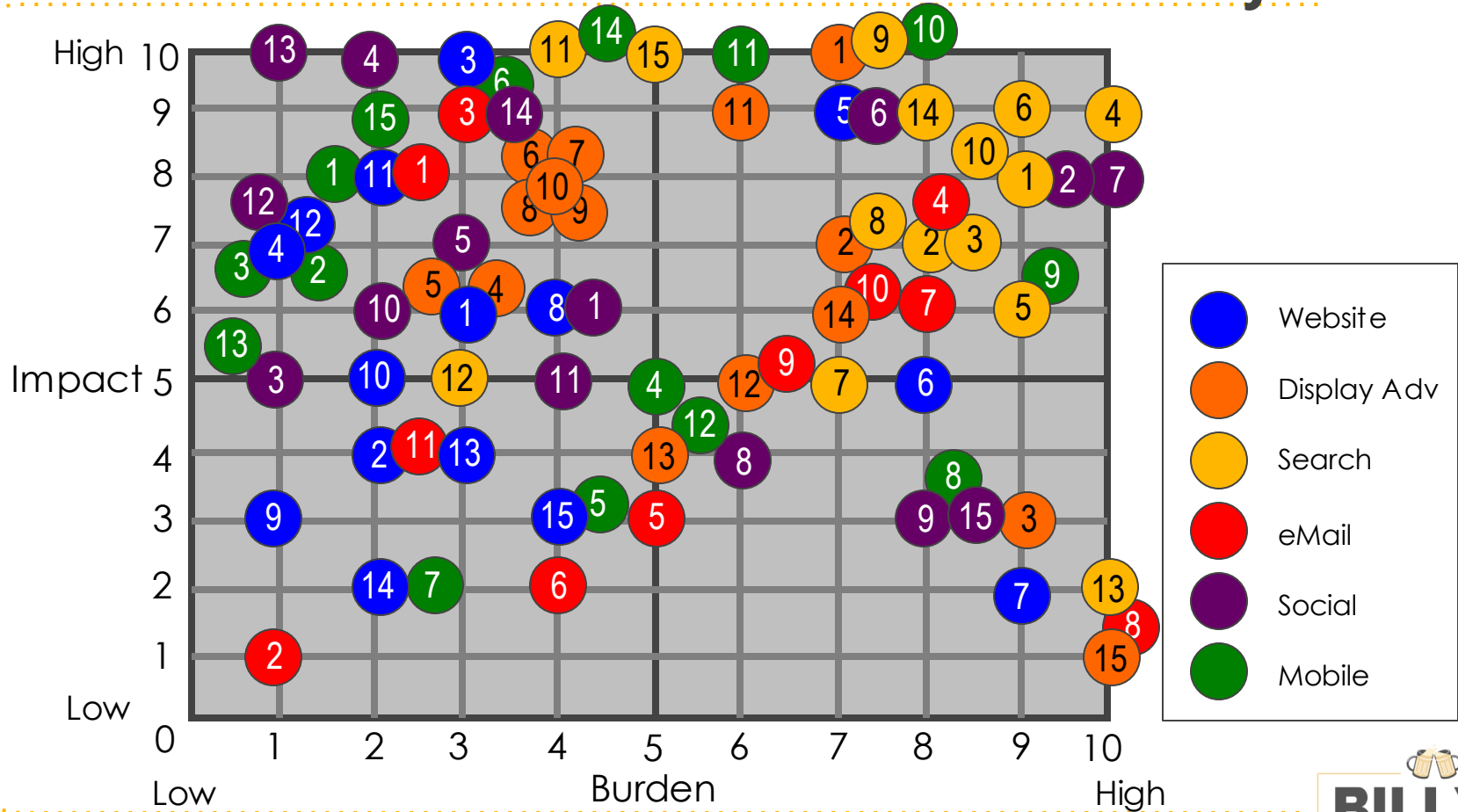
Prioritization Matrix – Business Priority 1



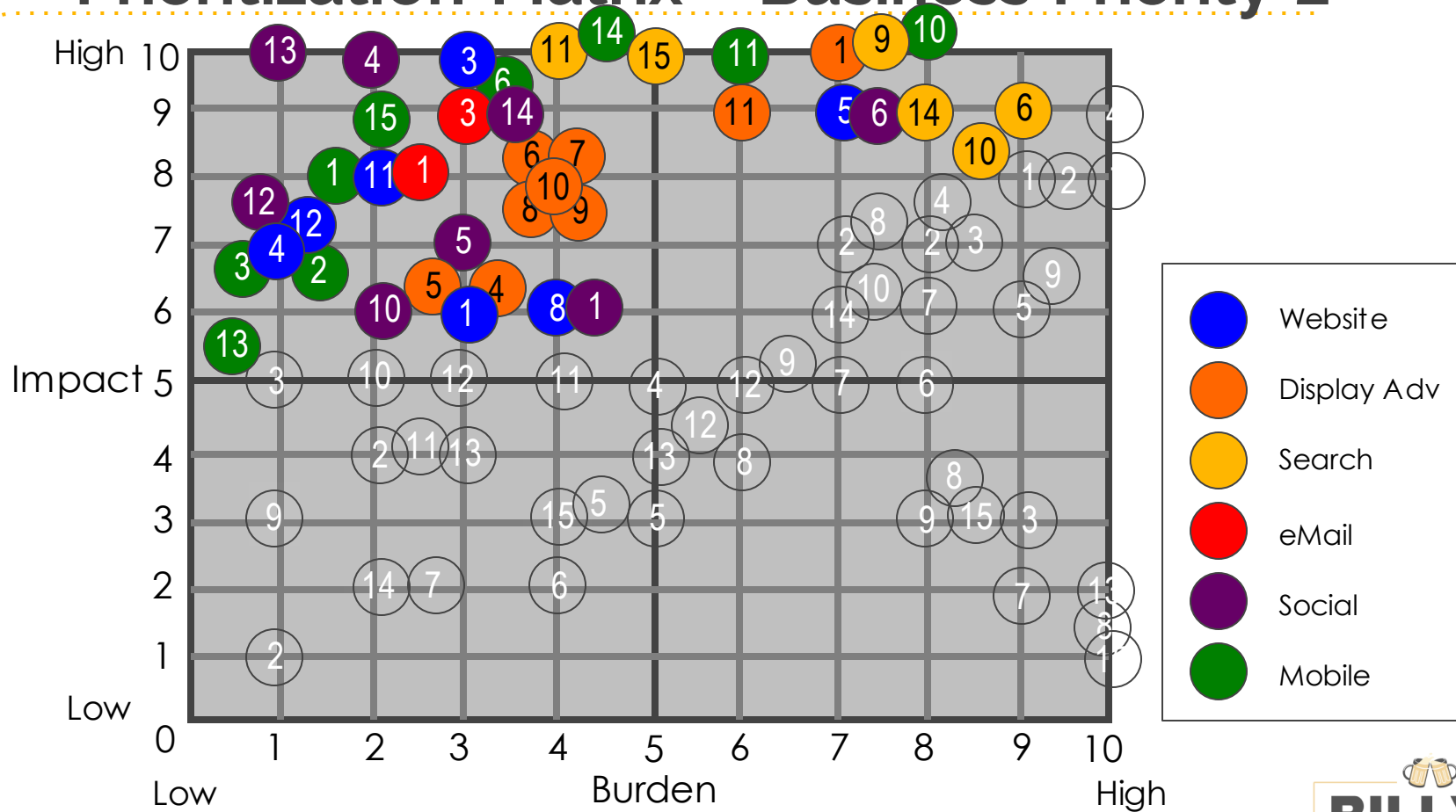
Prioritization Matrix – Business Priority 1










Prioritization Matrix – Business Priority 2



Prioritization Matrix – Business Priority 2








Marketing Plan – Business Priority 1

Website	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
Loyalty Program (Planned)				Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Dec 2	
Online Reservations (Planned)		Prep	Prep	Launch	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Sep 20, ...	
Ordering Online (Planned)		Prep	Prep	Launch	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Sep 25, ...	
Event Calendar (Planned)				Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live		
Get rid of three-star reviews (QH)					Prep	Launch	Live	Live	Live	Prep	Prep	Live	Live		
Add comment text box on "Contact Page" (QH)				Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live		
Add section to leave review (QH)					Prep	Launch	Live	Live	Live	Live	Live	Live	Live		
+ Add															



Display	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
Loyalty signup on website (Planned)		Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Sep 6, 2...	
"Write us a review" on Billy's Website (QH)				Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Sep 28, ...	
Uber Eats (QH)		Prep	Launch	Live	Live	Prep	Launch	Live	Live	Prep	Launch	Live	Live		
Door Dash (QH)		Prep	Launch	Live	Live	Prep	Launch	Live	Live	Prep	Launch	Live	Live		
Grub-Hub (QH)				Prep	Launch	Live	Live	Prep	Launch	Live	Live	Prep	Launch		
Postmates (QH)				Prep	Launch	Live	Live	Prep	Launch	Live	Live	Prep	Launch		
Neighborhood websites (Planned)		Prep	Prep	Launch	Live	Live	Prep	Live	Live	Live	Prep	Live	Live		
St. Paul website (Planned)		Prep	Prep	Launch	Live	Live	Live	Live	Prep	Launch	Live	Live	Live		
+ Add															



Search	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
"Food to go near me" (Planned)		Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live		
"Patio Seating" (Planned)					Prep	Launch	Live	Live	Live	Live					
"Karaoke near me" (QH)			Prep	Launch	Launch	Live	Live	Live	Live	Live	Live	Live	Live		
"Is Billy's open?" (Planned)		Prep	Live	Live	Live	Prep	Live	Live	Live	Live	Prep	Live	Live		
"Billy's new ownership" (Planned)			Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live		
+ Add															



Marketing Plan – Business Priority 1

Email	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
Weekly deals with email sign up on website (Planned)		Prep	Launch	Live	Live	Prep	Prep	Live	Live	Prep	Prep	Live	Live		
'Personalization' of emails when sent to customers (QH)			Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	Prep	Live		
Monthly newsletter sharing upcoming events (Planned)		Prep	Live	Live	Prep	Live	Live	Live	Prep	Live	Live	Live	Live		
Promoting a rewards membership (Planned)				Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live		
'Happy Birthday' Email (ex. Free drink on your birthday) (Planned)		Prep	Launch	Launch	Live	Live	Live	Live	Prep	Launch	Live	Live	Live		
'Feedback' emails - allow customer to provide their thoughts/feedback (Planned)						Prep	Launch	Live	Live	Live	Live	Prep	Live		
Announcement email (ex. new food/drink/promotion) (QH)			Prep	Launch	Live	Live	Live	Prep	Live	Live	Prep	Live	Live		
Highlight events in the area (drive traffic to Billy's) (Planned)					Prep	Launch	Live	Live	Live	Live	Live	Live	Live		
+ Add															

Social Media	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
Connect Facebook and Instagram (QH)		Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live		
Tag us & be featured on our Instagram Story (QH)					Prep	Launch	Live	Live	Live	Live	Live	Live	Live		
Respond on social media to engage in 2-way dialog with loyal followers (Planned)						Prep	Live	Live	Live	Live	Prep	Live	Live		
Add polls to increase engagement (QH)				Prep	Launch	Live	Live	Live	Prep	Live	Live	Prep	Live		
Make ordering available from social media (QH)		Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live		
Sell menu on social (post new food items) (Planned)			Prep	Launch	Launch	Live	Live	Live	Live	Prep	Live	Live	Live		
+ Add															

Mobile	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date	
Change Menu to QR code (QH)		Prep	Launch	Live	Live	Live	Prep	Live	Live	Live	Prep	Live	Live		
Text Reminders (upcoming events) (QH)					Prep	Launch	Live	Live	Live	Live	Prep	Live	Live		
Reorder layout of Mobile Site (prioritization) (Planned)		Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live		
Pay for bill on your phone (Planned)			Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live		
Coupons for drink/food deals (Planned)		Prep	Launch	Live	Live	Live			Prep	Live	Live	Live	Live		
Holiday texts (QH)										Prep	Launch	Live	Live		
Patio reopening (QH)				Prep	Launch	Live	Live								
Thank you message/text when ordering online (QH)			Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live		
+ Add															

Marketing Plan – Business Priority 2

Website

	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date
New customer discount coupon (Planned)		Prep	Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Dec 2
Add find us page (QH)		Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Sep 20, ...
Add link to review (QH)					Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Sep 25, ...
Change URL to billysongrand.com (planned)			Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	
Add an easy share button for website on home page (...)				Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	
Get ride of 3-star reviews (QH)					Prep	Launch	Live	Live	Live	Live	Live	Live	Live	
Update picture of sign to new one (QH)		Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	Live	
+ Add														

Display

	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date
Visit St. Paul website (Planned)		Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	Prep	Launch	Sep 6, 2...
Trip Advisor website (Planned)			Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	Prep	Sep 28, ...
Guide Michelin (Planned)					Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	
Yelp (QH)					Prep	Prep	Launch	Live	Live	Live	Live	Live	Live	
Open Table Dinners (QH)			Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	Prep	
Grub Hub (QH)		Prep	Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	Prep	
Postmates (QH)				Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	
Uber Eats (QH)		Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	Prep	Launch	
Door Dash (QH)				Prep	Launch	Live	Live	Live	Prep	Launch	Live	Live	Live	
+ Add														

Search

	Person	January	February	March	April	May	June	July	August	September	October	November	December	Date
Improve click-through rate (Planned)		Prep	Launch	Live	Live	Live	Prep	Live	Live	Live	Prep	Live	Live	
Improve landing page experience (bounce rate) (QH)		Prep	Launch	Live	Live	Prep	Live	Live	Prep	Live	Live	Prep	Live	
"Well known restaurants in St. Paul" (Planned)			Prep	Launch	Live	Live	Live	Live	Live	Live	Live	Live	Live	
"Brunch/Bloody Mary's/Large venue/Late hours"					Prep	Launch	Live	Live	Live	Live	Prep	Live	Live	
+ Add														

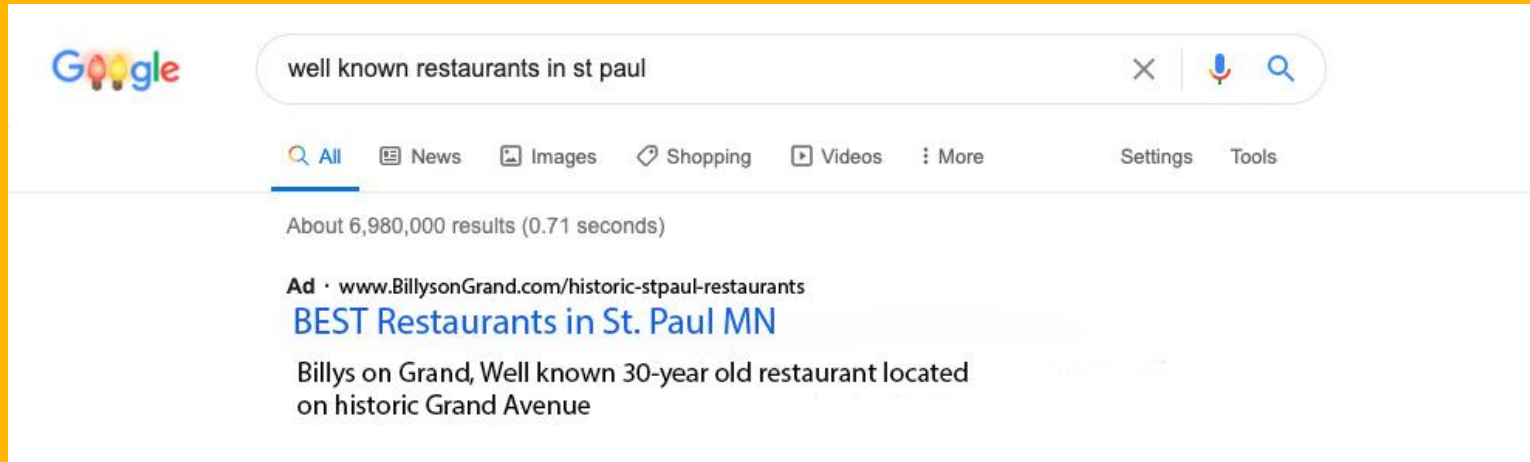
Marketing Plan – Business Priority

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Display Advertising Example



Paid Search Advertisement



Social Media Post



New Brunch Menu Item!

Billysongrand Come try our new
Chicken and Waffle Breakfast for
yourself. We are open for brunch
Monday to Sunday 8:00 – 11:00 am.

Email Example

From: BILLY'S ON GRAND

12/08/20

To: Our Valued Customers >

BOGO on All Starters!

Cheers to the New Year (and New Management)!

Enjoy a BOGO on all of our starters when you bring in a group of three or more friends.

(SEE COUPON BELOW)



Wire Frame Example

Billy's
On Grand

[Home](#) [About Us](#) [Order Now](#) [Gallery](#) [Find Us](#)

Order Online

[Menu.pdf](#)

Order Form		
Quantity:	Menu Items	Cart
	400.000000 0.000000 1.000000 1.000000 0.000000	
		Total Cost:

Submit Order

Contact info: 74898304, etc.

[Facebook](#) [Instagram](#)

Billy's
On Grand

[Home](#) [About Us](#) [Order Now](#) [Gallery](#) [Find Us](#)

Current hero image

Come on in!

Hours of Operation:
Sunday 10am-12am
Monday-Saturday 10am-2am

Address: 857 Grand Ave, St. Paul, MN 55105

Check us out on google maps -->

Contact us: 651-292-9140
Email: Billysongrand@gmail.com

Starters

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla, quam vel, vulputate eu pharetra nec, mattis ac nunc. Duis vulputate congue lectus, ac blandit tristique id. Sed rhoncus, tortor sed

[Link to Menu of Starters](#)

(Placeholder image)

Brunch

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla, quam vel, vulputate eu pharetra nec, mattis ac nunc. Duis vulputate congue lectus, ac blandit tristique id. Sed rhoncus, tortor sed

[Link to Menu for Brunch](#)

(Placeholder image)

Full Menu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla, quam vel, vulputate eu pharetra nec, mattis ac nunc. Duis vulputate congue lectus, ac blandit tristique id. Sed rhoncus, tortor sed

[Link to Menu](#)

(Placeholder image)

Drinks

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla, quam vel, vulputate eu pharetra nec, mattis ac nunc. Duis vulputate congue lectus, ac blandit tristique id. Sed rhoncus, tortor sed

[Link to Menu for Drinks](#)

(Placeholder image)

Signup to learn more!

Email:

Subscribe

Contact Us:

Phone: 651-292-9140
Email: billysongrand@gmail.com
Address: 827 Grand Ave, St. Paul, MN 55105

Leave us a message!

Subject:

Message:

Your Email:

Conclusion



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Thanks!

Any questions?



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