

AGENCY360°

360 (adj.): of a complete perspective

CARNIVALE: WEBSITE AND SOCIAL MEDIA

A Case Study in Website Development & Social Media

OPPORTUNITY°

Carnivale restaurant is one of Chicago's most iconic drinking and dining venues, serving several thousand covers weekly. The restaurant also features (7) dining rooms for groups of 10-1,000+ and routinely hosts large special events that are open to the public. However, the restaurant's online presence did not reflect all of the energy and activity within its walls, something that the ownership was concerned about as they prepared for their 10th anniversary.

STRATEGY°

The goals:

- Develop and expand Carnivale's database of customers
- Engage that database to drive revenue

AGENCY 360° spearheaded development of a new website, implemented an aggressive and engaging social media plan, and shifted a large percentage of the restaurant's advertising into digital display, search and video pre-roll campaigns. Additionally, 360° incorporated social media tags into all of the restaurant's in-house collateral. This "360-degree" approach utilized a stunning and efficient website that supports the delivery of targeted, trackable advertising and a deeper reach into social media networks.

HIGHLIGHTS°

Social

- Doubled Carnivale's Facebook audience in less than a year
 - 8,000+ Facebook fans added
 - #1 restaurant for Facebook mentions in Chicago: Mothers' Day 2014
 - *As of May of 2016 the Facebook page has grown to nearly 23,000 fans*
- Established Twitter, Instagram and LinkedIn accounts
 - Targeting foodies and corporate business
- Established email-match, look-alike and re-targeted advertising

Website

- 34% increase in page visits (2013 vs. 2014)
- 1,800+ new business leads for Group Sales via completed inquiry forms in six months
- Fully responsive site development featuring wall-to-wall video background
- Won (4) W3 Awards for site photography, visual appeal

Digital Advertising

- Developed specific, A/B tested and keyword campaigns for each restaurant business goal
- Utilize pixel tracking to leverage multiple campaigns and cross-promote social media
- Produced video pre-roll campaigns, blog and video storytelling content
- Implemented Google 360 virtual tour photography

