

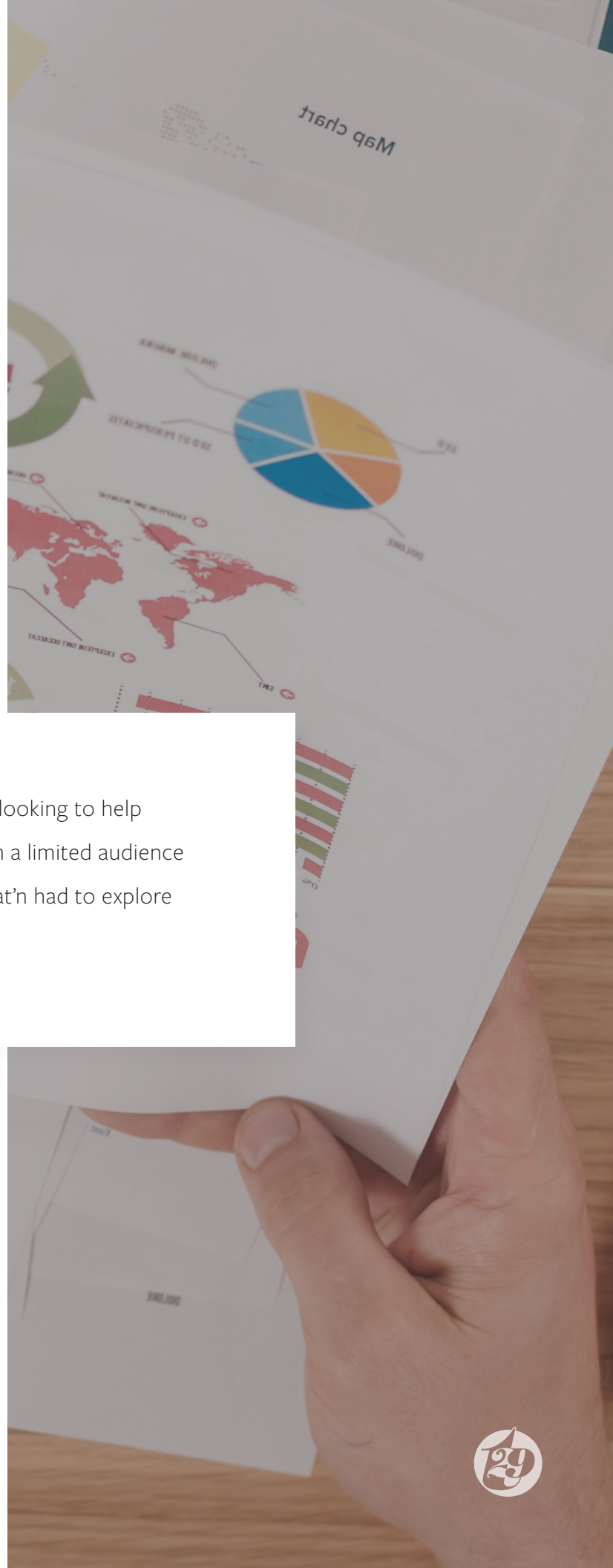
Garden of Eat'n

Case Study



The Problem

Garden of Eat'n, a restaurant chain in Sacramento, was looking to help healthcare workers during the Covid-19 shutdown. With a limited audience and a demographic locked in their homes, Garden of Eat'n had to explore creative ways to make an impact in their community.





What We Know About Restaurants.

45%

of US diners have tried a restaurant because of a social media post from the establishment.

22%

of diners said a restaurant's social media post persuaded them to return.

74%

of respondents who actively follow and engage with restaurant brands on social media said they're more likely to visit or order food from those restaurants.

45%

of Millennials expect more engaging experiences with brands.

Sources MGH | Total Retail



Our Solution.

Three29 worked with Garden of Eat'n to run an online campaign focused on giving back to the community through a Sponsor-a-Lunch program.

+ Facebook Posts

We wrote Facebook posts focused on positivity, helping your community, and the ease of sponsoring a lunch through their online ordering platform.

+ Instagram Stories

Instagram stories were used to promote the campaign but to also thank users who made purchases. People who shared the donation online were featured in their Instagram stories to help promote awareness and spark the sharing of the campaign.

+ Online Ordering

The donation was processed as part of their online ordering system. Users ordered their own food and added on the donation as part of their order. This helped to drive sales side-by-side with the donation.



The Results.

Garden of Eat'n-Roseville
Sponsored · 🌐

As a thank you for their hard work during these difficult times, we're donating 100 lunches a day to local hospital employees.

Want to get involved? Head over to the online order section of our website and select the SPONSOR A LUNCH FOR A HEALTHCARE WORKER menu item. Once you check out, the lunch will be delivered on our next drop off.



Donate Now

👍❤️😄 Jenna Garofalo, Kathy Fairrington and 939 others · 60 Comments 123 Shares

👍 Like

💬 Comment

➦ Share

7897 clicks at a cost of \$0.16 per click.

\$30,140 in sales from an \$1,200 ad spend across Facebook and Instagram.



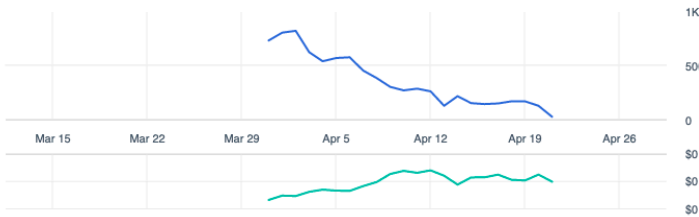
7,897
Results: Link Clicks

86,741
People Reached

\$1,268.79
Amount Spent

Custom

7,897 Results: Link Clicks \$0.16 Cost per Result 2.47% Result Rate



211,355 impressions in only 14 days.



Innovative Digital Marketing to Grow Your Business.

Three29 is the digital marketing & technology agency that delivers innovative digital marketing and technology solutions to grow your business. Our experience, expertise, data and insights lead us to deploy innovative digital marketing and technology solutions to accomplish your marketing KPIs and business goals.

How We Grow Your Business



You're In Good Hands.



Ready To Get Started?

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