# Social Media Ads Increase Online Orders for Rib City

"AccuData has improved Rib City's social media presence, assisted us in engaging more frequently with our customers, and has increased the traffic not only to our website, but also to our new mobile app. I am extremely pleased with the results that AccuData has provided Rib City and look forward to a prosperous relationship." *Beth Watson, Director of Marketing, Rib City*

**Client Name/Profile**
Rib City

**Industry**
Restaurant

**Location**
Nationwide

**Client Since**
2016

## BACKGROUND

Rib City, a franchise restaurant serving family-style barbecue, operates 15 corporate-owned locations with additional franchise locations nationwide. Since its early beginnings in 1989 with one location in Fort Myers, FL, Rib City has sought to provide award-winning ribs and real barbecue.

### THE CHALLENGE

Rib City introduced a new online ordering system in the summer of 2016 that allowed guests to find the nearest restaurant location, place their order on a mobile phone app, and identify lunch and dinner specials daily.

They sought to increase brand awareness and drive traffic to their new online ordering system and encourage mobile app downloads.  With just a touch of a button, hungry patrons could order ribs and barbecue online.

## THE SOLUTION

Rib City partnered with AccuData Integrated Marketing to develop a two-week Facebook carousel advertising campaign to an audience within five miles of specific Rib City locations. AccuData was able to select a highly targeted niche audience that included 25-34 year olds with interests in barbecue or grilling.

The campaigns started with just one Florida location, but quickly grew when Rib City saw the responses and engagement from the ads. The campaigns were extended additional days and all 15 corporate-owned locations participated once the results showed how successful the Facebook ads were in driving online orders.

The ads featured 4 rotating images including food images mixed with carryout images from the store locations encouraging people to use the new mobile ordering system to purchase barbecue online.

AccuData developed the campaigns' creative, including images and copy, selected the appropriate audience and managed the campaigns. Rib City's team was able to trust AccuData's expertise in social media advertising to develop the most impactful ads and continually rotate copy and images to ensure they were producing audience engagement.

## THE RESULTS

With Paid Social Media Advertising, Rib City's ads were shown to more than 8,000 people per location and resulted in 13,000 click-throughs on their ads. The ads produced 494 downloads of Rib City's mobile ordering app and an upsurge in online orders resulting from these app downloads.

Rib City has chosen to run additional Facebook advertising campaigns for specific holiday promotions as well as to showcase special menu items or lunchtime offerings to increase purchases of their newest menu items.

## WHAT MADE THIS CAMPAIGN SUCCESSFUL

Rib City had previously used coupon books, newspaper advertising and billboards to drive traffic to their restaurants, but wanted to try social media advertising to promote their new mobile ordering system.

Online advertising for an mobile app was ideal; clicking to download the app was quickly accomplished as the consumers seeing the ads were already online.

Facebook's deep demographics allowed AccuData to customize an audience exclusively for Rib City.