

CASE STUDY

Case-study 3 : Buffet Express UK: generating leads online

Background

Buffet Express UK are an established Leicester company specialising in high quality buffet and catering services and deli food. The company operates under two brands, Buffet Express UK covering corporate catering and Bar Sandwich focusing on consumer business and operating from a prominent location in Leicester High Street.

The Buffet Express UK and Bar Sandwich brands are built around the provision of high quality food that is locally sourced and freshly produced for every client. Both brands also differentiate from competitors through the supply of healthy option buffet food to local businesses and consumers.

Business Need

Buffet Express UK had not previously had an online presence, instead using traditional methods for marketing and promotion and gaining the majority of their leads through word of mouth and traditional directory services.

The company had witnessed a significant growth in the number of competitors who were moving online and gaining a competitive advantage. The traditional lead generation methods that had worked well in the past no longer produced the required number of leads for the Buffet Express UK brand, this had been more noticeable due to reduced footfall in the Bar Sandwich deli outlet.

We Are Web were commissioned to build an online presence for the company that would generate sales enquiries and generate a high return on investment. A key part of the brief also involved the ability to split the two brands apart as they are often used together through out the businesses' corporate and consumer operations and marketing. This has led to customers not recognising each brand as offering different services.

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The Solution

As a key part of the client's brief involved the separating of the two brands in the minds of customers the decision was taken to create two websites using the same corporate colours but conveying different messages to different target audiences.

Both websites would be built around the use of fresh ingredients and sourcing of local organic produce but would focus content and communications specific to each target audience.

Each website would be optimised for a different online marketing strategy. The Bar Sandwich website focuses on supporting social media marketing to drive footfall into the bricks and mortar Bar Sandwich side of the business. The Buffet Express UK website supports email marketing and focuses on optimisation to raise visibility in search engines for key search terms relating to buffets, catering and the key target market of conference and business event facilities.

In order for the business to be able to edit content a full content management system was developed which allows editing of all section of each site.

The Results

We Are Web have helped Buffet Express UK achieve a **38% rise in enquiries in just 6 months** via a combination of email marketing, SEO and social media

The business now enjoys first page listing in Google for a number of search terms such as 'buffet Leicester', this has been a major contributing factor in helping to successfully generate new revenue in the corporate target market.

“We Are Web have achieved impressive results with a relatively small budget, we are delighted”

Jim Rowley – Managing Director