



# Capture the Consumer's Dollars

Tourists consume recommendations from many platforms—social media, travel blogs, TikTok and more. It can be difficult to get your name on their packed itinerary. Learn how an historic soda shop in the heart of Music City used digital advertising to encourage guests to stop in for a taste of happiness during their travels.

Historic Soda Shop in Nashville, Tennessee

# The Roadblock

A historic restaurant and soda shop located in the downtown of a business district and tourist area was in need of more lunch-time sales coming through their doors. While they had loyal customers that frequented the location, they noticed the booming tourist city had ceased sending visitors to their eatery.

# The Goals

1. Reach and engage with tourists while they are in the area, but remove them after they leave the city.
2. Connect with users who are looking to plan a trip to Nashville and are researching good places to eat.
3. Teach those in the Nashville area of their historic roots in the community, making it a “must see” stop during their trip.

# The Game Plan

## Geofence Tourist Locations



We set up geofences around other area restaurants that would be of similar cuisine and price range. We adjusted the capture timeframe of the user to target tourists only while they are still in the Nashville area. Additionally, we targeted other well known tourist attractions in and around the Music City area.

## Advertisement Messaging



The soda shop had a well-established brand after serving customers for 84 years; however, the original ads that had been crafted did not speak to their long-standing reputation in the Nashville community. We encouraged the client to create ads that had a historic pull for tourists and had an immediate call to action, such as clicking for a coupon to use.

## Site Retargeting



Regardless of whether users arrived at the website through a paid ad or organically, we successfully re-engaged them using site retargeting. This strategy enabled us to optimize our ad spend by focusing on a lower-funnel audience that was already familiar with the restaurant's brand.

**Capture the Consumer's Dollars >>**

**4,697**  
clicks

**0.09%**  
CTR

**311**  
visits

# The Results

Sales bolstered from this combination of targeting users while in town visiting other restaurants and tourist locations and re-engaging users who had previously been on their website. Within six months of campaign launch, the store had 311 visits from tourists who ate, drank, and shopped within one week of seeing or clicking on the ad.

The client was able to compare which tourist locations and competing restaurants drove users to engage with the ads and visit the shop. Additionally, they were able to view which creative message the user was the most responsive to.

**Capture the Consumer's Dollars >>**