

# THE TOASTED YOLK CAFÉ

The Toasted Yolk Café is a growing chain of casual dining and drinking establishments offering unique, made-from-scratch breakfast and lunch dishes in a relaxed atmosphere. Studio Brand implemented focused digital marketing tactics to exponentially increase engagement across all platforms for The Toasted Yolk Café in less than one year.

## GOALS

- Increase social media following and engagement for each brand's business page on Facebook and Instagram.
- Launch successful e-mail marketing campaigns.
- Use social media and e-mail marketing as a tool to promote new Toasted Yolk locations throughout Houston.

## APPROACH

- Designed and developed a user-friendly website
- Created separate social media pages for each location
- Maintained consistent branding for all restaurants while promoting content specific to each location's respective audiences
- Increased online buzz about the growing restaurant chain on multiple reputable digital publications
- Used research-driven targeting to advertise effectively to each location's target audiences

## THE CURRENT SITUATION

The Toasted Yolk Café came to Studio Brand with a goal to increase online brand awareness to establish a stronger presence throughout all of Greater Houston.

## THE SOLUTION

The Toasted Yolk Café has aggressive plans for the restaurant's expansion in and outside of Houston. Studio Brand organized all of these goals into four tangible digital marketing plans to introduce the brand to new audiences, promote franchise growth, announce special offers, and establish the restaurant as a community staple throughout the region.

INDUSTRY: RESTAURANT AND HOSPITALITY

YEAR: 2018

SERVICE SCOPE SOCIAL MEDIA MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

1. **Website:** Studio Brand started by creating a user-friendly website that clearly showcases TTY's mission, personality, services, story, and commitment to quality.
2. **Social Media:** Studio Brand created a brand personality that informed the development of all social media accounts (Facebook, Instagram, and Twitter), the creation of content, and personality of the brand online that audiences enjoy regularly engaging with.
3. **E-Mail Marketing:** Studio Brand launched ongoing e-mail marketing for TTY in May 2018.
4. **Cross-promotional Marketing:** After using social media to get users into restaurants, Studio Brand increased engagement by creating table tents featuring a one-month campaign incentivizing people to post and use the hashtag #WeGotToasted on social media.

## MEASURE OF SUCCESS

Today, The Toasted Yolk Café and each individual location is sought out by families, busy professionals, and traveling foodies, both online and offline. User-generated content has increased and is promoted accordingly. On Facebook, total page likes increased from 3,136 to 19,766—a 530-percent increase. On Instagram, TTY's following increased by 118 percent. Studio Brand launched e-mail marketing for TTY in May 2018 and has actively driven e-mail engagement with a current list of 7,956 contacts and an average open rate of 32 percent. When the Toasted Yolk Café began their journey with Studio Brand in January 2018, they had four active locations. In January 2019, they will open their ninth location in The Woodlands.



It has been such a pleasure working with and learning from the team at Studio Brand. They believed in The Toasted Yolk from the start, and I am amazed at how quickly our dreams are becoming a reality with their help.

—Chris Milton, Co-founder, The Toasted Yolk





## FACEBOOK | JANUARY 2018

- TTY North Houston (location page) total page likes: 2,282
- TTY Conroe (location page) total page likes: 160
- TTY Spring (location page) total page likes: 609
- TTY Rayford Rd (location page) total page likes: 85

## FACEBOOK | NOVEMBER 2018

- Brand page total likes: 7,920
- TTY North Houston (location page) total page likes: 2,881
- TTY Conroe (location page) total page likes: 689
- TTY Spring (location page) total page likes: 1,251
- TTY Rayford Rd (location page) total page likes: 1,305
- TTY New Caney (location page) total page likes: 976
- TTY Katy (location page) total page likes: 1,981
- TTY Sugar Land (location page) total page likes: 1,886
- TTY Westheimer (location page) total page likes: 877

## INSTAGRAM | JAN–NOV 2018

- Studio Brand grew the Instagram from 2,146 to 4,668 followers.

## EMAIL MARKETING | MAY–NOV 2018

- Now have a total contact list of: 7,956
- Industry average open rate: 16.66%
- TTY average open rate: 32.3%
- TTY Click through rate: 1.98%