



*image by Allison Morris*

# BOOGIE'S BARBEQUE

## SCOPE OF WORK

Prepared 12-3-18

SPECIALS MENU DESIGN

ADVERTISING ON FACEBOOK

TARGETED AUDIENCES

DOMAIN NAME SERVICES

SEARCH ENGINE MARKETING

LIVE MUSIC PROMOTIONS

PUSH CARRY OUT

WEB DESIGN

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## DECEMBER - JANUARY 2019

Kicking off the relationship with Boogie's Barbeque, we will first start out by improving the look of your Facebook Page. This will include updating various About Us sections to provide a little better of an idea of what you all do, encouraging interaction with the Page, and coming up with attainable goals for Page Reach and growth of Page Likes.



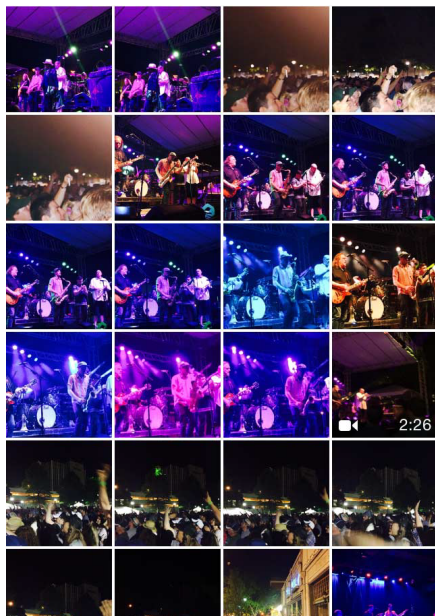
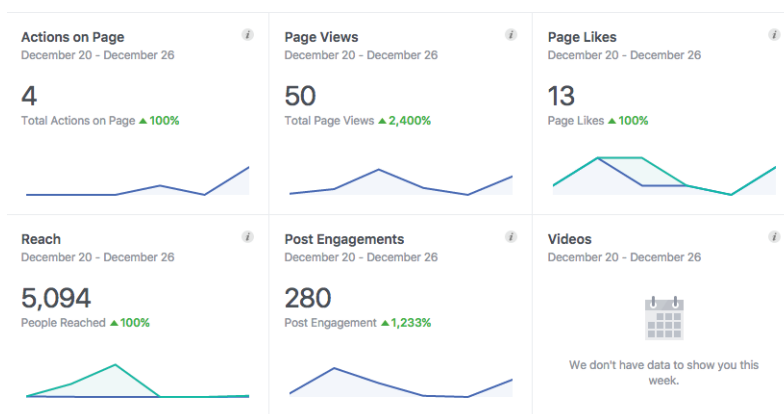
**GOAL: INCREASE FACEBOOK LIKES BY 400%**

### SOCIAL MEDIA

a powerful tool for your business. The most valuable, easy to use representation of your brand exists on Social Media.

Facebook is arguably the most popular medium today, with Instagram following a close second.

Organically build your Facebook's Page audience through tried & tested strategies.



### LIVE MUSIC

an industry standard in the Lowcountry, having entertainment is essential to bringing in new customers and getting them to spend more money.

Increase your sales on Fridays & Saturdays by offering live music, with promotion so that locals and others from the surrounding areas have an option for entertainment. Position yourself as the live music venue in the area and offer a variety of styles including:

SINGER/SONGWRITER

FOLK/FOLK ROCK

BLUEGRASS & AMERICANA

ROCKABILLY/COUNTRY



**Social Media - Food, Live Music**

## JANUARY 2019-MARCH 2019

Ongoing support will help to boost Boogie's Barbeque in Search Engines, and also to help get the word out via local publication and print initiatives. Rack cards, off-hours promotional cards, and local media attention will help to bring people from far and wide to come to Hollywood to try your barbeque.



### GOAL: INCREASE FOOT TRAFFIC, STREET CRED

#### SEARCH ENGINE MARKETING (SEM)

periodic updates, interacting with users, and using other best practices - Google will respect your business and present you as the best damn BBQ joint around.

see the example to the right† for a local Augusta, Georgia bar that receives 5-Star reviews on the regular. This client carefully followed advise for local marketing and has seen great results.

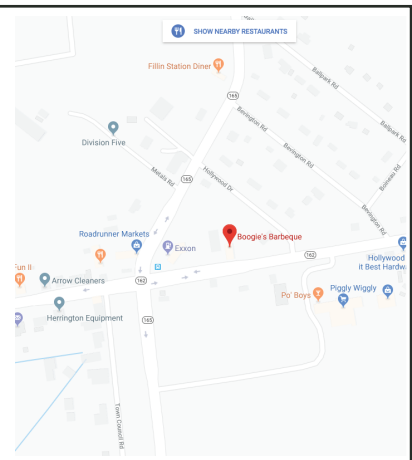
Your summary for January\*†

4,147 people saw your 4.6-star rated business on Google Search

1,779 people saw your 4.6-star rated business on Google Maps

126 people asked for directions to your business

6 people reviewed your business on Google



POST CARD SAMPLE

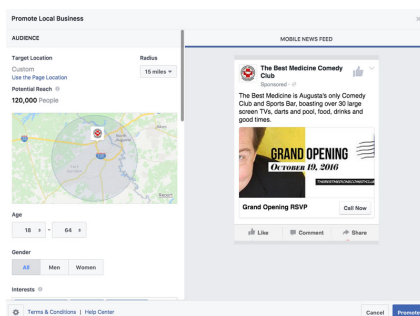


#### MARKETING ACROSS CHANNELS

the objective of print marketing is to give your local and nearby clientele a chance to remember you by putting something in their hands directly. This can be an advertisement in a local publication, a loyalty or rewards card, or a flier about an event that you have coming up.

matched with online ads, print can provide true ROI when used strategically and with good timing and execution.

#### PRINT » WALK-IN » BRAND AMBASSADOR



FACEBOOK PROMOTED POST - RSVP

Search Engines, Print/Local

**MARCH, APRIL, MAY 2019**

Marketing for the restaurant will go into high gear to attract regional travelers, influencers & foodies, and some of the best live music acts around. The seeds of Social Media and Local Search will have been planted, and it will be time to approach national food outlets.

Whether it's Food Network or ***Southern Living***, Boogie's Barbeque will be ready to have traffic surging to your new WordPress website.



## MILESTONE: WEBSITE DESIGN & PROMOTION

## INFLUENCER MARKETING

the modern day online community is rich with social media and web influencers (bloggers) - whose main focus is to find cool products and services within their niche and to write those up for discussion.

- » Social Media Personalities
- » Writers & Bloggers
- » National Foodies
- » Government Officials and other Thought Leaders



Today! At Last, a Major that Races

Augusta Nightlife is proud to bring you exclusive details about The Major Rager that you will hear nowhere else. Did you know that the Metro Market will be open only to Flagers, and that they will be serving all of the food on their menu, as well as having plenty of grab & go food and a full

small newsletter sign up  
SIGN UP HERE

First Annual Craft Beer Festival to Benefit Augusta Sports Council



Presented by Nixie of Bism, Augusta Craft Beer Festival will feature 20+ hand-selected local, regional, and national craft breweries. In addition, ACBF will feature live performances by local bands and food items customized by the Green-Jackets Food and Beverage to complement the beers at the festival. The goal of Augusta Craft Beer Festival is to educate the consumer and support the local craft beer community. [Read More](#)

**Connect with Us:**  
[Facebook](#)  
[Twitter](#)

## EMAIL MARKETING

deliver your message directly  
to your users' inbox via an email blast.

- » Email Marketing is best ROI
- » Group subscribers by interest
- » Send emails based on interest
- » Provide location updates such as menu changes, holiday hours, etc

TICKET GIVEAWAY CONTEST EMAIL



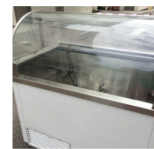
### New Address, New Services, New Stuff

Fall Greetings from The USSED Company! We are happy to announce that we have a new domain name, <http://usseed.co> that now will re-direct to our website if you are on mobile or want to share our link.

### Featured



Electrolux Pasta Cooker



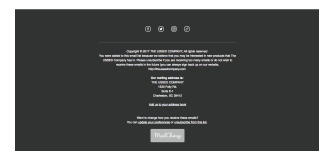
### Ice Cream Dipping Cabinet

**We now offer financing**

The USSED Company is happy to have partnered with Navitas Corp. to offer financing options for restaurant equipment. Benefits of leasing include:

- Replace outdated equipment with newer upgrades
- Retain access to short term capital
- Affordable payment options with 0% financing possible

Read more about our leasing program [here](#)

[Learn More About Leasing](#)

## Website, Email Blast, Influencers