

University Of Maryland

**Digital Marketing Project - Team 5  
The Brick Ridge Restaurant, Mount Airy MD**



**BMGT 484  
Professor Harms**

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**CC: Todd Bricken**

Brick Ridge Digital Marketing Project 1  
04/30/2015  
College Park, MD

Dear Mr. Bricken:

We would like to extend our sincere gratitude to you for allowing us to complete this digital marketing project for your company. We greatly appreciate your flexibility, creativity, and enthusiasm as our client throughout this process.

We hope that our suggestions may be implemented into your digital marketing campaign, and assist in helping the Brick Ridge Restaurant grow to its fullest potential. Attached, you will find our composite thoughts, as well as a website redesign that you may choose to adopt per our suggestions. Utilizing the knowledge gained through our upper level Electronic Marketing course at the Robert H. Smith School of Business, along with concepts gathered in other coursework, we have collaborated as a team to illustrate a comprehensive plan of action to ensure the strength of your restaurant's online presence and marketing tactics.

Please contact us with any questions or concerns. We look forward to hearing from you with regards to our proposals. Feel free to share this with your fellow employees and business partners at The Brick Ridge.

Once again, we are eternally grateful to have had the opportunity to work with you and your restaurant. Thank you for your time and consideration.

Sincerely,  
Team #5  
Cierra O'Keefe  
Dan Misner  
Jennifer Pridemore  
Ryan Li

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## **Executive Summary**

The Brick Ridge Restaurant is a high-end, luxury restaurant located in Mount Airy, Maryland. They pride themselves on offering foods from all across the United States to their customers. Upon visiting their website early on in the process, a need was immediately recognized for improvements to be made in order to remain consistent with the changing technological trends of the modern world. With the client's approval, Mr. Todd Bricken, a detailed digital marketing strategy emerged along with suggestions for a website redesign.

The Brick Ridge stands out from the competition in terms of its strong history, unique and flexible menu, and location. Their target market reaches a broad age demographic, and is able to appeal to families of all shapes and sizes. One of the teams' members was also a previous employee of this location, so we were able to utilize a better, insider's perspective into the quality and efficacy of our recommendations. Despite these unique characteristics attributed to the company, they are lacking in an online presence and symbiotic understanding of consumer needs and wants. Social media is huge in today's society, along with the need for speed and accessibility in the fast paced lives of the consumer. The Brick Ridge lacks followers on social media, does not provide for SEO keyword generation, and has not produced a website that is conducive to quick and easy informational searches. As a company in the saturated market of restaurants within the service sector, the client begs the need to stand out from the competition and break through the clutter. The responses gathered from the target market all reinforce this discrepancy. We incorporated customer relationship marketing at the forefront of the client's digital marketing strategy.

Likewise, the biggest portion of this project was dedicated to the redesign of the client's website. The main focus of the new and improved site is to retain attention, encourage stickiness, and to generate positive feelings about the Brick Ridge. Consumers' attention and perception is flighting in an environment that has come to be overloaded with marketing stimuli, and marketers must work to maintain their attention on a 20-80 scale. Originally, the client's site was mundane, outdated, and proved difficult for the user to navigate. The goal of each suggestion was to keep visitors on the site, by offering various opportunities for stickiness and calls to action, and to provide visitors with answers to their questions as quickly and easily as possible.

In addition to this website, certain online and offline marketing efforts would simultaneously benefit the client. Online tactics such as opt-in email marketing, text ads, PLA's, and a modernized social media presence will help to promote the business and the website itself. Various offline marketing promotions were incorporated, such as billboards, community involvement through sponsorships, TV ads, and more. The client should establish calls to action within the site to encourage email sign ups, and also offer opportunities for this at their location. The emails will be created to stimulate attention and alert customers of wine tastings, contests, and other events being hosted at their location. Promoting their restaurant in local newspapers, as well as billboards on I-70 will attract attention and stimulate consumers to action. Press releases should be sent to the public to announce various state specials. TV

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advertisements would of course be beneficial, as well as the possible implementation of videos on the website. Updating the client's Facebook and Twitter pages, as well as promoting their products and services on Instagram will generate a larger follower base generated, increasing traffic and visits to the site and restaurant itself. The Brick Ridge should be the first and best option for a "taste of the United States."

The reciprocal linkage suggestions will greatly increase the traffic and conversion rates on both The Brick Ridge's site and each partner's site. The blog created will encourage a community around the restaurant, and will offer an opportunity for consumers to take an inside look into the restaurant's personality. The blog will also promote the regional dish of the week, allowing the customer to get an inside look at upcoming delicacies from across the nation. Reviews and suggestions from the target audience are greatly encouraged, and the client will monitor our strategic and analytic goals to ensure that consumers are getting the best user experience from our website and company as a whole.

In terms of investment, an annual plan was budgeted out and further broken down into monthly expenses. Overall, the cost of building the site, maintaining it, hiring or training employees to cover these marketing areas, and other associated projects is estimated to be \$16,000 for the year. Although this cost seems hefty, it is a fair price and will be beneficial in the long run to the profitability and online presence of the Brick Ridge. Since it's clear that the client's current website is not browsed frequently, promotion for the site should start first and foremost by setting up a Google Analytics account and placing bids on Google Adwords keywords. Then, the company should give flyers out to the consumers as they come into the restaurant, hang signs promoting the new URL, or even print it on the customer's receipt. This simple means of communication will spark interest, and the rest will be left up to word of mouth advertising.

The comprehensive digital marketing plan attached is filled with suggestions and improvements for the client. Through implementation, the Brick Ridge will sky rocket to the top of not only the consumer's SEO pages, but also their evoked consideration sets.

## Introduction

The Brick Ridge Restaurant is a high-end dining location in Mount Airy, MD, and is well known for both quality food and its extensive menu selection that changes every week. What differentiates the Brick Ridge from other restaurants in the area is its menu, featuring popular dishes from different U.S. states. Brick Ridge also hosts wine and beer tasting events, as well as offering catering services. This restaurant is well suited for marketing online because of the highly competitive business landscape, where people use the Internet to search for and to compare potential dining spots. A better online presence will make the public more aware of what makes this restaurant unique, and Brick Ridge Restaurant will benefit from an improved digital presence through an increase in visits to the restaurant and the subsequent increase in revenue. The client offers a website that is mainly content based, showing the products and services that they have to offer, complete with pictures and very minimal descriptions. It is targeted to the business and consumer relationship, as a B2C based service. It indulges in its historical foundations, offering a long description of the prior establishments that resided there before the Brick Ridge. Additionally the site offers contact information and drop down menus in a way that reflect a lack of current technological knowledge.

We suggest that our client should offer customer support. Their site lists some forms of contact information, but not in the clearest way. They want their consumers to be pleased with their food and to continue to come back to their establishment. Not only this, but with the power of digital marketing and online “word of mouth” sharing practices, their website is crucial to retaining a reputation as a luxurious restaurant. Customer relationship marketing should be a top priority for Brick Ridge Restaurant. The Brick Ridge Restaurant’s current domain name is brickridge.com, which can potentially cause confusion for visitors to the website. We would recommend adding the available domain name of “brickridgerestaurant.com,” in order to clearly articulate what the content of the webpage will pertain to. With this domain name, traffic will increase to our client’s site and establish better linkages.

## Environmental and Situational Analysis

### **Target Market:**

The client’s target market is located in Central Maryland, near Mt. Airy and the Frederick and Carroll County areas. Close to 40% of the population in Mt. Airy is between the ages of 35 and 64, which is our target market age range. The percentage of the population with a family in the house is 80.88%, so its target market focuses on families as a whole as well as individuals. In 2012, the median household income for Mt. Airy was \$93,092, thus it is a relatively wealthy area (Mount Airy AreaConnect). Its inhabitants are able to afford the prices of a high-end restaurant like The Brick Ridge. Their target segment is looking for a place for people to either take their families, or to have a nice night out. They are comfortable in their area and its surroundings, and are looking for places to eat that are easily accessible. A survey was sent to members of the Mount Airy community, aged 20-55, in order to gauge information regarding their relatability and interest surrounding our restaurant.

The target market uses a variety of different websites to decide where to eat. Some examples include Yelp, Google, Groupon, Grubhub, TripAdvisor, and the Food Network. Most

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of these sites are all valuable resources to look for good new restaurants. The Food Network even provides them with a resource to discover new recipes to cook themselves in order to model their own home cooked meals after the entrees served at their visits to The Brick Ridge. With regards to the survey, however, the most common website was Yelp. Yelp has one of the largest varieties of restaurant reviews, and the reviews themselves are easy to read and easy to submit (Yelp Reviews). For these reasons, The Brick Ridge website should not only have a link to the website reviews, but should also give visitors the opportunity to fill out reviews in a simple and fast manner. Forty percent of respondents stated that they do follow restaurants on social media, which is a large enough percentage to incentivize management of a Twitter, Facebook, and perhaps an Instagram account and provide links to these accounts above the fold of the suggested landing page “[thebrickridgerestaurant.com](http://thebrickridgerestaurant.com)” (Survey Questions and Responses).

The online accounts should include announcements of events, specials, and pictures of the dishes to convince followers to choose Brick Ridge for their next meal. With regard to the usage of social media sites such as Facebook and Twitter, there are an increasing number of adults over 40 who are now present (Mintel). It would be advantageous for The Brick Ridge to utilize various social media platforms to market itself to the target market. These adults also use their smartphones at an increasing rate, so restaurants need to take note of opportunities available through these mediums to provide information on their services (Shah 2014).

### **Encouragement to Use the Site:**

After conducting primary research in the form of a survey given to members of the target market through an emailed link on Survey Monkey, it is clear that certain actions must be taken to encourage usage. When asked to rank a restaurant website’s features in order of importance, we found out a great deal about what people prefer. Here is the list in highest-ranking order:

1. Having a menu easily accessible
2. Easy-to-locate hours of operation
3. Having reviews on the website
4. Having pictures of the restaurant
5. Including comments by the chef

The menu is a very important aspect of the website, and must be presented effectively as to please site visitors and not have them leave dissatisfied. Having easy-to-locate hours and pictures of the restaurant also proved to be important to the target market because both of these increase credibility and give visitors information needed to make a decision on where to eat. Easily accessible reviews for an upscale restaurant like the Brick Ridge will likely encourage site visits and stickiness because they are an efficient way to compare restaurants to each other, as well as increase credibility. Chef’s comments did not prove to be that important, but will still likely add to the overall personality of the website and evoke a sense of trust.

Similarly, when the target group was asked “When you visit a restaurant’s website, what do you look for?” over 71% responded specifically with “menu” amongst other additional features (Survey Questions and Responses). Having a clear click path to the menu is vital to

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keeping the attention and promoting the positive mood of the potential customer. Respondents also included “prices” and “reviews” in the most common answers, which adds the requirement of keeping prices on the menus as opposed to just listing the dishes. This also suggests having links to reviews or quotes from reputable sources above the fold on the landing page.

The majority of respondents (62.5%) stated that they visited the same sit-down restaurant “often,” which means that impressing customers on their first visit can lead to a large degree of growth in profitability. This ideology can be incorporated for The Brick Ridge website as well, where first time visitors to “[thebrickridgerestaurant.com](http://thebrickridgerestaurant.com)” will be able to determine almost instantly if they are impressed by what Brick Ridge has to offer, or if they need to go somewhere else to find what they are looking for. When asked how often they go out to eat, respondents answered majorly with 1-2 times a week, with the second most answering 1-3 times a month. These responses show that there is no shortage of customers to attend The Brick Ridge restaurant, yet to grow the number of visitors and increase sales, Brick Ridge will need to innovate to accommodate the changing consumer market (Survey, Questions and Responses).

When asked to specify the most important factor in choosing where to go out to eat, the survey results showed that location is the most important factor with a score of 31.25%. Location was followed closely by price and positive reviews, both at 25%. This offers important insight into how to encourage the target market to use the site we will be developing. Location is a key determinant in the decision making process for a person deciding where to eat, so the website has to properly address this aspect. The address must be clearly presented on the website, along with a link to Google Maps that will offer directions to the customer. Price not only has to be very easy to locate, but it should also be used dynamically. An upscale restaurant is inherently more expensive than a casual restaurant, but designing a light fare menu or a list of deals effectively on the website that is separated from the larger menu decreases cost concerns and gives the site visitor more information about the restaurant’s offerings. Positive reviews are another essential factor in selecting where to go out to eat. Having these on the website will encourage people to visit the site to learn more about other people’s experiences at the restaurant and how they could compare to their own.

In addition, there are a few items the Brick Ridge needs to think about beyond just features in order to encourage the target market users to use the website. 43.75% of people decide where to go out to eat through references from friends and family (Survey Questions and Responses). This means people need to view this restaurant favorably and know of its existence so that upon telling others about it, their referrals can arrive at a website that offers them information and value. Existing customers and new customers actively referring people to the restaurant will definitely result in website visits and interaction. When asked who the target group eats out with most often, responses detailed that the visitors vary from groups of friends, to co-workers, to couples, to family without younger children. With this in mind, the website and social media accounts should consider advertising dinner-for-two deals and group deals. If website visitors immediately see that the restaurant offers deals that cater to their wants and desires more than competitors, then they are more likely to lead the website visitor to be a real life restaurant visitor.

A large percentage of the target market chose not to go to a restaurant due to its website. This points in a positive direction in adding some needed changes to The Brick Ridge's page. We suggest keeping in mind all of those factors that retain click-throughs and hold visitors attention: removing clutter, establishing a hierarchy, and ensuring easy font reading. With these additions, the target market will be sure to visit the Brick Ridge.

### **Competition:**

The main competition to the Brick Ridge Restaurant is made up of three other restaurants in the surrounding Mt. Airy area: Laurienzo Brick Oven Cafe, CarterQue, and the Mt. Airy Tavern. The table below rates each of those three locations' websites in terms of relevance, appearance, and various other categories. While there are good and bad aspects of each site, we suggest that the client include those assets that will make the user's experience on the new Brick Ridge website that much more enjoyable and informative.

<b>Restaurant</b>	Laurienzo Brick Oven Cafe (Laurienzo)	The CarterQue (Carterque)	Mt. Airy Tavern (Knight)
<b>Amount/ Relevance of Info</b>	The site gives a history of the restaurant, as well as a menu, a description of the dining room, and also a linking page to a "Little Brother" eatery of theirs. There is minimal text, broken up by bolded headings and clear designations. All of the information presented is relevant to the site and the restaurant itself. The user can identify hours, contact information, and menu items quickly. (8)	This site has a lot of text included within it. However, it gives the user information on menu choices, catering options, awards, contact information, and the history of the company. The pictures are taken from the restaurant itself, and the information proves the authenticity of this down-home BBQ restaurant. (9)	Immediately, the site distracts and confuses the visitor by advertising a chili cook off on their homepage. This information may not be relevant to all consumers. The menu and drinks list are descriptive, as well as the information related to the Banquet Room. This site also includes a directions tab, which is helpful to first time visitors of the site and the restaurant itself. (7)
<b>Graphics and Colors</b>	The site uses a lot of reverse text, with a black background and	The background of the site is a wooden theme, with red and	The site has an orange background with a maroon splash, which

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	<p>white text. The logo contrasts the site with reds and oranges as well. Pictures of pizza and the dining room are the only graphics included on the site. There are also chicklets to social media sites. (7)</p>	<p>brown text and accents throughout. It gives the feel of a BBQ joint. There are graphics of pigs and also pictures of meals served at the restaurant, as well as photos of certificates and awards. (8)</p>	<p>one would think would be good for food websites. Yet the text is black on white, and is a very standard sans serif font. The pictures are plentiful and on every page of the site, as are various logos and advertisements for upcoming events. (7)</p>
<b>Credibility</b>	<p>The only attempt made at credibility is the “Our Story” page found on the site. It lists descriptions of the decor inside the restaurant, and also the types of food options available. There is a phone number displayed, as well as social media sites, but no reviews, logos, or author information is given. The site was created on and maintained with Squarespace. (5)</p>	<p>CarterQue goes above and beyond to ensure their credibility is established. On top of their bulky and descriptive History section and Contact Info, they have an entire page dedicated to Awards and recognitions they’ve received. They include links to social media, as well as an online store to purchase sauces. (10)</p>	<p>There is only a short “welcome” section on the homepage written by the owners to interest people in the site, but this is even below the initial advertisement. The “About Us” section provides a photo of chef and also before and after pictures from a renovation. Besides brief contact information and a picture of the “team,” the site does not seem credible. (4)</p>
<b>Customer Service Offerings</b>	<p>Laurienzo only offers their “Phoenix” private dining room for special events. It can be booked using a phone number listed on the page. As far as carry out options or reservations, these gratuities are not described or displayed prominently. (2)</p>	<p>CarterQue offers an online store to purchase goods found in the restaurant, and also offers call ahead seating with their phone number displayed. They even have a catering service with the menu available. (8)</p>	<p>On the “Bar and Entertainment” tab, various drinks are listed along with entertainment acts coming into the restaurant. They offer their “Banquet Room” for special events to be booked and rented, and list their specials on the left side of the page. (7)</p>

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<b>Ease of Navigation</b>	<p>Upon entering the site, the customer is immediately greeted by a splash page so that the visitor has to choose between locations. The minimal five tabs above the fold are easy to identify information, and take the user to the portion of the scrolling page where the information is located. (9)</p>	<p>The tabs on the site clearly distinguish what the customer is looking for when visiting. They do have their menu in PDF form, but accommodate other users with their HTML version. The things their customers want to see, such as a menu and awards, are displayed before they get into their history. This factors in well with the “grab and go” mentality of online surfers. (9)</p>	<p>“Clutter” is the first word that comes to mind when viewing the site. The only attempt at navigation is the tabs built in at the top, as well as the Site Map included. Apart from this, the site requires tons of scrolling, and pictures interfering with text. It’s difficult to find the clear information that you’re looking for, as none of the text is separated by bolding. There is not an effective information hierarchy here. (3)</p>
<b>Overall Design</b>	<p>Overall, the website is simple, to the point, and plain. It speaks in sentence fragments without jargon, but seems to only focus on the food and decor of the restaurant. They could use improvement in their credibility and also offer more images of their own food, instead of linking an entire new page describing a brother restaurant of theirs. (8)</p>	<p>The website is rustic and speaks to the tone of the website. It has personality, and continues the conversation with the visitor. There are many calls to action, and even music on the home page! It does get a bit wordy at times with small text, but this could be easily renovated. (9)</p>	<p>As previously stated, this website could use some work. While there is plentiful information and photos, this still constitutes an issue for the consumer. The site is confusing to the viewer, and not the most aesthetically pleasing site. Although they link to their Facebook page, the site seems to stand alone as the only representative of the restaurant; this may be a downfall. (5)</p>

## Demand and Demand Trend:

The likely demand for the Brick Ridge Restaurant falls in the middle of the demand spectrum and the trend is increasing. The restaurant can be characterized as the only high-end restaurant in Mt. Airy, and one of a larger pool of high-end restaurants in the Frederick/Eldersburg area. It is essential for the Brick Ridge to generate awareness of itself to surrounding areas to take advantage of fulfilling the demand that is present. According to Industry Reports for single location full-service restaurants, demand has steadily been increasing over the past 5 years and is expected to continue this trend (IBIS World). This continued increase in demand will be attributed to the rebounding economy in general, as well as consumer spending increases. Another important factor impacting the demand for restaurants like the Brick Ridge is that consumer preferences are shifting towards being more health conscious, as they offer healthier options compared to many alternatives.

In a family setting, the head(s) of the household typically makes the buying decision because they have the most discretionary income (and will be paying); they are also in a position of authority. This holds true because they typically work longer hours and value the convenience of restaurant services. Other members of the family are likely to contribute to the decision process and influence it, but the parents make the final decision. Outside of a family setting, the buying decision can be more complex. Regardless of the fact that the situation becomes more complex, the same assertions hold true. Groups of people decide on going to a restaurant because they all can afford it, and desire the convenience that a restaurant offers. Individuals act as the influencers, purchasers, and users of the products and services they chose to consume.

Families, groups of friends, couples, co-workers, and other common forms of social groups are common visitors to the Brick Ridge. They come to the Brick Ridge for dinner or brunch for a variety of reasons, spanning a wide spectrum of conditions and variables (timing, funds available, amount of free-time, etc.) They come to the Brick Ridge and buy one of its various dishes, either the state-specials or the more permanent items on the menu. It is very common for alcohol to be purchased with these meals. People buy from the Brick Ridge for many reasons. They may want to have a higher-quality dining experience that includes high food-quality, high service-quality, smaller crowds, and special events. The Brick Ridge offers many dishes that are not offered elsewhere, especially with the unique state-special menu feature. Members of the target market come to the restaurant for late lunch or dinner, and consume the delicious food and drinks to either celebrate an occasion, or to simply escape their responsibilities (Survey Questions and Responses).

According to Industry Reports for single location full-service restaurants, the industry life cycle stage for restaurants such as the Brick Ridge is maturity (IBIS World). The Brick Ridge Restaurant definitely follows with the industry, as it was established in the year 2000. Being a part of a mature market means that competition is high and often increasing, so it is important for the Brick Ridge to remain profitable and to continue to expand its customer-base, all while maintaining their current customers.

The Brick Ridge could increase traffic on their site by including valuable content to site visitors. There should be a search bar on the top right of every web page, so that customers can quickly locate what they need. The Brick Ridge should also develop a logo, along with a tagline to increase value. This helps establish credibility on the landing page and reduce the bounce rate. The logo should also be on the top left of every page of the site, linking back to the home page. There should also be a way to connect and interact with the restaurant's social media accounts and pages, because this engages the site visitor. A blog would also be a great content addition to increase traffic on the website. Anything the Brick Ridge can do to induce calls to action on their homepage and throughout their website will increase traffic. Search engine optimization also needs to be a priority, which will come into play in suggesting a new domain name to the client, as well as headers.

### **Technology:**

The Brick Ridge is definitely susceptible to changes in technology. Today, we live in a world where technology is a huge part of our lives and how we make decisions. Technology helps makes processes run more effectively and efficiently. There are many companies that were successful in the past that did not change their ideology and processes thinking that they would still maintain that success. In actuality, they failed due to not being adaptive to the changing environment and their competitors capitalizing on it. Many of the Brick Ridge's competitors are likely going to use technology and online presence to improve their own businesses, in turn causing the Brick Ridge to look less attractive. Therefore, in order for the Brick Ridge to stay competitive, it must always continue to be up-to-date with trends and innovate, especially with technology. Using technology can help create a better customer experience for the restaurant's patrons, which will lead to more customers and better business. With trends in technology assisting restaurants with internal operations as well, the Brick Ridge should find a way to incorporate their online presence with some high tech offerings in the restaurant itself (Baltazar). Utilization of social media is a key way to stay up to date with new technologies, and communicating new discoveries and innovations onto the website will show customers that Brick Ridge is up-to-date with the current consumer market.

### **Resources of the Firm:**

The Brick Ridge employs approximately 20 people, with responsibilities ranging from servers to chefs. Currently, there is no position within the restaurant that specifically handles technology and the online presence; this responsibility falls onto the owner/manager (Bricken 2015). There is only one owner, and he also happens to be the full time manager. The manager of small businesses takes care of all the administrative tasks, and keeps the business running. The Brick Ridge's owner/manager takes care of the financials, product procurement, marketing, etc. Maintaining a website can seem trivial to someone who has so much responsibility that seems more pressing. Nevertheless, we believe the restaurant's human resources could be delegated this task, or a part-time marketing manager could potentially be brought in. If one employee is tech savvy, then it is realistic that they could step up and help the owner/manager

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with the task of developing, maintaining, and adding additional features to the website while maintaining the social media presence. They need to have it brought to their attention that the restaurant could really benefit from the time and effort they would be putting in. The restaurant has the financial resources necessary to develop, maintain, and add features to the website seeing as it is not very costly to do so, and can afford it due to the restaurant's healthy profit (Bricken 2015).

### **Problems and Opportunities:**

The main problem the restaurant is facing is losing business to competitors. However, an opportunity they can take advantage of is increasing impressions and spreading awareness of its value proposition. The more individuals that the restaurant convinces to enter the restaurant, the more individuals they can convince to return with others through successful customer relationship marketing. Word of mouth proved to be a very important influencer in choosing where to eat, and positive word of mouth from visitors who have a great experience can do wonders for the Brick Ridge's business. Online and offline marketing techniques will complement and increase the frequency of the natural word of mouth process; all three of these will help to build a bigger customer base and address the greater-picture opportunity that the Brick Ridge has: positioning itself to be well-known as the only luxury dining experience in Mount Airy.

Increasing an online presence to compete with other restaurants can combat issues with losing customers to competitors. Refined electronic marketing and an integrated online presence will influence potential customers and give them enough information to make a decision on where to eat based on their wants and needs, allowing for more positive experiences within the restaurant. The opportunities can be taken advantage of in the same manner, allowing for clear and fast communication with potential visitors so they are convinced to visit the restaurant and know what to expect when they arrive on site. Electronic marketing will mitigate the main problem facing the Brick Ridge, while opening up many opportunities. The client should look forward to updating their online presence to establish and retain relationships in store.

### **Value Proposition:**

According to their website, The Brick Ridge's value proposition is to be "a fine dining establishment showcasing regional American cuisine from all 50 states. We hope to reunite our dining friends with some old-time favorites and introduce a few ethnic inspired American dishes. Each week, the Brick Ridge will provide classic and contemporary menu items from a selected state of the nation. We hope you enjoy becoming acquainted with the diverse foods and cultures that have shaped American cuisine." The restaurant makes it their goal to link customers with a piece of American history and cuisine that doesn't surface regularly in their lives. It values connecting their customers, both in the past, present, and future. Customers will find value in their innate sense of ancestry, with authenticity in taste and experience.

## **Marketing Goals**

In order to ensure that the website redesign meets these goals, the Brick Ridge should conduct a pre and post survey to look at any increases in metrics. The firm is hoping to accomplish a stronger online presence, and subsequent customer satisfaction seen through increased consumption within the restaurant.

Three strategic goals for The Brick Ridge are:

1. Increase brand awareness in the Frederick and Carroll Counties by 20% within one year after relaunch of site.
2. Increase sales revenue by 15% within six months after relaunch.
3. Increase restaurant customer relationship marketing efforts by 20% within one month after relaunch; monitor commentary and feedback on site.

Five analytical goals for The Brick Ridge include:

1. Obtain 100 email addresses through the form available on the website in the first six months after launching the website, in order to improve our communication with consumers.
2. Ensure within the first two months of relaunch that a minimum of 10% of site visitors act upon calls to action where they can form a connection with our site. These calls to action include signing up for emails, placing orders online, reserving tables online, and submitting comments and reviews.
3. Track the behavior flow of site visitors on the main website using Google Analytics, so that adjustments can be made in order to best serve their needs every six months and to ensure the bounce rate remains below 40%.
4. Using the data collected by Google Analytics, find out which pages have the highest bounce rate/ are the main exit pages. Then, we can adjust the content on that page so that they are receiving as much relevant info as possible, coupled with call-to-actions that will help increase site stickiness within the year after relaunch. Again, no page should exceed a bounce rate of 40%.
5. Organize integrated marketing communication on all social media accounts, so that a post on Facebook correlates with Twitter and Instagram as well, and track which account receives the most recognition within the following six months. Within the first six months we expect to increase Facebook likes by 30%, gather a minimum of 50 followers on Twitter, and gather a minimum of 30 followers on Instagram.

\*Bounce rate information: Peyton 2014.

Overall, we hope to assist in strengthening the online presence of The Brick Ridge, and also to better understand their consumer base to target the website to their needs and usage habits, all the while increasing traffic and revenue for the restaurant.

\*Attached in the Appendix, the survey questions and responses can be found. The population consisted of families and individuals located in the Mount Airy and Eldersburg surrounding

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areas, and the sample is based off of the target market as stated in the previous section. The graphs attached show their responses.

## **Marketing Tactics**

### **Promotion**

#### **i. Reaching Clients:**

We suggest that our client, the Brick Ridge Restaurant, reach their target market mainly through simple, subdued means. Their target market ranges from college students taking their significant other out for a date, to families spending a nice evening together, to elderly couples trying new restaurants throughout the week. Thus, the Brick Ridge should limit its marketing techniques to the mediums with the potential for the most reach and simplest acquisition. In terms of online advertising, we suggest that email marketing, Facebook, Twitter, and Instagram be the main channels used to reach our client. Communication with the target market is already present on some of these mediums, but we are excited to offer changes and improvements to this communication and to the Brick Ridge.

Instead of expanding their social media marketing to all channels available, we encourage the Brick Ridge to focus on promoting the restaurant with text ads and PLAs on search engines and other reciprocally linked websites. Their target market receives the most information directly from entering a Google search. For this reason, The Brick Ridge should utilize online ads placed on restaurant review sites such as Yelp, UrbanSpoon or GrubHub. We also advise that the restaurant add retargeting techniques to their repertoire to continue to show an advertisement for the restaurant if the user does not end up placing an online order or making a reservation, but has browsed the site prior.

In addition we advise our client to provide certain sales promotion activities by sending coupons through safely acquired mailing lists in the surrounding Mount Airy area. Inspired by receiving a coupon for a specific amount of money off their bill or for a free children's meal, citizens of Mount Airy and the surrounding areas will recognize an urge to try the Brick Ridge for the first time or to return to it.

Lastly we recommend that the Brick Ridge utilize offline forms of advertising, such as alternative outdoor media and TV spots, which are touched on later in this proposal. However, due to the expanding and growing popularity of technology and "Web 2.0," online advertising will certainly draw the most buzz for our client's purpose.

#### **ii. 20 Keyword Phrases in Order of Importance (Suggested purchase indicated by \*):**

1. brick ridge\*
2. brik ridge\*
3. restaurants in mount airy\*

4. brick ridge restaurant\*
5. ridge restaurant downtown mt. airy\*
6. brick ridge restaurant mount airy\*
7. brick ridge restaurant mt. airy\*
8. restaurant in mt. airie
9. brik rije
10. food from across United States
11. dishes from across the United States\*
12. brick restaurant
13. restaurant in historic town
14. new american restaurant
15. brick ridge online reservations\*
16. brick ridge online ordering
17. brick ridge catering services\*
18. brick ridge hours of operation\*
19. brick ridge children's menu\*
20. brick ridge restaurant phone number\*

**iii. 25-40 Word Description:**

Welcome to the Brick Ridge Restaurant, located in Mount Airy, Maryland. We specialize in regional American cuisine wine tastings, and special occasions such as Birthday and Anniversary dinners, and Mother's Day Brunch. Perfect for families and friends.

**iv. Email Marketing Strategy:**

We recommend that our client's email marketing strategy primarily use opt-in email. Although this is already an option on their website, it is under-utilized, and the sign-up location is difficult to locate. That being said, we suggest some necessary changes be made in order to increase the conversion rate. The Brick Ridge would then utilize the emails to offer coupons to our customers, to advertise special dishes being run during various times of the year, to promote wine tastings and sampling nights, and also to send out a monthly newsletter detailing the delicacies of a different state. We suggest implementing a current staff member or bringing in a new one to maintain the website and other social media sites. In addition, this employee will be in charge of the email account and responding to the customers as the marketing manager. Another creative marketing team member, who is ideally trained in graphic design, will draft the newsletters and design them, and work part time as a server in order to minimize costs. The emails he or she designs will be sent by either the internal or newly hired marketing manager, who will also scrub the email list every two months to make sure the addresses are active and functional.

In order to propel this opt-in email service forward, we recommend that the Brick Ridge make paper forms that will be tucked inside the menu for guests to fill out, in order to start generating a greater in-house list. In addition, when customers visit the new website and

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complete a conversion, such as writing a review, ordering online, or searching for something on the site, they should be prompted with a call to action to provide the company with their email address. Ensuring as high of a rate of conversion with these email contact forms is essential. To gain more reach through this tactic, our client can look into hiring a company that will provide them with a safely acquired email list from the surrounding area. Ideally, locating databases with information regarding previous purchase history at other restaurants in the area will assist in furthering our email list. With the expansion of our e-mail popularity, "word of mouth" and viral practices will come into play. The customers will want to share the content or newsletters they receive with their friends through forwarding. This next level of consumers will then want to sign up for our email program as well, and can do so by following the link at the bottom of each email, taking them to the portion of our website dedicated to this purpose.

### **v. Advertising Strategy:**

The part-time marketing manager and other employee who is capable of carrying out supportive tasks would handle both the offline and online advertising. This supportive employee could be a new employee that fills another role in the restaurant, or an existing employee with the efficacy to learn how to do these tasks. Regardless of which route taken, the employee would need to fill a role within the restaurant to reduce costs. This employee would need to be fully capable and willing to take on this joint-responsibility with the appointed part-time marketing manager.

In reference to offline advertising, we advise that the Brick Ridge use a variety of different techniques in order to be as effective as possible. This includes posting ads in community newspapers in the tri-county area. The Brick Ridge's location is on the border of three counties in Maryland, which opens up an opportunity to reach more customers with their offline marketing efforts. Consistently placing advertisements in different county newspapers detailing product offerings, coupons, or simply branding and spreading awareness will be very beneficial to this small business. Through coding the newspapers, it will become clear where advertising dollars should be spent because conversion rates can be calculated. In addition to the use of the community newspapers, the Brick Ridge will consider using billboards in the area, due to high exposure from use of Ridge Road and highway I-70. The billboards on Ridge Road are by intersections often times, which allows for more directional exposure. The billboards on highway route I-70 likely cost more, and thus will only be used for special events.

Another form of offline advertising that we suggest the Brick Ridge use involves sponsoring events in the surrounding community, as a grassroots campaign. The town of Mount Airy has a large fair ground that is often used by the community for different events, so the Brick Ridge could sponsor an event through catering it there. Further, we suggest sponsoring a local sports team, likely through the MAYAA system (local sports program). By becoming more involved in the community and interacting with it at events, word of mouth will help market the restaurant and spark interest in consumers. TV advertising is another relevant offline advertising platform that the Brick Ridge may use. We would recommend that they purchase ad slots on broadcasting channels that overlap with their different target audiences. The commercials would

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need to emphasize home cooking, the quality of the food, and the state specials along with noting the fact that the restaurant is not a chain (focusing on the small town feel.) These video ads would need to showcase the breadth and depth of their menu items with pictures that will tantalize viewers' taste buds.

In terms of online advertising, there are many options available that make sense for small businesses like the Brick Ridge. We recommend that the Brick Ridge advertise online through search engine optimization, search advertising, the display network, email marketing, and social media channels. The first step for online advertising is to ensure that the Brick Ridge website is search engine optimized. The website should have the correct keywords in its titles, headers, meta tags, alt tags, image names, and URLs. Doing this correctly, and consistently keeping up with it as search engines change their algorithms, will result in the Brick Ridge being at the top of the organic search results. Search advertising is based on a certain set of keywords that the Brick Ridge believes would result in the most click-throughs and conversions in the form of filling out a contact form or making reservations. A few examples of the keyword phrases that the Brick Ridge would pay to have in their advertising can be found in the previous section labeled "20 Keyword Phrases." The ad will link to the restaurant website and have an ad extension that includes an option to call, seller reviews, and location. PLA's will assist the text ads as well. The display network will be utilized in a similar manner, using both graphic and text advertisements on relevant sites to draw the target market into the Brick Ridge website.

We recommend that the email marketing be based off of an in-house generated email list, and be fairly straightforward with monthly newsletters in addition to weekly deals. Emails would be sent out to make customers aware of the different state dishes that will be offered during certain periods of time, spread awareness of wine tastings and other special events, and offer small promotional deals for their next visit such as a free appetizer. The email list would also need to be scrubbed periodically to make sure that the emails on it are still active.

The Brick Ridge Restaurant is not a new business, so it does not need to seek a sponsorship with another website to obtain exclusive advertising rights. The restaurant already has an established and long-standing customer base, but is looking to expand into new segments and strengthen its presence in the segments it currently caters. The Brick Ridge Restaurant should definitely consider using reciprocal links to increase awareness and traffic to the website. This would be advantageous in terms of website traffic and would make increasing search engine optimization even more valuable so that other websites see the value in the relationship. We recommend potentially arranging reciprocal linkage between the Brick Ridge Restaurant and the following websites:

- **Carroll County Chamber of Commerce ([www.carrollcountychamber.org/](http://www.carrollcountychamber.org/))**

These sites are great to have reciprocal linkage for restaurants because the site is in place to build relationships between citizens of an area and the local businesses. A good way to link the two sites would be for the special event "Restaurant Week in Mount Airy" to have a link to the Brick Ridge website. The Brick Ridge could then link back on its special events tab, when it mentions being a part of "Restaurant Week in Mount Airy."

- **Trip Advisor ([www.tripadvisor.com](http://www.tripadvisor.com))**

Trip Advisor is the number one organic search result for many searches involving relevant keywords. The reviews of the restaurant are positive, and a relationship between the two sites would be optimal for both. There should be a reciprocal link relationship that comes from the Brick Ridge review page; once you click on the Brick Ridge, it gives a profile. The Brick Ridge would then link back to Trip Advisor on its review page so that people could read more about customer experiences with the Brick Ridge and other restaurants.

- **Yelp ([www.yelp.com](http://www.yelp.com))**

Yelp is the next search result down in the organic search results for many keyword phrases that are relevant to the Brick Ridge Restaurant. The reviews for the restaurant are consistently high, which makes this even more appealing as a relationship to establish. There should be a reciprocal linkage relationship between the two websites because people reading reviews will want to go to the restaurant website and those on the restaurant website may want to read more reviews.

- **Go Mt. Airy ([www.gomtairy.com](http://www.gomtairy.com))**

A reciprocal linkage with this website would be in both of the owners' best interests to generate increased traffic. Visitors would bounce off of each other in the common search for restaurants in Mount Airy.

- **Urban Spoon ([www.urbanspoon.com](http://www.urbanspoon.com))**

This is another review website that people use when making decisions about where to eat in the area. Traffic would increase for both websites if the relationship were to form.

- **Mount Airy Facebook Page**

This page has a few thousand followers, so it would be beneficial for the Brick Ridge to pursue a reciprocal linkage relationship with it. The company could really benefit from being linked to this social media page, and the Mount Airy Facebook page would benefit from site visitors wanting to see what else Mount Airy has to offer when they click on the reciprocal link on the Brick Ridge website.

\*Please note our sample letter in the Appendix.

In linking to these websites, the Brick Ridge will of course avoid a link farm, which can be detrimental to a site's SEO. We would propose buying advertising space on Carroll County Chamber of Commerce, Go Mount Airy, Yelp, and also, the websites for Carroll Community College and UMBC. These sites attract visitors from the Brick Ridge target market, and some are even a part of the reciprocal linking network. Purchasing advertising space for these sites would be better done through using a combination of CPC and CPM technologies. Although these sites vary in terms of whether they are premium or not, the restaurant's target market, or "niche," will hopefully click on the ads and be led to the Brick Ridge website. CPM ads on Yelp will be good for the Brick Ridge in terms of branding. We do not think our client would need to

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buy any fancy rising star format ads; simple banner ads will suffice at a cheaper cost. The most innovative arrangement we would advise the Brick Ridge to use is the portrait style.

### **vi. Blog:**

When searching for blogs that the restaurant should pursue getting mentioned in, many factors were taken into account. First and foremost, the blog should be active. While there are many blogs that would be appropriate for the Brick Ridge Restaurant, with writers even residing in Mt. Airy, Maryland, outdated postings show that readers are not paying attention to the writer's content. Second, the blog should have a large follower base in order to guarantee an impact if the Brick Ridge is mentioned, especially in a positive light. Lastly, the blog should focus on a high-end dining experience. There is a large array of food blogs within Maryland; however a great deal focus on "quick eats" and "budgeted food," which is not the theme of Brick Ridge. With all of this in mind, the three relevant blogs we suggest The Brick Ridge reach out to are "2 Dudes Who Love Food," "DMV Dining," and "The DMV Food Blog."

1. "2 Dudes Who Love Food" posted most recently on March 8th of this year, and was deemed the Best Food Blog by Baltimore Magazine for 2014. They travel all over the East Coast, but are located in Howard County. The majority of their posts reference restaurants in Maryland, which leads the viewer to believe the majority of their readers reside in Maryland and look to the blog for ideas on where to dine locally. They review a variety of restaurants, from formal Asian cuisine to pubs serving sandwiches, and take plenty of pictures of the dishes to show readers what they can expect. The posts are tasteful and insightful, and our weekly specials would intrigue "2 Dudes Who Love Food" enough to come in and try Brick Ridge. Their audience is ideal for Brick Ridge, because they reside just outside of the area that knows about Brick Ridge Restaurant. They can also be drawn in by the dining venue with promising new dishes every week. (<http://2dueswholovefood.blogspot.com>)
2. "DMV Dining" posted most recently on March 27th, specifically about a fine dining restaurant within the DC area. They have their blog broken down by post date and location, showing that they venture anywhere from the inner D.C. area, to Frederick, Maryland, to Richmond, Virginia. Their social media information is prominent, showing they have a Twitter, Facebook, Instagram, and more to share their ventures and experiences. With over 3,000 followers on Twitter, any publicity for Brick Ridge Restaurant could go a long way. They take quality photos of their food, and write thought provoking posts about every aspect of the meal, which would prove helpful to the Brick Ridge as they promote their high-end dining experiences with a variety of unique dishes made with quality ingredients. Lastly, on a technical note, their website has utilized Search Engine Optimization successfully, which would greatly help the Brick Ridge if they are reviewed so that anyone considering dining-in can read the review from the flattering food blog in addition to popular sites such as Yelp and UrbanSpoon. (<http://www.dmvdining.com>)
3. Lastly, "DMV Food Blog" most recently posted on April 18th of this year, and has posted every couple of days in April. They not only post restaurant reviews, but also recipes, which could be a great opportunity for the Brick Ridge to gain publicity not only through a review but

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through sharing a fantastic recipe for readers to make at home. Similar to the other blogs, this food blog reviews a variety of restaurants all over the D.C., Maryland, and Virginia area. They have 490 fans on Facebook, 30 followers on Instagram, and 503 fans recorded on their website, with an audience that is growing. They also rank their top three restaurants of the month for all readers to see, which could be great publicity if the Brick Ridge Restaurant impresses DMV Food enough. The website is clean and very photo-centric, but informs readers of all aspects of every restaurant, including the history and current events. The Brick Ridge Restaurant would be a great subject for one of their blog postings, as they could explore the history of the Mt. Airy based restaurant and inform readers of the unique weekly specials based on each one of the 50 states in the U.S. (<http://dmvfood.com/food-blog/>)

When reviewing all of these blogs, we also kept in mind the criticisms the blogs brought forth. All the blogs mentioned above refrained from mentioning the restaurants in a strictly negative light, and instead were very specific about what they liked about their dining experiences. It is important to reach out to bloggers who the Brick Ridge can trust to speak of them kindly, but also educate their readers on the restaurant and what it has to offer.

\*Please find our link to our as well as screenshots of our blog postings in the Appendix.

### **vii. Videos:**

For the Brick Ridge, pictures will be more effective in captivating attention compared to using videos. Visitors to restaurant websites typically want to receive quick information about menu options or hours. However, if videos were included, we have some rudimentary ideas. A YouTube channel would not be necessary for their purposes; we were inspired by an example of a homepage for a sushi restaurant, and feel that having videos on our homepage or even various landing pages would suffice.

We came up with four basic ideas for a video:

1. A chef would run into houses across America at dinnertime, stealing samples of meals for menu creation and inspiration.
2. The process of making one our most popular dishes, from the ingredient acquisition to the final preparations and delivery to the table, would be filmed and made into an enticing video.
3. Due to a recent pipe burst and renovation of the website, we will incorporate humor utilizing the owner wearing a life vest. The theme of this video will be a “comeback” tale, and how our client is better than ever as a result of their resilience despite this tragedy.
4. A brief look into the history of the restaurant itself, the location, and the surrounding tri-county area.

Of course, producing these videos would be an added cost. Luckily the costs of creating quality video has decreased substantially over time, but it would still be a financial undertaking if the videos are going to be high-quality. As every person in the business world knows, time is money, and creating the right video evoking the right response from viewers would take time.

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We need to consult with our company to see if this would be something they'd be interested in allocating time and money towards.

### **viii. Encouragement to Return and Stickiness:**

Our team wants visitors to return to the website in order to keep themselves updated on dishes that are being offered each month, to share the link with their friends in word of mouth marketing, and also to plan future events through the catering service. Community is built by eliminating risks associated with the subject matter. To encourage community, we recommend that the Brick Ridge offer promotional tactics and reviews that previous customers have sent in to us or completed on other review sites. The restaurant would include information regarding its sponsorship of local sports teams and post team photos on the website. In addition a sense of community can be achieved through posting pictures of frequent visitors with their permission. If the site can reduce the perceived risks involved in an online website, related to function, price, social, and psychological factors, our visitors will be inclined to continue to visit. Our site must work properly, take down information with confidentiality, post in a credible fashion, and not charge any additional fees to combat many of these risks. We advise the Brick Ridge to offer online coupons every month for various dishes that visitors could print or redeem with their phones. To further decrease the perceived risk, they could post facts about the origination of the ingredients in the regional dishes to ensure site visitors and customers of the authenticity and quality. Most importantly, as price is an important determinant attribute in most consumer decision-making processes, our menu prices will be listed accurately with no hidden fees or charges.

Another way that we recommend that the Brick Ridge build a sense of community and engage its customers is through a “recipe of the week” blog post through the website. Each week the restaurant owner and chef could post a delicious recipe on the website that is deeply rooted in one of the 50 states’ traditions. The site visitors can then follow the directions to make it at home themselves, and share the recipe on social media. Many may even be enticed to come into the restaurant to order it. Even if they do not cook the dish that night for dinner or come to the restaurant to order it, they can come back to find specific recipes at other points in time which encourages site visitors to return. This weekly blog activity will open up opportunities for conversation with site visitors and chances to engage them in a fun fashion, through recipe postings as well. This will also effectively increase website stickiness.

To build even more stickiness, we suggest that the Brick Ridge website start with an organized hierarchy, with clear site tabs and divisions of where a multitude of information is offered. These tabs would have various calls to action included. The site should offer pictures of various dishes, as well as a place to post a review and to also sign up for the email list serv. The site should include chicklets to the various social media pages and Brick Ridge blog as well! On social media pages, it will be easy for customers to engage with the Brick Ridge, which will encourage positive feelings towards the restaurant and stickiness on its social media. The goal is to give the information to site visitors quickly, but to also encourage them to explore the site and company history further. The landing page must be descriptive and filled with relevant

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content in order to impress the visitor and make them excited about visiting Brick Ridge's enticing web page. The landing page should act as the facilitator for every site visitors' journey through the website by having clear and logically placed/ordered links to different pages in the website. If the Brick Ridge considers using videos, we advise placing them on the landing page to increase SEO and encourage stickiness. All in all, we want to keep the Brick Ridge visitors engaged and excited about the content and user experience. The site we have crafted embodies many of the concepts that we have touched on above, along with other current marketing trends that will contribute to a great finished product and a very viable option for the Brick Ridge to consider implementing. Ultimately, incorporating the concepts we have just discussed will lead to increased site visits, restaurant visits, and simultaneous revenue increases for our client.

### **viii. Sales Promotion Strategy:**

As stated previously, we recommend that the Brick Ridge use a mix of offline and online promotion in order to attract people to come to the restaurant. Offline promotion would include coupons in the community newspapers that offer deals such as a free appetizer or half-off a selection of bottles of wine. These promotions would be released weekly, following the schedule of print media.

We advise that the restaurant's online promotional strategy mostly be through email marketing. The emails would include redeemable coupons of a similar nature to the offline coupons. We think that this combination of offline and online promotion would be well received with consumers, and encourage them to come to the restaurant. It is a high-end restaurant, so coming down slightly on the price with some of these promotions will encourage more people to visit while not compromising the luxurious feel of the restaurant. By thoroughly analyzing which offerings should have promotions run on them based off of costs and revenues for each product, the Brick Ridge can ensure that they are not making an unprofitable decision. The promotional strategy would be mainly focused on Monday through Wednesday, in order to encourage visits to the restaurant on high volume weekend hours.

The Brick Ridge will continue its wine tasting nights, as it is one of their staples. These events effectively act as a way to have customers taste wines from local breweries that the Brick Ridge has a relationship with. In addition to the wine itself, small dishes are offered to the participants as a sample, giving them just a taste of what they could order next time they come to the restaurant. We suggest that contests could even be run through the opt in email campaign, encouraging a sense of community in our most loyal customers and also encouraging word of mouth. Additionally, if visitors tell the restaurant when their birth date is, they will receive a free dessert on that day. Advergaming has no real purpose in our client's realm of business, but contests and sampling events focused on the food the Brick Ridge has to offer would encourage be an engaging way to create a sense of community and to generate buzz around the restaurant.

**ix. Public Relations Strategy:**

With the Brick Ridge's specialty in offering a new menu every week based on the dishes from specific states, we propose that a press release or public relations statement occur every week prior to the release of the menu. Attached in the appendix, please find our sample press release for the "Ohio State Special," available from April 17th to the 23rd this year. We recommend that the statements and releases include a detailed explanation of the menu, referring to why each dish was chosen and using proper vocabulary to illustrate how delicious every plate is. In addition, the Brick Ridge team should work to communicate with the community, specifically Brick Ridge's target audience, about events hosted at Brick Ridge such as wine tastings and holiday specials. This team will include the part-time marketing manager and marketing capable employee previously mentioned.

Currently, the events tab for "brickridge.com" is not helpful to the website visitor, and should be properly maintained so that potential guests can plan their visit to the Brick Ridge Restaurant accordingly. The Brick Ridge has an email list sign-up, and should email to those who opt in when events are scheduled, close, and at the beginning of every month for the weekly specials. We warn against emailing for every weekly special, for fear of annoying the customers and deterring them from visiting again.

\*Again, the press release is located in the Appendix.

**x. Social Media Channels:**

Social media channels are vital in communicating to the target market that the Brick Ridge Restaurant is an ideal place to dine at any day of the week. First and foremost, we recommend that our client promote their social media presence on printed materials. We encourage them to advertise their presence on menus, as well as any flyers produced. Facebook, Twitter, and Instagram will all communicate in different mediums to the target market, however the message will remain the same. Our client already has an existing Facebook and Twitter handle; however, we feel that some vital changes are necessary in order to increase their effectiveness and exposure. We feel that Pinterest is unnecessary for our client at this time, as well as Vine or other social media platforms. Pinterest could be utilized in the future through boards designed to model each region of the U.S. and attributed foods, but for now we encourage our client to focus on Facebook, Twitter, and Instagram.

To improve upon our client's current Facebook page, we believe that the Brick Ridge should emphasize the holistic offerings of the restaurant - similar to their website - while also incorporating a sense of community with the customer base. Statuses should feature deals and special events, such as their "Fat Tuesday" promotion and shout-outs to customers who chose the Brick Ridge for large events including bridal and baby showers. Pictures should be restricted to the restaurant food, the building, staff, and customers. The pictures should be tasteful but authentic; retouching of food photos or those gathered from Creative Commons can be beneficial if not overdone, but dangerous if they look fake. Pictures of customers are very

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important in creating a sense of community behind the restaurant, and help to encourage the target market that has yet to visit the Brick Ridge. Videos such as tutorials on how to make dishes and promotions for events can also be included, but should add value to the page.

One of the main roles of the Facebook page is to give the public a medium in which to communicate with Brick Ridge, so any messages or statuses directed towards the restaurant should be managed on a same-day basis. If the topic is a complaint, a public apology and proposal for a solution should be posted. If the topic is praise, “thank you’s” should be posted sparingly. Lastly, if the topic is suggestion for improvement, the reply should be respectful and acknowledge the post. Direct messages should always warrant responses, however statuses may receive responses at the restaurant’s discretion. One of the guest speakers this semester brought up this very point, we are aware of the authority our client has in choosing whether or not to respond to negative postings.

Currently, the Brick Ridge Facebook page has 692 likes and an appropriate profile and banner picture featuring pictures of the restaurant itself. Unfortunately, statuses are only posted on average twice a month, and are not creative, nor do they convince the public to visit the Brick Ridge. As mentioned above, the statuses should be posted at least once a week, with subjects ranging from announcements of the weekly specials to “thank you’s” to specific customers. The Brick Ridge should also utilize its Facebook cover photo in a better fashion, by changing it seasonally. The cover photo could embody different dishes offered during different seasons, pictures of different events, or a picture of the restaurant during different seasons. By utilizing pictures of different dishes on this large space on the Facebook page, this will encourage page visitors to desire to fulfill their hunger at the restaurant. Their logo should be used as a simple profile picture as well to encourage visitors to the site. Currently the only photos on the Facebook page are of the restaurant after serious damage from a pipe burst in January, which has most likely deterred customers from visiting despite status updates stating that the repairs have been completed. These pictures also just emit negative energy, which is not the vibe the Brick Ridge wants. We advise that these pictures be removed and replaced with positive photos of the food, restaurant, and customers to entice the customer base. The reviews posted on the page are extremely positive, and the about section includes location and hours which is very important to communicate to the target market. Posts to the page appear to be managed sparingly, which can cause frustration and animosity in the customer base. In order to get the most out of its Facebook page, the Brick Ridge should respond to posts on a same-day basis, and responses should be respectful and professional - even if the creator of the post is a family member or a friend.

Twitter has a similar role to Facebook in communicating with the public. However, in contrast to Facebook posts, tweets can be short, sweet, and posted more often. We suggest that the Brick Ridge should work to start a dialog with the target market, asking followers to post pictures of their dishes, group pictures within the restaurant, comment their favorite special, and more. While the tweets can remind followers of specials that occur every week, the tweets should not be repetitive and boring. The Brick Ridge can suggest that followers dine in with them on specific holidays, yet they should be careful in what holidays they choose to post about.

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Shout-outs to customers who choose the Brick Ridge for special events such as baby and bridal showers should be tweeted as “thank you’s” to the customers. Similar to Facebook, any tweets or direct messages to the restaurant account should be managed on a same-day basis to ensure that the Brick Ridge maintains a positive reputation. In addition we recommend the use of “hashtags” relevant to the restaurant industry to generate buzz off of other trending hashtags.

The Brick Ridge Twitter currently resides under the handle @charchef, and has five followers with 88 tweets. The display picture is of the main Chef, Todd, and his wife, and the banner is plain green. The posts range from tweets about the restaurant to tweets about the Chef’s personal life, which is not appropriate for representing the restaurant. Our recommendation is to create an entire new twitter account for Brick Ridge, with the available handle of @BrickRidgeMD. The content should follow the outline above, and avoid posts that negatively reflect the restaurant and are personal to the Chef and his life.

Potential tweets and hashtags include, but are not limited to:

1. “Happy Friday! The end of the week means the start of a new state special at Brick Ridge, and this week it’s Ohio! #clamchowder #toogood”
2. “We’re always looking for new ideas for our state specials, what dishes do you want to see from your hometown? #noplace like home”
3. “Happy Valentine’s Day! #Celebrate at Brick Ridge whether it be a date, family dinner, or night out with friends!”
4. “Hosting an event somewhere but still want some Brick Ridge food? No problem! Have Brick Ridge cater your party and check 1 more thing off your list!”
5. “Gloomy day out? No worries! Spend your afternoon in Brick Ridge for lunch, and warm up with some Cream of Crab or Toasted Onion soup! #niceandtoasty”
6. “Can’t decide between a Brick Ridge entree and a delicious crab cake? No problem! Add a crab cake to any entree for just \$10! #marylandpride”

In contrast to Facebook and Twitter, Instagram’s main role is to show the public visually what the Brick Ridge has to offer and convince them to come in the door through this visual proof. The pictures posted should be primarily of the dishes, with emphasis on new specials and new dishes when they are introduced. By promoting the actual food customers will be eating, we hope to attract the basic survival needs of our potential visitors. Our client could also use Instagram as a media handle showing how far they’ve come. Pictures can include recent renovations to the restaurant after the water main break, pictures of the staff, and pictures of the customers with their permission. The restaurant should post at least once a week on their Instagram account, with appropriate captions that emphasize quality and community. The Brick Ridge offers five or more new dishes every week based on the week’s featured state, so a minimum of one picture of the featured dishes every week will not be difficult. Preferably, the most visually appealing dish should be posted if only one dish is chosen, so that any followers on the fence about coming into the restaurant that week are convinced that there is no better place to dine in than at the Brick Ridge. We recommend that they also utilize Instagram as a sales promotion tool, by starting a contest with their followers. The contest could include asking

## Brick Ridge Digital Marketing Project 27

restaurant customers to post pictures of their own meals while at the restaurant, and using the hashtag “#mybrickridge” to tell the restaurant why that is their favorite dish. The marketing manager’s favorite post would win a gift card to the restaurant.

Social media is critical in today’s day and age. While The Brick Ridge did get a head start, these suggestions should propel them into the forefront of the market.

### **Implementation and Control**

#### **Implementation:**

We estimate that the start-up costs of a new site would be close to around \$16,000 for the first year. The website redo will be completed with the additional and new domain name, “www.brickridgerestaraunt.com” instead of just “brickridge.com.” The estimated startup cost of implementing a whole new integrated online marketing strategy is estimated to be a little above \$16,000 per year. It is assumed that the hiring cost is part of the monthly budget.

\*Our estimated monthly budget is as follows:

Projected Monthly Budget	
Expenses:	Budgeted/month
Domain Name	\$1
Hosting	\$5
Marketing Website Online (hiring and promoting email marketing)	\$450
Interface Design	\$100
Training and Documentation	\$25
Advertising Integration	\$125
Metrics (Google Analytics)	\$100
SEO	\$200
Social Media	\$100 60 hours/ month
Maintenance Costs	\$250
Total Monthly Expenses:	\$1,356

Annual Expenses:	\$16,272
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**Control:**

Strategic and Analytical Goals	Measuring Progress
1 (Strategic). Increase brand awareness in the Frederick and Carroll Counties by 20% within one year after relaunch of site.	Measuring the website traffic (number of visits and time spent on the site) is critical. If there is an increase in website traffic in the analytics data, then they will be able to see if there is an increase in brand awareness. They will conduct this measurement biannually.
2 (Strategic). Increase sales volume by 15% within six months after relaunch.	Calculating the amount of revenue generated helps to determine if there is an increase in sales volume. Monthly revenue data will be input into a spreadsheet so that trends and performance can be seen and measured across time.  Handing out comment cards and surveys to customers at the Brick Ridge will assist the team in understanding what promotional tactics are working and which ones are not. These comment cards will be handed out during the weekend hours, with the most traffic coming through the restaurant. By increasing traffic, sales volume will also increase.
3 (Strategic). Increase restaurant customer relationship marketing efforts by 20% within one month after relaunch; monitor commentary and feedback on site.	Looking at the number of followers on the social media pages, shares for each post, and blog visits, the team will also be able to see how well our customer relationship marketing efforts are performing. They will also look at the social media pages and see what the customers have to say in terms of critiques or praise. This will be measured on a bi-weekly basis.
1 (Analytical). Obtain 100 email addresses through the form available on the website in the first six months after launching the website to improve our communication with consumers.	Counting the number of email addresses obtained through the form on the website, the team will be able to see how much back and forth communication goes on between the restaurant and the customers. We will see if after six months, the goal is met. Hypothetically, the restaurant would want

Brick Ridge Digital Marketing Project 29

	approximately seventeen new addresses a month from May through October.
2 (Analytical). Ensure within the first two months of relaunch that a minimum of 10% of site visitors act upon calls to action where they can form a connection with our site. These calls to action include signing up for emails, placing orders online, reserving tables online, and submitting comments and reviews.	Measuring the website traffic (number of visits and time spent on the site) is critical. If there is an increase in website traffic on the analytics data, then the team will be able to see if there is an increase in brand awareness. We recommend this measurement be conducted biannually.
3 (Analytical). Track the behavior flow of site visitors on the main website using Google Analytics, so that adjustments can be made in order to best serve their needs every six months and to ensure the bounce rate remains below 40%.	Measuring the website traffic (number of visits and time spent on the site) is critical. If there is an increase in website traffic on the analytics data, then we will be able to see if there is an increase in brand awareness. The team will conduct this measurement biannually.
4 (Analytical). Using the data collected by Google Analytics, find out which pages have the highest bounce rate/ are the main exit pages. Then, the team can adjust the content on that page so that they are receiving as much relevant info as possible, coupled with call-to-actions that will help increase site stickiness within the year after relaunch. Again, no page should exceed a bounce rate of 40%.	Measuring the website traffic (number of visits and time spent on the site) is critical. If there is an increase in website traffic on the analytics data, then the team will be able to see if there is an increase in brand awareness. The team will conduct this measurement biannually.  By monitoring the site Google analytics page, the team will be able to see whether they are meeting our key performance indicators for bounce rates and behavior flows. These metrics will be looked at towards the end of each business week. Adjustments to the website and social media pages will be made immediately if they are not achieving the level of success that they are seeking.
5 (Analytical). Organize integrated marketing communication on all social media accounts, so that a post on Facebook correlates with Twitter and Instagram as well, and track which account receives the most recognition within the following six months. Within the first six months we expect to increase Facebook likes by 30%, gather a minimum of 50 followers on Twitter, and gather a minimum of 30 followers on Instagram.	Looking at the number of followers on the Brick Ridge social media pages, shares for each post, and blog visits, the team will also be able to see how well their customer relationship marketing efforts are performing. They will also look at the social media pages and see what the customers have to say in terms of critiques or praise. This will be measured on a bi-weekly basis.

## Brick Ridge Digital Marketing Project 30

If any of the above tactics show lower numbers than anticipated, the client will need to revamp their efforts by altering their website, and promotional, advertising, and social media strategies. However, we feel that the suggestions and recommendations touched upon throughout this proposal will generate quite the buzz around the Brick Ridge, which will translate into these goals being met and even exceeded. Through this elaborate combination of offline and online advertising, as well as the redesigns and positive changes made to our client's current promotional activities, we aim to see increased traffic and customer relationship building between the target market and The Brick Ridge.

### **Summary**

Overall, the Brick Ridge must better understand the both the needs of their target market and society's expectations as a whole. Using this insight, they will more effectively communicate with their potential and current customers. With our suggested online and offline marketing tactics, along with a renovated website, they will see an increase in customer satisfaction, traffic, and a significant impact on their revenue. Restaurants are difficult to market, as there is quite a plethora of options to choose from. In our recommendations, we made it our goal to utilize the facets that set the Brick Ridge apart from all other restaurants to propel them into a higher ranking both in SEO and within the minds of the consumers. Through this proposed digital marketing plan, the client will earn its rightful place in the digital market, and continue to grow and change with the times.

While this digital marketing strategy will come with costs, the expected advantages and profits far outweigh these losses. The Brick Ridge will effectively revamp and recreate its brand image in a way that will bring it positive attention and new long-lasting customers. That last point cannot be emphasized enough; developing new long-lasting customers is the goal of this digital marketing strategy, and relates back to our hopes for customer relationship marketing. This new online presence that gives site visitors and customers the content and engagement that they want will effectively increase the customer base and their customer lifetime value. This will translate into increased revenue and a widening profit margin, both crucial to the success of the Brick Ridge restaurant in the years to come.

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## Appendices

### Website Personas:

			
<b>Name</b>	<b>Linda</b>	<b>Andrew</b>	<b>Mike</b>
<b>Age</b>	62	25	42
<b>Location</b>	Linda lives between Frederick, MD and Mt. Airy, MD in Monrovia, MD, which is around 10 minutes away from the restaurant in an independent living community.	Recent college grad of UMBC, looking for apartments close-by in Frederick or Eldersburg. Currently living at home in Mount Airy where he grew up.	Resides in a house located in Mount Airy, MD with his family, consisting of himself, his wife, and two young children.
<b>Social Life</b>	Linda enjoys wine with friends on Thursday nights and has date night with her husband of 38 years every Saturday. She enjoys going out and socializing, as well as trying new spots around the area.	Andrew works through the week so he makes sure to have fun during the weekends when he isn't working. He likes to do various outdoor activities like fishing and playing pick-up basketball, going out for drinks, going out with his girlfriend, and just hanging around with the guys. He is young and full of energy so he still manages to go out for a drink once or twice during the week. He has a steady girlfriend who he takes out on dates twice a	Mike spends as much quality time with his family as possible. After working his nine-to-five job, he picks his kids up from after care and helps his wife take them to whatever activities are planned for the night (sports, dance, etc). He greatly enjoys watching TV, taking family trips outdoors, and treating his family to a meal out on the town.

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		week.	
<b>Work Life</b>	Linda recently retired from her job as a schoolteacher at a local Elementary school - Mount Airy Elementary School.	Andrew works full-time in an entry-level position doing operations in a medium sized firm in Baltimore.	Mike is a senior manager at a firm that is located in Rockville, MD. He works primarily in finance.
<b>Computer Experience</b>	Linda's grandchildren attempt to teach her how to use the most basic functions on her computer--Google, Email, and the Weather Channel. She simply knows how to type into the search bar and scroll through her options.	Andrew is very experienced with computers and various technology because he is always on his computer while he is just chilling and relaxing in his room. He uses computers at work all day, and is very comfortable navigating them. He is easily frustrated by long loading times and sites without instant gratification.	Mike is technologically sound; he is constantly using computers at work. He is a thrifty shopper, so he has plenty of experience navigating websites and finding the deals that are best for his family. He is slow to adapt to new technologies, but is able to when given time.
<b>Time on Computer per week</b>	She spends about an hour per day on the computer, cumulating in approximately 7 hours per week. She sends emails to her grandchildren and checks the weather each day in order to decide what sweater to wear. She has also gotten into the habit of reading the news online because she can make the font bigger.	Andrew spends upwards of 8 hours a day on his computer, utilizing it for anything from catching up on work, email, social networking, gaming, shopping for his girlfriend, and looking for information. The majority of his time at work is spent on a computer. He occasionally plays games like Minecraft with his buddies from college to catch up with them and destress after work.	Mike is on his computer for around 5 hours a day, using it almost all day at work for various tasks and also recreationally at home. He has to be responsive to any emails sent his way, and he constantly utilizes company software to get his job done.
<b>Computer Tasks</b>	She has a very basic skill level, culminating in search skills, a lack of social media attention, and communication usage only.	Andrew uses his computer to check his personal and work emails, keep updated on new apartment listings, watch Netflix, listen to music, shop online, and to use social media. He also will	Mike understands higher-level software; he has an advanced ability in applications such as Microsoft office. He is not so good with the aesthetics of say PowerPoint, but he knows how to use excel

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		just surf the internet on websites like Reddit and ESPN.	like the back of his hand. At home he knows how to use the Internet to find what he or his family needs.
<b>Need for our website</b>	"What time is the restaurant open? Do they have early-bird specials? What kind of wines do they serve?"	"Does the restaurant take reservations? What is the price range? What kind of aura does the dining area give off? Is take-out an option?"	"Is this a place where I can take my family of four? Is this restaurant suitable for children? What kind of entrees do they serve here?"
<b>Favorite foods to eat</b>	Linda prefers foods that remind her of her parents cooking back when she lived in Alabama. Southern, fried foods strike her fancy, as do comfort foods. Foods from her past intrigue her palette. She likes trying new things - but often needs to be convinced either by her husband or friends.	Andrew prefers those meals that taste home-cooked and well prepared. He cooks for himself at home, but also has the luxury of parents that will cook for him too. He is a big fan of meats and also different savory desserts, but as a growing man, he will eat most any delicacy from any region. He is not picky by any means, and prefers a large portion.	Mike prefers his meals to be well put together. While simple dishes (ex: "chicken and beans") curtail his hunger, he prefers a dish with a nice recipe and good amount of skill behind it (ex: chicken Chesapeake, green beans, homemade mashed potato with a signature gravy). He is big on family dinners, so his family holds the same types of values when it comes to what they eat.
<b>Price Sensitivity</b>	As a new retiree, Linda is not as price sensitive as she once was. She is excited for this stage in her life, when she can splurge on extravagant meals and drinks to enjoy life.	Andrew is currently working an entry-level position and living at home. Since currently he is saving money on living, his price sensitivity is in the middle of the spectrum. But he is very aware of the fact that he will be more price sensitive upon moving out in the near future.	Mike is not afraid to spend a lot of money when he goes out with his family; because of his well-paying job he can afford to do this. That being said, his bill is carrying four people on it. So his family and he typically stay away from the highest priced dishes in the selection.
<b>Eat out often?</b>	She enjoys going out with her friends and her husband. She typically eats at a restaurant four out of the seven days of the week. Dinner, brunch, you name it!	Almost every Friday and Saturday night, Andrew and his girlfriend Mary go out to eat on dates. In addition he has made a habit of grabbing dinner with the guys once a week.	Mike and his wife like to cook dinner at home as much as they can, but they do like to treat themselves and the family whenever possible. A typical week involves getting dinner at restaurants in town 2-3 nights out of the week

			depending on what is going on in the family. More often than not Mike and his wife prefer places with kids specials - so their picky palates are satisfied.
<b>Loyalty to local business</b>	Linda is often looking for businesses to be loyal to. However, she's yet to find the right one, which leads her to continue to try new spots. She is relatively new to the area, and is interested in what it has to offer.	Andrew grew up in the area and knows a lot of people there, including a lot of business owners through his friends' parents and relatives. As a younger demographic, Andrew has the potential to be brand loyal. He is already a big fan of other restaurants in the Mount Airy area, so he's looking to expand his experience base with other restaurants close to home. Maybe he could find a permanent date night restaurant or place to go with his friends?	Mike is a small town guy, and always has been. He knows tons of people in Mount Airy, and is fond of the area. He is the type of person that likes to form a relationship with the managers of different businesses and to form comradery with the loyal customers that frequent them. You will often see managers and frequenting customers talking to Mike when he is in the restaurant.
<b>Pet Peeves and Design Needs</b>	"I hate sites with lots of words on them. With my old age creeping up on me, I need to be able to see exactly what's important on the site. The colors have to be clear too!"	"I want to easily be able to see what's on the menu and whether or not customers have reviewed the place. If the "About Us" or "Contact" sessions aren't prominent, how do I know the site is credible?" "I should be able to clearly find any special wine or beer tastings that I could make a night out with my girlfriend or guy friends memorable."	"Making reservations for a family dinner needs to be done in a quick, no hassle fashion. Can I call the restaurant? Or, can I reserve a table online? With kids running around, I need to be able to get this information fast."

**Sample Reciprocal Linkage Letter:**

4/30/2015  
Mount Airy, MD

To Whom it May Concern:

Our restaurant prides itself in its history rooted in American dishes and tradition. I have frequented your website, "[www.gomtairy.com](http://www.gomtairy.com)," and see an opportunity for some mutually beneficial online and electronic marketing practices.

I believe that the nature of both of our websites constitute the potential for a profitable reciprocal linkage relationship. While potential visitors search for things to do during their visit to Mount Airy, visitors to your website could take an interest in the Brick Ridge and what it has to offer. They will want to have easy access and connection to our website, which will benefit our restaurant.

On your side, site visitors will likely want to read more than the few reviews we keep on our website, and can then be directly linked to your website to read more in depth. They will also continue researching restaurants to eat at in the area. It's really a win-win in terms of click through rates and increased traffic on both of our sites.

A reciprocal linkage relationship will also improve the SEO rankings and placement on the organic search engine results page for both of our sites. I hope you consider this proposal, and I look forward to hearing back from you about my proposition.

Best Regards,

Todd Bricken  
Owner/Manager  
Brick Ridge Restaurant  
6212 Ridge Road, Mount Airy MD 21771

**Blog Postings:**

Blog available at <http://brickridgerestaurant.tumblr.com/>

## Get Ready for Prom!

Prom season is fast approaching here in Frederick County, so we thought we would help you all out by giving some helpful tips on how to make your night fantastic!

### **1. If you're thinking of asking someone, ask them!**

All too often people get too worked up to ask the person they're into out to prom. Just do it! Most of the time they'll tell you they've been waiting for you to ask!

### **2. If you ask someone, ask them in a cute way!**

Is it silly to make a big deal out of the "Prom?" question? Yes. Is it fun and will it make the person you're asking feel great? Absolutely. Get creative, high school doesn't last forever!

### **3. Don't be afraid to dance.**

Dancing at prom is a notoriously embarrassing situation. If you find yourself weary of the dance floor, just keep in mind: the majority of the people around you don't think they can dance either. So worry less about what they think, and spend more time enjoying yourself dancing with friends and that special someone!

### **4. Don't get too worked up.**

Everyone has different expectations for prom, and the reality is always very different from the fantasies and movie scenes. Just relax and see what happens!

**5. Prepare with an amazing pre-prom dinner.**

Spend time with your date and your friends before prom and enjoy some amazing food! Pre-prom dinner is a great time to destress and prepare for a great night. We aren't saying that you HAVE to come to Brick Ridge before Prom... but we certainly would be happy to have you :)

And with that, we wish you all a happy prom season!

#Prom #prom2015 #Mount Airy #Fine dining #fancy restaurant



## Top 5 Reasons to Brunch

In case you NEEDED to hear the reasons...

**1. You don't need to choose between sweet and savory.**

Cream of crab soup? Blueberry Pancakes? Fried Green Tomato BLT? Want it all? No one is stopping you.

**2. You can eat at fancy restaurants at half the cost.**

Oh, we know that our lunch specials are extremely reasonable. Why not take advantage of it? Maybe we can convince you to stay for dinner :)

**3. You can sleep in as long as you want and still have breakfast.**

Okay, maybe not until 5pm, but we serve brunch on Sunday from 11:00am to 2:00pm, so it's actually frowned upon to wake up before 10!

**4. The perfect excuse to enjoy Mimosas and Bloody Marys at 11am.**

Who doesn't want to spend their morning sipping fancy alcoholic drinks with their friends, discussing the weekend's adventures?

**5. You don't have to clean up afterwards.**

It's lazy sunday, leave the hard work to us!

#Brunch #lazy sunday #brick ridge #Mount Airy #restaurant #brunching

# Ohio Specials Are Here

As the week of April 17th to April 23rd nears an end, we here at Brick Ridge Restaurant want to remind you of all the wonderful Ohio dishes offered this week! If you haven't had a chance to pop your head in and try them - there's still time!

*As a starter...*

## **Sauerkraut Bites**

Deep fried panko crusted sauerkraut, sausage, and cheese balls, all served with sweet honey Dijon mustard sauce and large enough to share - if you choose to!

*To drink...*

## **Ohio State Redeye**

Vodka, Sloe Gin, Southern Comfort, blackberry and peach liqueur, Triple Sec, orange, pineapple, and a touch of Sprite

*As your main dish...*

## **Kielbasa Pierogis**

Pierogi dough stuffed to the brim with potatoes, Cheddar Jack cheese, caramelized onions and sauerkraut, all served over sauteed Kielbasa sausage, pickled red cabbage and delicious brown butter sage sauce

Or...

**City Chicken Stir Fry**

Skewers of deep fried pork tenderloin, served over long grain rice, carrots, parsnips, Brussels sprouts, onions, and bell peppers, topped with a to-die-for sesame, soy, and ginger glaze

*And for dessert...*

**Deconstructed Shaker Lemon Pie**

Homemade lemon curd, toasted meringue, and graham cracker crumbs served with refreshing lemon blueberry ice cream and a tart blueberry compote

Mouth watering yet? Good! See you at the Brick Ridge!

#Brick Ridge #Brick Ridge Restaurant #High end #Ohio food #Delicious #Mount Airy



**Social Media Edits:**

**Brick Ridge Restaurant**  
New American Restaurant  
REGIONAL AMERICAN DINING

Like Follow Message More

Post Photo / Video

The Ohio Weekly Special is nearing its end! Stop in before the 23rd to enjoy Ohio dishes including pierogies, deep fried pork tenderloin, sauerkraut bites, deconstructed lemon shaker pie, and more!

Post

Brick Ridge Restaurant created an event.  
March 20 · 1970S DINNER 484 Group Chat (61)

**Brick Ridge**  
@charchef

Great Food Warm Staff Cozy Atmosphere

Mount Airy Maryland  
brickridge.com  
Joined February 2010

TWEETS FOLLOWING FOLLOWERS  
88 1 5

**Tweets** **Tweets & replies**

Brick Ridge @charchef · Feb 17  
Can't decide between a Brick Ridge entree and a delicious crab cake? No problem! Add a crab cake to any entree for just \$10! #marylandpride

Brick Ridge @charchef · Feb 9  
Back open and ready to get back to it!  
Feels good to be back.

**Sample Press Release:**

**FOR IMMEDIATE RELEASE**



**'OHIO SPECIAL' at Brick Ridge Restaurant**

**Come join us for our Ohio Special where you can enjoy special dishes from the Buckeye State!**

**April 17<sup>th</sup> – April 23<sup>rd</sup> 2015**

(April 2015) — Since 2000, Brick Ridge Restaurant has worked to showcase regional American cuisine from all 50 states, beside quality year-round dishes to complement these diverse foods and cultures that shaped American Cuisine. Every entrée is prepared with care, made from the highest quality ingredients and flavored to perfection before meeting the table. Creating new recipes every week is a challenge that our chef meets with enthusiasm, and never fails to amaze the staff and guests with his all-American creations.

The Brick Ridge family at the Brick Ridge Restaurant in Mt. Airy, located right off of Ridge Road in Maryland, is hosting an Ohio State Special, where customers will be able to try their newest weekly menu and have a unique taste of all the best of Ohio!

The inspiration for Brick Ridge has always been to celebrate the diverse regional flavors of America, with every week serving as a chance for visitors to experience something new from this beautiful country. This weekly menu offers six new items, ranging from drinks, to entrees, to desserts.

The Ohio State Redeye, the featured drink, is composed of top grade vodka, Sloe Gin, Southern Comfort, sweet blackberry and peach liqueur, Triple Sec, orange, pineapple, and a touch of Sprite, perfect for happy hour after work or drinks with friends on a weekend night. The Ohio Clam Chowder is a clever adaptation of the traditional "Ohio Clam Bake," guaranteed to warm and bring instant comfort with fresh clams, cooked-to-

Brick Ridge Digital Marketing Project 44

perfection bacon, sweet corn and sweet potatoes all in a smooth cream based chowder. The Sauerkraut Bites, served with honey Dijon mustard sauce, are deep fried panko crusted sauerkraut, steamy sausage, and gooey cheese balls, made as easy-to-share finger food. The Kielbasa Pierogis are stuffed to the brim with potatoes, Cheddar Jack cheese, caramelized onions and sauerkraut, all served over sautéed Kielbasa sausage, pickled red cabbage, and delicious brown butter sage sauce. The City Chicken Stir Fry, following the theme of Southern comfort, is skewers of deep fried pork tenderloin, served over long grain rice, carrots, parsnips, Brussels sprouts, onions, and fresh bell peppers all tossed in a delectable sesame, soy, and ginger glaze. The Deconstructed Shaker Lemon Pie is for dessert, made with fresh lemon curd, toasted meringue, and crumbled graham cracker, served with refreshing lemon blueberry ice cream and a rich blueberry compote to top.

This week is the Ohio Specials, and tune in for Next week. The Brick Ridge restaurant will release the menu for April 24<sup>th</sup> – April 30<sup>th</sup>. Customers can show their Maryland Pride by adding a Maryland Crab Cake to any entrée.

# # #

**Contact:**

**Brick Ridge Restaurant**  
**6212 Ridge Road**  
**Mount Airy, Maryland 21771**  
**301-829-8191**  
**Owner: Todd Bricken**

**Survey Questions and Responses:**

484 Survey

Out To Eat

**1. How often do you eat out?**

- Less than once a month
- 1 - 3 times a month
- 1 - 2 times a week
- More than 2 times a week

**2. How do you decide where to go out to eat?**

- Online searches
- Searching in person
- References from friends and family
- Other (please specify)

**3. When you go to a restaurant's website, what are you looking for?**

**4. How often do you return to the same sit-down restaurant?**

- Very often
- Often
- Sometimes
- Rarely, I prefer trying new places

**5. Please rank the following by importance:**

<input checked="" type="checkbox"/> Having a menu easily accessible on a restaurant's website
<input type="checkbox"/> Having the hours clearly visible on a restaurant's website
<input type="checkbox"/> Having a picture of the building on a resaurant's website
<input type="checkbox"/> Having reviews on a restaurant's website

Having comments by the chef on a restaurant's website

**6. What is most important to you in choosing where to go out to eat?**

- Price
- Options for those with dietary restrictions
- Location
- Positive reviews
- Other (please specify)

**7. Do you follow any restaurant social media accounts (Facebook, Twitter, etc.?)**

- Yes
- No

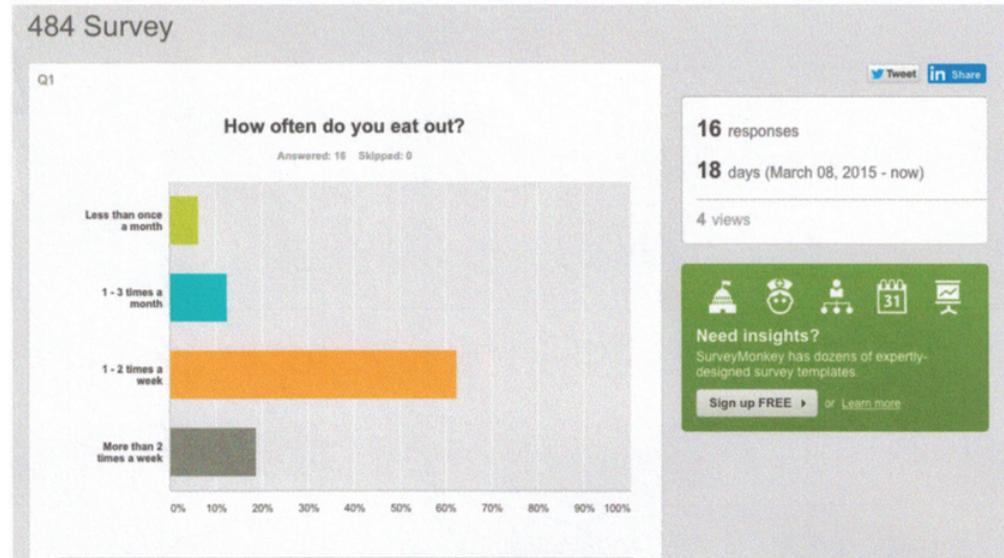
**8. Where do you look for restaurant reviews?**

- Yelp
- Facebook
- General google search (first result)
- Urban Spoon

**9. Who do you go out to eat with most often?**

- Family (with younger children)
- Family (without younger children)
- Significant other
- Friends
- Coworkers

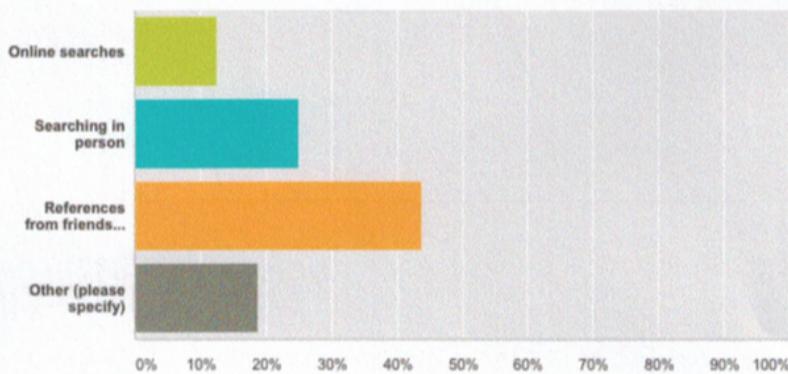
**10. Have you ever decided not to visit a restaurant because of the website? Why?**



Q2

**How do you decide where to go out to eat?**

Answered: 16 Skipped: 0



Answer Choices	Responses
Online searches	12.50%
Searching in person	25.00%
References from friends and family	43.75%
Other (please specify)	18.75%
Total	16

Q3

**When you go to a restaurant's website,  
what are you looking for?**

Answered: 14 Skipped: 2

Q4

**How often do you return to the same sit-down restaurant?**

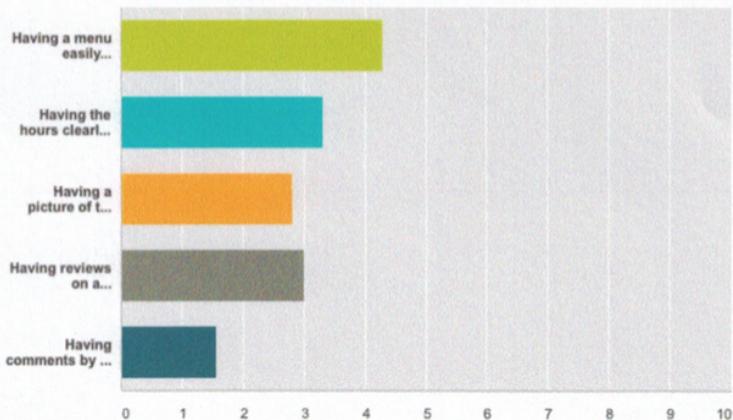
Answered: 16 Skipped: 0



Q5

**Please rank the following by importance:**

Answered: 16 Skipped: 0

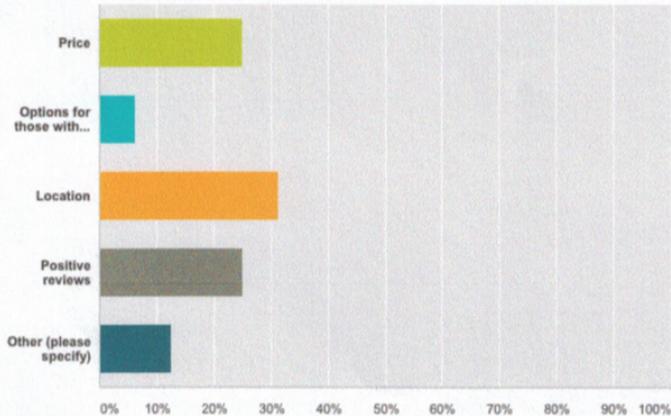


	1	2	3	4	5	Total	Score
Having a menu easily accessible on a restaurant's website	56.25% 9	25.00% 4	12.50% 2	6.25% 1	0.00% 0	16	4.31
Having the...	12.50%	37.50%	31.25%	6.25%	12.50%	16	3.44

Q6

**What is most important to you in choosing where to go out to eat?**

Answered: 16 Skipped: 0

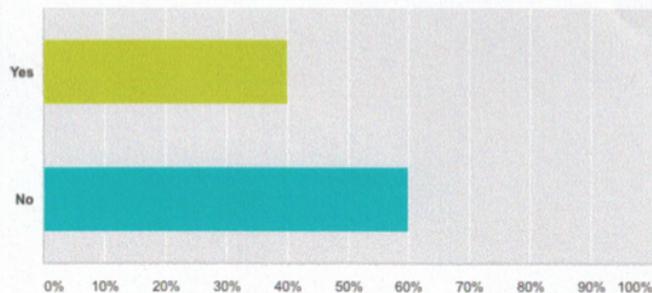


Answer Choices	Responses	
Price	25.00%	4
Options for those with dietary restrictions	6.25%	1

Q7

**Do you follow any restaurant social media accounts (Facebook, Twitter, etc.?)**

Answered: 15 Skipped: 1

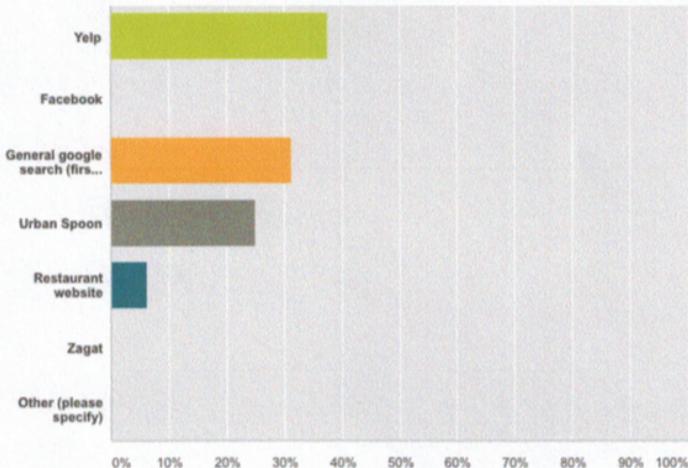


Answer Choices	Responses	
Yes	40.00%	6
No	60.00%	9
Total		15

Q8

**Where do you look for restaurant reviews?**

Answered: 16 Skipped: 0

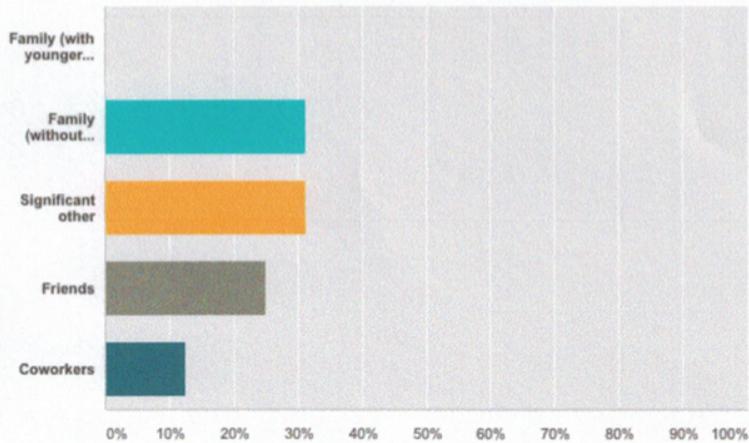


Answer Choices	Responses	
Yelp	37.50%	6

Q9

**Who do you go out to eat with most often?**

Answered: 16 Skipped: 0



Answer Choices	Responses	
Family (with younger children)	0.00%	0
Family (without younger children)	31.25%	5
Significant other	31.25%	5
Friends	25.00%	4

Q10

**Have you ever decided not to visit a restaurant because of the website? Why?**

Answered: 12 Skipped: 4