

www.thecarron.com.au

CASE STUDY



Before

After

Result:

Implementing these features has brought new locals and more event patrons. Being close to entertainment/leisure services and having an optimizing mobile site to suit has made The Carron Tavern stand out as the local to be at. Since the Launch of the goMobi site, bookings and patronage has gone from strength to strength.

Top Clicked features, 1st Nov 2012 to 20th

TOP EIGHT FEATURES	MONTHLY TOTAL
Full Website	59
Find Us	30
Menu	22
Function Enquiry	13
Opening Hours	13
Twitter	4
Call Us	3
Booking Request	2

About:

A haven exists on Spencer Street, tucked near some of the biggest sporting and entertainment venues in Melbourne. The Carron caters to the likes of alternative rock goers, after work business folk and those consuming a few brews before heading off to Ethiad Stadium. Well known for its function room equipped with balcony, own bar and a void that looks down over the dining areas below.

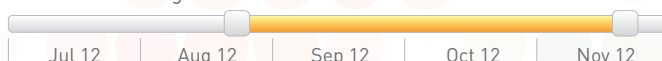
Challenge:

Given The Carron is right in the heart of the city it is surrounded with competition and business affiliates in the area. Trying to draw customers back for functions is desirable so promoting this space to the locals is very important. They don't want to just be known as the 'before' we head out pub, but one that people make as a destination for any occasion.

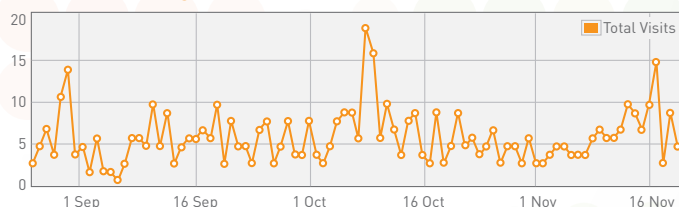
Solution:

Promoting the function space with links for enquiries, menu's and location based mapping as well as keeping locals up to date with local events that are happening on social media. Opening hours are a big one too, as race goers, rock stars, and footy crowds gather before events. Reminding them The Carron is very important.

Select a date range:



Selected: 20 Aug 2012 - 20 Nov 2012



Site Usage

Total values for selected period. Click on an item to view the graph.

473 Total visits	393 New visits
434 Unique visits	2.7 Avg. page views
80 Repeat visits	90.8s Avg. time on site

Testimonial from the Owner, Jamie Bennett

"I'm surprised by the large number of people finding our venue via our Mobile Site. It pays for itself every month".

For more information, or to arrange a product demo, contact our team:

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