

Enhancing the Online Presence of Julie's Southern Joy: A Comprehensive Breakdown

From Inaccurate Information to Increased Customer Engagement

Initial State

When I began working with Julie's Southern Joy, its online presence presented several challenges:

- There was inaccurate and outdated information on Yelp and Google.
- Many past customers were unaware of the relocation, impacting awareness of lunch and dinner services.
- Facebook posts had low engagement.
- Weekly specials were underutilized in attracting foot traffic.
- There was potential customer confusion due to phone number discrepancies.

Progress and Growth

Online Presence Correction and Customer Communication

- I corrected outdated information on Yelp and Google, ensuring accuracy for potential customers.
- Response time for customer inquiries was improved, enhancing customer service.
- A Google Voice number was created to streamline customer contact and avoid confusion.

Increased Engagement and Local Awareness

- Facebook followers and engagement have increased through posting in local Facebook groups and creating Facebook Marketplace events.
- Branding is being refined to create print materials for distribution to nearby businesses.

Expansion of Reach

- Proactive engagement in local Facebook groups has expanded the restaurant's reach.
- Facebook Marketplace events are being used to promote weekly specials.
- Print materials are being developed to target nearby businesses and increase foot traffic.

Conclusion

Through these strategic steps, Julie's Southern Joy has significantly enhanced its online presence and local reach. Starting from inaccurate online information and low engagement, the restaurant is now experiencing increased customer interaction and has multiple touchpoints to connect with the local community. This comprehensive approach is designed to increase visibility, customer awareness, and foot traffic.