Monarch Rooftop Lounge

CASE STUDY

REDCAP DIGITAL

Monarch Rooftop Lounge

http://addisongroupnyc.com/venues/monarch/

NYC'S FAVORITE ROOFTOP BAR SETS ITS SIGHTS HIGHER

About Monarch Rooftop Bar & Indoor Lounge

Monarch is a luxurious rooftop bar developed by the Addison Hospitality Group, a company known for its impeccable service and innovative design thinking. The rooftop bar and indoor lounge offers guests a penthouse suite experience with a stunning view of the Empire State Building. Attentive staff deliver specialty cocktails and swoon-worthy small plate appetizers, and the hotspot's swank Scandinavian decor is the perfect backdrop whether you're planning a corporate meeting, a rooftop wedding, or anything in between.

THE CHALLENGE

Where do you go when you're already on top of the world?

The one thing Monarch was missing when the Addison Group hired RedCap Digital back in 2015 was an online presence as tailored as its venue. Monarch is an entirely unique experience. Guests are delighted by both the novelty of the design elements and the luxury of the service. However, the lounge's original website, a lackluster one-page affair, didn't reflect all that the venue had to offer. They also lacked the automation technology that turns a website into a operational efficiency machine for restaurants and bars. RedCap Digital was tasked with creating a site that matched Monarch's style and ingenuity.

OBJECTIVES

- Design a stylish, functional website that reflects Monarch's tailored, luxury atmosphere

- Build Monarch's online presence through organic search and discovery

- Access and utilize data to continuously improve and extend Monarch's reach

THE SOLUTION

Build a website that will attract as many views as the Empire State Building.

THE STRATEGY

Conversion focused web design

We started with data-driven design. A mobile site has the power to double conversions while also providing site visitors with a seamless, geo-targeted experience. Our mobile-first approach ensures that New Yorkers looking for a hotspot while they're already out on the town can easily stumble upon and interact with the Monarch site.

Site usability has a profound impact on profitability, so we kept UX intuitive throughout. We made it easy for first-time visitors to find and read the menu on any size screen. A CTA at the top of the home page provides users with quick access to the reservation system by seamlessly connecting them to Monarch's current guest-management software. Our effortless form makes it just as simple to reserve the space for a large event. Through intelligible, beautiful UX, we've made it easy for passers-by to become patrons of Monarch.

Strategic content creation

On site, Monarch delights customers with novel cocktails and mouth-watering delicacies. We wanted to ensure that the website delivered equally palatable content to visitors, so we focused on strategic content creation.

Engaging blog posts give users tips on how to get the most out of their days and nights in the Big Apple, and a regularly updated News Feed provides social proof and credibility indicators that elevate the Monarch brand. Monarch's online calendar keeps visitors abreast of events, and social media streams encourage continued interactions long after guests leave.

RedCap Digital continues to work with Monarch to increase monthly bookings and optimize the brand's online performance. We track the data every step of the way, adjusting course as we see changes in the market and the emergence of advantageous trends.

WiFi marketing

Of course, Monarch opens its WiFi network to visitors lounging in the bar. Studies show that customers stay longer in venues with free WiFi and spend more money. That's not all WiFi can do for a business like Monarch, though. We've built WiFi marketing on top of the network, empowering the beautiful rooftop bar to collect valuable list-building data, enhance email marketing, and build a loyalty program that compels customers to come back again and again.

Online reservations for dinner and private events

Providing visitors with the option to make reservations directly from the site serves a number of functions. First, it makes saying yes to date night at Monarch as easy as clicking a button. Second, it automates an important business process, streamlining operations for the front and back of house. Finally, it equips us with hard data on customer behavior, which empowers ongoing improvements to the site and to operational efficiency.
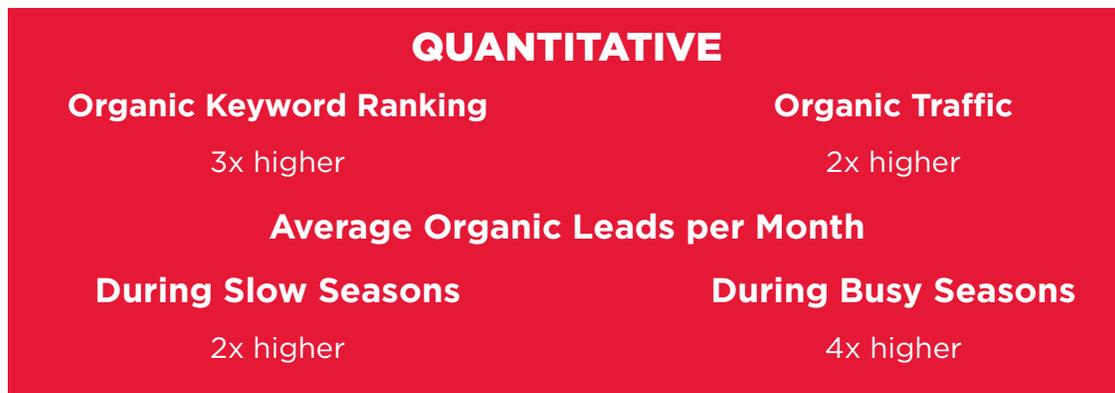
Online virtual tour and video walkthrough

Monarch's online virtual tour and video walkthrough enables visitors to get a feel for the locale before they make a commitment. Since the rooftop bar is easily one of the most luxurious and eye-catching venues in the city, one look is all it takes to turn a casual interest into a serious crush.

Additional online revenue streams

RedCap Digital introduced online gift card sales as well as online events packages that make upsells easier. When visitors make reservations for birthdays, proposals, or bachelor parties, an enticing extra is offered for purchase online. These bonus packages make events more memorable for clients while also introducing additional revenue streams for the venue.

THE RESULTS

Since RedCap Digital took over the Monarch website, 68% of the business' total web traffic comes from organic Google searches. If Monarch was paying Google for that traffic, the cost would be upwards of $10,000 per month. However, RedCap Digital keeps Monarch's site functional, attractive, and easy to find for a fraction of that cost. Since they began trusting RedCap Digital with their online presence, Monarch has found its way organically to the front page of search engine results and maintained its rank at the top of the page since 2016.

QUANTITATIVE	
Organic Keyword Ranking	**Organic Traffic**
3x higher	2x higher
Average Organic Leads per Month	
During Slow Seasons	**During Busy Seasons**
2x higher	4x higher

CLIENT TESTIMONIAL

"RedCap Digital is the best web and marketing company out there. The support my staff receives and the constant marketing efforts they deliver are second to none. I highly recommend RedCap Digital to anyone who is looking for a better solution. It feels more like a partnership."

– Ric Addison, Owner of Monarch Rooftop Lounge

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