Buona Sera Ristorante
CASE STUDY

REDCAP DIGITAL

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Buona Sera Ristorante

http://buona-sera.com/

RED BANK'S FINEST TRADITIONAL ITALIAN RESTAURANT GETS A DIGITAL MAKEOVER.

About Buona Sera Ristorante

Buona Sera, Red Bank's finest traditional Italian restaurant, is renowned for pairing authentic Italian cuisine with a wide selection of wines. The elegant main dining room offers guests an idyllic atmosphere for an intimate dinner among friends while several Tuscan-inspired private rooms provide space for larger events, such as weddings, bar mitzvahs, and corporate meetings.

THE CHALLENGE

How does a traditional restaurant move into the the modern era?

While Buona Sera has found a way to perfectly balance formal dining with a festive atmosphere, balancing traditional restaurant operations with technological innovations was a more challenging proposition. Chris Mariani knew digital tools and strategies would allow him to optimize the restaurant's systems and improve customer experience, but he was concerned that implementation would interrupt existing processes and distract him from routine business management. RedCap Digital was tasked bringing Buona Sera's site up-to-date without disrupting operations.

OBJECTIVES

- *Design a modern website that showcases Buona Sera's unique offerings*

- *Optimize operations through the implementation of digital marketing and administration tools*

- *Build Buona Sera's online presence through organic search and discovery*

- *Access and utilize data to continuously improve and extend Buona Sera's reach*

THE SOLUTION

Develop a digital strategy as robust as Buona Sera's pizza sauce.

THE STRATEGY

Conversion-focused website

At RedCap Digital, we use data to guide our designs to ensure each client's website is optimized for revenue generation. Because a mobile site can double conversions, Buona Sera's new website takes a mobile-first approach. Whether potential patrons are searching the web via their desktop or their phone, they'll have a seamless experience.

We brought in a professional photographer to capture tempting images of the restaurant's famed Italian dishes, and we built out the content to improve discoverability and geo-targeting. To showcase the variety of Buona Sera's events venues, we developed an enhanced private rooms page that gives prospects a clear picture of their options while generating leads for the restaurant through strategic options.

The site's UX is intuitive, and an OpenTable widget makes it easy for patrons to book a table. By integrating a reservations system, Buona Sera can automate the time-consuming task of taking reservations allowing personnel to focus on responsibilities with greater value.

*1000+
guest emails
automatically
collected*

Loyalty Program

Loyalty programs are known to increase sales and repeat diners. They give restaurants the ability to connect with customers directly and to gain insights into customers' preferences. We developed a loyalty program for Buona Sera that allows the restaurant to build its email list while giving first-time site visitors one more reason to become lifelong patrons.

WiFi marketing

Research indicates that restaurants and bars that offer free WiFi stay longer and spend more money, so we integrated WiFi marketing into Buona Sera's digital strategy. This innovative solution is another valuable list-building tool that enhances email marketing efforts while providing guests with one more perk they'll love.

Transactional emails

With WiFi marketing and loyalty program in place, Buona Sera has a quickly growing email list. To leverage this data, we incorporated transactional emails to make a more personal connection between the restaurant and site visitors. These automated emails keep Buona Sera front of mind and make patrons feel acknowledged and appreciated.

*2,500+
transactional
emails sent
automatically*

Online reservations

By equipping the Buona Sera with an online reservations system, we streamlined an important business process for both customers and staff. While a site visitor can easily and quickly input a little data and click a button for a date night table for two, personnel are freed up from a monotonous task. The restaurant also benefits from capturing behavioral data that provides valuable customer insights which can be applied to ongoing improvements in marketing strategies and operational efficiency.

10+ accredited private event website inquiries weekly

50% increase in website guest visits

Online events calendar

Incorporating an online events calendar on the Buona Sera keeps site visitors up-to-date on special events. The restaurant's lively calendar serves up a reminder of its event-friendly capabilities, which can be a powerful promotional tool for guests looking for the perfect venue for a party, wedding, or business meeting.

THE RESULTS

QUANTITATIVE

Buono Sera is already seeing the benefits of their upgrade. Nearly 70% of all traffic to the site is organic, saving the restaurant from an exorbitant paid search campaign that could cost tens of thousands of dollars per month. Within four months, monthly visitors had increased by more than 13%, and the restaurant's email list had grown to 4 times its previous size.

Organic Keyword Ranking....3x higher
Organic Traffic.........................2x higher

Average Organic Leads per Month
During Slow Seasons...............2x higher
During Busy Seasons..............4x higher

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