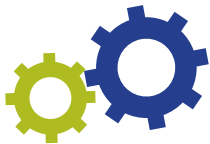




## CLIENT

La Escondida Mexican Grill has restaurant locations in Missouri City & Friendswood, TX. The restaurant owner and operator prides himself on high-quality food with genuine Mexican hospitality. La Escondida is consistently seen as the local restaurant where friends and neighbors gather. The Missouri City restaurant has run successfully since 1999. The Friendswood location was opened in 2016.



## OBJECTIVE

La Escondida's two Houston-area locations held an annual Valentine's Day promotion to attract restaurant patrons who would recognize the high caliber food and dining experience. Rather than just a weekend restaurant, La Escondida wanted to not only entice loyal customers to return on Valentine's Day, but also draw in new community members who had not yet visited the restaurant.



## SOLUTION

Tell Your Tale created a digital marketing campaign to reach out to regular and new customers. We set up Facebook events and related posts to promote the Valentine events and offerings. We cross-marketed to a younger demographic on Instagram as well. Social media advertising was used to target locals interested in Mexican cuisine and celebrating the holiday. We also created a coordinating email campaign to remind loyalty members and newsletter subscribers of the occasion. Website promotions were also posted.



## RESULTS

The paid advertising budget was kept to just \$10 per restaurant. Both restaurants experienced a 16% increase in revenue on Valentine's Day in 2019 compared to 2018.