



Content Marketing & Copywriting for Local Eatery

PROJECT DETAILS

 Content Marketing

 Dec. 2016 - Sep. 2021

 Confidential



"They really understand marketing. Their team understand the key points of effective copywriting."

PROJECT SUMMARY

Leadhook Media provided copywriting services for a local eatery. Their responsibilities had included Facebook ads, Google CPC ads, a landing page, and an email funnel.

PROJECT FEEDBACK

Although the partners haven't launched the campaign yet, Leadhook Media lowered the client's CPC by a significant amount. The vendor provides organized updates in an organized Google folder where the client could make comments and edits very easily.



The Client


Please describe your company and your position there.

Gene's Grinders is a local eatery nestled in the small town of Monrovia California. The business is my families, and has been around since 1976. Currently, I manage marketing and day to day operations at the business.


The Challenge


For what projects/services did your company hire Leadhook Media?

We hired lead hook media to help us with copywriting. Once we developed an offer and strategy, we reached out to them to help put our offer and marketing funnel into play. We hired them to create Facebook® ads with headlines, Google CPC ads, a landing page, and an email funnel.

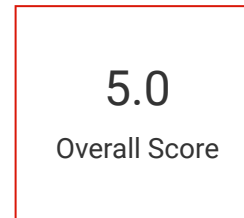
 **Michael Barmaxis**
Marketing Manager, Gene's Grinders

 **Food & Beverages**

 **1-10 Employees**

 **Monrovia, California**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor and what were the deciding factors?

We have worked with this vendor in the past for another small business of ours. We have always been very satisfied with the professionalism, and high-level of work they provide. We have worked with numerous copywriters over the years and we are always happiest with the results from this vendor.

Describe the project in detail and walk through the stages of the project.

Lead hook media always does a great job at onboarding your business. They will ask questions about what makes you unique, your demographic, competitor analysis, and for examples of content that you like.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with Shawn directly and he was fantastic.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

We have not yet launched this campaign so we can not share any current outcomes. However, in previous projects Lead Hook's copy lowered our CPC by significant amounts! Just to give you an idea, our previous copy would average \$1.40 CPC, and Shawn helped bring it down below \$1.00 !





How effective was the workflow between your team and theirs?

Fantastic. The team will provide updates, and a very organized google folder with your deliverables. From there you can make comments for edits very easily.

What did you find most impressive or unique about this company?

They really understand marketing. Their team understand the key points of effective copywriting.

Are there any areas for improvement or something they could have done differently?

This is hard to say. I feel like this group really does a good job at writing copy from a scientific perspective.

