

CASE STUDY: TOLO TACO TUESDAYS

Creating a Promotional Campaign to Drive Business & Customer Loyalty

THE CHALLENGE:

A few months after opening in December, 2010, Toloache Taqueria (TT) was looking for creative and effective ways to drive business during slower meal periods and on slower days while generating a loyal following in the neighborhood. With lots of competitors fighting for the lunch crowd, Bullfrog & Baum's marketing team began to brainstorm ideas to increase sales and awareness.

THE PROCESS:

After analyzing the landscape of Manhattan's Financial District further and then creating a customer profile, the Bullfrog & Baum team launched "Tolo Taco Tuesdays." Every Tuesday from 12noon to 5pm, the Taqueria offers four varieties of handmade tacos for just \$2 dollars.

We utilized social media platforms such as Twitter and Facebook to inform potential guests and loyal fans about the new deal and created a viral buzz. We also engaged in other grassroots marketing initiatives such as outreach to local businesses and residences via their respective tenant newsletters in addition to press outreach. Word traveled quickly, and Tolo Taco Tuesdays was an immediate hit.

THE RESULTS:

This promotion targeted all of the major points in its success. For consumers, it was fun and a great deal. For the client, Tolo Taco Tuesdays generated a new string of press hits months after the initial opening while garnering significant buzz in the neighborhood. Tuesdays have become the busiest day by far as word of the great deal, heavy on alliteration, traveled throughout office buildings. Lunch numbers nearly tripled from 100 to 300-350 checks between 12noon - 5pm. In general, business increased on other days as well. Many new customers who came for a great deal on Tuesdays began to return throughout the week as loyal customers.

