



The Klutch



THE KLUTCH MGMT



# CASE STUDY

**Est. 33 Miami's Success with The Klutch Mgmt. generates \$200,000 in OpenTable reservations for Brickell City Center restaurant.**

## OVERVIEW

When Est. 33 Miami sought to increase foot traffic and enhance its digital presence, it turned to the expertise of The Klutch Mgmt. The dedicated team at The Klutch Mgmt. developed high-quality content for Est. 33's menu items and brewery, executed a consistent social media strategy over a three-month period, curated engaging events, and enhanced the overall ambiance of the venue. The results were impressive.

**Through The Klutch Mgmt.'s organic social media efforts, Est. 33 experienced a remarkable.**

- ✔ \$200,000 increase in OpenTable reservations in just three months. Furthermore, Est. 33's digital reach expanded by 286%, with a significant increase in engagement by 484%.
- ✔ The digital campaigns orchestrated by The Klutch Mgmt. generated 1000 plus website taps, made over 23,760 impressions, and amplified the non-followers' reach on Instagram by 219%. Notable successes included the Super Bowl Watch Party and Beer Club Membership initiatives.

## SOLUTION

The solution for this case study involved the strategic implementation of digital marketing and branding tactics by The Klutch Mgmt. Here are the key components:

### ✔ High-Quality Content Development:

The Klutch Mgmt. developed compelling and engaging content for Est. 33 Miami's menu items and brewery. This ensured that the restaurant's offerings were effectively displayed to attract potential customers.

### ✔ Consistent Social Media Strategy:

The Klutch Mgmt. executed a well-planned and consistent social media strategy over a three-month period. This involved creating engaging posts, leveraging relevant hashtags, and maintaining an active online presence to increase brand visibility and attract a larger audience.

## Email marketing also played a crucial role in the success of the campaign.

- ✓ The Klutch Mgmt. achieved an impressive 49.5% open rate on the first email introducing the New Year New Menu campaign. Optimizing Est. 33's social media platforms and implementing an effective email funnel.
- ✓ The Klutch Mgmt. successfully collected a significant number of email addresses from individuals interested in Est. 33. Additionally, a strategy was developed to incentivize subscribers with a free pint, further boosting engagement and customer loyalty.

## PROBLEM

The problem in this case study for Est. 33 Miami was the need to increase foot traffic and enhance its digital presence. The company recognized that in order to thrive and attract more customers, it had to find effective strategies to generate revenue and boost its online visibility. Est. 33 Miami sought the expertise of The Klutch Mgmt. to address this problem and develop a comprehensive digital marketing and branding solution.

The challenge was to find ways to drive more customers to the restaurant, increase engagement on digital platforms, and ultimately convert that engagement into revenue-generating actions.

## SUMMARY

In summary, The Klutch Mgmt.'s comprehensive digital marketing and branding efforts resulted in Est. 33 Miami witnessing substantial growth and success. The restaurant's homage to its Bangkok roots, with a captivating fusion of Thai flavors and American barbecue techniques, combined with The Klutch Mgmt.'s strategic marketing initiatives, created an unforgettable dining experience for visitors. As the sole brewery located within the vibrant Brickell City Centre, Est. 33 Miami continues to offer a unique and enticing destination for beer enthusiasts and tourists alike, showcasing the harmonious blend of tradition, innovation, and tropical influences that define its identity.

### ✓ Event Curation:

The Klutch Mgmt. curated events to promote Est. 33 Miami, creating unique experiences and drawing in more foot traffic. These events were designed to engage customers, create buzz, and generate excitement around the restaurant.

### ✓ Ambiance Enhancement:

The Klutch Mgmt. enhanced the overall ambiance of the venue. By creating a welcoming and appealing atmosphere, they aimed to improve the overall dining experience for customers, leading to positive word-of-mouth and repeat business.

### ✓ Email Marketing and Funnel Development:

The Klutch Mgmt. optimized Est. 33 Miami's social media platforms and implemented an effective email funnel. They collected email addresses from interested individuals and developed a strategy to incentivize subscribers with a free pint. This helped to nurture customer relationships, increase engagement, and drive repeat visits.

### ✓ Digital Campaigns:

The Klutch Mgmt. designed and executed successful digital campaigns, such as the Super Bowl Watch Party and Beer Membership Club initiatives. These campaigns generated buzz, attracted new customers, and encouraged repeat business.





# RESULTS



**\$200,000**

INCREASE IN  
OPENTABLE RESERVATIONS



**286%**

DIGITAL  
REACH EXPANSION



**484%**

INCREASE  
IN ENGAGEMENT



**1000+**

WEBSITE TAPS



**23,760+**

IMPRESSIONS



**219%**

INSTAGRAM  
NON-FOLLOWERS' REACH