



## TACOMIO CASE STUDY

# Caffeinated Media Solutions Strategy Plan Generates Significant Performance For Tacomio During Pandemic



Tacomio Premium  
Mexican Food



### OBSTACLE

At the height of the pandemic, Tacomio needed a fresh strategy to not only bring back customers after Province-wide shutdowns due to health authority guidelines but build campaigns to attract new customers and redirect them to other restaurants' locations to bring business back to this heavily hit industry.



### SOLUTIONS

Revamp their existing website while moving it over to Shopify in order to provide them with the opportunity to make direct sales via their new e-commerce website and rely less heavily on delivery apps that can eat at sales margins. We also built a branding and messaging strategy to tell their story and connect with new and existing customers. Further to that, we used data-driven metrics to choose where, when and how we'll communicate with customers.



### OUTCOME

#### Increased Web Traffic

With a comprehensive optimized SEO & campaign strategy in place, traffic grew upwards of **105% in 3 months** with a new website.

#### Higher Call Volume

Calls went up **118% in 3 months** of clarifying the business story, engaging with customers and providing an enhanced user experience.

#### Enhanced Online Presence

Our branding and messaging guidelines along with new photography, supported by excellent products and customer service worked cohesively together for better online visibility and higher conversions.

### AT A GLANCE

#### Challenges

- Brand story
- SEO
- User experience
- Visibility

#### Benefits

- Clear actionable marketing strategy
- Positive ROI
- Brand Identity



*"Caffeinated Media Solutions is supported by over 10 years of experience in the digital and e-commerce industry.*

*The vision today is to work with small businesses, bringing tailored strategies to entrepreneurs, helping them reach their goals with comprehensive plans that suit their needs.*

**Mariam Demian**

Caffeinated Media Solutions