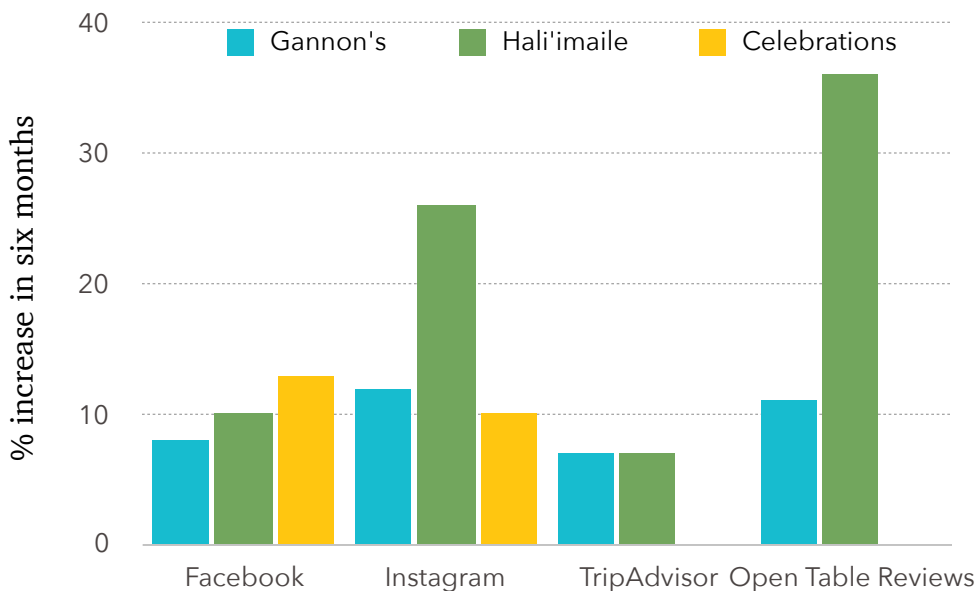


Bev Gannon Restaurants

Maui Restaurant Group



Expansion of Marketing Presence

In May of 2017, Bev Gannon restaurants was active in six print publications, and not effectively interacting with their online community.

After a complete Marketing Analysis and plan design, Flourish recommended a new investment in marketing that included a presence in 39 channels broken into online marketing, relationships and third party marketing, events, and print. The proposal included a budget of 1.7% of gross revenue, 3-5% below industry average. The results in their case study reflect a change in the first six months of the new plan.



Hali'imaile General Store

Increased social media followers by 30% over six months.



Gannon's Restaurant

Moved up 29 positions on TripAdvisor in six months.



Celebrations Catering

Now the premier catering company at two new Maui venues, thanks to business development by Flourish.

HGS

WEB TRAFFIC

Hali'imaile General Store saw an 11% increase in web traffic after SEO & Paid Search Optimization

GR

WEB TRAFFIC

Gannon's Restaurant saw a 55% increase in web traffic after SEO & Paid Search Optimization

CC

WEB TRAFFIC

Celebrations Catering saw a 25% increase in web traffic after SEO & Paid Search Optimization