



Case Study

# Custom-Built Websites Streamline Marketing At Multi-Brand Company

## Challenge

BBQ Holdings, a successful multi-brand restaurant company, operates several restaurant brands nationwide and in select locations outside the U.S. The websites for two prominent restaurants — FamousDaves.com and Villagelnn.com — were not meeting their marketing potential or goals. Change requests on behalf of franchisees and corporate leaders were slow to be implemented and the websites' technology did not provide the flexibility that the marketing team needed. This made marketing efforts cumbersome and difficult to time correctly, system-wide.

## Solution

In about three months, Northern Lights built a cloud-based, mobile-focused and fully responsive website for Famous Dave's. That model was then repeated for Villagelnn.com.

- The new sites allow the marketing team to make updates instantly without IT involvement, provide marketing automation tools and track customer activity like never before.
- The revised front-end architecture enables BBQ Holdings to rapidly experiment with innovative marketing offers.
- The cloud infrastructure allows the sites to serve thousands of concurrent users while delivering a fast, reliable web presence.
- Custom workflows empower franchisees to manage their own web pages, freeing up the corporate marketing team to focus on more strategic issues.
- Automated marketing tools allow BBQ Holdings to analyze live user data and then respond with marketing paths tailored to each customer.

## Results

The new websites were created in partnership with BBQ Holdings and Northern Lights, transforming marketing efforts.

## REVENUE GENERATION

The new FamousDaves.com website generated more than \$84 million in revenue within one year.

## COST EFFECTIVENESS

BBQ Holdings' marketing team can modify an entire website without costly IT assistance.

## STRATEGIC ALIGNMENT

Similar technology is repeatable for other members of the BBQ Holdings family of restaurants.