



## Tom's Message Board



## Local Case Study: More than just another burger joint!

The lemonade stand – the quintessential small business which many a successful entrepreneur started with. Some lemonade stand owners never change, they just get older, wiser, and sell bigger and better stuff. That would be Dick Hess, owner of Archie's Grill in Shelburne, VT. Though he's yet to sell his billionth burger, his is one of the best, using local ingredients like LaPlatte River Angus Farm beef for his burgers and Misty Knoll chicken for his poultry dishes, all accompanied with the best homemade potato chips on the planet.

But look deeper and you'll find a small business owner who is also the quintessential marketer. Out of the blue a few months ago I received a phone call from Dick who needed some menus printed. But he started by saying "I'm looking for a partner who will work with me and give the attention I'm looking for to help me grow my business." How refreshing... I'm in!



So what have Catamount and Archie's worked on together?

Not only do we print his menus but we redesigned them for easier reading and **stronger branding**.

I introduced Dick to the value of having his website **mobile-optimized** so his customers could read his menus easily from a smartphone. He liked the sound of that!

We added a **QR code** to his menus and table tents so patrons could access his menus from their smartphones for quick and easy take out ordering.

His **Facebook** page is gaining in popularity and accessible and readable via a smartphone due to his mobile-friendly site. Building his brand!

Dick envisioned a **birthday promotion** offering a free meal on one's birthday! We designed and printed the certificates. In only two months it's a HUGE success!



The result? Business is way up and Dick is asking what to do with the nearly 1000 email addresses he's collected through his promotions. Good problem! Nearly 1000 fans who he can begin nurturing into Raving Fans who'll return more often and tell their friends. Nice success story.

The moral of this story? Just when you thought a business couldn't be more ubiquitous than selling burgers and fries, the owner of this small business steps outside his comfort zone and embraces today's new marketing mediums with all the right stuff. There's hope for the rest of us.

How might your success story unfold? You never know, but it can take off with the right tools and connections. Contact me if you're looking for a marketing lift as well.

*Tom*