



Turonis Case Study

Full-Service Marketing Campaign

At a glance

Turonis, a well-known local restaurant, partnered with VIV to completely revamp their online presence. Their previous website, built over 10 years ago, was outdated and lacked the necessary tools to engage modern customers. VIV helped launch a robust digital presence, offering a full suite of services, including social media management, listings management, website development, SMS marketing, and paid advertising campaigns.

Key metrics

Mirrolure was able to drive the following results in a short amount of time.



2.99M+

Impressions Generated



50,186+

Map Requests



100,500+

Calls For Orders



1099 Stahl Rd Newburgh IN, 47630



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3,000+ Clients Nationwide

CHALLENGES



- An outdated website that no longer served the needs of their growing business.
- Minimal online visibility and engagement through social media and online directories.
- No streamlined approach to digital marketing, including paid advertising, SMS marketing, or effective listings management.

SOLUTIONS



- **Website Development:** VIV designed a modern, user-friendly website for Turonis, tailored to drive more engagement and provide a seamless experience for customers.
- **Listings Management:** With VIV's listings management, Turonis is now accurately represented across all major search engines and local directories, making it easy for customers to find them.
- **SMS Marketing:** A targeted SMS marketing strategy was implemented to keep regular customers informed of offers and events, increasing customer retention and engagement.

BENEFITS



1

Improved Reach

Through VIV's listings and social media management, Turonis reached nearly 3 million people through their listings alone, generating over 188,139 actions such as calls and clicks, drastically increasing customer engagement.

2

High Conversion Rates

The revamped website, paired with paid advertising campaigns and SMS marketing, drove significant traffic, with over 58,630 clicks from Google listings and 105,000 calls from the website. The seamless user experience has led to increased conversion rates and more restaurant visits.

3

Increased Foot Traffic

The listings management, along with driving directions provided by both Google and the website, resulted in a combined 50,186 driving directions requests, helping customers easily locate Turonis' physical locations.