

# Client Spotlight

## How Joey's Restaurants has grown its local visibility across search and social in 6 months

**145%**

Jump in **views**  
on **Google Maps**

**59%**

Impressions  
growth on **social  
media**

**121%**

More **direction  
requests** on  
Google

**74%**

Engagement  
growth on **social  
media**

### Overview

Joey's Restaurants is the largest seafood chain in the fast-casual Canadian market, offering hand-crafted fish & chips since 1985.

It has since expanded into a multi-brand franchisor for Joey's Seafood Restaurants, Joey's Fish Shack, and strEATS Kitchen.

"With over 35+ years in the business, we rely on contemporary marketing tactics to maintain our local visibility and stay top-of-mind with our customers. PromoRepublic assists us in being discovered and selected by our clients every day."

### Industry

Restaurants

**66 restaurants**

Canada

### Products used

- Social Media Marketing
- Digital Asset Management
- Review Management
- Insights



### Name

Director of Brand  
Development  
at **Joey's Franchise Group**

## THE CHALLENGE

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- **Bring simplicity and automation to franchisees**

With over 60 restaurants open, the company was handling things manually and was looking for a scalable solution for consistent branding across all platforms and franchisees producing their own content.

- **Proactively manage online reviews**

Guest reviews are crucial for winning new customers and being visible on search. So Joey's Restaurants wanted to optimize review management and improve metrics.

- **Provide local experiences on social media**

The company is embracing a hybrid approach and believes its franchisees could bring a unique, local touch to its social media presence. They needed tools for content localization, scheduling, editing, and managing customer communication in one platform to succeed.

- **Easily track performance in one place**

Joey's Restaurants realized that it's critical to track how each of their restaurants is doing on search and social. But they lacked a master data dashboard with real-time data for easy analysis.

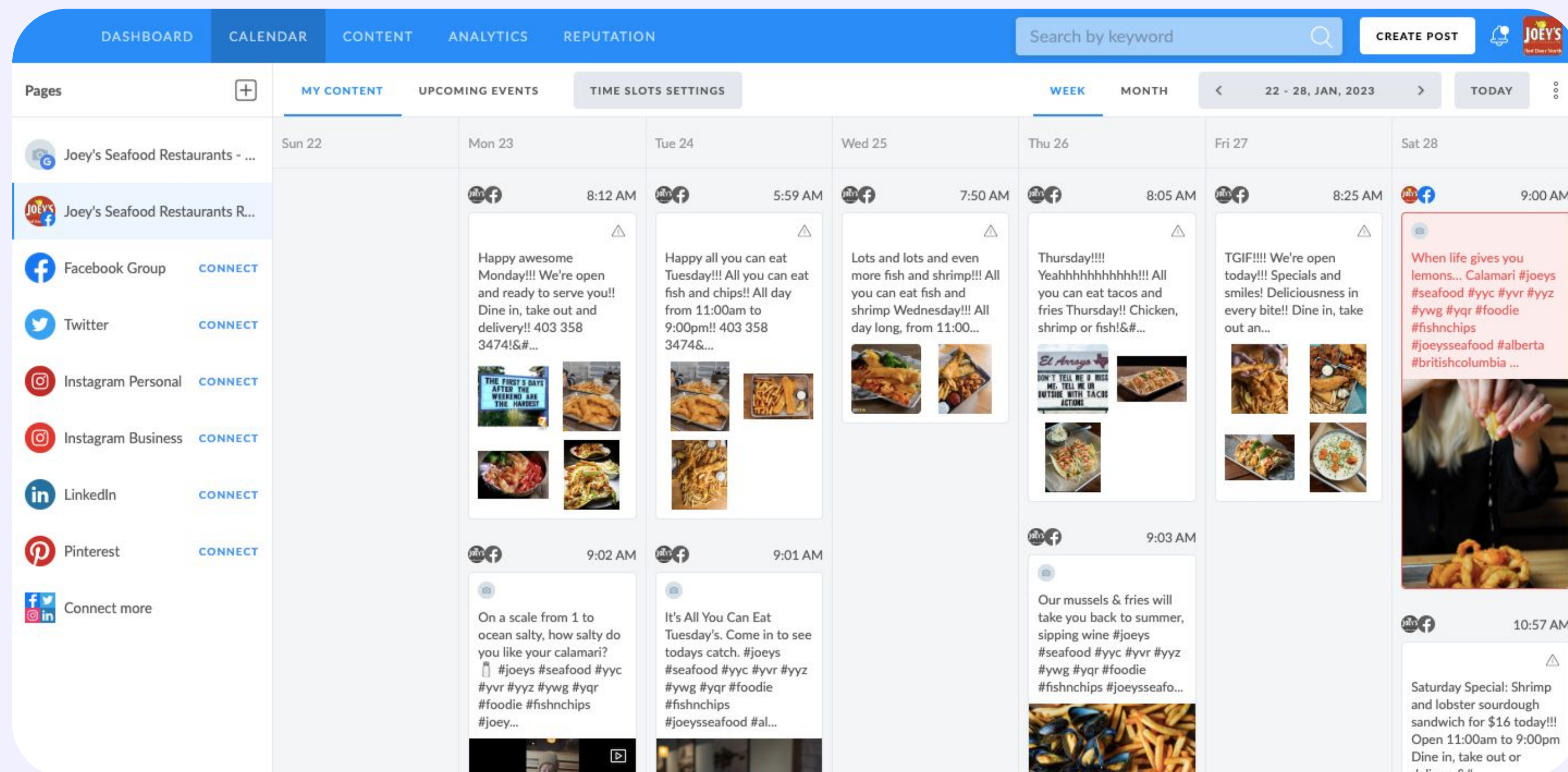
## THE SOLUTION

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Joey's Restaurants has chosen PromoRepublic as their **local marketing intelligence platform** to get more engagement on search and social while improving their locations' online visibility.

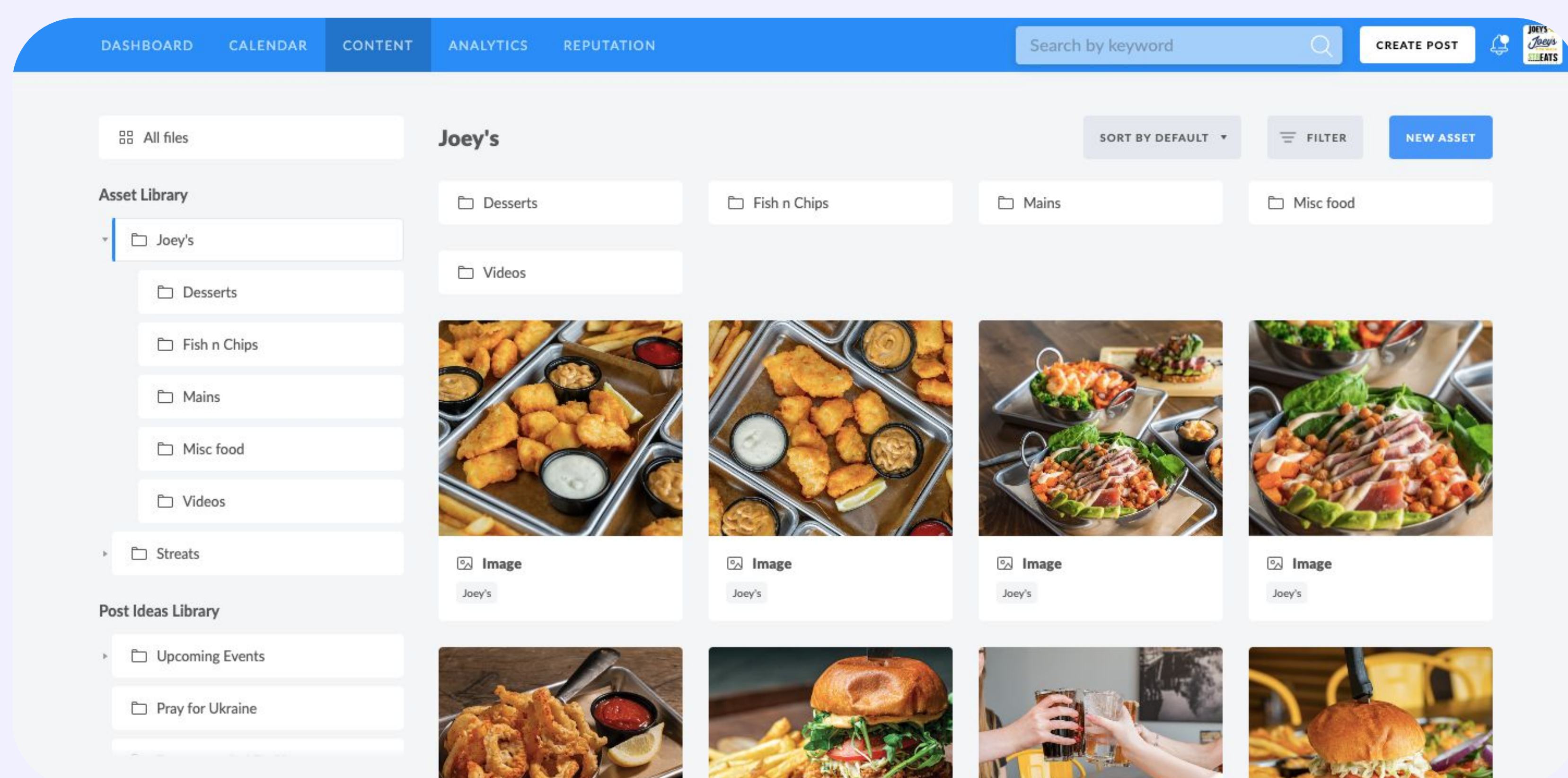
To increase posting frequency and reach more customers, local managers have been using **content library, scheduler, social inbox, and analytics**. A nice bonus is intelligent dashboard which collects and analyzes data on local visibility so the head office could leverage insights to make data-backed decisions and increase revenue across locations.

## • Social Media Marketing



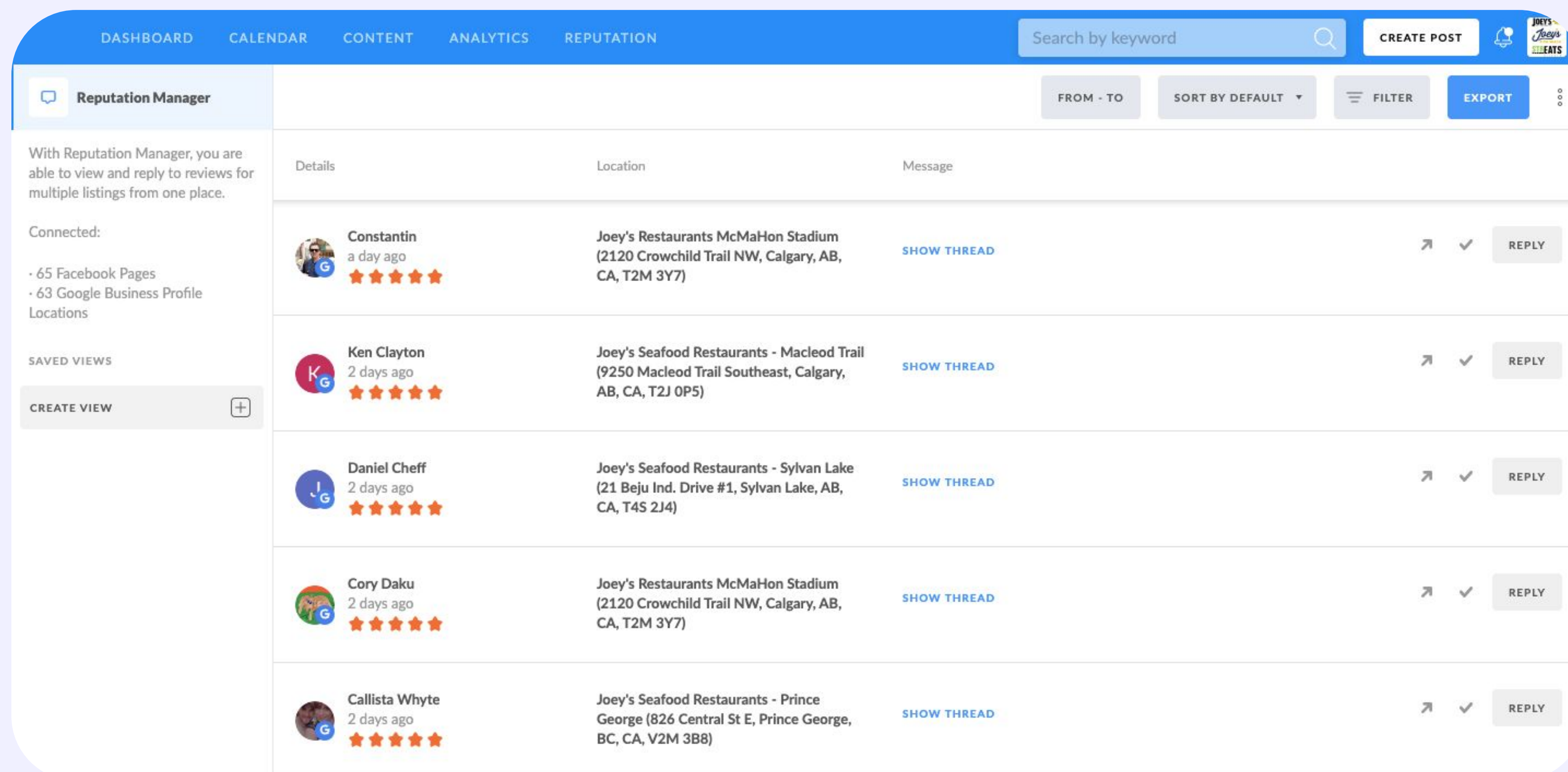
While the head office manages **social media marketing at scale**, local managers save time by scheduling ahead content across all platforms with a single calendar. Such automation frees up time for franchisees to optimize routine tasks and focus on best serving their customers.

## • Digital Asset Management



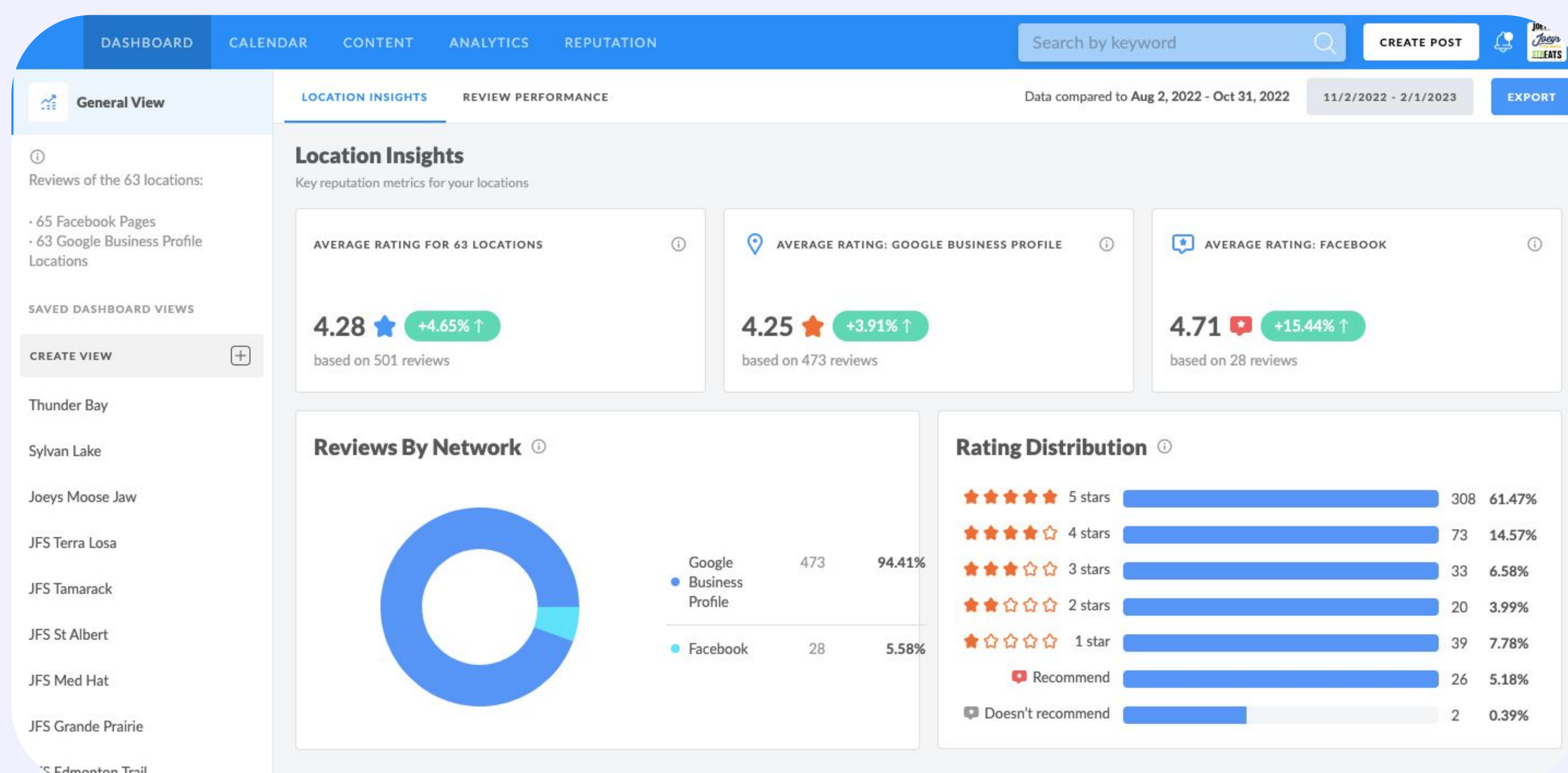
The head office ensures **brand consistency** by uploading, organizing, and distributing content for their entire chain. Franchisees use the platform as a single source of truth for branded content and campaigns, also utilizing pre-uploaded elements for more local approach.

## • Review Management



A single dashboard shows all reviews conveniently collected in one place. This allows managers to handle guest feedback proactively and increase metrics such as **response rate and response time**.

## • Insights



The head office can now **pull out data for any specific restaurant** and compare their locations by performance. By analyzing data generated by customers so they can make informed decisions and grow revenue across locations.