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One day, a local restaurant in S Paulo, "

Xique-Xique Bahian Cuisine," approached us seeking assistance to increase

its sales and market presence. The restaurant had been in business fo

r five years and was well-known in its community for its authentic Ba

hian dishes. However, the owners realized that they struggled to keep up with th

e new competitors entering the market.

To help the restaurant, we first needed to understand their

challenges. We discovered that the restaurant struggled with digital presence, a

nd online testimonials were conflicting. We recommended that the rest

aurant take advantage of BEST-XP's network of partnerships to create an effe

ctive marketing strategy. This strategy included new promotions and s

pecial events tailored to attract new and existing audiences.

We then helped design and implement the marketing plan. Firs

tly, we revamped their social media presence, published positive customer review

s, and utilized compelling visuals and content to elicit engagement a

nd excitement. Secondly, we partnered with local influencers and media personali

ties to promote Xique-Xique Bahian Cuisine. This approach garnered mo

re impressive impressions and sales leads. Finally, we designed loyalty programs

and special offers to drive positive word-of-mouth and recurring bus

iness.

The results were outstanding. Six months following the revitalization s

trategy implemented by BEST-XP, the restaurant realized a 35% increas

e in sales, a 200% boost in online customer reviews, and an increase in Facebook

and Instagram followers. The return on investment was a significant

one, giving Xique-Xique Bahian Cuisine the foundation for continuous growth in t

he years to come.

In order to support and help more companies acquire similar successes,

there are key takeaways and insights from Xique-Xique's experience that

could help others.

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