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# How SunPubs Restaurant Group Grew Target Revenue by 125%



## The Challenge | Predictable Revenue

In the competitive landscape of the restaurant industry, standing out in crowded markets & turning one-stop strangers into loyal patrons is paramount. This case study explores how SunPubs, a Tampa-based waterfront restaurant group overcame these common challenges **and created a scalable approach to cultivate customer loyalty, drive dine-in traffic, and build sustainable recurring revenue.**

Seeking to amplify sales across its diverse portfolio of bars and restaurants, **SunPubs identified opportunities to engage customers and increase foot traffic during the upcoming peak season.** With the objective of supporting these potentially revenue generating upcoming holidays with a cost effective marketing channel, the chain began its search for a solution that would align with its business goals.

Through strategic implementation of on-site marketing enrollment and targeted campaigns, SunPubs achieved remarkable results.

## The Solution | Engage Target Audience

Partnering with GoZone, the restaurant chain seamlessly integrated Marketing4WiFi into its operations, offering guests complimentary Wi-Fi access and enrolling thousands of patrons into revenue generating loyalty programs. This provided SunPubs with a comprehensive database of customer contacts with pre-determined interest in the restaurant, enabling targeted communication and personalized marketing campaigns to an engaged audience that's likely to dine-in if asked.

Utilizing Marketing4WiFi, the restaurant chain orchestrated a series of strategic promotions tailored to each brand's offerings and holiday specials. From enticing Christmas Dinner Plates to irresistible New Year's Day Taco Specials, the chain deployed targeted email and SMS blasts to captivate customers and drive traffic to its establishments.

## The Results | Breaking Sales Records

The impact of the group's Guest Wi-Fi marketing initiative was profound, as evidenced by the remarkable growth in targeted sales growth across its four restaurants:

- **Caddy's Waterfront Dining:** Sales of the Christmas Dinner Plate **surged by 94%** from 2022 to 2023.
- **Mad Beach Cantina Brand:** The New Year's Day Taco Special witnessed a staggering **125% increase in sales.**
- **Grove Kitchen & Lounge:** New Year's Eve Revenue saw a commendable **20% growth** from 2022 to 2023.
- **Sculley's Waterfront:** Sales of the kids eat free offer skyrocketed, with **increased add-on sales** from larger families.

## The Conclusion | How Other Restaurants Can Learn

By leveraging Marketing4WiFi, the restaurant chain surpassed its holiday sales targets, achieved unprecedented growth and ultimately found an effective marketing strategy that can be implemented in the future to cultivate recurring revenue from engaged local patrons that are more likely to convert (and cheaper to obtain) than traditional advertising audiences.

The success of the tropical restaurant chain's mouthwatering marketing initiative highlights the revenue cultivating potential of loyalty programs and the power of engaging customers on-site with cost effective lead-generation channels like Guest Wi-Fi.

### If you're looking to implement the same success for your restaurant:

- Leverage cost-effective marketing channels (like Guest Wi-Fi) to engage on-site customers and promote loyalty program enrollment.
- Turn one-stop strangers into loyal patrons with enticing limited time offer promotions and branded messaging that excites.
- Identify key recurring opportunities and events that could provide tangible revenue growth from additional foot traffic.

**GoZone Helps Restaurants Engage Customers & Grow Revenue**



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Scan to Discover Results for  
Your Restaurant.

Over the course  
of the holiday  
season;



Successfully  
Engaged Customers  
via Branded Guest  
Wifi Experience



Added 10,000+  
On-Site Customers  
to Comprehensive,  
Fresh Database



Engaged Enrolled  
Customers  
with Marketing  
Promotions



125% Growth in  
LTO Revenue &  
Increased Customer  
Retention

