

# COPPER GROVE INCREASES CUSTOMER REACH THROUGH INNOVATION VOUCHER FUNDED PROJECT



## BACKGROUND

Copper Grove is a modern Irish bar, restaurant, bed and breakfast, and event venue located in Bandon, Co. Cork. With a warm, welcoming atmosphere and hearty meals served from breakfast to dinner, it is the perfect location to visit as you pass through the gateway to West Cork. Copper Grove has two function rooms catering to 150 guests for all occasions. They also offer a wide range of accommodation, hold live music events, and show live sports on their three large screens.

## THE NEED

Copper Grove is renowned for its warm, friendly atmosphere and excellent customer service. To further enhance their customer relationships and to reach new customers, Copper Grove decided to apply for an Enterprise Ireland Innovation Voucher to undertake a Digital Marketing Project. Copper Grove worked with CIT's MSc in Digital Marketing Strategy students to improve Search Engine Optimization for the company website, carry out a Google AdWords Campaign, and improve their social media offering.



## THE SOLUTION

Digital Marketing lecturer, Zahid Aslam, and students from the MSc in Digital Marketing Strategy visited Copper Grove to assess their digital marketing needs and took ownership of the company's digital marketing to carry out the following analysis:

**Initial Keyword Research & Google AdWords** – Implemented a series of keywords to the website for improved SEO and enhanced organic searches for the website. Created advertising content and tracked performance.

Results – Improved SEO rankings and website search results. Enhanced click through rates of 3% for food and 8% for function room advertisements.

Future Recommendation – Continuous keyword and search monitoring. Develop a new and improved website with added security to further improve results. Continuous Google AdWords campaigns as it is a low cost high yield initiative.

**Social Media** – Implemented Facebook campaign and gained Facebook insights and analytics. Set up Twitter account for the business.

Result – Increased activity across views, actions, likes, recommendations, and engagements and posts which all reached over 3%.

Future Recommendation – Set up a LinkedIn page to for further customer reach.

**Training** – Training on all analysis was provided to staff to ensure that they could continue the campaigns implemented during this project.

## BENEFITS OF THE ENGAGEMENT

Copper Grove has succeeded in reaching new customers and improving customer relationships through increased engagement. A recent post for the business received 870 likes, 857 comments and 935 shares. They now enjoy up to 32,000 post views on Facebook every week. Donal Kelleher, Company Owner said of the engagement, "We are in a much stronger position than 12 months ago, and we wouldn't have gotten to where we are without the guidance and support of CIT's staff and students".

**"WE HAVE HAD A FANTASTIC, PLEASANT, AND ENJOYABLE EXPERIENCE WORKING WITH AN EXTREMELY PROFESSIONAL AND WELL EDUCATED TEAM IN CIT. WE ARE LOOKING FORWARD TO TAKING THE BUSINESS TO THE NEXT LEVEL AND ARE OPEN TO FURTHER ENGAGEMENT WITH CIT."**

**- Donal Kelleher, Copper Grove.**

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