

Happy February to you all!

My name is Chantaille Ash and I have been brought on to our Boom + Batten team as Guest Relations Manager, and as part of our Social Media Marketing team. I monitor and engage with guests on all of our many social media platforms; Instagram, Facebook, OpenTable, Google, Tripadvisor, and via email. I look forward to presenting monthly summaries and analytics reports regarding our social media platforms and guest engagement.

We have had 164 OpenTable reviews come in throughout the month of January 2021 and I have responded to every one of them. Our overall OpenTable rating is at 4.5 out of 5 stars, with 95% of guests saying they “Would Recommend” us. Our January 2021 rating comes in at 4.7 stars. Our highest rated categories come in as Food, Service, and Ambiance at 4.4, 4.5, and 4.7 respectively. This matches our Google analytics as our highest scoring key attribute to our restaurant is we are “popular for dinner”. Evidently, Executive Chef Matt has done a superb job of creating unique and delectable dishes that appeal to and enhance our guests’ dining experiences. We have had 36 Google reviews that have all been responded to for the previous month with an average rating of 4.2 stars. I have engaged with 13 guests over email regarding positive experiences and constructive feedback.

In efforts to increase our social media engagement, we partnered with Kharma Salons to run a promotional contest on Instagram awarding one winner with a gift package, including a gift card for Boom + Batten. This contest ran from January 1st 2021 until January 31st 2021, and we gained an additional 1,824 followers, increasing our overall Instagram following from 3,708 to 5,503 followers. For our Facebook engagement, we have 1,616 overall likes and 1,789 overall followers, with a rating of 4.6 out of 5 stars. Both our Facebook and Instagram accounts have an overall increasing trend of engagement which will surely continue to increase with our upcoming spring and summer patio season.

Please find all our analytics for the month of January 2021 attached. I look forward to continuing to present monthly summaries and analytics reports to show our increasing engagement and rating/recommendation trends!

My very best wishes,

Chantaille Ash

REPORT

INSTAGRAM

1,824 new followers
through Karma promo

FACEBOOK

1,616 likes all time
1,789 followers all time

OpenTable Reviews Answered

164

Rating 4.5 Stars | 95% Would Recommend

FOOD 4.4

SERVICE 4.5

AMBIANCE 4.7

JANUARY RATING 4.7

Google Reviews Answered

36

Rating 4.2 Stars

"POPLUAR FOR DINNER"

Emails Sent

13

*Positive Experiences + Constructive
Feedback*

Facebook Rating

4.6

Out of 5 Stars

2021

Report by Chantaille Ash

For the month of January