



A Marcus Lemonis Restaurant



ABOUT MLG

Marcus Lemonis started MLG in June of 2016 with the vision of infusing art, food, and wine in an elegant setting near Lake Michigan in Chicago. The menu includes bar fare like homemade pizza and higher-end entrées, such as seafood, steaks and chops, with a variety of healthy options. There are over 500 bottles of wine, and an art showcase area that features revolving pieces with new themes.

TARGET AUDIENCE

We carefully identified prospects based on several audience profiles to isolate the ideal customer for MLG. We then launched a multi-touch marketing campaign to engage this highly targeted audience.

ACTIVITY BY CHANNEL

	Impressions	Leads
Direct Mail	15,000	703
Email	10,077	76

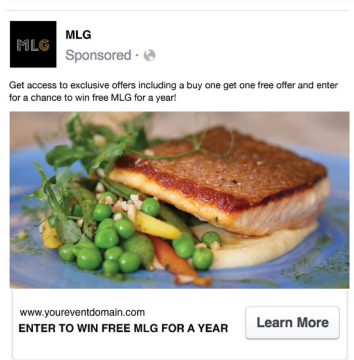
OMNICHANNEL MARKETING STRATEGY

Personalized direct mail with variable foil, and personalized plastic card.



Mobile Optimized Email

Facebook & Instagram



850 UNIQUE RESPONSES

5.67% RESPONSE RATE

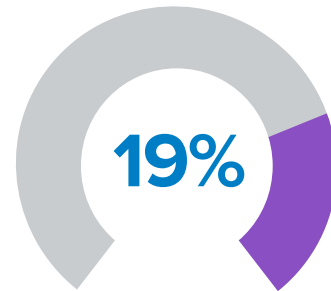
20,077
MARKETING IMPRESSIONS

REDEMPTION



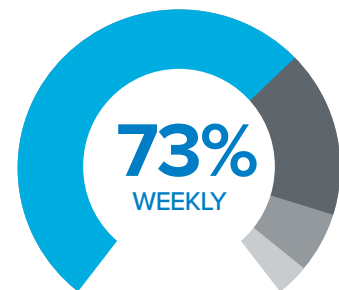
■ 158 REDEMPTIONS ■ 779 LEADS

NEW CUSTOMERS HAVE YOU DINED AT MLG BEFORE?



■ 621 YES ■ 144 NO

DINING HABITS HOW OFTEN DO YOU DINE OUT?



■ 49: DAILY ■ 561: WEEKLY
■ 133: MONTHLY ■ 24: A FEW TIMES A YEAR