



Dim Sum Station

570 Conversions Achieved

The Challenge

Dim Sum Station, with branches at Promenade and City Junction in Penang, faces the following challenges:

- 1. Inconsistent Customer Experience:** Variations in food quality and service between branches, particularly at the City Junction location.
- 2. Limited Online Visibility:** Minimal digital marketing efforts, relying heavily on word-of-mouth to attract customers.
- 3. High Competition:** Operating in a highly competitive food scene with numerous dim sum options available.

The Solutions

1. Enhanced Online Visibility:

- Optimized Google My Business listings for both branches with accurate information and high-quality visuals.
- Targeted keywords such as "best dim sum Penang" and "Dim Sum Station near me" to rank higher on search engines.

2. Improved Customer Engagement:

- Launched social media campaigns to showcase signature dim sum dishes and promotions.
- Partnered with local food bloggers and influencers to drive traffic and build awareness.

3. Standardized Service and Quality:

- Conducted staff training sessions to ensure consistent food preparation and customer service across branches.
- Introduced a customer feedback system to address concerns promptly and improve the dining experience.

The Results



570

Conversions

28.5%

Conversion
Rate

8.7%

Click-Through
Rate (CTR)