



Lhong Tou Dim Sum

1,555 Conversions Achieved

The Challenge

Lhong Tou Dim Sum, while renowned for its handmade dim sum and vibrant dining experience, faced challenges such as:

- 1. Limited Online Visibility:** Difficulty reaching a broader audience due to the absence of a strong digital presence.
- 2. Long Wait Times:** Peak-hour crowds leading to potential loss of customers.
- 3. High Competition:** Operating in a competitive food market in Penang.

The Solutions

- 1. Enhanced Local SEO:** Optimized Google My Business listings and targeted high-traffic keywords like “best dim sum Penang.”
- 2. Social Media Campaigns:** Leveraged visually engaging content to highlight fresh, handmade dim sum and partnered with food influencers.
- 3. Streamlined Customer Flow:** Introduced pre-booking systems and improved peak-hour operations to enhance the dining experience.

The Results

