

# How a Small Business Grew Its Site Traffic

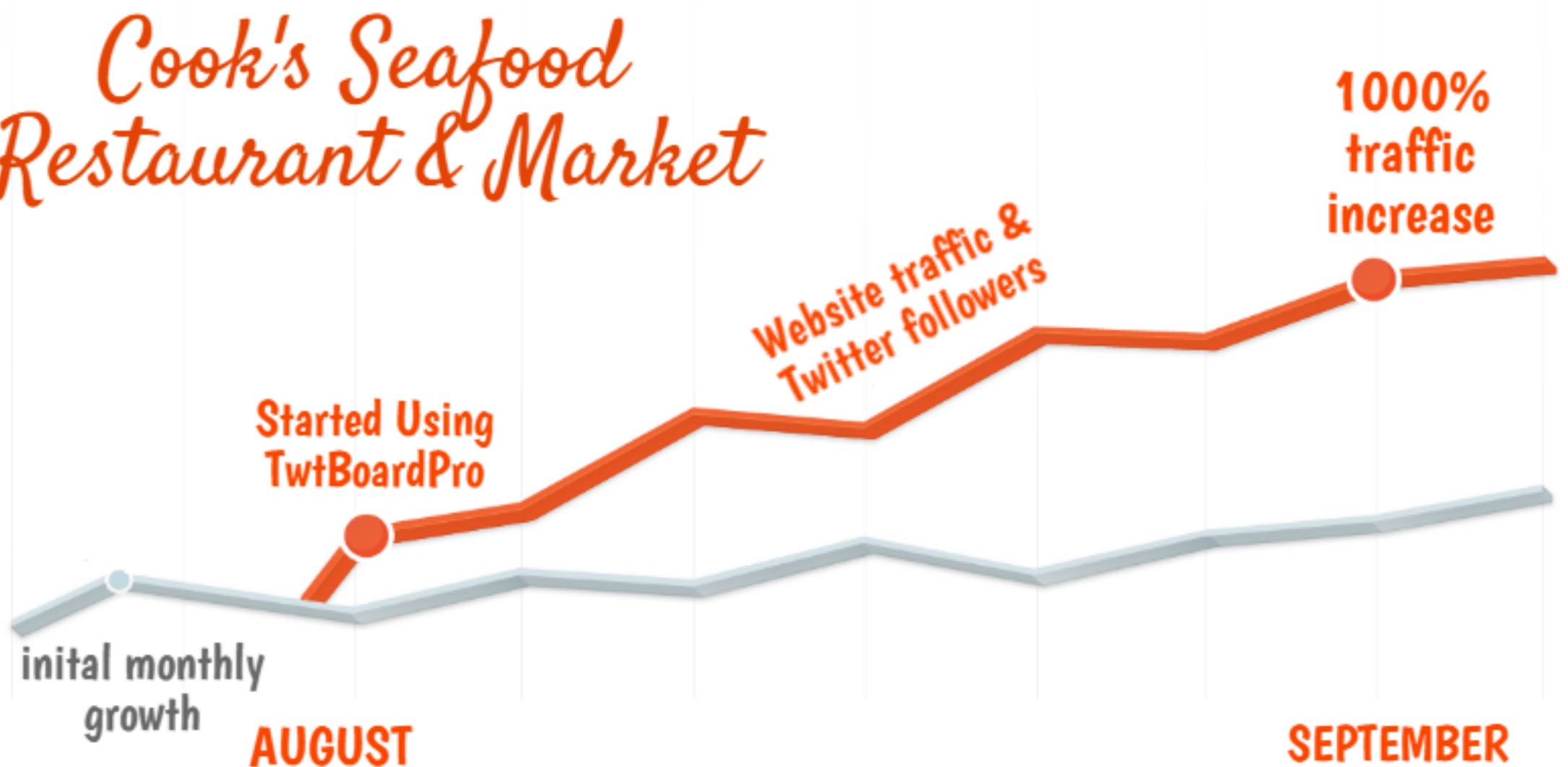
By  
**1000%**

180% Increase in Twitter  
followers in 30-days

30k Visitors  
in 30-days

100% Happy &  
Satisfied

*Cook's Seafood  
Restaurant & Market*





*“SocioBoard Team drove an extra 1000% visitors to Cook’s Seafood network in just 1 month and that number is still growing!”*

*“It felt really superb seeing the blue line rising in Google Analytics. All those people herding to a website, and engaging with the brand. When I was using all my time and energy to cope up with the interactions, I was omitting around the office with just an idiotic smile on my face.”*

*-- Owner, Cook’s Seafood*

So how actually did we do it? How did we turn a barren site into a hotbed of traffic and activity?

In this case study, we'll show you what exactly we did and justify how it drove large volumes of traffic to the site. If you replicate what we did, there's no reason why you can't achieve similar success.



# The Problem

**“Cook’s Seafood- A full-service fresh fish market and restaurant”**, approached us for a consultation as it was clear that – regardless of their great remarkable recognition among people and the sheer volume of incoming links to their properties – still they were not satisfied with the share of organic search traffic they actually deserved. The reason behind this was something off with their social media marketing and they couldn’t understand what it was.

## The Results

In merely 30 days, we were able to drive an extra 30k visitors (formerly the figure was somewhere around 20-30 visitors a month) to Cook’s Seafood Restaurant & Market’s web properties through organic search and Twitter, the social media Giant. If it is compared to the PPC ads expend to bring this great big number of new and unique visitors, it’s would have at least cost them more than \$1,000,000!





## The Challenge: Starting Out With Twitter

The popular fish market and restaurant “Cook’s Seafood” offers their customers a large variety of Seafood treats. Cook’s Seafood has been cherished by customers in the Menlo Park area for more than 87 years. Until few months back, they didn't really go all out with their marketing efforts. Their marketing mainly entailed word-of-mouth, and organic search. Though these channels are great and requisite, they craved for something more that can assist them in reaching out to every existing and potential customer not only in Menlo Park but across the world.

Additionally, they’re in need of such a channel that would let them get connected with their customers. Because, in today’s competitive world, it’s very much crucial to be in touch with the existing and potential customers as well.

Initially, they weren’t sure how to use Twitter for benefitting the business. Sumit Ghosh is the Founder of SocioBoard and this is how he and his team used TwtBoardPro, a SocioBoard’s Product to harness the power of Twitter to their business.

He suggested a 3 “**M**” approach to start with Twitter.

**Monitor-** “Using Twitter search to know what Twitter users were actually talking about Cook’s Seafood, its goods, its dishes, and its competitors.

**Mingle-** “Get involved into the conversation/discussion and get mingled with user who’re talking about Cook’s Seafood and their seafood needs, using @replies or DM”.

**Measure-** “Know how people are getting engaged with Cook’s Seafood, figure out the engagement rate. Use the complete and comprehensive picture of your Twitter participation and audience engagement.”



## Flourishing with SocioBoard

The main pain point of Cook's Seafood was striving to get connected with customers and acknowledging them. All they needed was a platform that would help them to stay connected with their esteemed customers and help them to take their business to next big level.



*“SocioBoard has helped us to sail our business smoothly always and it has also helped us to skyrocket our Twitter followers without any hassle, while making sure that the followers are 100% relevant. Our website traffic from Twitter used to be close to nil or simply scratch each month. However, thanks to the latest followers and with the impeccable help from TwtBoardPro, our traffic from Twitter has skyrocketed. Within the first month of using SocioBoard’s twitter marketing tool, our Twitter followers went up by 180% and our website traffic from had traveled up to 1000%.”*

*“The type of growth and success we were looking for so long, got from SocioBoard’s TwtBoardPro. Scheduling our tweets, automating replies & re-tweets has helped us a lot to get new followers on Twitter and direct them to our site. TwtBoardPro, a smart twitter marketing software has not only given us lots of Twitter followers, but also oodles of new customers.*

“SocioBoard helped us grow our website traffic by 1000%. Using SocioBoard and its associated products like TwtBoardPro has made the task of enhancing our social media presence almost very easy.”

If the case study of Cook's Seafood has inspired you to start your own, contact us today!

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