Building Relationships with Quality-Crafted Content Programs

Case Study: Content Engagement Center

When your content marketing program is cohesive, relevant, and supremely well-designed, the impact is powerful. Our content, marketing, and digital experts know your industry; we craft custom programs that drive engagement and deliver on time and to goal.

Learn how Fourth, a leading provider of cloud-based forecasting and cost control software for the hospitality industry, worked with the Restaurant & Food Group to build brand awareness of its innovative Restaurant & Hospitality technology solutions.
Client Objectives

Fourth is a leading provider of cloud-based forecasting and cost control software for the hospitality industry. Fourth's primary goal was to build brand awareness of its innovative Restaurant & Hospitality technology solutions. The secondary goal was to generate new leads, with an emphasis on American companies in Casual Dining, Fine Dining, Table Service, and Quick Service industries.

Our Solution

Nation's Restaurant News worked with Fourth to develop a Restaurant and Hospitality Technology Solutions Resource Center. This gated platform served as a central destination for Fourth's content; prioritizing the user experience by surfacing relevant assets for deeper content consumption, while measuring every aspect of user interaction to enrich the data intelligence of registered leads.

Campaign Results

The three-month program generated 543 leads, with registrants averaging 1.8 unique content asset views, and 10.6 minutes time on site. Of the total leads, 37% viewed more than one asset, viewing an average of 3.2 assets, and spending over 15 minutes. While 18% of the total were considered heavy bingers, viewing more than two assets and demonstrating significantly higher intent signals, with an average of 4.5 assets (150% increase) and over 20 minutes spent (89% increase) by comparison to the overall leads for the program.

FREQUENCY

19%
Leads visited more than once on different days

INTERACTION

37%
Leads viewed more than one content asset (18% viewing over two!)

DURATION

20+
Avg. minutes spent on site by repeat visitors and/or heavy bingers

ENGAGEMENT

3.2
Avg. asset views by leads who viewed more than one asset

To learn more about Fourth and their industry leading solutions, visit www.fourth.com

To learn more about how The Restaurant & Food Group by Informa Connect can connect you with the largest, most qualified audience in foodservice and food retail – visit restaurant-food.informaconnect.com.