Coffee Roaster and Café Brews New Business

As soon as Bean & Leaf owner Chris Gallagher heard about Google™ Places, he knew it had the potential to become the primary marketing channel for his coffee and sandwich cafe, and he wanted to ensure his business information was accurate.

CHALLENGE


Gallagher also wanted to expand the company into the wholesale coffee business and let potential wholesale customers know it sells organic, fairly traded coffees and teas.

ACTION

Gallagher immediately verified Bean & Leaf’s listing in Google Places and added details. Monitoring the listing, Gallagher is able to gauge how well the café lives up to customer expectations. Potential customers often pay close attention to other restaurant reviews and use those reviews to make a decision about eating there.

With the reviews in one easy-to-read location, Gallagher can quickly respond to compliments or complaints. “It shows you how important Google Places is because we want to truly reflect the attention we pay to our business to our customers,” he says.

RESULTS

Google Places is really paying off for Bean & Leaf. Gallagher estimates a 10% increase in new customers since the café started using it. “Getting customers through Google makes my job great. It’s incredibly valuable to have all those listing grouped together in one place,” says Gallagher, who credits the positive café reviews as the impetus for attracting new patrons.

The café’s latest wholesale customer found the company through Google and now buys 100 to 200 pounds of roasted coffee per week. “It’s a huge win for us,” he says. “Google Places is the most visible way you can get your name out there to anyone who is looking for anything you offer in your area. To not use it shows you don’t care about marketing.”

As a next step, Gallagher plans to use Google Place’s coupons and events capability to market drink specials and musical guests who play in the café.