



Cloud-Based Website Revolutionizes BBQ Chain's Online Presence

Results

The new website developed by Taylor has revolutionized Famous Dave's online marketing efforts in a variety of ways.

Challenge

Famous Dave's, a popular BBQ restaurant chain with locations throughout the U.S. and several internationally, was struggling with its online marketing efforts. The company's website was cumbersome to update, slowing their speed to market on new offers and making marketing campaigns difficult to time correctly.

Solution

Taylor assessed the current website and evaluated its performance relative to Famous Dave's marketing goals. Our team quickly went to work on a responsive website that was both cloud-based and mobile-focused. The new site was built in less than three months and required zero online downtime of Famous Dave's. When finished, it allowed their marketing team to instantly update content without help from the company's IT resources. The cloud infrastructure also enabled the site to handle thousands of concurrent users, providing a fast and reliable online experience for Famous Dave's customers.



RESOURCE EFFICIENCY

The marketing team is empowered to modify and update the entire website without IT assistance.



SPEED TO MARKET

The company can quickly test new offers and implement entire marketing campaigns online.



BRAND CONSISTENCY

Franchisees now manage their own web pages with brand standards enforced by corporate marketing.