

# Restaurant Hammered by COVID Uses a Chatbot to Keep Revenues Flowing

For 38 years, Cirino's on Main Street built an almost mythical following.

The restaurant's reputation spread throughout northern California.

Customers would regularly drive hours to enjoy a gourmet meal and a Cirino's Bloody Mary in the shadow of the Sierras.

But on March 18, 2020, Cirino's doors shuttered due to COVID. The forced closure nuked Cirino's restaurant revenues.

Fortunately, Cirino's had built a following for their house Bloody Mary Mix over the previous decade. Not only for drinks, but also as an ingredient for cooking.

As 2020 began, Cirino's initiated a website makeover. But the restaurant's closure decimated the planned budget for driving traffic to the updated website.

This left few options for the owners – at a time when growing non-restaurant revenues was even more critical.

Then, through a mutual friend, Cirino's found Chatbot Forge.

Chatbot Forge is a chatbot marketing agency. It blends conversational design with deep technological expertise, and a unique approach to conversational copywriting.

With Cirino's marketing manager, the Chatbot Forge team created a chatbot that would generate new leads and direct sales.

The Chatbot Forge team started with a Facebook ad. This ad teased the prospect with the offer of a series of Cirino's Bloody Mary Mix food recipes.

## Cirino's Bloody Mary Mix

### The challenge:

Cirino's needed scalable and sustainable lead generation – fast.

### The solution:

An automated Facebook Messenger chatbot designed and built by Chatbot Forge

### The results:

Hundreds of leads every month, at a cost of pennies per lead, running almost entirely on autopilot

When the prospect clicked on the ad, the Cirino's chatbot automatically engaged with them. After receiving permission, the bot signed them up to receive recipes for the next 5 days.

Each day the bot invited the prospects to purchase the mix.

The Cirino's chatbot went live November 6, 2020 and immediately began producing results. Jerry, Donna and the entire Cirino's team were blown away – six orders in less than six hours.

Excited texts and emails flew between team members as fast as they could send them. Word of the results spread quickly, reaching across the US and even to Paris.

And the performance continues.

*“The bot results blew us away. It immediately generated sales and give us warm leads. And it continues to introduce our product to potential customers every day – virtually on autopilot.”*

*– Keith Trimels, Marketing Manager, Cirino's Bloody Mary Mix*

Through December 31, 2020, the Facebook ad reached 51,968 prospects for a \$974 ad spend, and generated 2,727 messaging conversations which meant the overarching goal of scalability was met.

But scalability doesn't matter without positive results. And the Cirino's chatbot numbers speak for themselves.

As of December 31, 2020, the Cirino's bot was delivering recipes to 1,134 audience members.

In addition, 660 audience members - who had received the full sequence without purchasing - had been automatically transferred to the Cirino's marketing email list.

Adding \$108 for chatbot software and email transfer automation, the total costs for this period were \$1,082 – which works out to a cost of \$0.62 for each warm email acquired.

But that's not the full picture.

Beyond acquiring those email addresses, the Cirino's chatbot generated \$451 in direct order sales during this period, meaning the bot "paid for" nearly 42% of its own costs through sales.

For years, Cirino's Bloody Mary Mix had failed to convert its Facebook traffic into tangible leads or sales. And as a result, they struggled to grow beyond a small, loyal audience.

Now with the help of Chatbot Forge, they're doing both... at a sustainable and scalable cost.

For a business like Cirino's, that's huge.

And it's a testament to the skills of the folks at Chatbot Forge.