

Success Story

“Our customers can go directly to our website from yellowbook.com ”

“We have placed a coupon online and we have a full page of information to provide our customer’s with our locations, hours, and other important items.”



RESTAURANTS

“Our family owned Bar-B-Q Restaurant is celebrating its 31st year in business this year. Advertising has changed quite a bit over the past 30 years, but we have continued to find value in our Yellowbook advertising.

A couple of years ago, we decided to add yellowbook.com to the advertising we were already doing in the book. Our entire menu was placed on yellowbook.com which is wonderful for not only the customers that are looking for us specifically, but also new customers that are just looking to try some Kansas City Bar-B-Q.

Since Zarda Bar-B-Q is located at the end of the alphabet, we decided that a Premium Ad on yellowbook.com was a necessity for us because it moved us closer to the top of the results page as an advertiser.

Now, finding us online is easy. Our customers can go directly to our website from yellowbook.com which helps to pull them onto our website and away from the competition. We decided this year to upgrade our internet product. This year we have placed a coupon online and we have a full page of information to provide our customer’s with our locations, hours, and other important items.

We are continuing to track our results and are extremely satisfied with the return on investment we have received with our yellowbook.com advertising.”

Stephen G. Zarda
Zarda Bar-B-Q & Catering Co
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