



# A tasty combination to **double table bookings!**



Looking to grow your table bookings? The key might just be in using Really Social and Favouritetable together.

Really Social and Favouritetable have been working closely with restaurants to showcase how their systems can have an even stronger impact on growing table bookings when used together - with The Cherry House nearly doubling booking numbers!



## **Case Study:** How The Cherry House Grew Bookings in a Tough Market Using **Really Social + Favouritetable**

### **Overview**

In one of the most challenging hospitality markets in recent years, The Cherry House needed a cost-effective way to attract new diners and convert online interest into confirmed bookings without having to rely on discounting.

By combining **Really Social's proactive, results-driven marketing support** with **Favouritetable's simple, affordable reservation system**, the restaurant saw a significant uplift in bookings—including growth during traditionally quieter months.



## About The Cherry House

The Cherry House is a well-loved local restaurant known for its warm atmosphere and quality dining experience with changing monthly seasonal menus. With increasing competition and shifting customer behaviour, the team was focused on finding a reliable, budget-friendly way to reach new diners and encourage them to try the Cherry House for the very first time.

## The Challenge

The hospitality sector has been hit hard in recent years, with decreased footfall and tighter consumer spending. Like many restaurants, The Cherry House needed to:

- ✓ Grow table bookings to ensure profitability
- ✓ Ensure they were attracting quality diners prepared to pay full price
- ✓ Increase their presence on all platforms
- ✓ Convert website and google visitors into actual bookings
- ✓ Find solutions that were effective but still affordable
- ✓ Make marketing efforts work harder without adding operational strain

Before adopting **Favouritetable**, customers could only book using a simple form on the restaurant's website—limiting both convenience and conversion and marketing was limited to more traditional avenues such as local newspapers.

## The Solution

The Cherry House turned to Really Social to quickly increase local awareness, focusing on telling the community what made their restaurant special, convincing customers to spend their hard earned money with them rather than other alternatives.

They also chose Favouritetable as a cost-efficient reservation system that integrated seamlessly into their website and Google listings to ensure a frictionless booking process allowing them to compete with the big chains on convenience.

Working together, Really Social and Favouritetable ensured that thousands of new potential customers were seeing The Cherry House every month - driving both awareness and direct bookings. Really Social ran highly targeted local campaigns and Favouritetable ensured there was a seamless booking process to minimise any drop off.

# Results

Even in a challenging market, the combined approach delivered clear, measurable improvements.

## Booking Growth

- ✓ **June:** The Cherry House averaged **64 bookings/month** using only a basic website form and limited marketing.
- ✓ **October:** Despite being a historically quieter month, the restaurant achieved **117 bookings** through a targeted local campaign with Really Social and Favouritetable set up on both their website and Google listing. Strong month-on-month growth even when the market typically slows.

## Increased Visibility

Really Social's marketing efforts ensured that thousands of new people discovered The Cherry House, significantly expanding their audience and driving more reservation opportunities.

## Operational Impact

The team reported that unlike many new systems restaurants adopt, this combination actually worked—because marketing and booking tools were aligned and supported by personalised service.

*"Lots of restaurants get a new system but it doesn't necessarily work. Really Social made sure thousands of new people were seeing us every month, leading to an increase in bookings."*

## Restaurant manager Jordan commented what he loved most was:

- ✓ Support that feels genuinely personal
- ✓ Proactive marketing that drives real results
- ✓ Affordable tools that are easy to use
- ✓ A system that doesn't just exist—but actually delivers

## Conclusion

In a tough hospitality market, The Cherry House not only maintained bookings – they grew them significantly whilst not offering any discounts. October bookings nearly doubled and the restaurant is on track for its busiest Christmas period ever.

By pairing **Really Social's tailored marketing support with Favouritetable's simple and affordable booking platform**, the restaurant saw increased local visibility, higher booking volume, and improved customer convenience.

This case demonstrates that with the right combination of technology and targeted campaigns, restaurants can thrive even when market conditions are challenging.

