

Consulting Report  
 Mt. Fuji Hibachi & Asian Bistro

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**Mt. Fuji Hibachi & Asian Bistro Executive Summary**

This report is set out to reinforce the meaning of 5th Floor Analytics’ efforts to improve Mt. Fuji Hibachi & Asian Bistro’s online presence and efficiency of its digital marketing strategies. The objective for our client, Mt. Fuji, was to increase consumer awareness and improve its previous digital marketing strategies. Prior to our consulting project implementation, Mt. Fuji did not have a website for its Ardmore location. The new website creation for the Ardmore location was our main focus along with a successful Google Adwords campaign that could promote and drive traffic to the new website. Prior to our project implementation, the only social media platforms that Mt. Fuji had was an active Facebook page, Yelp and Foursquare account. Our other main focus was to create an Instagram, Pinterest, and Twitter page as additional social media outlets. In addition to the creation of these social media accounts, we ran a successful LivingSocial campaign to attract and retain new customers.

We began the project with a strong emphasis on improving the Mt. Fuji website and incorporating a successful Google Adwords campaign to launch right after the website was up and running with the new improvements and design. The website Mt. Fuji had running prior to our project was decent but lacked links to social media pages, contained annoying music that ran in the background, a website navigation that needed to be more functional, a boring website design, and no menu for the new Ardmore location. After the completion of the consulting project, we had completely redesigned the entire Mt. Fuji website. The new website included a new menu, new layout and design, new location page for Ardmore, no music, Facebook/Yelp icons, and updated contact information.

Our main objective for the Google Adwords campaign was to raise brand awareness for Mt, Fuji and drive traffic from web search results to the new website. We launched one Google Adwords campaign in the beginning of November after the new website was up and running. We used specific keywords for the campaign such as “Restaurant”, “Bar”, and “Sushi” as required by the client. In order to ensure a cost effective strategy, we were able to reach Mt. Fuji’s target market and gain a total of 80 clicks and over 97,045 impressions. The total cost of the Google AdWords campaign was $25.31. As a result,we feel that the amount of impressions and clicks gained from this campaign have contributed to a significant increase in website traffic and brand awareness for Mt. Fuji.

We believed that creating several new social media outlets would be the best way to promote Mt. Fuji and we were able to yield actual monetary results from running a Livingsocial campaign. We increased our Facebook page likes to 500 and created an Instagram that gathered 59 followers. The Livingsocial campaign ultimately resulted in a gross profit of $7,725 and succeeded in drawing approximately 224 new customers. While we still believe social media to be an important tool for the promotion and advertisement of the company and separate properties, we have found campaigns such as Livingsocial to be the most measurable and successful.

**Client Background**

Mt.Fuji Hibachi & Asian Bistro is a family owned restaurant owned by the Yeungs, and it is a chain in Southeast Pennsylvania with 3 existing locations including Newtown, Ardmore, and Southampton. The first restaurant was established in 2001 and they recently opened a new Ardmore location in Ardmore, Pennsylvania, in 2013. The restaurant offers a wide variety of Japanese and Asian cuisine. The menu consists of sushi, hibachi, and all different types of food that customers can choose from. The location that we (5th Floor Analytics) frequented was the Ardmore location because of how close it was to our offices at Temple University. Our team member Jie Yeung has a personal relationship with the owners of the restaurant and he is actually co-manager of the Newtown location. The Yeung family along with Jie were very helpful in providing information and being cooperative while working on our firm.

When we first came across the Yeung family, they were hesitant to launch a digital marketing campaign, but thanks to persuasion from our team member Jie Yeung, we were able to convince the owners to let us assist them. At first the Restaurant had a mediacore digital presence. T.hey had a website, Facebook, Yelp, and a Foursquare, which we felt was a good start but they needed a more significant presence online. In addition, we felt the timing couldn’t be better since the Yeung family recently opened the Ardmore location. Our team, along with the cooperation of the Yeung family sat down and created a digital marketing strategy and goals and objectives that we both wanted to accomplish.

First, as required by our supervisor Susan Mudambi, we had to launch a Google AdWords campaign. The Yeung family was hesitant in launching a Google AdWords campaign because Mt. Fuji Sushi was already an established restaurant in the greater Philadelphia area, and they felt to bare the cost of a campaign was unnecessary. After we offered to pay for the campaign, and some convincing from Jie were able to successfully launch the campaign.

Next, our team wanted to revamp the existing websites and create a new website for the Ardmore location. That objective was met with some disagreement because the Yeung family liked the websites that they originally created, however we were granted full control over the Ardmore website.

Finally, the Yeung family, along with Jie, wanted to launch a Living Social campaign to boost sales, and increase awareness for the Ardmore location.

Overall, 5th Floor Analytics and Mt. Fuji Hibachi & Asian Bistro were able to accomplish each goal that we implemented. There was only one instance of miscommunication between our firm and the Yeung family because of the website ideas, but we were able to work it out thoroghly and effectively to launch a successful campaign. We at 5th Floor Analytics would be proud and honored to work for the Yeung family and Mt. Fuji if given a second opportunity.