



## Customer Testimonial | D.B.A. Barbecue

### The Challenge

Matt, Managing Partner of D.B.A. Barbecue, needed a marketing strategy to grow the catering side of his business. "With all of the 3rd party delivery services like Uber Eats and Grubhub, the interior of the restaurant is declining. So right now most of our investment is in catering and I knew we needed a different marketing strategy for this different audience."

### The Solution

Matt is a member of NACE, an association for catering and events professionals. Through a partnership with NACE, ThriveHive provides exclusive marketing benefits to members like Matt.

*"It was through NACE that we found ThriveHive. ThriveHive has been guiding us through how to be more visible, shown us the correct way to respond to positive or negative reviews, and more. They have opened up our eyes."*

### The Results

ThriveHive and NACE helped D.B.A. Barbecue:

- ✓ Save time by guiding the team through marketing best practices
- ✓ Increase catering sales with a stronger presence on Google
- ✓ Expand knowledge and try new marketing methods

*"We've had more interaction with our Google page, clicks, directions, and those kinds of items. That's a lot of progress in two months. And that's due to ThriveHive."*

With ThriveHive, D.B.A. Barbecue saw:

**300%**

increase in engagement in just two months

**500%**

increase in catering sales for 4th of July compared to previous year