



# O'Learys

**PinMeTo** | Case Study 2019

# Summary

- Restaurant / sportsbar
- 150+ locations in the world
- O'Learys experienced **month on month increase** in views since they started using PinMeTo.



PinMeTo has helped us ensure that people can always find the closest O'Learys anywhere in the world and that the business information about that location will be correct by setting up proper structures on multiple networks. They've also been an invaluable source of support, insight, and ideas.

*- Johan Knutsson, Digital Manager,  
Social Media at O'Learys Trademark*



# About

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O'Learys is a global chain of sports restaurants, with locations in 13 countries. The concept is targeted at a wide range of customers, both private individuals and business people.

# Challenge

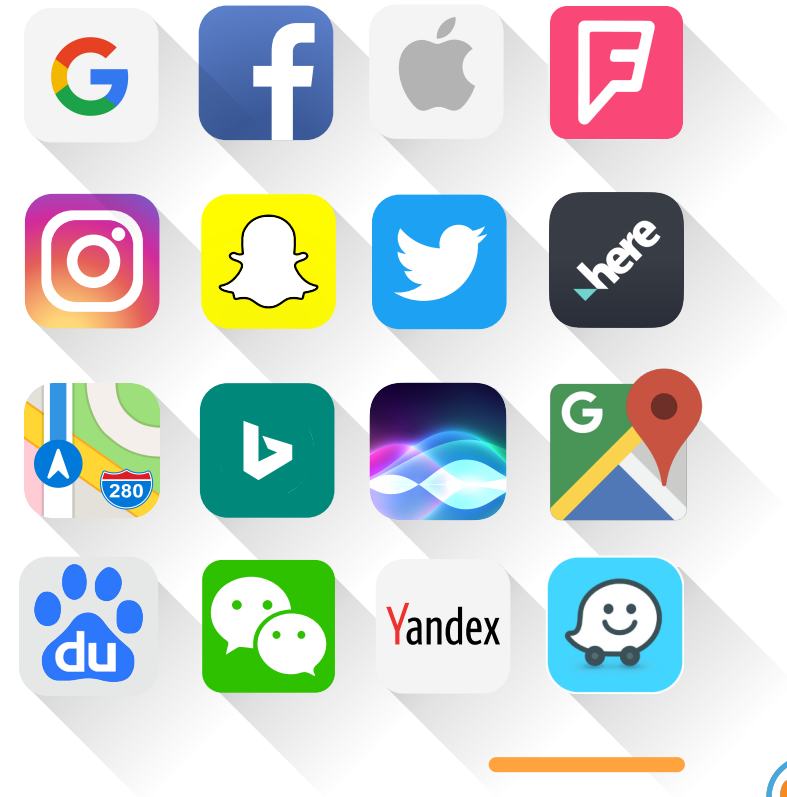
When working in a highly competitive market, and handling more than 150 locations spread all over the world, O'Learys needed a platform where they could control their online presence and engage their fans on a local basis.



# Strategy

First of all, O’Learys structured and corrected all their location so all the information was set up correctly on the biggest networks such as Facebook, Foursquare and Google. On facebook, 371 unofficial Facebook pages was discovered with incorrect information and branding.

O’Learys decided to remove these pages and move 6,562 Likes and 225,981 check-ins to official pages instead. The customers who had “liked” and checked-in on these pages were now properly connected to O’Learys official page instead of to the unofficial pages.

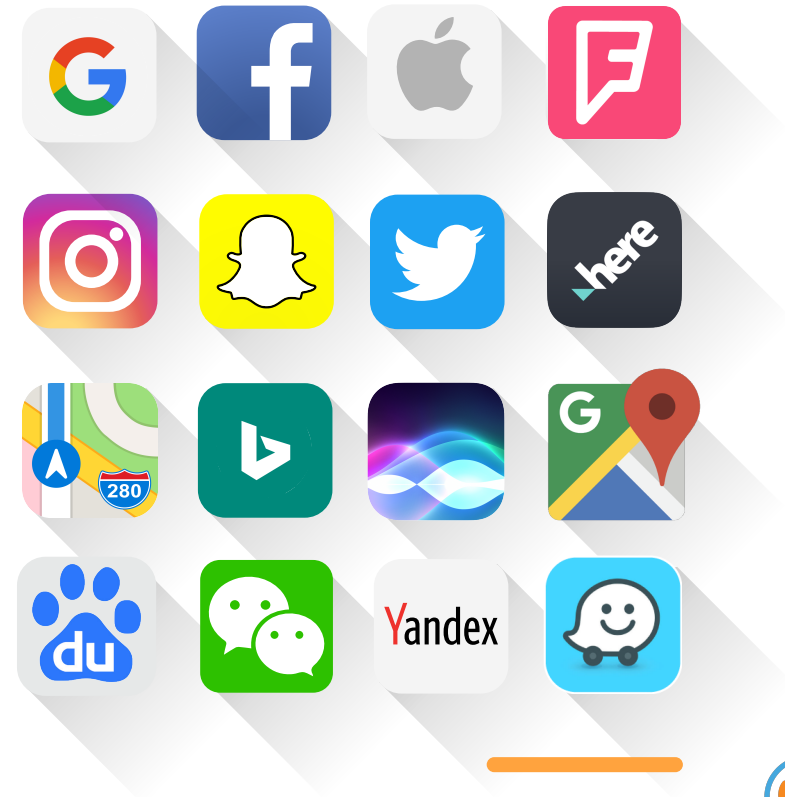




# Strategy

With the unofficial pages removed, O’Learys could focus on building and engaging their local audiences through local posts. They did this by consistently posting locally relevant content on their locations to increase visits and brand exposure.

Not only did O’Learys understand the value of having all of their locations published on the largest social networks, maps, and search engines, they took things one step further and cultivated their local audiences with custom, relevant content.



# Results

Today, O'Learys benefits from not only the increased exposure across multiple networks, but they can be confident of knowing when a customer searches for an O'Learys location they will always find properly branded and up-to-date content with everything they need to know, from address, phone number and opening hours.

Furthermore, the decision to promote locally has created a large and engaged audiences who helps spread the O'Learys brand by sharing content, "check-ins", and "likes".

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# Results

O'Learys strategy of acting locally has also reaped benefits in terms of location "likes" and "Check-ins" on Facebook. Over the last year, they have on average 20,000 new check-ins per month, and an increased number of "likes" on locations to nearly 250,000.

When it comes to Google and Google Maps, O'Learys experienced month on month increase in views since they started using PinMeTo. These increases include Google searches where "O'Learys" was searched for specifically (direct searches) as well as categorical searches such as "sports bar" or "pub near me" (indirect searches).

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“PinMeTo has helped us ensure that people can always find the closest O'Learys anywhere in the world and that the business information about that location will be correct by setting up proper structures on multiple networks. They've also been an invaluable source of support, insight, and ideas.

With their help, we've seen incredible growth across our digital channels and they are constantly suggesting new ways to make the most of our viral and organic marketing.”

- Johan Knutsson, Digital Manager – Social Media at O'Learys Trademark





PinMeTo

# Contact?

Hello@pinmeto.com

