



Coffee Roaster and Café Brews New Business

As soon as Bean & Leaf owner Chris Gallagher heard about Google Places, he knew it had the potential to become the primary marketing channel for his coffee and sandwich cafe, and he wanted to ensure his business information was accurate.

CHALLENGE

Gallagher thought a free page in Google Places would help customers find his New London, Connecticut-based café. “Google is *the* source for information,” he says. “It’s our first line of marketing.”

Gallagher also wanted to expand the company into the wholesale coffee business and let potential wholesale customers know it sells organic, fairly traded coffees and teas.

ACTION

Gallagher immediately verified Bean & Leaf’s listing with Google Places and added details. He ensured the business hours, location, website address, and description were all accurate. He also fine-tuned Bean & Leaf’s description to emphasize its wholesale business. Now, monitoring the listing with the Google Places dashboard, Gallagher is able to gauge how well the café lives up to customer expectations. Potential customers often pay close attention to restaurant reviews and use those reviews to make a decision about where to eat.

With the reviews in one easy-to-read location, Gallagher can quickly respond to compliments or complaints. “It shows you how important Google Places is because we want to truly reflect the attention we pay to our business to our customers,” he says.

RESULTS

Google Places is really paying off for Bean & Leaf. Gallagher estimates a 10% increase in new customers since the café started using it. “Getting customers through Google makes my job great. It’s incredibly valuable to have all those listings grouped together in one place,” says Gallagher, who credits positive reviews as the impetus for attracting new patrons.

Gallagher occasionally reviews the Google Places dashboard to understand how customers find his business. He can easily see how many times his listing appears as a result of a Google or a Google Maps search. He also checks his dashboard’s top search query results to see how many people found his listing when looking for a restaurant. The café has a total of 3,500 impressions (the number of times people have found the listing on Google search or Google Maps) since Gallagher began using Google Places in late 2009.

The café’s latest wholesale customer found the company through Google and now buys 100 to 200 pounds of roasted coffee per week. “It’s a huge win for us,” he says. “Google Places is the most visible way you can get your name out there to anyone who is looking for anything you offer in your area. To not use it shows you don’t care about marketing.”

As a next step, Gallagher plans to use the coupons capability in Google Places to market drink specials and promote appearances by local musicians.

To get a Google Places account for your business, visit www.google.com/places.



Bean & Leaf
New London, Connecticut

SITUATION

- Bring in new customers
- Promote wholesale coffee business
- Ensure customers can find the store

OUTCOME

- 10% increase in new retail customers
- New wholesale customers
- Customers more easily locate business with Google Places directions



For more information about this business, scan the QR code with your mobile phone.