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ou o Cloudracer, um

produto do calendário de desempenho favorecido ao triatleta

profissional vencedor da

medalha de ouro olímpica que Londres 2012 Nicola Spirigs Na (empres) Tj T* B

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One day, a local restaurant in São Paulo, "Xique-Xique Bahian Cuisine,"

approached us seeking assistance to increase

its sales and market presence. The restaurant had been in business for five y

ears and was well-known in its community for its authentic Bahian dishes. How

ever, the owners realized that they struggled to keep up with the new competitor

s entering the market.

To help the restaurant, we first needed to understand their challeng

es. We discovered that the restaurant struggled with digital presence, and onlin

e testimonials were conflicting. We recommended that the restaurant take adva

ntage of BEST-XP's network of partnerships to create an effective marketing

strategy. This strategy included new promotions and special events tailored t

o attract new and existing audiences.

We then helped design and implement the marketing plan. Firstly, we

revamped their social media presence, published positive customer reviews, and u

tilized compelling visuals and content to elicit engagement and excitement. S

econdly, we partnered with local influencers and media personalities to promote

Xique-Xique Bahian Cuisine. This approach garnered more impressive impression

s and sales leads. Finally, we designed loyalty programs and special offers to d

rive positive word-of-mouth and recurring business.

The results were outstanding. Six months following the revitalization s

trategy implemented by BEST-XP, the restaurant realized a 35% increase in sal

es, a 200% boost in online customer reviews, and an increase in Facebook and Ins

tagram followers. The return on investment was a significant one, giving Xiqu

e-Xique Bahian Cuisine the foundation for continuous growth in the years to c

ome.

In order to support and help more companies acquire similar successes,

there are key takeaways and insights from Xique-Xique's experience that c

ould help others:

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pequeno macaco atrevido!" slang": Apessoa no