Case Study:

360° Digital Domination for Al Khayma Rooftop Restaurant

Core Achievement: Created a seamless "Online-to-Offline" ecosystem that captured traffic from both "Dreamers" (Social Media) and "Deciders" (Google Search), establishing Al Khayma as a must-visit dining destination in Marrakech's competitive Medina market.

Headline Impact: Generated over +154,592 total digital interactions leading to reservations, with a massive +4497 people physically requesting directions to the restaurant.

Client: Al Khayma Marrakech	Website: alkhayma.ma	Campaign Period: 1 Oct 2024 – Present	Agency: UPIMPACT Digital Marketing

1. Client Background

Al Khayma Marrakech is a premium rooftop restaurant located in the heart of the Medina, near Jemaa el-Fna.

The restaurant offers a unique concept: "Tradition with a Modern Twist"—fusing authentic Moroccan hospitality with contemporary culinary techniques.

Key Offerings

- **Unique Selling Proposition:** A high-end rooftop experience with panoramic sunset views over Jemaa el-Fna, balancing accessibility with luxury dining.
- **Location Advantage:** Prime Medina location with direct views of Koutoubia Mosque and the bustling square.
- **Ambiance:** Traditional Moroccan décor with intricate Zellige tilework and lantern-lit evening atmosphere.





2. The Challenge

When UPIMPACT began partnership with Al Khayma in October 2024, the restaurant faced several critical challenges despite having a strong product offering:

Market Context

The Marrakech Medina is oversaturated with rooftop dining concepts. Competitors dominate luxury dining keywords, while dozens of smaller riads compete aggressively for walk-in tourist traffic.

Specific Challenges

1. **Visibility Crisis:** Standing out in a crowded market without relying solely on "Jemaa el-Fna proximity" as the only differentiator
2. **Conversion Gap:** High foot traffic in the Medina wasn't efficiently translating into filled tables
3. **Digital Presence:** Limited social media following and inconsistent online visibility
4. **Booking Friction:** No streamlined digital reservation system to capture online demand
5. **Tourist Navigation:** Medina's confusing layout often resulted in potential customers getting lost or diverted by street touts to competing restaurants

Core Objective: Maximize table reservations by converting top-of-funnel social traffic and local search intent into direct bookings and physical visits.

3. The UPIMPACT Strategy: Dual-Funnel Approach

A- The "Inspiration" Funnel (Social Media)

Target Audience: "Dreamers" scrolling from home or in their hotel, planning their Marrakech experience

Strategy:

- **Visual Identity Transformation:** Shifted from generic rooftop shots to macro-photography emphasizing textures—steam rising from Tanjia, flaky Pastilla crust, intricate Zellige tilework
- **High-Production Viral Content:** Created cinematic Reels showcasing the day-to-night transition, from lunch views to lantern-lit ambiance
- **Strategic Platform Focus:** Short Form Content optimized for virality with trending audio and emotional storytelling
- **FOMO-Driven Messaging:** "Book your front-row seat for this sunset view" approach to create urgency



B- The "Action" Funnel (Google Business Profile)

Target Audience: "Deciders" actively walking the Medina streets, searching for immediate dining options.

Strategy:

- **Local SEO Optimization:** Dominated "Near Me" searches with keywords like "Best Sunset Dinner Marrakech" and "Rooftop Restaurant Medina"
- **Menu Visibility Enhancement:** Uploaded professional high-resolution menu photos directly to Google Business Profile
- **Direction Optimization:** Ensured accurate GPS coordinates and step-by-step walking instructions from major Medina landmarks
- **Review Management:** Leveraged existing 4.8/5 rating and responded to all reviews to boost ranking signals



C- Content Strategy Framework

We implemented three core content pillars designed to drive conversions:

Pillar	Strategy
The Twist	Highlight fusion elements that differentiate Al Khayma
The Vibe	Sell the atmospheric experience, not just food
Social Proof	Leverage the 4.8 rating and user testimonials



D- Frictionless Booking Funnel

- Clear Call-to-Actions: Every caption included explicit instructions: "Click the link in bio to reserve" rather than vague "Visit us" messaging
- Streamlined Contact Architecture: Prioritized direct reservation link while maintaining WhatsApp and phone channels for personalized service
- Hybrid Booking System: Captured both digital-native international tourists and traditional local diners who prefer calling





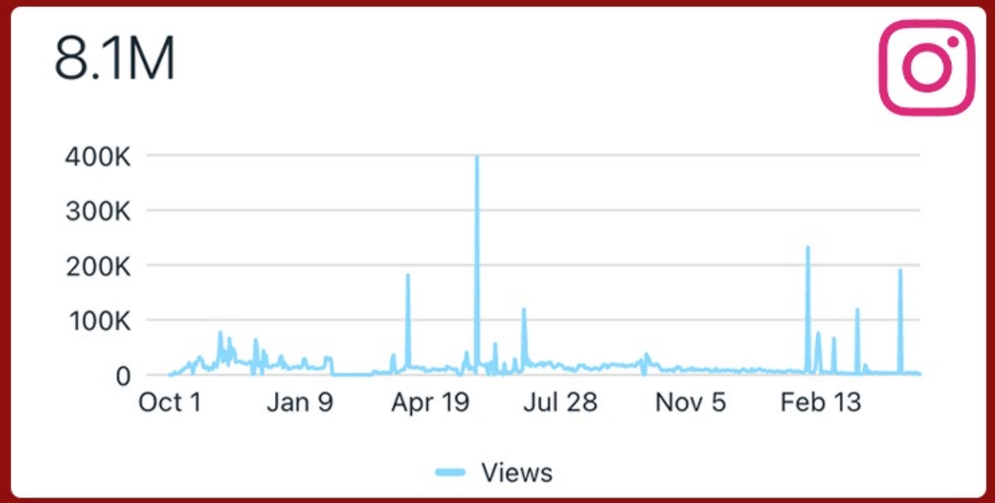
4. Campaign Results

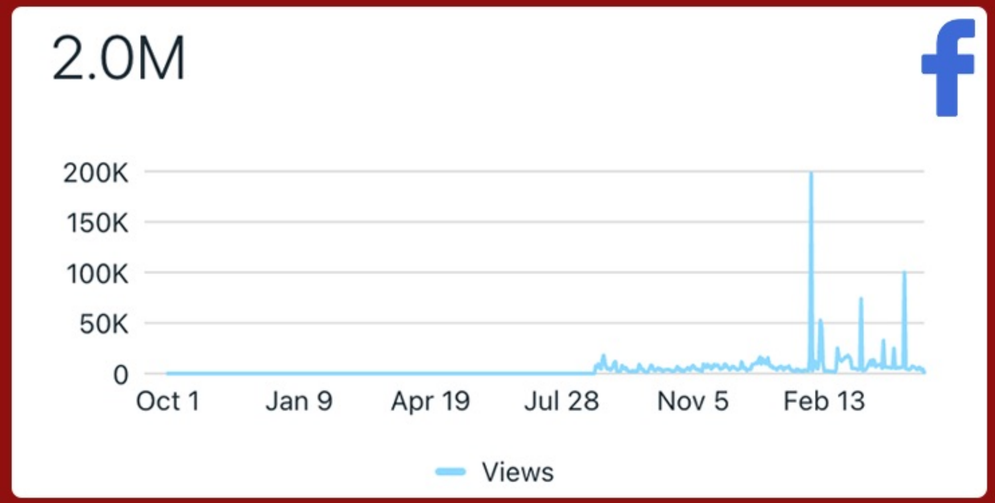
The 4-month campaign (October 2024 – February 2025) delivered exceptional results across all key performance indicators, establishing Al Khayma as one of Marrakech's premier dining destinations.

A- Comprehensive Performance Metrics

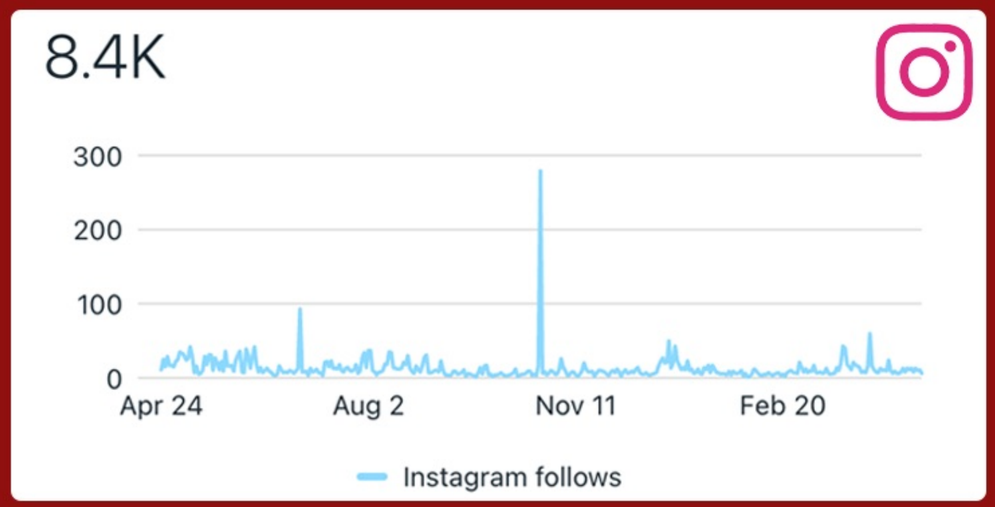
Metric Category	Social Media	Google Business	Total Impact
Visibility	+10,100,000 Views	+12,647 Profile Interactions	Brand Dominance
Website Traffic	+144,293 Link Clicks	+2,173 Website Clicks	+146,466 Potential Covers
Direct Contact	+3,140 Messages	479 Calls	+3,619 Personal Inquiries
Physical Intent	N/A	+4,497 Direction Requests	Real-World Footfall
Community Growth	+10,000 Followers	+1,640 Google reviews	Retargeting Audience

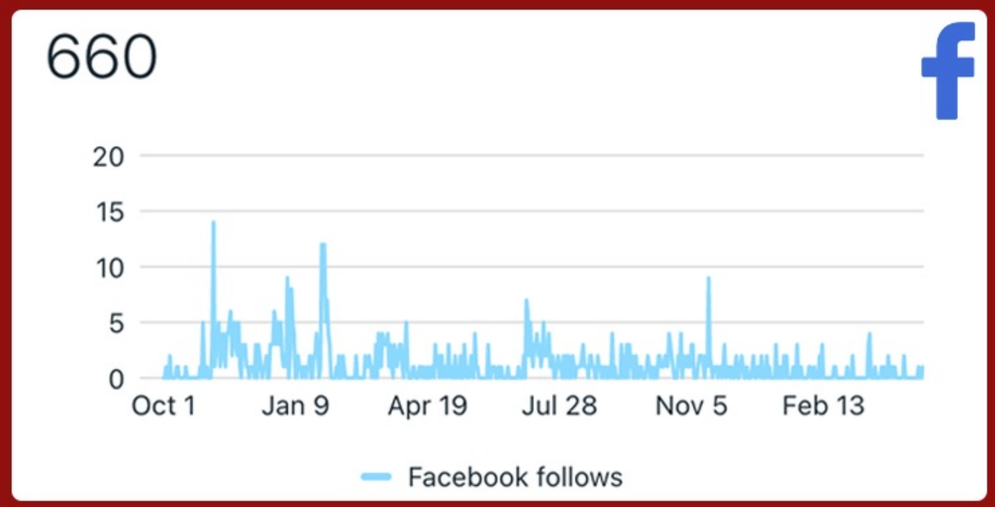
Social Media Views





Social Media Followers





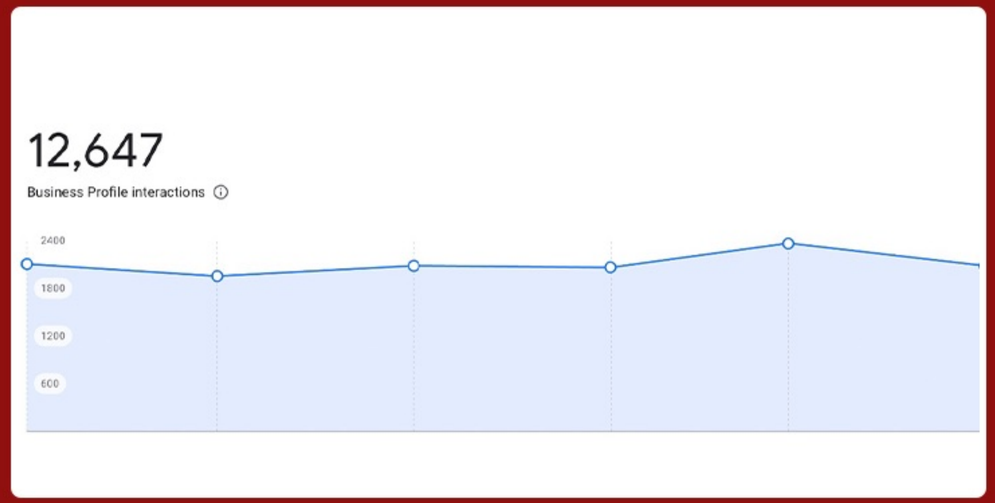
Link Clicks

Amount spent ↑↓	Link clicks ↑↓	CPC (cost per link click) ↑↓
$76.55	5,553	$0.01
$44.11	585	$0.08
$152.92	28,847	$0.01
$10.69	423	$0.03
$151.50	9,291	$0.02
$75.74	389	$0.19
$10.18	5,616	$0.002
$45.35	5,920	$0.01
$52.56	1,796	$0.03
$47.42	3,197	$0.01
$50.79	1,765	$0.03
$5.29	644	$0.01
$1,246.26 Total spent	144,293 Total	$0.01 Per Action

Messages

Amount spent ↑↓	Messaging conversations started ↑↓	Cost per messaging conversation started ↑↓
$17.48	40	$0.44
$17.64	27	$0.65
$276.00	814	$0.34
$38.23	108	$0.35
$5.58	66	$0.08
$4.07	15	$0.27
$102.12	355	$0.29
$178.01	596	$0.30
$5.49	9	$0.61
$127.00	289	$0.44
$90.72	240	$0.38
$15.78	49	$0.32
$1,042.57	3,140	$0.33

Profile Interactions



Direction Requests



Website Clicks



Calls



Google reviews





B- Social Media Performance (Instagram & TikTok)

- **+10,000,000 Views:** Massive viral reach establishing Al Khayma as a recognized Restaurant
- **+144,293 Reservation Link Clicks:** Primary conversion driver, representing users with high booking intent
- **+10,000 New Followers:** Built a loyal community of past and future guests, creating an owned audience for seasonal promotions
- **3,140 Direct Messages:** Personal inquiries for dietary restrictions, group bookings, and special occasions
- **+1,268 Phone Calls:** High-intent immediate bookings from users preferring verbal confirmation

C- Google Business Profile Performance

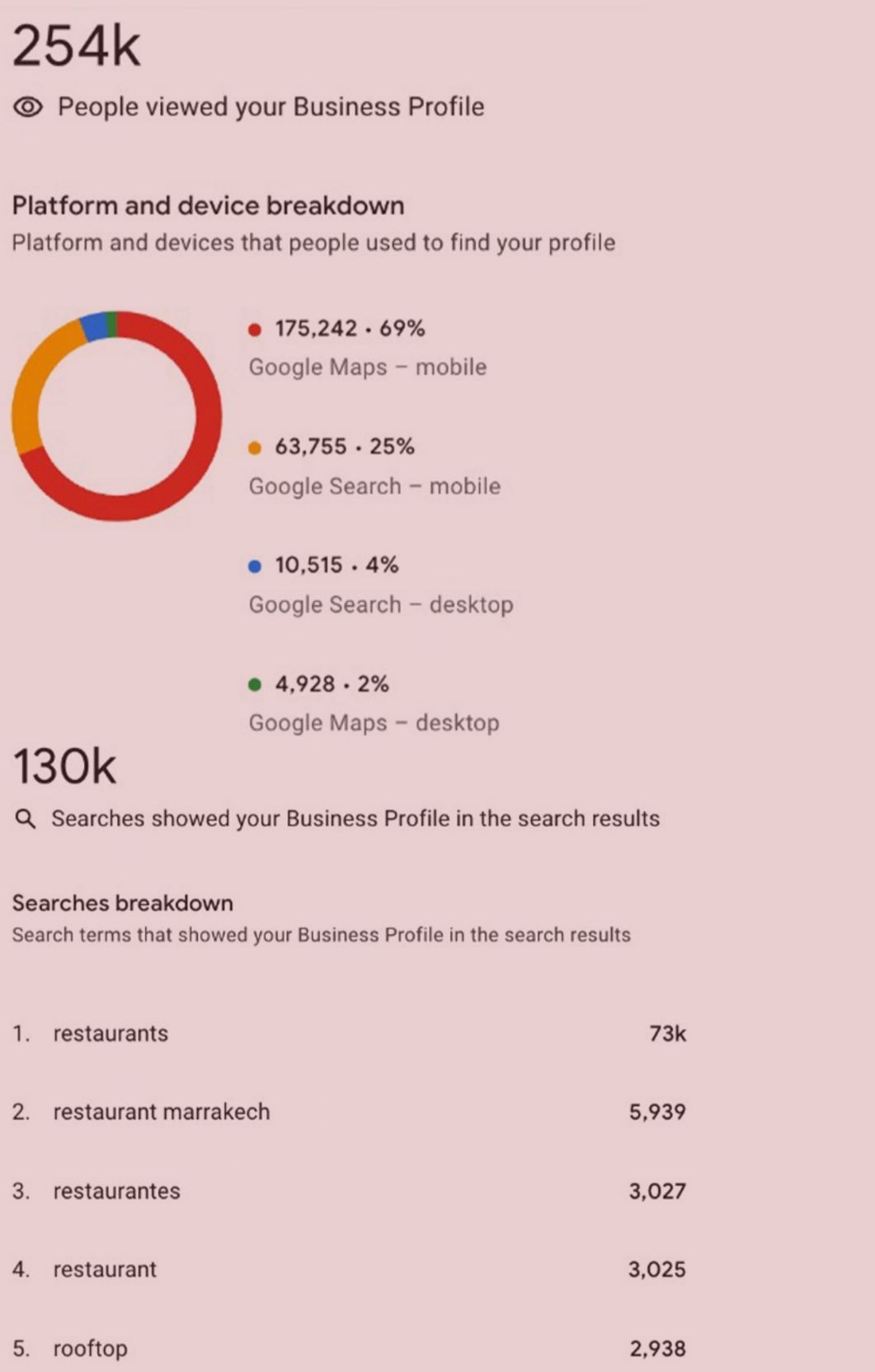
- **+12,647 Profile Interactions:** Total engagement with business listing including views, clicks, and actions
- **+5,405 Menu Views:** Users pre-exploring the menu before arrival, reducing decision time and speeding table turnover
- **+4,497 Direction Requests:** Strongest indicator of physical arrival intent—users actively navigating to the restaurant
- **+2,173 Website Clicks:** Additional traffic from local search complementing social media referrals

5. Key Strategic Wins

A- The "Map Pack" Victory

Dominating Google Maps local search was critical for capturing the walk-in tourist market:

- **+4,497 Direction Requests:** Successfully captured tourists who might otherwise get lost in the Medina's confusing layout or diverted by street touts to competing restaurants
- **+5,405 Menu Views:** Pre-sold customers on the dining experience before arrival, resulting in faster ordering and increased average ticket size
- **Competitive Displacement:** Reduced customer leakage to nearby competitors by providing clear navigation and menu transparency



B- The Social Booking Surge

The social media component exceeded industry benchmarks:

- **1.4% View-to-Click Rate:** Exceptional conversion from +10M views to +144k clicks, demonstrating content quality and audience targeting precision
- **Viral Momentum:** Reels exceeded 500,000+ views, creating organic reach without paid amplification
- **Audience Quality:** +10k follower growth represents high-intent users who actively chose to follow rather than passive viewers

C- The Unified Customer Journey

The dual-funnel approach created a seamless experience:

- **Discovery Phase:** Social media content inspired travel planning and destination research
- **Consideration Phase:** Google Business Profile provided menu details and social proof through reviews
- **Decision Phase:** Clear booking CTAs and navigation tools removed friction from the reservation process
- **Retention Phase:** Growing follower base enabled remarketing for repeat visits and seasonal promotions



6. Business Impact Analysis

A- Revenue & Operational Benefits

While specific revenue figures remain confidential, the campaign delivered measurable business improvements:

- **Reduced Walk-In Dependency:** +154,592 digital reservation clicks significantly reduced reliance on unpredictable foot traffic
- **Improved Capacity Planning:** Advance bookings enabled better staff scheduling and inventory management
- **Higher Average Ticket:** Menu pre-browsing (+5,4k views) led to more informed ordering and upsell opportunities
- **Extended Customer Lifetime Value:** +10k follower base created ongoing communication channel for promotions and events



B- Competitive Positioning

Al Khayma successfully differentiated itself in a saturated market:

- Transitioned from "another Medina rooftop" to "must-visit dining destination"
- Established strong digital presence competing with more established venues
- Created brand equity that extends beyond location-based advantages

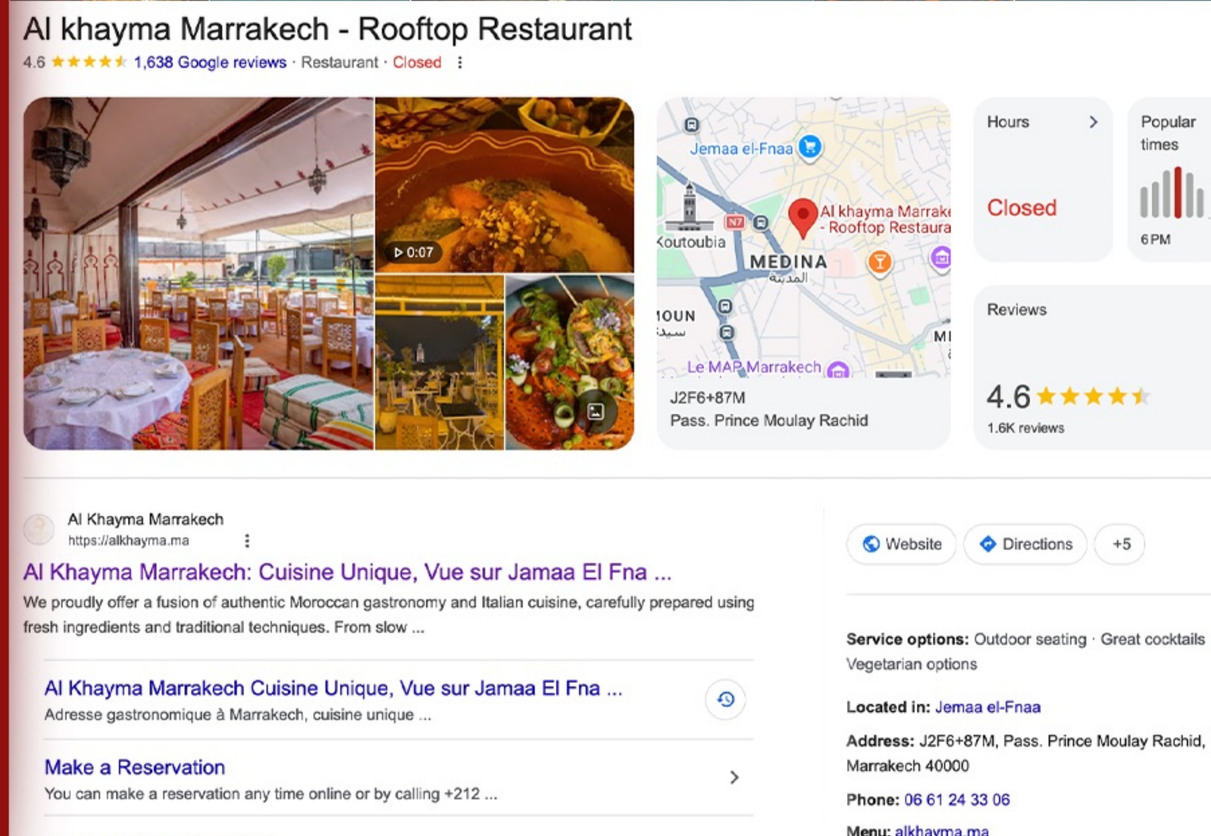


7. Strategic Insights & Best Practices

What Made This Campaign Successful

1. **Platform-Specific Optimization:** Recognized that social media users and Google searchers have different intents, requiring tailored messaging and conversion paths
2. **Content Quality Over Quantity:** Focus on high-production cinematic Reels rather than daily generic posts
3. **Conversion-First Mindset:** Every piece of content included clear, actionable CTAs rather than passive brand awareness
4. **Local SEO Excellence:** Deep understanding of Medina geography and tourist behavior informed Google Business optimization
5. **Data-Driven Iteration:** Continuous performance monitoring enabled rapid optimization of underperforming content





Conclusion

UPIMPACT successfully bridged the gap between digital content and physical dining experiences. By dominating both the Discovery Phase (Social Media) and the Decision Phase (Google Business Profile), we ensured that Al Khayma wasn't just "seen" by millions, but actively "chosen" by thousands of diners.

The campaign demonstrates that modern hospitality marketing requires a holistic digital ecosystem—not just social media management or SEO in isolation, but an integrated approach that captures customers at every touchpoint in their journey.

Campaign Success Factors

- **Strategic Clarity:** A clear objective (maximize reservations) informed every tactical decision
- **Channel Synergy:** Social media and local search reinforced each other rather than competing for budget
- **Conversion Focus:** Beautiful content served a business purpose—driving bookings, not just engagement
- **Operational Alignment:** Digital demand matched restaurant capacity, avoiding negative service experiences

Final Result: Al Khayma transformed from a well-located restaurant into a digitally dominant dining destination, with over 154,592 digital interactions driving measurable business growth and establishing a sustainable competitive advantage in Marrakech's crowded hospitality market.



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About UPIMPACT Digital Marketing

UPIMPACT is a Moroccan digital marketing agency specializing in growth marketing, content strategy, and conversion optimization for hospitality, retail, and lifestyle brands. With expertise in social media management, local SEO, and data-driven campaign execution, we help businesses bridge the gap between online visibility and real-world results.

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