



KEPLER & WILDE

EXPLORE THE EDGE OF MARKETING

NexTable

THE 30,000 FT. VIEW

It's common knowledge, one of the hardest businesses to start is a restaurant. Successful restaurateurs seldomly sleep and seem manage everything all while creating unforgettable experiences. Time is precious and new technology is rarely adopted, making this B2B market nearly impenetrable.

NexTable's offering had to be uniquely positioned and highly valuable to attract the attention of this industry -- and it did just that. The software empowers restaurateurs to oversee multiple restaurants' reservations and coordinate optimal table management while providing advanced analytics to optimize operational efficiency.

STARTUP, B2B | RESTAURANT TABLE MANAGEMENT SOFTWARE

#UI/UX Design, #Brand Development, #Sales Support, #Marketing Support

THE SOLUTION

Create an innovative brand and digital ecosystem that is emblematic of efficient environments, operational excellence, and data-driven optimization. And, like many start-ups before it, attract a billion-dollar company.

Lack of brand identity

Minimal marketing and education efforts

Need for a digital marketing strategy

Competing with Yelp & Urbanspoon's restaurant software

SO WHAT WAS
THE PROBLEM?



NexTable

SUCCESS

Through brand development and marketing, the app is now used by thousands of restaurants of nationwide and was purchased by multibillion-dollar company.

BRAND CREATION

Created a robust brand, digital marketing, and PR strategy

Managed design and development of intuitive and user-friendly UX/UI design for the iPad Application

Lead film, photography, and creation of creative assets

Updated website positioning to attract acquisition interest

SOLD

Zomato, a billion-dollar restaurant review company out of India purchased NexTable along with Urbanspoon and expanded the platform nationwide.

1000+

The app is now being used by thousands of restaurants across the US

MARKETING STRATEGY

Created logo, website, and marketing assets

Developed trade show strategies and created multiple marketing materials

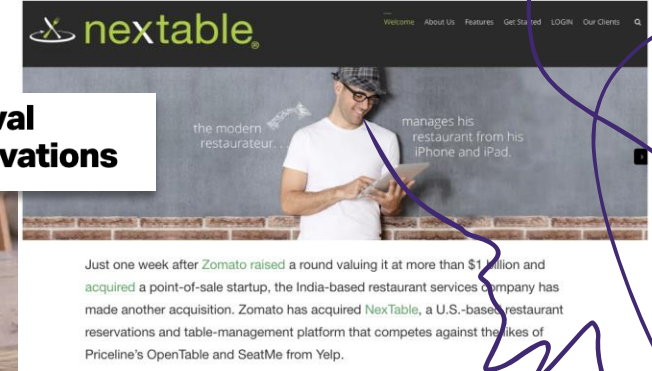
SALES SUPPORT

Developed and designed sales decks and pitch decks

Created training program and over 20+ training videos for onboarding new customers



Zomato Buys NexTable To Rival OpenTable And Yelp In Reservations





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