



Website and Social Media Case Study:

The Wishing Well Tea Rooms

AMT Digital started working with The Wishing Well's new owners in September. Kirsty and Justine took hold of the 130 year old tea room after it came up for sale. The online community was built but neglected. No website, a disused Facebook page and Google Business page with reviews for a variety of ventures not the tea rooms itself! AMT had its work cut out!

AMT Digital conducted a full consultation of The Wishing Well Tear Rooms and assessed that the business required a new website and till system (a digital one), they required till training and installation as well as a new brand image for social media.

In September 2022, AMT Digital started managing The Wishing Well social media (Facebook and Google Business). AMT Digital now:

- New logo and branding
- Produce three to four bespoke posts a week
- Manage reviews and customers with Google
- Designed, printed and laminated menus
- Creates event promotion material
- Manages the website
- Built, install and maintain the company's ePos (till system).

The tea rooms is once again on the map and its posts are being seen within the wider community. In the first month their Google Business was seen 70k times and in the prominent location this led to new customers through the door.

Key Headlines:

50% growth in
Facebook/Instagram followers

52k Engagements per month

ePos Build and Management

Website including ordering
service

Digital marketing

Visit them at - [Tea Rooms | The Wishing Well Tea Rooms | Wilmington \(thewishingwellwilmington.co.uk\)](#)

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