

# Customer SPOTLIGHT

**Range + Rye**  
From Rebrand to Regional Destination



## Reintroducing a Local Favorite to the Community

Range + Rye is a restaurant, bar, and event venue located at Range End Golf Course in Dillsburg, Pennsylvania. Known for its seasonal menus, craft beer selection, and flexible event space, the venue has quickly become a gathering place for dining, drinks, weddings, and community celebrations.



## The Challenge: Rebuilding Recognition After a Rebrand

Range + Rye launched as a rebrand of a well-known local restaurant, introducing a new name, identity, and positioning while maintaining strong ties to the community. Rebranding brings unique challenges. Search recognition must be rebuilt, audiences must reconnect, and marketing must clearly communicate what has changed while reinforcing what guests already loved.

The team needed a marketing partner to help guide the transition and generate measurable growth in both dining traffic and private event bookings under the new Range + Rye name.

### The Approach: A Coordinated, Multi-Channel Marketing Strategy

Higher Information Group worked alongside the Range + Rye team to build a structured and consistent marketing strategy designed to strengthen brand recognition, expand digital reach, and support event bookings.

Support included:

- ⊗ Social media content for Facebook and Instagram
- ⊗ Monthly email marketing campaigns
- ⊗ Website updates and ongoing SEO improvements
- ⊗ Facebook advertising and boosted posts
- ⊗ Google Business Profile optimization and posts
- ⊗ Seasonal promotions and weekly specials campaigns

By creating a steady content rhythm and aligning messaging across channels, HIG helped establish Range + Rye's new identity while consistently promoting dining experiences, events, and weddings.

### The Impact: Strong Search Performance and Event Growth in 90 Days

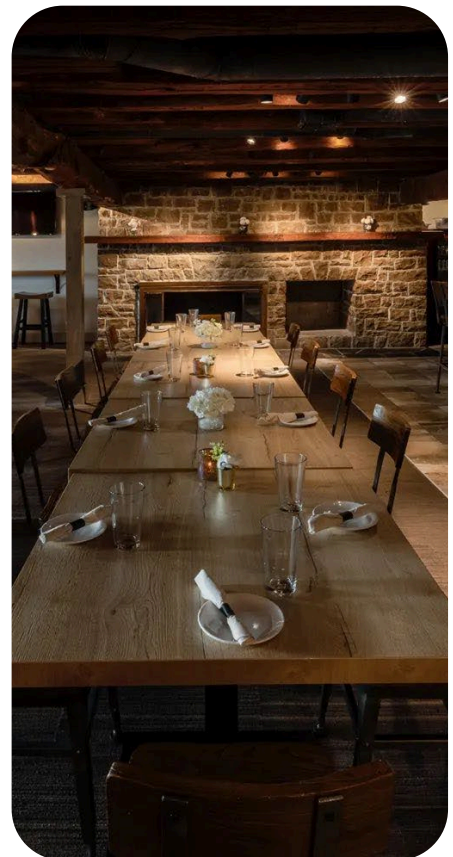
Since the rebrand and partnership with HIG, Range + Rye has experienced measurable growth across social media, search performance, and guest engagement.

#### Social & Digital Growth

- ⊗ Over **225,000 social media views**, representing a **48% increase**
- ⊗ **115% growth in audience reach**, significantly expanding brand awareness
- ⊗ More than **2,700 website link clicks**, a **658% increase in traffic** driven from social media

"HIG has a creative, time efficient, and professional marketing team that meets and exceeds expectations. Since we started working with HIG, our staff has noticed a wide variety of new clientele walk through our doors to dine with us, and our social media presence and engagement has increased significantly."

**Ireland Viscount**  
General Manager  
Range + Rye



- ⌚ Continued follower growth and audience expansion

### Search & Local Performance

- ⌚ **81,000+ Google Business Profile views**
- ⌚ **43,000+ searches** showing the venue in results
- ⌚ Nearly **8,000 direct interactions from search**, including website visits, calls, and directions

### SEO Performance

Search performance has strengthened significantly during and after the rebrand:

- ⌚ Currently ranking for **762 keywords**
- ⌚ **49 keywords now ranking on page one**
- ⌚ Organic traffic has **increased by over 60%**
- ⌚ Achieved **#1 Google ranking** for "Dillsburg event"
- ⌚ Continued upward movement across dining, bar, and event-related search terms

### Event Growth

- ⌚ **Increased private event and wedding bookings** following the rebrand and strategic marketing rollout

This continued momentum across social media, search performance, and event bookings has helped establish Range + Rye as a leading dining and event destination in the Dillsburg area.

Higher Information Group provides outsourced marketing services that help organizations build recognition, engage their audiences, and support long-term growth. From SEO and website updates to social media, email marketing, and digital advertising, HIG partners with clients to deliver consistent, strategic marketing that drives measurable results.

