

Introducing Store By Store, Built For Restaurant Growth

Turn the Pyramid Upside Down... Start At The Store Level.

Store-by-Store – or SxS – is a restaurant consultancy built to drive rapid growth for QSR, Fast Casual and Casual brands store-by-store.

At SxS, we have assembled a team of experienced restaurant marketers who create road maps for store growth – data-driven, actionable, incremental. Our plans are rooted in opportunities exposed by individual store data, but often obscured when data is combined across the system.

SxS is designed to be a partner to the C-suite, brand marketing teams and their agencies, providing insights to inspire current and future customer and marketing initiatives.

Your Growth Partners Should Simplify Your Decision Making, Not Complicate It.

We understand the last thing most CMOs need is more data, so our solution is to simplify and act on the data you already have. That enables better, faster and more confident decision making.

Experience also tells us that we will see patterns across systems, so while the point of origin is the individual store, and individual store plans have value to franchisees and market leaders, these plans can be rolled up into more systemwide strategic and tactical initiatives – the benefits of a granular approach with the power of systemwide support.

Once the program is implemented, we can monitor results and calibrate store-by-store solutions every 90 days against performance.

The Power of People Over Platforms

As a senior marketing decision maker, you have access to hundreds, even thousands, of marketing technology solutions. The challenge is that platforms that collect and aggregate still require you to do the heavy lifting. The SxS difference is simple: the deliverable is not more data, it is actionable plans for growth developed by people steeped in restaurant category experience.

Our team is led by Executive Vice President Jenifer Boyd Harmon, a former EVP/account group director at St. John who led the Zaxby's business for 14 years. Most recently Harmon served as CMO of Ruby Tuesday, and prior to that, she worked for EP+Co on FireHouse Subs and at Denny's restaurants as senior director of advertising. She now manages a team of data scientists, analysts and very experienced restaurant strategists at SxS.

As the former CMO for Ruby Tuesday, Harmon wanted to create a company that married the power of data science applied through the lens of hands-on marketing experience. This results in clear, actionable paths for growth, made possible by unlocking the hidden growth potential of individual store data.

We understand the paradox of managing scale. You have more competitors, multiple lines of business – Dine-In/To-Go/Delivery/Virtual Brands – more media channels, more data, and the expectation to deliver decisive plans driving new guests, increased frequency, and long-term brand value. We provide store-by-store plans for new stores, pioneer markets, downstores, top performing stores, and those unremarkable stores in the middle that have capacity, but need adjustment in messaging or spend.

Common Challenges We Address

- Support quarterly or annual planning
- Invigorate stalled stores
- Turn around down stores or markets
- Support franchisees or market leaders
- Develop predictive or ROI models
- Provide additional customer intelligence

Getting Started

The conversation starts with a 20-minute call to walk you through what we do and learn about your systems and expectations.

From there, we'll propose a 30-day pilot program to demonstrate the growth opportunity for a small group of stores. From there, we apply the approach more broadly, providing growth solutions by store across your system.

Let's talk.