

**Author Info:**

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Date: 2/28/2017

**Considerations**

**Subject:** New Fuddruckers location will be opening on Martinsburg Pike in Shepherdstown

**Situation:** This new burger joint will be open in August, so students and community members need to be aware of their new dining option.

**Audience:** Shepherdstown students and community members of all ages. The audience will become more aware about the poverty and homelessness problems in their community by attending the event.

**Objective:** Inform as many people about the new Fuddruckers restaurant. Get the community hyped for gourmet burgers.

**Key Messages:**

- Fuddruckers serves an array of made-to-order gourmet burgers with unlimited toppings
- Late night hours on weekends and half priced deals on Wednesdays
- Parking, drive through, and take-out counter available
- New dining option for shepherdstown

**Keywords:** Fuddruckers, chain restaurant, made-to-order, burger joint, melt-in-your-mouth, burger lovers, casual dining

**Medium:** A web optimized press release that can be used on various media outlets to get the word out.

Keywords and tweetable quotes have been added to further exposure.

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## **Fuddruckers Gourmet Burger Joint coming to Shepherdstown WV; Restaurant to open in August.**

**Shepherdstown, W. Va (Feb. 28, 2017)** – Fuddruckers <http://www.fuddruckers.com/>, the Texas-based **restaurant chain** known for their **made to order** burgers, is opening its doors near Sheetz on Martinsburg Pike. This new dining option for students will include a drive through, dine-in area, and a take-out counter for meals on the go. The upcoming **burger joint** will be ready to take orders in August, just in time for the new academic year.

“A new restaurant like this is a great opportunity for our town,” said Danny Rodgers, Junior Communication student at Shepherd University, and resident of Shepherdstown. “It shows our town is growing, gives more meal choices to the students, and creates job opportunities that students can take advantage of.”

To attract students to their new location in Shepherdstown, Fuddruckers will be open to late night diners until 2am on Thursdays, Fridays, and Saturdays. On top of that, ½ price lunches will be available from 12-1pm on Wednesday. The **burger joint** will be across the street from the Sheetz gas station, and ample parking and a footpath to campus will be paved for safety and convenience to the students, professors, and community members. Fuddruckers will be a **casual dining** experience serving **melt-in-your-mouth** burgers with unlimited fixings that will satisfy any **burger lover’s** preferences.

Since 1979, Fuddruckers has been offering gourmet hamburgers in which the meat is ground on-site and buns are baked on the premises. Originating in San Antonio, Texas <http://visitsanantonio.com/>, Fuddruckers now has 77 company-operated restaurants and 111 franchises in the United States and across the world. The company headquarters is in Houston, Texas. <http://www.houstontx.gov/>

## Keyword Information:

Below is the evidence I used from Google AdWords to choose the keywords that I chose. As one can see, “made to order”, “melt in your mouth”, “restaurant chain” and “casual dining” had similar average monthly searches, so I picked them in hopes of getting some searches crossed with one another since they were so similar. “Burger joint” had higher average monthly searches (10k-100k), so I used it twice, once in the opening, and again in the body, for better exposure through search engines. Finally, as an attempt to attract a specific niche, “burger lovers” was added to gain the attention of those who really enjoy burgers.

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Average monthly searches for all ideas.  
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Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
made to order	1K – 10K	Low	\$0.78	–	»

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**10M – 100M**

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melt in your mouth	1K – 10K	Low	\$0.01	–	»

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restaurant chain

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restaurant chains	1K – 10K	Low	\$0.87	–	»

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Search terms	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
casual dining	1K – 10K	Low	\$0.99	–	»

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Search terms	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
burger joint	10K – 100K	Low	\$0.45	–	»

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burger lovers

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burger lovers	100 – 1K	Low	\$0.54	–	»