



Sesames on the Lake

ASIAN FUSION CUISINE

A FULL-SCALE DIGITAL MARKETING PARTNERSHIP

Sesames on the Lake

Modern Asian fusion cuisine | Lake Macquarie NSW

How we helped:

In-depth Research • Strategic Planning • Social Media Management • Paid Advertisement • Email Marketing • Campaign Planning • Marketing Support

The Client

Sesames on the Lake is a well-established lakeside restaurant in Belmont, NSW, known for its modern Asian-fusion cuisine, warm hospitality, and relaxed waterfront atmosphere. With a loyal local following and a strong reputation in the Hunter dining scene, the venue offers everything from intimate dinners to group celebrations and private functions.



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The Challenge

Sesames wanted to:

- Attract more local diners during quieter trading periods
- Increase function and event enquiries
- Strengthen their social media presence
- Clarify their positioning across platforms
- Find the suitable day of the week to start opening for lunch



Our Approach

1. Smart Research

We analysed competitors, customers, website performance and social platforms to uncover growth opportunities and guide decision-making.

2. Marketing Strategy & Planning

Using insights from our research, we developed a clear marketing roadmap, including campaign ideas, promotional calendars, event strategies, positioning, and messaging frameworks designed to drive bookings, function enquiries, and local awareness.



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3. Social Media Marketing

We rolled out targeted campaigns, branded templates and content systems to promote dining experiences, special events, and seasonal activations while building stronger engagement with the local community.

What We Delivered

- ✓ Marketing research & growth roadmap
- ✓ Website audit & UX recommendations
- ✓ Booking-focused site improvements
- ✓ Social media strategy & content planning
- ✓ Event & function promotion campaigns
- ✓ Campaign assets for ongoing use





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The Results

Sesames experienced:

- Increased exposure across Instagram and Facebook
- Higher engagement on social channels
- Bookings generated through email marketing campaigns
- Function enquiries coming directly through the website
- Stronger overall online positioning
- Clearer brand messaging across platforms (social media channels, email and printed material)

Why This Worked

- ✓ Local-first hospitality strategy
- ✓ Research-led decisions
- ✓ Conversion-focused design
- ✓ Community storytelling
- ✓ Multi-channel execution





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Client Focus

Our partnership was built to adapt to Sesames' changing business needs, from testing café performance to driving lunch opening, dinner trade and private bookings, while creating long-term marketing foundations.

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