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“We love our jobs. We’re proud that we’ve created a company that enables us to give back to the community and causes that we care about.”



Roz Edison and Kamala Saxton
Co-owners of Marination

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Results provided to Bing by [Marination](#).

18%

increase in
click-through rate

10,000

total impressions (and counting)
since joining Bing Ads



Bing Ads solutions

Sitelink Extensions

Callout Extensions

Expanded Text Ads

Broad Match Modifier

Everyday aloha

Marination founders Roz Edison and Kamala Saxton opened the Big Blue food truck in 2009, serving up Hawaiian-Korean fusion cuisine. What started as a single taco truck has expanded to a brick-and-mortar store, a commissary kitchen, two full-service restaurants and a catering business. But that’s not the end of their delicious, creative offerings. They’re about to let loose Little Blue, a smaller truck that includes shave ice, plus Tagalong, a mobile luau trailer launching in the summer of 2018.

Marinating on marketing

After thinking about a variety of approaches to their marketing, Edison and Saxton recently shifted their promotional strategy by adding digital marketing. Edison and Saxton decided to include Bing Ads to help grow their audience, build repeat customers, and support their catering and luau business. “I want everyone searching for Hawaiian luau within 50 miles to be able to find us,” Edison says. They realize people seek out dining experiences and catering differently now, and Bing Ads is helping Marination engage its target audience. “Working with Bing Ads fuels our fire,” Saxton says. “Our audience isn’t finding us by word of mouth anymore. It’s through Bing. To be honest, when Roz shared the data, I was surprised at Bing’s reach,” Saxton admits. “It’s staggering to me.” Edison adds, “We’re thrilled. We’re already getting an 18% increase in click-through rate, and we just started our campaign.”

