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CitySquares Hall of Fame: Turner Fisheries

As a member of the CitySquares team, I am involved with local businesses everyday and communicate with their staff, owners and managers through a wide range of mediums. When I'm able to visit local businesses in-person and experience their employees, product offerings and overall atmosphere, my inspiration to fight the local fight intensifies.

I was fortunate enough yesterday to have witnessed an ultimate local business experience at Turner Fisheries, a remarkable seafood restaurant in Back Bay of Boston. I often recommend restaurants and businesses to friends, write reviews when praise is due, but when I left my lunch on Monday afternoon, I felt the extreme need to write this blog post and commend Turner Fisheries for the reasons I will explain.

I had entered into a Turner Fisheries Twitter Contest that asked followers to Retweet (resend) a statement about the competition that entered us into winning a free lunch for two. I believe in Twitter contests and I think they work wonders for SMBs, but honestly, I never won a single one.

Within a few days, my losing streak was broken, and I was notified that I was one of the lucky "card-holding" winners for a free lunch for two. I was given the basic instructions to send over my e-mail so I could receive the voucher to get a free lunch. I was personally contacted by Michael DeCanio (Assistant Director of Food & Beverage) with a very brief but concise e-mail that told me how I can redeem my free lunch, the location and the number I needed to call to make to make a lunch reservation. The entire experience was already as unproblematic as can be, which was unlike many social media promotions and giveaways that often end up not even worth the effort.

I went on Monday May 3, 2010 to Turner Fisheries and my meal was fantastic. We did not only receive two free entrees but we had excellent and attentive service throughout the meal. I also want to mention, we weren't just served one course, but our prize included appetizers, sodas and the final icing on the cake; dessert!

I have never been treated so kindly when I was getting something for free. We were not only treated as paying customers but special customers. After that meal, I wished to pass to our readers the code that Turner Fisheries cracked, because to put it simply, they get it!



Turner Fisheries values their customers. It's evident as they actively participate on Twitter, actively run promotions like \$1 oyster and lobster nights and have remarkable serving staff. They know what their customers want and they go above and beyond to satisfy them. In addition to those things, they realize the customers they connect with online are strong influencers on potential and current customers. After my experience, I immediately tweeted about the lunch, and now here I

am blogging about it. I would send out a link to another one of their contests to all my friends and family in a heartbeat just so they could have that same genuine experience at Turner Fisheries, that I had.

They cracked the code: Make sure your each customer is not treated like ‘just another fish in the sea.’

Turner Fisheries knows how important it is to promote their phenomenal products and promotions to their online following because it leads to success and advancement of their restaurant.

Today, I would like to induct Turner Fisheries into the CitySquares Hall of Fame and suggest to everyone to try their crab cakes! They're top notch!

