



Success Story

Inside Groot Hospitality's Marketing Strategy to Scale with Less Tech, Not More



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When it comes to creating unforgettable nights out in Miami, few do it better than Groot Hospitality. As the team behind some of the city's most iconic venues, including Komodo, Casadonna and the famous LIV nightclub, Groot has built its brand on high-energy experiences, standout food and exceptional service.

To help scale that level of hospitality across its growing portfolio of 10+ venues, Groot relies on SevenRooms, not just for reservations, but for CRM, operations, marketing, events and guest engagement.

The result? A masterclass in what happens when you bring your entire tech stack under one roof.

Why Groot went all-in on SevenRooms

Groot's hospitality philosophy is rooted in high standards, and so is their approach to technology. As the group has grown, so has their reliance on SevenRooms as a central platform for powering the guest experience across every location and touchpoint.

"We've used [SevenRooms] for everything, from bookings and events to marketing" says

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Creating email campaigns that convert

At Groot, marketing isn't just about promotion, it's about storytelling. The team uses email to support everything from new venue openings to sushi masterclasses, holiday brunches and Miami Spice activations. Every campaign is built with one goal in mind: to bring guests into the experience.

"With SevenRooms, it's easy to build emails, upload files and host videos and GIFs," shared Gideon.

SUSHI MASTERCLASS

TUESDAY JULY 15 2025

STARTS AT 7PM

\$110

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Gideon. "Anything that's more experiential like a masterclass, brunch activation, or live music, those always perform really well!"

Precision marketing at scale

One of the biggest advantages of using SevenRooms, Gideon says, is the ability to turn guest data into tailored marketing. The team regularly segments campaigns by visit behavior and history, sending [targeted email automations](#) to first-time diners, repeat guests and those who haven't visited in 30 or 60 days.

"We've got things segmented out by first-time diners, repeat guests, 'we miss you' emails," he says. "And for a while we even used [confirmation emails](#) to cross-promote our other businesses."

Guest tagging through [SevenRooms' CRM](#) plays a major role behind the scenes, helping the team identify VIPs, event attendees and campaign responders with ease.

"We have tons of tags: VIP, hot reservation, Miami Spice," he explains. "Anytime we do a ticketed event or use an event widget, we create a tag and it gets linked into the database to guest profiles. We even auto-tag our DoorDash customers, it helps keep everything organized, allowing us to deliver more tailored service and personalized

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Ready to take your marketing to the next level?

Discover how SevenRooms can help your venue improve guest loyalty, streamline operations and drive revenue with an all-in-one CRM, marketing and operations solution. [Request a demo today](#) and see what we can do for you.





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