

CASE STUDY #1: SOCIAL MEDIA IMPLEMENTATION

CLIENT: Restaurant / Food and Beverage

LOCATION: Virginia

TIMELINE: 2013 to present

Challenge: Grow clientele/business/patrons with new customers, continue to engage regulars/current customers, with very limited funds.

Project: Prepared cost effective marketing plan to utilize social media tools - FaceBook, Yelp, and Google+. Implemented FaceBook page enhancements – new imagery, menu, testimonials; post daily lunch and dinner specials; promote Happy Hour details; advertise partner events. Created Yelp and Google+ pages to expand awareness, access, connectivity, and reviews. Manage daily interaction and dialogue with fans, customers, and community.

Results: FaceBook started with 149 likes and 308 check-ins in 11/2014, grew to 1,501 likes and more than 5,250 check-ins as of 07/2015. Yelp and Google+ pages are active, with positive reviews generated and dialogue, giving the location a 4.3 average review rating – up from 3.8 the previous year.