

SOCIAL MEDIA MARKETING CASE STUDY

The Urban Grill House

Online Restaurant



CHALLENGE

Following the 2020 COVID lockdown, The Urban Grill House needed a way to advertise as people still needed to have their favorite meals delivered to them in good time. Especially with physical restaurants being closed and the restrictions on movement.

SOLUTION

I developed a strategy, relevant graphics and video content to share and increase awareness. An Ad strategy for Instagram developed and implemented over the course of the following months. The aim was to create and share visually attractive content that prompted their audience to share. This was accompanied by an effective ad strategy, community engagement and organic traffic.

We also developed a "Share a picture of your meal" campaign, offering incentives to customers that share their experience with The Urban Grill House on social media.

RESULTS

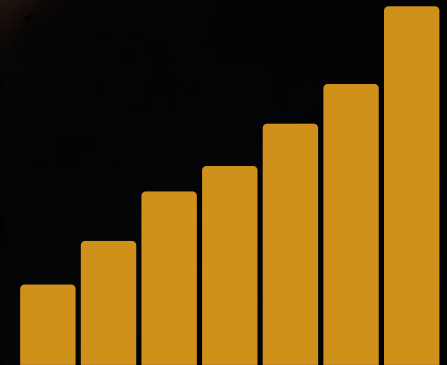
We launched the Instagram marketing efforts and grew the account by 400% in 6 months. We also established a solid and recognizable brand voice and identity.

Our "Share a picture of your meal campaign increased user generated content and organic traffic by over 50%.

Paid Ads were leveraged to attract potential customers and put the brand at the forefront of existing customers.

- WE HAVE OVER 900,000 IN REACH
- WE HAVE GOTTEN OVER 1,000,000 IMPRESSIONS
- WE ARE BUILDING AN INTERESTED COMMUNITY.

3,000



Since the initiation of our contract, we have gained over 2,000 organic followers.

AD RESULTS (1)



Reach: 71,800

Impressions: 140,028

Saves: 479

Profile Visits: 4,201

Follows: 246

AD RESULTS (2)



Reach: 28,368
Impressions: 47,979
Profile Visits: 1,323
Follows: 116
Saves: 161

AD RESULTS (3)



❤️ 1.1K	💬 4	🔖 262
Interactions		
335 Promotion Clicks		
Visit Profile 23% from latest promotion		1,448
Visit Website 16% from latest promotion		31
Calls 0% from latest promotion		2
Discovery		
50,129 People reached 97% weren't following you 42% came from your current promotion		
Impressions 27% from latest promotion		87,610
Follows		110

Reach: 50,129

Impressions: 87,610

Saves: 262

Profile Visits: 1,448

Follows: 110

SAMPLES OF CREATED CONTENT

