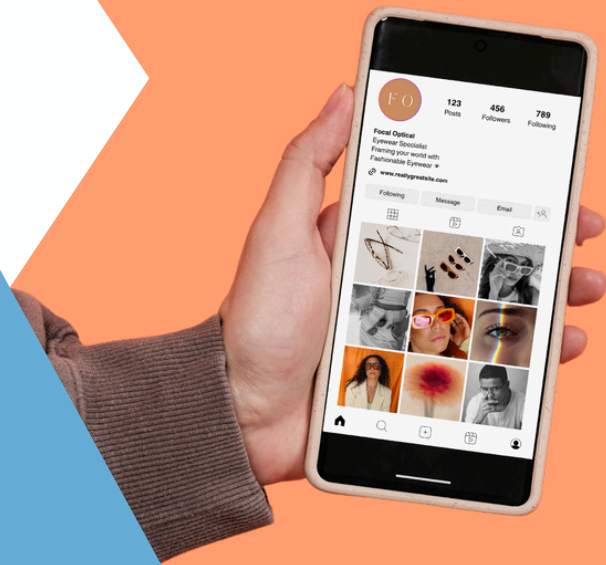


# SOCIAL MEDIA CASE STUDY

How we elevated the brand of a local restaurant/bar & boosted revenue through creative strategies



## Objectives

We were hired to revamp the branding for a popular bar in Wilmington, NC. Their staff was creating content, which kept them connected to the day-to-day vibe but they lacked the know-how to build a strong social media presence. They didn't know how to engage effectively, post at optimal times, or maintain consistent branding. Even the brand's signature font was unknown, leading to mismatched fonts, colors, and content styles across their feed.

We stepped in to demonstrate how strategic planning and consistent branding drive social media growth—and boost patron numbers.

## Solutions

We began by revamping the restaurant/bar's website, establishing a cohesive look and feel using consistent fonts, colors, and the brand's unique train theme. This foundation carried over into all social media content to create a seamless brand identity.

To showcase the venue's personality, we captured professional photos of the bar, its staff, patrons, live music, and everything that made it stand out. We fully immersed ourselves in the brand, always thinking of creative ways to add value.

To drive growth, we actively engaged with followers, launched themed giveaways—like a fall season giveaway

with branded swag producing major engagement—and even organized a supporting photoshoot. For events, we managed everything from designing promotional materials to sourcing prizes for participants.

Regular visits to the location ensured we understood the brand inside and out, staying up-to-date on happenings—a commitment we offer to all clients in NC and SC.

## Highlights

Achieved an impressive **60% organic growth on Instagram in just 90 days**, reflecting enhanced brand visibility and stronger audience engagement.

Increased Instagram **organic reach by 37% to more than 12.6k** in a 3 month period.

Grew **content interactions over 9.8% to 3.1k** in the first 90 days due to creative and compelling content.

Increased **paid reach to 24,634 (2.4k%)** and **paid impressions to over 53,200 (4.5k%)** in a three month period with a budget of only \$200.

Achieved **100% growth in link** clicks to website, resulting in increase in email newsletter subscriptions