

Mexican Restaurant – Case Study

This case study is based on an authentic Mexican restaurant in Gastonia, North Carolina. They pride themselves on fresh ingredients and authentic Mexican food and drinks.

Before

This restaurant tried various marketing strategies and never really saw any significant direct results. They have many specials such as Taco Tuesdays, daily lunch deals, and live music on Fridays, yet they did not know how to effectively promote these events. They did occasional posting, but received very little engagement.

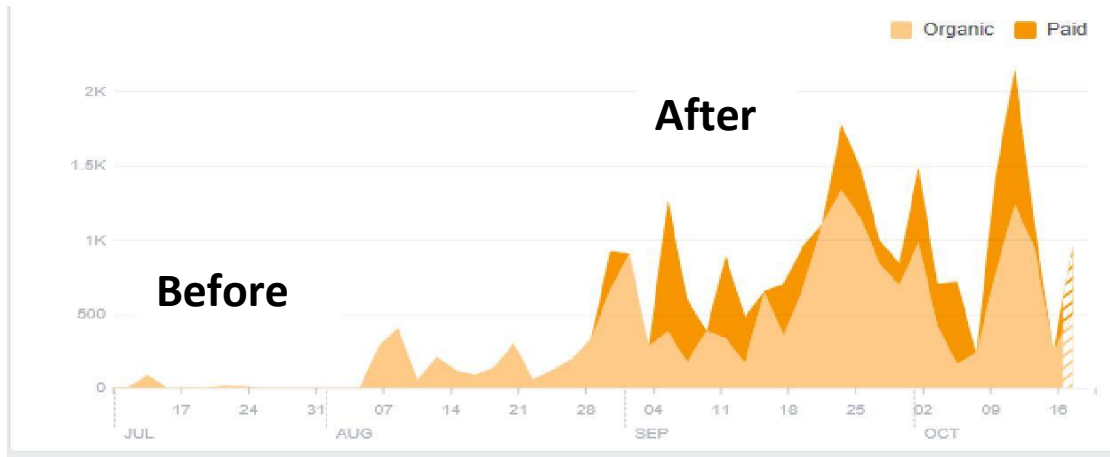
After

Once the team started to manage the page, the page likes began to steadily grow over time. Most importantly the likes are TARGETED based on the area and specific interests.



Page Reach

The REACH continues to increase, meaning more and more people are seeing the page and the posts.



When analyzing the individual posts, overall the reach was low, as well as low, inconsistent engagement and interaction.

					Reach	Engagement
08/22/2017 10:00 am		Today is taco Tuesday. 3Pm to 9 pm			235	15 17
08/21/2017 3:16 pm		Hello friends satrint tomorrow 0 8-22 -17 from 3 pm to 9pm is Ta			471	60 23
08/18/2017 5:25 pm		Hawaiian jumboBurger.			353	5 13
08/16/2017 6:41 pm		Camarones Mexicanos			217	4 4
08/16/2017 12:23 pm		tonia Gas			27	11 10
08/13/2017 8:28 pm		Flor de Azalea			301	5 8
08/13/2017 8:27 pm		Camarones a la Diabla			243	4 5
08/12/2017 12:08 pm		Today's special Pollo Fundido.			371	3 15
08/08/2017 7:33 pm		This evening is perfect for some fajitas!!!			258	5 4
08/06/2017 2:58 pm		Chicken Tortilla soup			397	5 15
08/06/2017 2:03 pm		Chicken Tortilla soup			587	23 28
07/23/2017 1:05 am		tonia updated their website addr			111	5 10
07/14/2017 10:32 am		Good morning friends don't forget to ask for our \$4.95lunch Speci			86	0 0

Before

After statistics show the reach was significantly higher with the highest at 3.4K! Engagement is also very strong, some stronger than others due to paid promotions.

				Reach	Engagement
10/18/2017 11:34 am		Tag a friend you would share a plate of epic nachos with!			904  24 75 
10/17/2017 10:54 am		** Taco Tuesday ** Only \$0.99 for Ground Beef or Shredded Chi			951  11 42 
10/16/2017 9:25 pm		Thanks for checking in Valerie! We hope you enjoyed your date!			336  11 13 
10/12/2017 3:47 pm		Have you tried our Pollo con Crema? Tender chicken strips cook			3.3K  58 110 
10/11/2017 3:42 pm		In honor of Breast Cancer Awareness Month, we are proud to be			2.3K  27 109 
10/10/2017 1:28 pm		Tuesdays were made for tacos and we have taco deals all day to			869  10 54 
10/09/2017 4:23 pm		** Taco Tuesday ** Only \$0.99 for Ground Beef or Shredded Chi			2.2K  37 79 
10/06/2017 10:46 am		What's your favorite type of Quesadilla? Comment below and tag			756  6 20 
10/02/2017 2:00 pm		All regular tacos, all day only \$0.99 cents! This is one Taco Tues			3.4K  44 136 

After

<input type="checkbox"/>		It's Tuesday you know what that means Time For TACO S!!!!!! Yep, it's Taco Tuesday! Taco special		453
<input type="checkbox"/>		Mexico Independence Day Celebration Come join the celebration of Mexico's Independence Day with drink special	After	203
<input type="checkbox"/>		Live Music Fridays - Francisco On Fire Part 1 Seriously Francisco makes it look too easy, this is a favorite of everyone that		439
<input type="checkbox"/>				185
<input type="checkbox"/>			Before	163

Videos were also incorporated highlighting Taco Tuesdays and Live Music Fridays.

Like Recommend ...



Like Comment

Jeffery Chandler, Oscar Maldonado, Sam West and 15 others like this.

3 Shares

Cristina Moreno Yes! Love it.
1 · October 12 at 1:25pm
you enjoy! 😊
October 12 at 4:13pm
Awesome! We are happy that

Rosalio Velasquez Me gusta ese plato
1 · October 12 at 1:54pm
October 12 at 4:14pm
Awesome! 😊

Candace Bridges Yummy it's delicious but I love the Mexican stir fry.
1 · October 12 at 2:27pm
for stopping by! 😊
October 12 at 4:14pm
Two delicious meals! Thanks

Celeste Durasoff Yum. Be there soo.
1 · October 12 at 2:38pm
October 12 at 4:28pm
We can't wait! 😊

John Bryant Awesome dish.
1 · October 12 at 2:49pm
October 12 at 4:26pm
It absolutely is John! 😊

Maiya Vue Vang Yummy! I will try it soon.
1 · October 12 at 3:15pm
October 12 at 4:24pm
Hey Maiya! We can't wait! 😊

Tim Baron Yep, last night 😊 but that Loco Chicken was amazing! 🍌🍌
1 · October 12 at 3:15pm
October 12 at 4:24pm
Awesome! 😊

Valeria Stiles This is my all-time favorite!! Love it!! Tried it elsewhere and nobody beats Azteca!!

Their current customers become their biggest ambassadors!

This is social proof that will influence others that have never visited the location.

September 23 at 8:30am

Dos Burritos - yummy! TAG the person that you would share one with!
Real Mexican food, come in and enjoy today at Azteca.



Like Comment

Brenda Dadez, Scott Crisp, Chuck Momahan and 45 others like this. Chronological

2 Shares

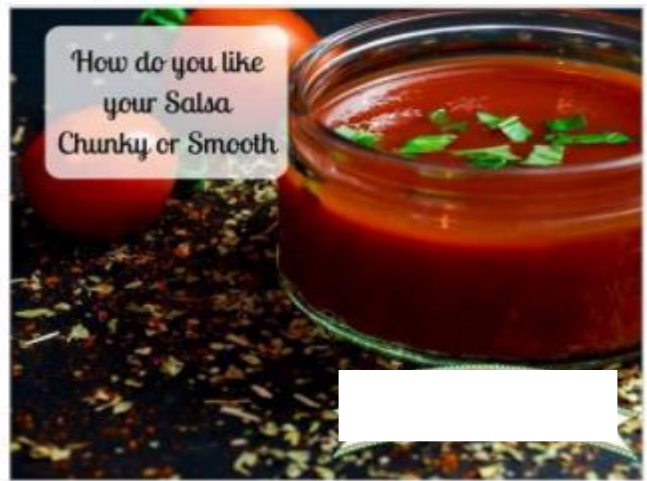
- Tony Cato** Martha Cato, Ty Cato, Christy Cato, Kalley Elizabeth Christopher Null
1 · September 23 at 8:48am
Thanks for tagging your friend! Looks like a great group to come visit Azteca!
1 · September 23 at 10:58am
- Martha Cato** Had this today and it is delicious!
1 · September 26 at 5:25pm
Awesome! Looking forward to seeing you again soon!
1 · September 26 at 5:51pm
- Brandie McClure Black** Looks delicious as always!
1 · September 23 at 8:21pm
Gracias Brandie! Come back soon and bring your friends!
September 23 at 9:44pm
- Nathan Ray** My Fav #23
1 · September 23 at 7:19pm
back soon!
September 23 at 9:44pm
- ScottandAngie Rowlee** ScottandAngie Rowlee
1 · September 24 at 7:53am
Hey ScottandAngie! We hope you visit us soon!
1 · September 24 at 3:21pm
ScottandAngie Rowlee Me too!
September 24 at 3:22pm
- Leah Nicole Long** Jeff Millwood
2 · September 24 at 9:16am
Hey Leah! Thanks for tagging

We encourage “tagging” and “sharing” to expose the business to the friends of the restaurants biggest fans!

Voting posts help bring “fun” to the business and exposed the page to new visitors.

September 17

How do you like your Salsa #Chunky or #Smooth.
Comment you choice below.



Like Comment

Barron Houston Wright, Lynette Schenck-Dela Cruz, Peggy Campbell and 23 others like this. Top Comments

- Sherry Litvin-Mayher** Chunky, I mix your salsa with your Pico DE gio
1 · September 18 at 5:22pm
Delicious mix!
- Christine Bates Pasour** ...with tons of cilantro
1 · September 17 at 11:51pm
Sounds good!
- Vickie Merritt Austin** best everything. Food...drinks...service and management.
1 · September 17 at 4:40pm
Hey Vickie! Thanks for your support!
- Shawn Parker** I want to be able to see the chunks on the chip when I scoop it up
1 · September 17 at 11:10am
Ahh, that's sounds like a great strategy!



All regular tacos, all day only \$0.99 cents!
This is one Taco Tuesday you don't want to miss!!
<https://facebook.com/events/1394043077358460/>



Like Comment

Matty Jay, LA Nena Orgulosa, Missy Lathan and 69 others like this... Chronological

11 Shares

Mo Betta Gibson Hmm.... Guess I'll be there to get me five flour ones... Yummo!

1 · October 2 at 1:07pm

Awsome! We can't wait! 😊

1 · October 2 at 1:25pm

Darlene Parker Mike Turner
October 2 at 7:38pm

Mike Turner When we going? Ive never eaten there

October 2 at 7:45pm · Edited

Hey Darlene! Thanks for tagging Mikel! We are looking forward to seeing you two! 😊

1 · October 3 at 7:14am

Krie McCraven Krystal Tiffany
2 · October 2 at 10:10pm

Hey Krie! Thanks for tagging Krystal! Looking forward to your visit! 😊😊

1 · October 3 at 7:17am

Darlene Parker Taco Tuesday crazy
1 · October 3 at 2:57am

Will you be there Darlene! 😊

October 3 at 7:17am

Darlene Parker Heck yes I was telling Mike Turner hes crazy lol I treated him to authentic Mexican tacos Sunday he fell in love

October 3 at 7:35am

Mike Turner When are we going?

October 3 at 8:02am

Yes Darlene! When are you coming? 😊

October 3 at 12:27pm

We use Facebook as a platform to announce certain events that were happening at the restaurant. In this case, the event was Taco Tuesdays.

We were able to garner interest and awareness to new visitors.

Lindy Mitchem Jennifer Bubblez Mitchem Danny Mitchem
Like · Reply · Message · 1 · Yesterday at 8:23am

Hey Lindy! Thanks for tagging your friends! 😊

Like · Reply · Commented on by Sprout Social [?] · Yesterday at 12:27pm

Beth Honeycutt Homesley Do yall do this ever tuesday?
Like · Reply · Message · 1 · Yesterday at 2:45pm

Hey beth,yes every tuesday 11 am to 10pm.Dont miss taco tuesday.

Like · Reply · 1 · Commented on by Culebro Pereyra Sicilfredo [?] · Yesterday at 2:56pm

Beth Honeycutt Homesley Catch yall next tuesday...
Like · Reply · Message · 1 · Yesterday at 3:25pm

Awsomesee you next Tuesday!

Like · Reply · Commented on by Culebro Pereyra Sicilfredo [?] · Yesterday at 3:30pm

Adam Lane Scott Atlaway
Like · Reply · Message · 1 · Yesterday at 6:13pm

Hey Adam! Thanks for tagging Scott! 😊

Like · Reply · 1 · 14 hrs

Adam Lane Gotta love cheap tacos. Lol
Like · Reply · Message · 1 · 12 hrs

Adam Lane I know right!

Like · Reply · 1 · 12 hrs

Summary

The business owner struggled to see how marketing on Facebook would help his business, but he went in with an open mind and the results were much more than expected. His current customers have now become his biggest ambassadors, which has helped influence new visitors.

He was very happy because he could see direct results.

The team will continue promoting the two weekly events as well incorporating lunch deals and more through Facebook as we watch and see the business grow.

