

Pizza Shop – Case Study

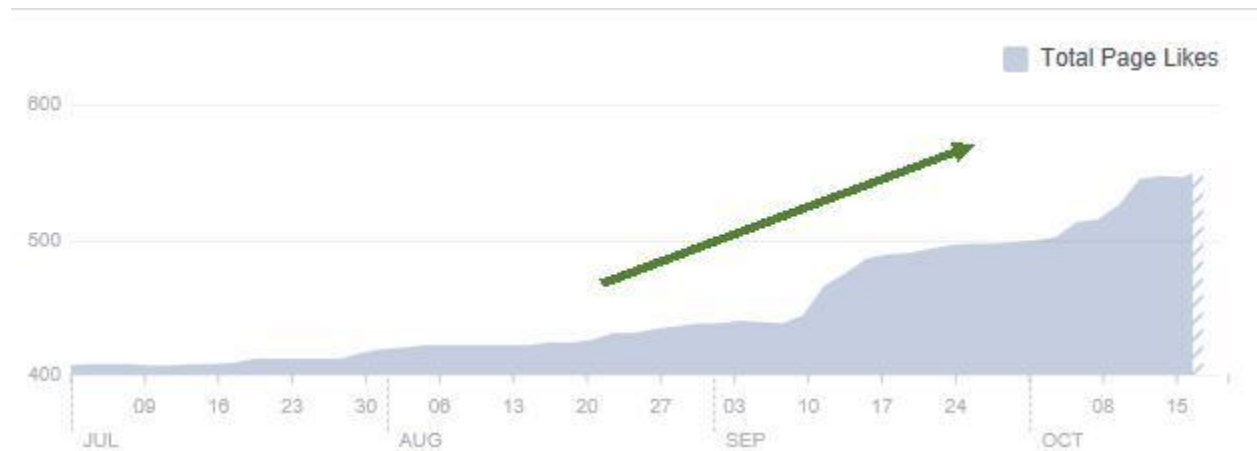
This pizza shop is a family owned pizza shop in Renfrew, Ontario. They are active in their local community and have won several awards for the best pizza in the town.

Before

Up until now they relied on word of mouth and being active in the community to generate business. Business is doing well, but they realized there is always room to do better and they were open to giving social media a try. They had a Facebook page, as well as some fans, but they were not posting any pictures of their food. Their page was more of a personal page versus a business page.

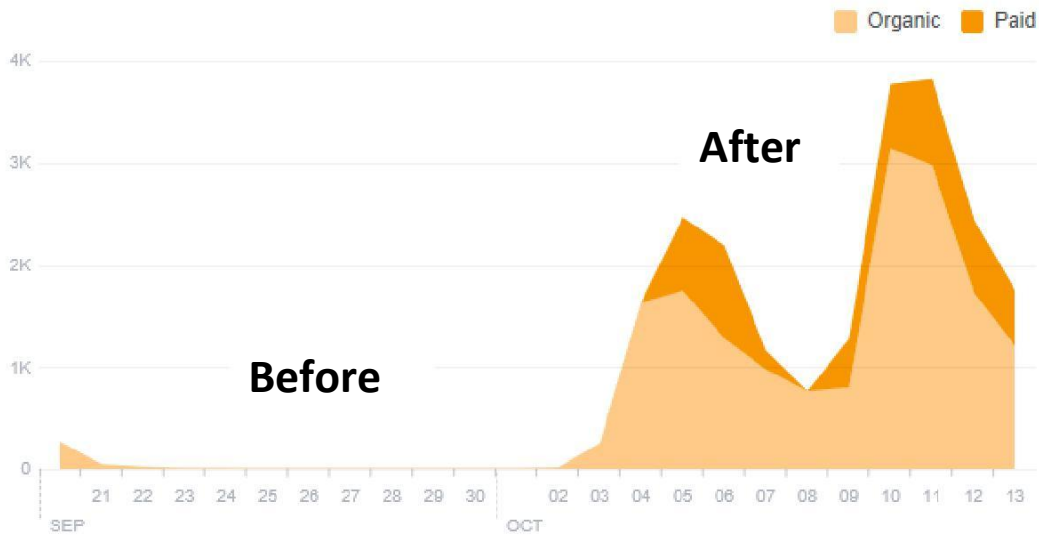
Page Likes

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 drastically increased, meaning more and more people are seeing the page and the posts.



Individual post reach before was low as well as low engagement and it was very inconsistent. One of the problems with their page was they are a food establishment, but did not show any pictures of their food!

| Date | Time | Post Content | Reach | Engagement |
|------------|---------|--|-------|------------|
| 05/12/2017 | 6:53 pm | Timeline Photos | 281 | 8 5 |
| 05/08/2017 | 8:42 pm | Ok people hit it up !!! Raising money for another good group of pe | 520 | 13 7 |
| 04/21/2017 | 8:25 pm | Well another crazy busy day ! Thank you so much renfrew and ar | 798 | 32 21 |
| 04/16/2017 | 2:09 pm | Happy Easter !!! | 245 | 4 10 |
| 04/14/2017 | 2:07 pm | Open all weekend !!! | 314 | 23 15 |

After statistics show the reach of every post at over 1000 with consistent engagement and interactions

| | | | | | Reach | Engagement | | |
|------------------------|---|--|---|---|--|------------|---|---|
| 10/20/2017 11:06 pm |  | Get some happiness delivered to your front door |  |  | 1.7K  | 26 48 |  |  |
| 10/19/2017 11:40 am |  | When ordering the build your own poutine, what are your |  |  | 2.2K  | 20 30 |  |  |
| 10/18/2017 11:56 am |  | Julie Pilon Rodgers |  |  | 527  | 3 2 |  |  |
| 10/18/2017 11:44 am |  | Any day is a good day for pizza, especially when you |  |  | 2.7K  | 52 90 |  |  |
| 10/13/2017 12:36 pm |  | You made it through another week so reward yourself by |  |  | 1.9K  | 9 38 |  |  |
| 10/12/2017 10:25 am |  | For those super rare days you don't feel for pizza we |  |  | 1.5K  | 17 31 |  |  |
| 10/11/2017 3:44 am |  | pizza is happiness with extra cheese! |  |  | 2.9K  | 22 65 |  |  |
| 10/10/2017 1:50 pm |  | We only make real pizza here no cutting corners. So if you |  |  | 2.1K  | 26 59 |  |  |
| 10/09/2017 4:39 pm |  | Tag a friend who loves chicken wings! Check out our |  |  | 3.9K  | 40 83 |  |  |
| 10/06/2017 6:58 pm |  | reached 500 likes! | |  | 245  | 5 28 |  |  |
| 10/06/2017 9:40 am |  | It's been a long week, time to unwind and relax, so leave |  |  | 2.4K  | 30 55 |  |  |
| 10/04/2017 5:30 pm |  | TAG a friend you would share an amazing slice of |  |  | 4.3K  | 162 184 |  |  |
| 09/11/2017 10:31 am |  | Can you guess with Googling it, what is the second most |  |  | 2.1K  | 307 95 |  |  |
| 09/10/2017 10:30 am |  | Have you tried our Gluten Free menu? - > |  |  | 1.5K  | 29 44 |  |  |
| 09/09/2017 10:11 am |  | We all love Garlic Bread, but the question is what is your |  |  | 3.7K  | 145 136 |  |  |

The types of posts on the page not only display what the business has to offer, but they are fostering engagement. This will make current fans your biggest ambassadors while also attracting new clients along the way. These posts demonstrate **Social Selling** - building relationships and encouraging fans to visit.



These posts focus on “TAGGING” friends – making the post even more viral and exposing the business to more people. In addition, by “Tagging” it is an “endorsement” from one person to another.





October 4 at 2:30pm

TAG a friend you would share an amazing slice of

Check out our menu [http://www.pizzaria.com](#)

Remember we also deliver so call

like your order!



Like Comment

Mary Leduo, Karen Stewart, Lorraine Shields and 32 others like this. Chronology

20 Shares

Sonya van Beek Ed van Beek

1 · October 4 at 2:32pm

Hey Sonya! Thanks for tagging Ed! 😊

1 · October 4 at 2:34pm

Crystal Robillard I would share it with my boy and have a mommy and Grayson date 🍕❤️ but if I had to tag a friend Lisa Sulpher it would be 😊

1 · October 4 at 2:36pm - Edited

Lisa Sulpher Mmmm pizza 😊

1 · October 4 at 2:36pm

sooo sweet...best mom and friend ever! 😊

1 · October 4 at 5:24pm

Lisa Sulpher Yeah she is an incredible mom and just an incredible when it comes to being a friend. Xo

1 · October 4 at 5:26pm

Great friends are hard to find!

2 · October 4 at 5:29pm

October 4 at 2:34pm

Sherry Lynn Callaghan White Louise Drapeau and of course our crazy 4h kids. We love your pizza

1 · October 4 at 2:40pm - Edited

Hey Sherry Lynn! Thanks for tagging Louise! Your 4h kids would love our pizza! We are so happy that you enjoy our pizza! 😊

1 · October 4 at 5:25pm

Cathy Beaupre Gilchrist Gerri Charette Brunette

1 · October 4 at 2:39pm

Hey Cathy! Thanks for Tagging Gerri! 😊

October 4 at 5:37pm

Shelly Kargus Ummm

Your pizza is too yummy to share!

1 · October 4 at 2:40pm

Lol we definitely understand Shelly! 😊

1 · October 4 at 5:28pm

Ashley Sulpher Daniel Sulpher he would eat pizza every meal of the day!! 🍕

1 · October 4 at 2:40pm

Pizza everyday doesn't sound too bad lol 😊

1 · October 4 at 9:57pm

Donna Grose Yummy love pizza with Allen Grose

1 · October 4 at 2:50pm

Allen I think its time to go get some pizza! 😊

1 · October 4 at 9:58pm

Joanne Ricard Lamirande Gotta bring my sister GloriaJean Souliere there soon

2 · October 4 at 2:50pm

View 1 more reply

Hey Joanne! Thanks for tagging GloriaJean! Any day is a good day for pizza! 😊

2 · October 5 at 5:14am

Martika Maria Barr Wanetta Anne Pierunek

1 · October 4 at 2:57pm

Hey Martika! Thanks for tagging Wanetta! 😊

1 · October 5 at 5:16am - Edited

Martika Maria Barr Your welcome 😊

October 5 at 6:01am

Wanetta Anne Pierunek Yes I want pizza

1 · October 5 at 8:27am

Wanetta Anne Pierunek lol

October 5 at 8:27am

Martika Maria Barr Me too! Lol

October 5 at 9:54am

Visit or call us to order! 😊

October 6 at 4:14am

Sarah Narezny Mat Forrest noone loves pizza more!

1 · October 4 at 2:40pm



September 13 · 🌐

Happy hump day which actually means order a pizza and celebrate making it to Wednesday!

Call [redacted] make your order today

Check out our menu [http://\[redacted\].m](http://[redacted].m)



👍 Like 💬 Comment

Larry Cadham, Benjamin Kenny, Jason Smith and 10 others like this

1 Share



Dave Leblanc to bad you could'nt deliver to edmonton.coul mushroom

🕒 1 · September 13 at 1:31pm



👉 Dave! Whenever you can stop forward to seeing you! 😊

🕒 September 13 at 7:40pm



Melanie Griffiths Drew awe man no fair now i have a droollol...soon...soooooon!!!

🕒 1 · September 13 at 4:38pm



👉 Melanie! 😊 We can't wait until you are at

Melanie! 😊

🕒 September 13 at 7:39pm



October 18 at 8:44am · 🌐

Any day is a good day for pizza, especially when you know the pizza will be amazing!

Check out our menu [ht \[redacted\] n](http://[redacted].m)

Then [redacted] make your order!



👍 Like 💬 Comment

Leona Prasow, Sheila Manning, Martika Maria Barr and 58 others like this. Chronological ⚡

11 Shares



Melanie Griffiths Drew the all belong to meee!! lol 😊 but luckily for you guys i am a very good sharer!! lol ❤️ 😊 😊

🕒 1 · October 19 at 5:38am

👉 [redacted] all Awesome! 😊

🕒 October 19 at 5:41am



September 12 · 🌐

**** Bits & Bites Facebook Deal **** Mention you saw this deal on Facebook, get 15% off our yummy Bits and Bites menu. Click the link to see the menu --> <http://www.pizzapizzeria.com>

Call 708-444-1111 to order TODAY!



👍 Like 💬 Comment

Wendy Lynn Leversuch, Tara McCabe, Michelle Hebert and 20 others like this.

5 Shares



Betty Paquette Best food in town.

1 · September 12 at 11:20pm



Yes we are! 😊

1 · September 13 at 8:34am



Merchaholic Yum.

1 · September 13 at 9:14am



They are absolutely delicious Merchaholic! 😊

September 14 at 5:39am



Michelle Barr Are those deep fried ravioli back yet? I'm sad without them

September 13 at 12:39pm



Yvonne Clemow Alisia-marie Bennett

1 · September 14 at 3:48am



Yvonne! Thanks for tagging Alisia-marie! We hope to see you ladies here soon! 😊

September 14 at 5:39am

Ability to introduce special deals, see interest and the direct results!

SEP 12

Bits and Bites

http

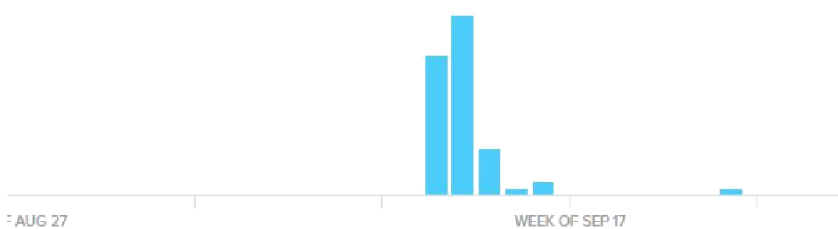
COPY

SHARE

EDIT

59

TOTAL CLICKS





REFERRERS

Facebook

59

Facebook allows very detailed targeting to put an ad in front of the proper audience. This ad was put in front of those that are Gluten Free.

 September 10 ·  ia


Have you tried our Gluten Free menu? - > <http://bit.ly>

- ** Spaghetti made with Gluten Free spaghetti & Gluten Free meat sauce
- ** Lasagna made with Gluten Free Lasagna, Gluten Free meat sauce, Gluten Free pepperoni, mushrooms, and cheese

Eat In - Delivery - Takeout - [View menu](#)



***Have you tried our
Gluten Free menu?***

 Like  Comment

Jan Thoms, Carrie Rayner, Jim Hewitt and 23 others like this.

2 Shares

HAVE YOU CHECKED IN YET?

facebook

- 1 Post on Facebook with a picture and choose "Check In"
- 2 Find Renfrew Pizzeria in the list and submit your post!
- 3 Show at register and get your discount!



SAVE 15% ON BITS & BITES MENU

Facebook check in program has been implemented. When someone checks in to the location, it is shared on their newsfeeds for all their friends to see. This is another endorsement and an opportunity for brand awareness.






Reviews are very important and the team responds to every review that is written to further build the relationships even stronger!

★ Review

 **Janice Brown** reviewed  October 12 at 11:20pm · 🌐

Just love their Thick Crust Meat Lovers Pizza! 🍕 😊




**Readers Choice #1 Pizza
8yrs In A Row**

562 Likes
122 talking about this

👍 Like 💬 Comment ➦ Share

Hey Janice! Thank you so much for your awesome 5 star review! 😊

Like · Reply · 1 · October 14 at 2:02pm

 **Janice Brown** 🍕 Always GREAT FOOD and GREAT SERVICE! 😊

Like · Reply · 1 · October 14 at 2:03pm

Thanks for always stopping by! 😊



Like · Reply · 1 · October 14 at 2:04pm

Write a reply...




Write a comment...

Press Enter to post.

★ Review

 **Linda McClure** reviewed  October 12 at 7:55pm · 🌐

i order from here all the time but most of all i like to show my out of town relatives how great the food is the indoor service is great very friendly



**Readers Choice #1 Pizza
8yrs In A Row**

562 Likes
122 talking about this

👍 Like 💬 Comment ➦ Share

Hey Linda! Thanks for the awesome 5 star review! 😊

Like · Reply · October 14 at 2:02pm

Write a comment...

Press Enter to post.

Summary.

This pizza shop has relied on word of mouth marketing as well as being active in the community to establish a solid client base of loyal regulars. However, with that model, growth is slow. Therefore, after implementing Facebook marketing strategies, they now have a real online presence. This online presence has grown their business and exposed it to new set of people that may have not been aware of them before.

We've been able to showcase their food, their menu as well as their accomplishments and reviews.