



SOCIAL MEDIA MARKETING

Cleaver & Co promises something special to diners: authentic BBQ slow-cooked over indirect heat from a wood fire, with the meat naturally smoke-infused and offered with a variety of specialty rubs.

Traff1k D1g1tal's mission was simple; Fill the restaurant on a Tuesday night once a month via Facebook for a period of 3 months.

TRAFF1K
D1G1TAL
WAS
ENGAGED
TO:

Implement Facebook campaign application design and development.

Implement strategy and content strategy.

Social media management.

Demographic research.

ANALYSIS: The venue was very new, recently opened in a new shopping mall; Lynmall / The Brickworks.

Website Traffic

One page website operating, www.cleaverandco.co.nz.

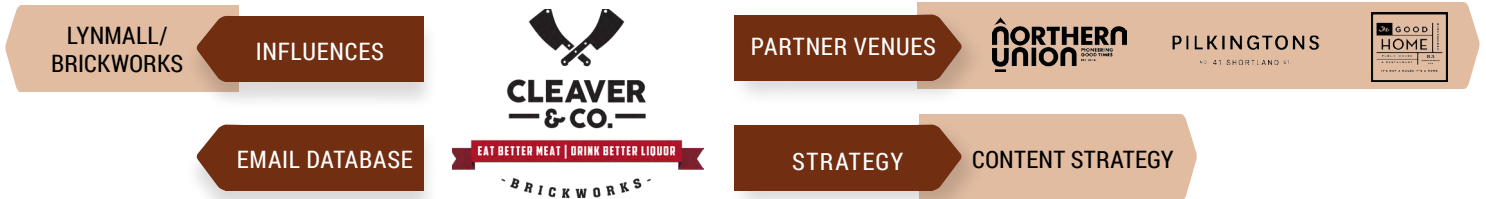
Facebook

Facebook account operating with long term strategy in place by Traff1k D1g1tal.

Email Marketing

Email marketing database minimal to nil.

STRATEGY:



CONCEPT DESIGN:



RESULTS:

OVER A 3 MONTH PERIOD

5,859	273,150	13%	+4,000	SOLD OUT
PEOPLE RESPONDED AS INTERESTED/ GOING	PEOPLE REACHED IN THE TARGET DEMOGRAPHIC & LOCATION	TARGET DEMOGRAPHIC REACHED IN ONE DAY WITHIN 165feet OF THE VENUE	EMAIL ADDRESSES GAINED FOR EMAIL MARKETING	PACKED THE VENUE EVERY TUESDAY NIGHT ONCE A MONTH