



A SCRUMPTIOUS SOCIAL MEDIA STRATEGY

Under the vision and leadership of Nourish Group Executive Chef Gareth Stewart, Euro Bar & Restaurant is one of Auckland's best restaurants, rated a world top 50.

TRAFF1K
D1G1TAL
WAS
ENGAGED
TO:

Implement Digital Strategy.

Implement Social Media Strategy.

Full Social Media Management.

ANALYSIS:

Traff1k D1g1tal performed an analysis on Euro Bar & Restaurants Social Media Accounts.

No Digital Strategy | No Social Media Strategy | Twitter, YouTube, Pinterest & Instagram nonexistent.

In order to gain the desired return on investment, we also performed an analysis on Nourish Groups influential partners:

Restaurants, 8 in total. | Other influential accounts.

STRATEGY:

BISTRO LAGO | PRAVDA CAFE | FISH | JERVOIS STEAK HOUSE | COLEY & PUNCH | THE CULPEPER | SHED 5 | THE CRAB SHACK
 Auckland and Queenstown Auckland and Wellington



RESULTS:

SM	10,000+	85.53%	600,000
ONGOING SOCIAL MEDIA STRATEGY, CONSULTANCY AND MANAGEMENT	LIKES	INCREASE IN LIKES YEAR ON YEAR	AVERAGE MONTHLY IMPRESSIONS

Source: Euro Facebook, 2015 vs. 2014.