



SOCIAL MEDIA “BUMS ON SEATS” STRATEGY

Over the last two decades, the Nourish Group has evolved to become the benchmark for hospitality businesses in New Zealand.

While their role as innovator and standard-setter requires global input, they're proud to be a local enterprise, adding value to the country's economy and culture.

Nourish Group has restaurants/cafes/bars in Auckland, Wellington, Taupo and Queenstown. They strive for excellence across the board - this includes great food, great beverages and great service!

TRAFFIK
DIGITAL
WAS
ENGAGED
TO:

Create a Social Media strategy.

Create individual Social Media strategies for every venue, 10 in total.

Operate content strategy, calendar and post schedule for every venue.

Ensure revenue was generated in-house at every venue.

Reporting to venue managers and Nourish Group management.

ANALYSIS:

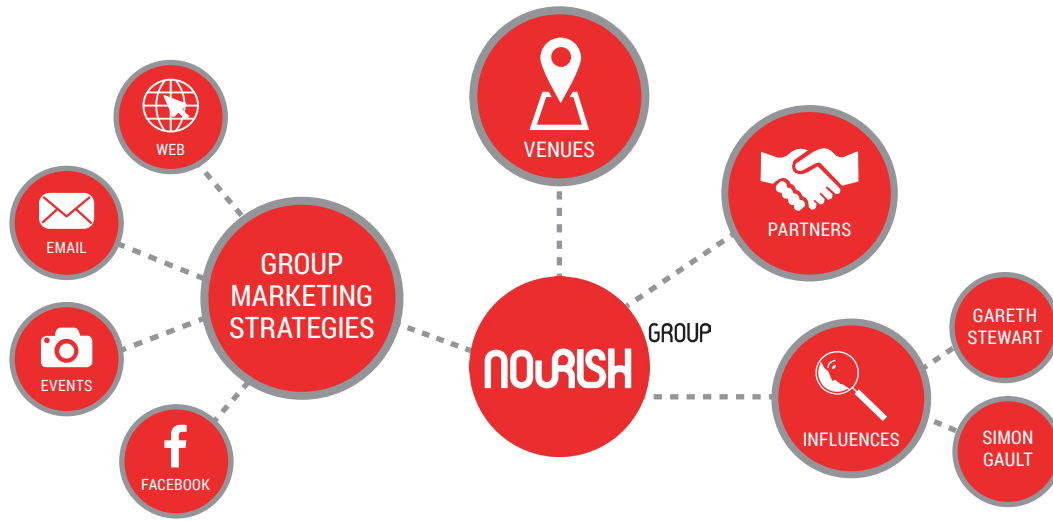
Firstly, Traffik Digital needed to understand the offering and point of difference existing at each venue. Gaining local knowledge and an in-depth understanding of target markets and competitor analysis was necessary for us to achieve an accurate overview. We then matched this data with each venue's goals in order to wrap up our analysis.

Points of Difference | Product Offering | Target Market | Competitor Analysis | Digital Assets

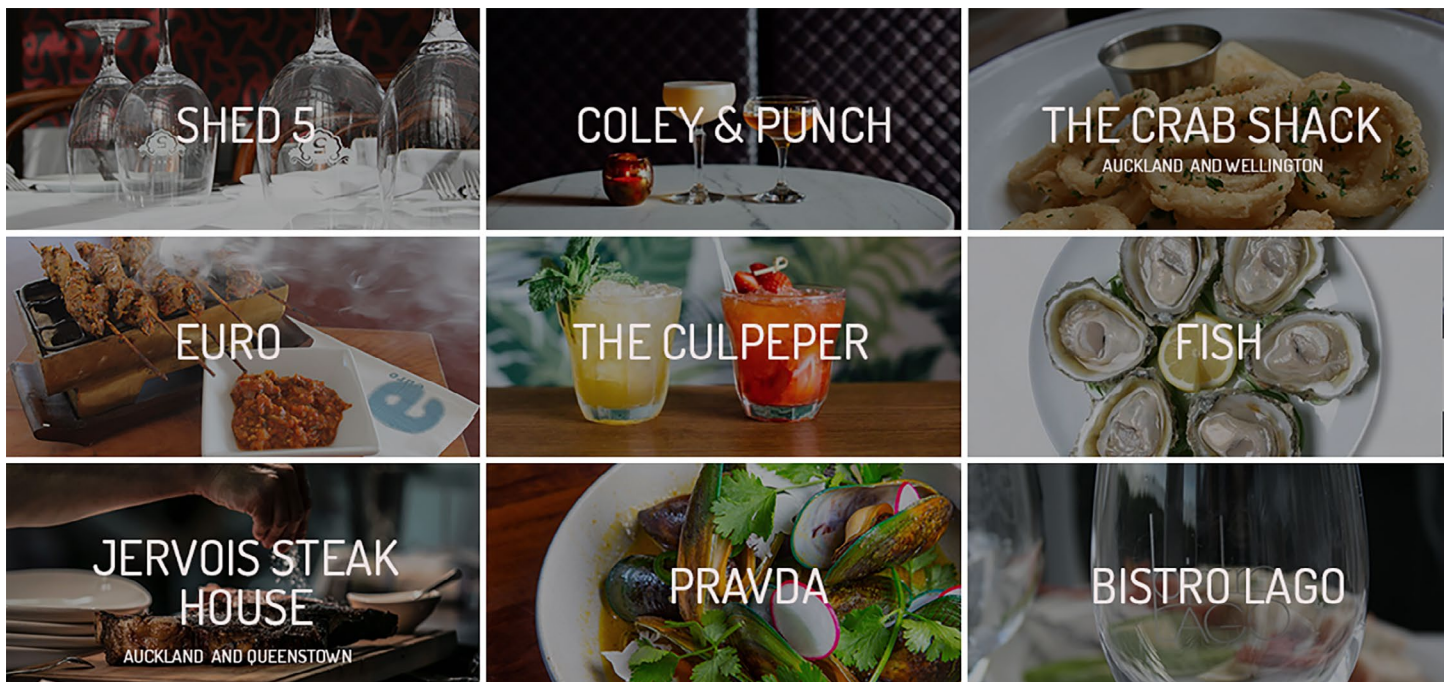
STRATEGY:



THE CRAB SHACK | SHED 5 | PRAVDA | BISTRO LAGO | COLEY & PUNCH | EURO | THE CULPEPER | FISH | JERVOIS STEAK HOUSE



NOURISH GROUP VENUES:



RESULTS:

<h2>+55%</h2>	<h2>750K - 1 MILLION</h2>	<h2>\$BUMS ON SEATS</h2>
<p>SOCIAL MEDIA LIKES AND FOLLOWERS YEAR ON YEAR</p>	<p>AVERAGE MONTHLY REACH</p>	<p>SALES DRIVEN BY SOCIAL MEDIA Social media only offers often filled entire restaurants for lunch and dinner.</p>

Source: Nourish Group Facebook over 2014, 2015 & 2016.