Grandsocial

case study

FLO'S COLLECTION

Flo's Collection Case Study

Flo's Collection is a West Michigan based collection that holds multiple unique restaurant and catering concepts. In 2015 they won the Best Pizza in Michigan Award from the Michigan Restaurant Association. They have always known their pizza was the best, but they needed the public to know this as well.

Grand Social teamed up with Flo's to help kick off their social media marketing strategies going into 2016 with multiple platforms like Facebook and Twitter. Through the efforts of Grand Social, Flo's witnessed an increase in sales over 20% at their pizza restaurant concept. It should also be noted the only marketing they did for this award was through social media.

Quick Facts

11.2015
Campaign Launch

3,254
Facebook Page Likes

25,000+
People Reached
With Campaign Post

399 / 54
Likes / Shares With
Campaign Post

FLO'S
COLLECTION

Words From Our Client

Grand Apps is great. They brought fresh-thinking to the table and helped us shape our Social Media Strategy. Their creativity and vision is outstanding to say the least. What I like the most is the casual yet very focused and smart approach to capture our needs and guide us to the most cost effective solution to increase sales. After one of their marketing strategies when we won Best Pizza In Michigan our sales increased 20 plus %. Grand Apps has expanded our company's reputation through social media like Facebook and Twitter. Their strategy captivates future customers and maintains the attention of our current customer base. They are always available for consulting and are sensitive to the specific needs of our brand. Since we started working with Grand Apps, our company has a stronger online presence that is incomparable to what it was before.

Dan Uccello - President

Flo's Collection

Highlights

25,189
Total Reach

399
Campaign Likes

54
Campaign Shares

16
Campaign Comments

Plan In Action

Our plan was to use highly targeted Facebook paid sponsored posts to engage with the local community, helping build awareness of the recent award.

Total Facebook Reach: The total reach for this campaign was over 25,000. We received 399 likes, 16 comments and 54 shares.

Only Social: Our client decided to only go with social media for marketing this new award, nothing else.

Increased Sales By 20%

Simply put, we were all happy with the results of our campaign. Our client witnessed an increase in sales over 20% through this award winning campaign.

The awesome thing about this was no other form of marketing was done besides social media, proving when used right...social media can be highly effective in generating and growing sales.

Learn how Grand Social can help centralize your social media & online reputation to help increase your brand online by visiting **grandsocialmedia.com**

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