

## RESTAURANT CASE STUDY

Stride Strategy's transformed La Famiglia Ristorante's online presence, leading to the remarkable results.



### OBJECTIVES

- 1. Attracting a Younger Demographic:**
  - Objective: Attract a younger demographic to the restaurant to remain competitive in the dynamic restaurant scene of Old City, Philadelphia.
- 2. Building an Online Presence:**
  - Objective: Establish a strong online presence to create buzz and excitement around the restaurant's offerings and attract a digital-savvy audience.
- 3. Boosting Reservation Bookings:**
  - Objective: Increase reservation bookings and generate buzz to ensure that the restaurant consistently fills its seats.
- 4. Repositioning as a Trendy Dining Destination:**
  - Objective: Reposition La Famiglia Ristorante from a legacy Italian eatery to a trendy and sought-after dining destination for date nights and authentic Italian cuisine enthusiasts.
- 5. Revamping Content Strategy:**
  - Objective: Transform the restaurant's content strategy to resonate with the target demographic, showcasing the unique culinary experience and ambiance that La Famiglia Ristorante offers.
- 6. Increasing Organic Reach:**
  - Objective: Optimize social media channels to enhance organic reach, allowing the restaurant's content to reach a broader and more engaged audience.
- 7. Becoming Immersed in the Philadelphia 'Foodie' Scene:**
  - Objective: Immerse La Famiglia Ristorante in the vibrant Philadelphia foodie scene, positioning it as a must-visit destination for food enthusiasts.
- 8. Highlighting the Complete Restaurant Experience:**
  - Objective: Showcase the complete restaurant experience, not just the cuisine, but also the ambiance, service, and unique features that set La Famiglia Ristorante apart.
- 9. Staying Within a Reasonable Budget:**
  - Objective: Achieve all the above objectives while staying within a reasonable budget, ensuring cost-effectiveness and a positive return on investment for La Famiglia Ristorante.

### AT A GLANCE

#### Client

- Name: La Famiglia Ristorante
- Location: Old City, Philadelphia
- Establishment: Neapolitan Italian restaurant with a 47-year legacy

#### Services

- Content Strategy & Creation Package
- Cost: \$1,500/month



"Our journey with La Famiglia Ristorante exemplifies how strategic thinking, creativity, and a deep understanding of the culinary world can turn challenges into triumphs.

We're not just reshaping restaurants; we're crafting unforgettable experiences, one click, share, and reservation at a time."

#### Nate Baldwin

Founder/Lead Strategist

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### SOLUTIONS

- 1. Strategic Content Planning:**
  - Stride Strategy performed comprehensive market research and developed a tailored content strategy to resonate with the target demographic. This included identifying content pillars that aligned with the interests of the younger audience.
- 2. Influencer Collaboration:**
  - To bridge the gap with the younger demographic, Stride Strategy engaged with local influencers and leveraged user-generated content (UGC) to authentically connect with potential patrons.
- 3. Optimized Social Media Channels:**
  - Our team optimized La Famiglia Ristorante's social media profiles, ensuring that they reflected the restaurant's new, trendy image, and enhanced organic reach through effective posting strategies.
- 4. Engaging Content Creation:**
  - Stride Strategy captured and created engaging content that showcased the restaurant's exquisite dishes, ambiance, and unique features. This content was designed to captivate the audience and encourage sharing.
- 5. In-Person Content Capture:**
  - We implemented a strategic in-person content capture plan to ensure that the restaurant had a constant stream of fresh and enticing content, enticing potential customers to book a reservation.
- 6. Social Media Marketing Services:**
  - Our comprehensive social media marketing services, including paid advertising, community management, and outreach engagement, were instrumental in promoting the restaurant's offerings and driving more reservations.
- 7. Transformation and Positioning:**
  - Stride Strategy led the transformation of the restaurant's image, repositioning it as the go-to destination for both authentic Italian cuisine and trendy date nights in Philadelphia.
- 8. Monthly KPI Reporting and Optimization:**
  - Regular KPI reporting allowed us to monitor progress and make data-driven adjustments to our strategy. This ensured that our efforts remained aligned with the restaurant's goals and the evolving needs of its audience.

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### RESULTS

- 1. Impressions Soared by Over 20,000%:**
  - Stride Strategy's strategic efforts resulted in an astonishing increase in impressions, surpassing a remarkable 20,000% boost in visibility.
- 2. Significant Follower Growth:**
  - La Famiglia Ristorante gained over 5,000 new followers on social media platforms within just three months, expanding their dedicated fan base.
- 3. Engagement Skyrocketed by Over 10,000%:**
  - The engagement rate witnessed a phenomenal increase of over 10,000%, showcasing the audience's heightened interest and interaction with the restaurant's content.
- 4. Optimized Channels for Enhanced Organic Reach:**
  - Stride Strategy optimized social media channels to significantly improve organic reach, ensuring that La Famiglia Ristorante's content reached a broader and more receptive audience.
- 5. Impressive Click-Through Rate:**
  - The strategic approach delivered over 10,000 URL clicks, directing interested customers to the restaurant's website and reservation system.
- 6. Went Viral in the Philadelphia Food Scene:**
  - The restaurant's online presence went viral, generating over 5 million impressions across various social media channels.
  - Achieved over 100,000 shares, amplifying the restaurant's reach and visibility.
  - Completely sold-out nights, which management attributed to the social media success orchestrated by Stride Strategy.
- 7. Sustained Momentum and Increased Revenue:**
  - The success achieved in the initial phase continued throughout the following months.
  - Achieved all-time highs in online reservations, showcasing the restaurant's newfound popularity.
- 8. Revolutionized La Famiglia Ristorante:**
  - Transformed the restaurant from a legacy Philadelphia Italian eatery into the trending hip spot for date nights and authentic Italian cuisine.
  - Positioned La Famiglia Ristorante as a must-visit destination in the dynamic Philadelphia dining scene.
- 9. Continuous Success:**
  - The positive results and momentum achieved continue to this day, solidifying La Famiglia Ristorante's reputation as a thriving and iconic restaurant.

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### EXAMPLE CONTENT



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