

SERRANOS CASE STUDY

HOW ENVISION CREATIVE INCREASED
ENGAGEMENT BY 623%

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FOLLOW US



THE CHALLENGE

When we first started working with Serranos, a local chain of Tex Mex restaurants in Austin, they had a social presence but needed help taking it to the next level. They shared their pain points with us:

- Needed to increase their followers
- Needed to increase their online reviews
- Needed to increase their social engagement
- Wanted more traffic to the website

AN ENGAGING AND MEASURABLE FACEBOOK PRESENCE

As part of a total rebranding effort for Serranos, the Envision Marketing and Design teams worked together to create a more cohesive, engaging social presence that matched the new, elevated branding and invited fans and followers to become part of a community.

We optimized and redesigned their existing web and social properties, implemented a more focused strategy based on newly-defined target audience personas, and built social campaigns that drove measured engagement based on key performance measurements.

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STATS

79%

INCREASE IN FOLLOWERS

More eyes on their brand

623%

INCREASE IN ENGAGEMENT

More people interacting with their brand

1380%

INCREASE IN COMMENTS

Posts are now more visible in fans' feeds

297%

INCREASE IN SHARES

More people outside of their fan base are seeing their content

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THE RESULTS

Engagement increased by **623%** and followers grew by **79.82%**. The new strategy and targeting delivered increases for all Facebook metrics.

Serranos also saw a corresponding increase in sales: a 18.50% increase YoY after our new social efforts were launched.

Facebook's latest algorithm measures user engagement to determine whether a publisher/source is trustworthy or not. By creating a page with relevant, focused content with high engagement, we ensured that Serranos' updated social strategy would keep their content on top of their fans' feeds.

ENVISION CREATIVE

Envision Creative takes a deliberate, holistic approach to branding and marketing. Housing experts in digital and social strategy, graphic design, web development, and traditional advertising, Envision helps clients evolve and unite every element of their brand.

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