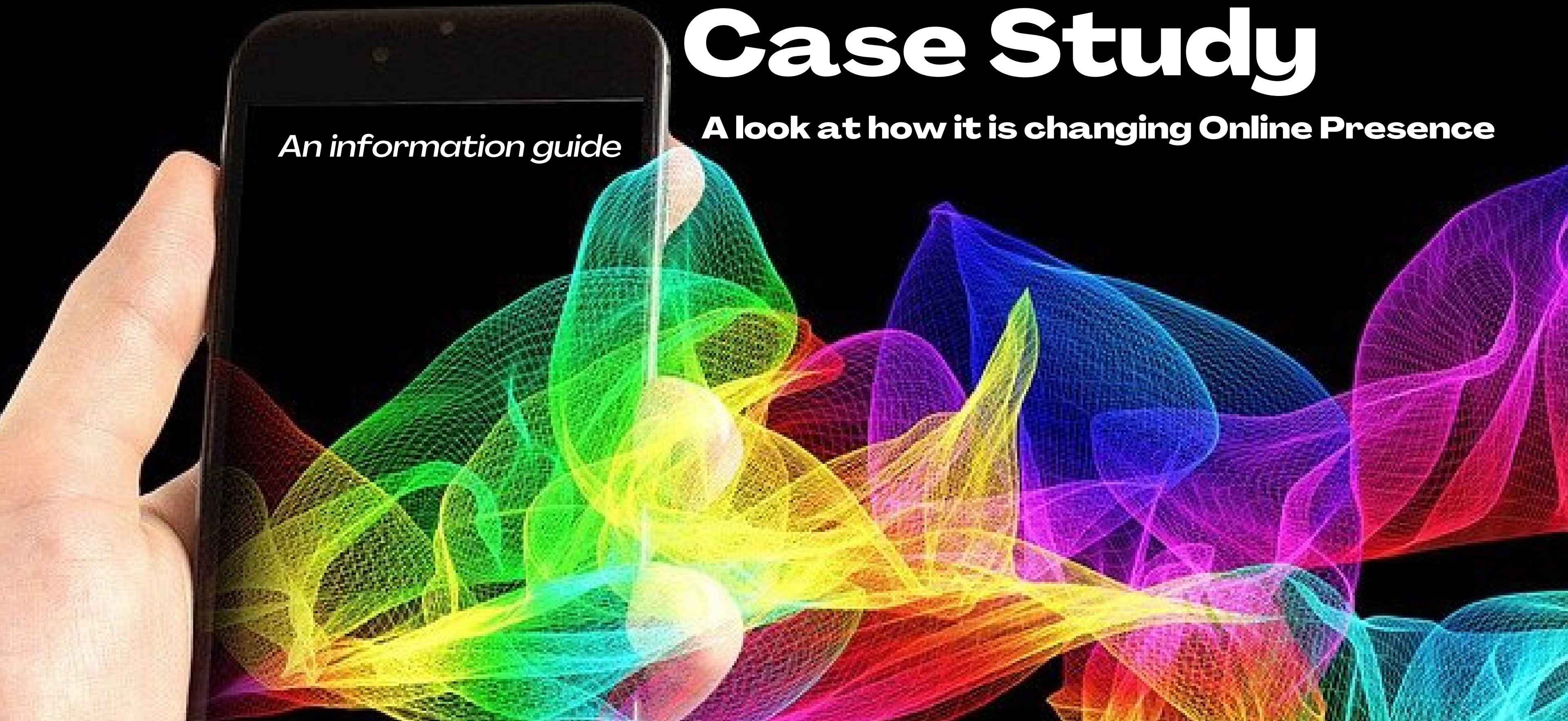


# Social Media Case Study

**A look at how it is changing Online Presence**

*An information guide*



# Discussion points

**Key topics covered in  
this presentation**

- Social Media Overview
- Our working Process for Instagram
- Our Content Strategy Plan
- Use a Solid Call to Action
- Add Highlights to Get in Touch with Instagram Users
- Main Step for Growth on Instagram
- Our SMO Work Result on Instagram
- Graphics Work

# Social Media Overview



## **Stay Top Of Mind With The People Who Matter The Most**

Business owners need to be vigilant on social media networks and need to create an image of their brand such that it is the first thing that comes to your customers' minds when they think about a certain product or service.

## **You Can Grow An Audience With A Small Budget**

Social media advertising has to be one of the least expensive ways of marketing your business digitally

## **Increase Your Overall ROI**

Social Media marketing help you in attracting your potential buyers, and at the same time, they aim to keep the potential customers engaged on their specific social media networks so that you and they both can benefit from this.





# Our working Process for Instagram

It is not related to the number of followers regarding Instagram success. Well, success is determined by the number of people interested in the content you are posting and the quality of your content. When you're just getting started with an Instagram marketing strategy, it may seem overwhelming to think about achieving a good outcome. Still, you'll discover that the same technique of meticulous planning will benefit you here.



# Our Content Strategy Plan



lordofpizzashobart Go call your homies up! Because we are here with something Lighter, Crispier, & Tastier. Visit our site or story and enjoy our BUY ONE GET ONE offer on mentioned dishes with your family and friends. You can enjoy this offer for dine-in, takeaway & Delivery.



Hurry up! 🍕

Order Now: <https://lordofpizzascafe.orderup.com.au/>

#pizzaoffer #pizza #pizzalover #pizzatime #pizzalovers #foodie  
#pizzaparty #free #pizzas #pizzadelivery #pizzalove #offer  
#foodstagram #homedelivery #pizzaday #pizzagram #pizzaholic  
#delivery #vegpizza #foodlover #food #pizzaislife #pizzamania  
#pizzanight #eatsafe #fastfood #contactlessdelivery  
#orderonline #foodbloggers #unlimitedpizza

You undoubtedly already know that simply posting a few photographs or videos and expecting people to flock in isn't enough. Instead, just like any other marketing effort, you must develop a content plan.

## Make Use of Branded Hashtags

It's a fine line to walk between promotion and resourcefulness. Fifty seven percent of users unfollow brands on social media because they're too promotional, according to 2016 Sprout Social Q3 Index. It implies that your hashtag must be distinct, memorable, and intriguing.



# Use Solid Call to Action

**What inspires users to follow and engage with your brand?**

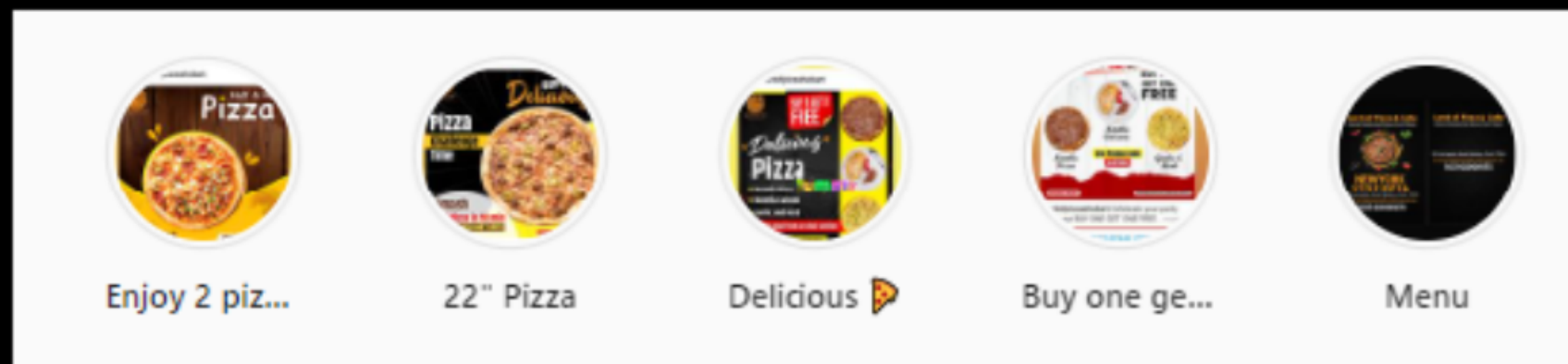
That's a question every company should ask themselves regarding their Instagram strategy. As previously stated, having beautiful photographs undoubtedly aids in attracting users. However, if you don't have a clear call to action, how will your viewers know what to do next?

# Add Highlights to Get in Touch with Instagram Users

It's critical to take baby measures toward increasing engagement if you're new to growing your business on Instagram. On the other hand, small brands can begin to follow their supporters or "power users."

## **Raises productivity**

Simultaneously, We use your space to interact with users and follow them to provide you industry-related material. Artists, photographers, and collaborating designers provide user generated work to Urban Outfitters regularly.





# Main Step for Growth on Instagram



## Step 1

Create engaging Content for Users  
Content According to your Niche

## Step 2

Make Original Graphics for the Content  
Create Post with professional Caption and suitable hashtags

## Step 3

Work on likes and followers using an organic approach  
It is boost your account on Instagram

## Step 4

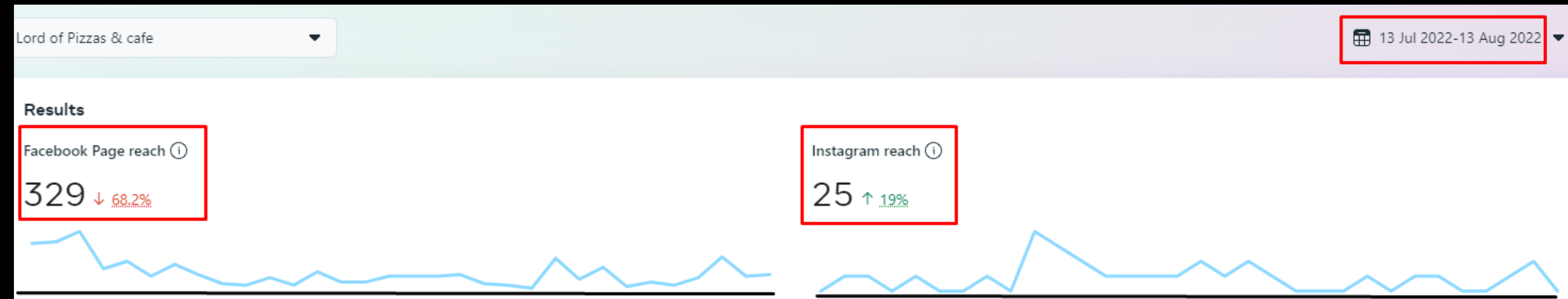
Boost Engagement Organically  
Which Help to grow your Business in Target Country

## Step 5

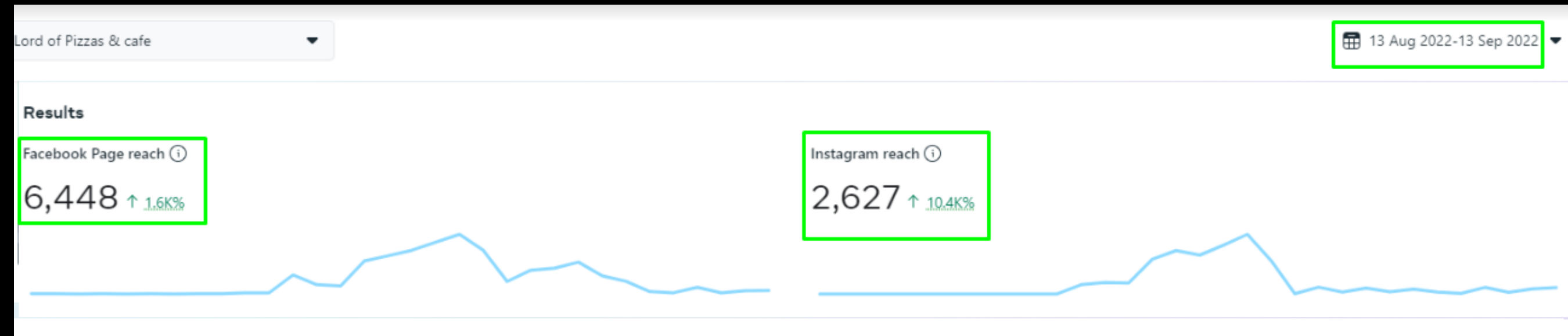
You can achieve massive reach and active users by working on account  
It helps to communicate with specific users.

# Our SMO Work Result on Instagram

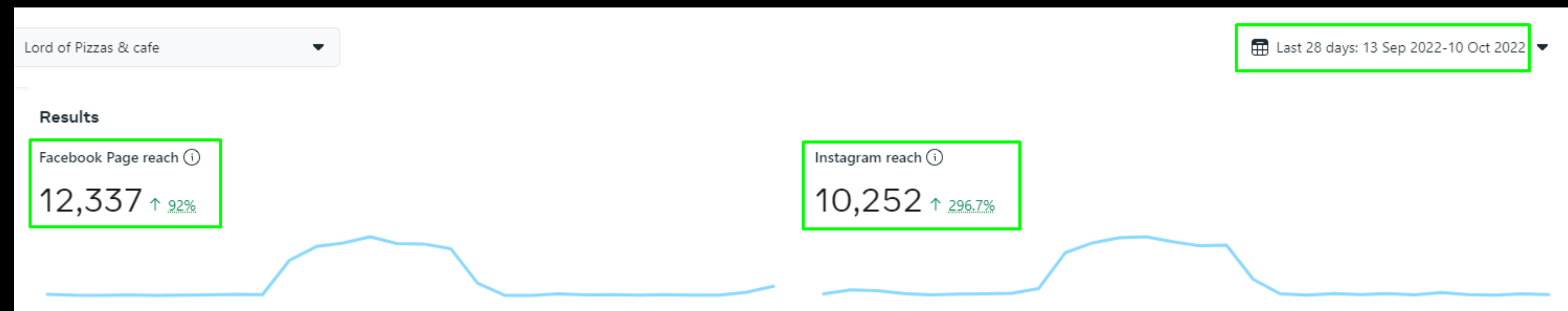
**BEFORE**



**AFTER  
1 MONTH**



**AFTER  
2 MONTH**



# REACH

Lord of Pizzas & cafe

Last 28 days: 13 Sep 2022-10 Oct 2022

Content ⓘ

Sort by: Reach ▼



14 September 03:37  
Are you ready for a #pizzaparty 🍕🍕. Visit our caf...

Post

Reach 3,601



13 September 04:26  
Now enjoy your two favorite pizzas in one. 🍕 visit ...

Post

Reach 179



13 September 04:25  
Now enjoy your two favorite pizzas in one. 🍕 visit ...

Post

Reach 148



20 September 05:37  
Give pleasure to your stomach and mind, order on...

Post

Reach 147



6 October 07:13  
Untitled

Story

Reach 137



21 September 05:54  
Go call your homies up! Because we are here with ...

Post

Reach 132

Lord of Pizzas & cafe

13 Aug 2022-13 Sep 2022

Content ⓘ

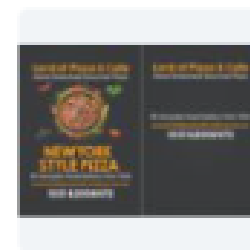
Sort by: Reach ▼



26 August 04:45  
Celebrate your party with our BUY ONE GET ONE F...

Post

Reach 3,948



24 August 01:25  
There is no better feeling in the world than a war...

Post

Reach 781



7 September 04:38  
We are here with our exciting pizza challenge for a...

Post

Reach 423



3 September 05:38  
Get a cheat meal at great prices. Grab now, visit o...

Post

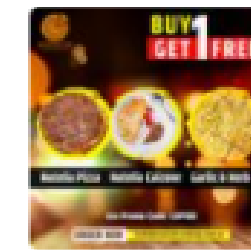
Reach 374



5 September 03:43  
You can't turn water into Wine, but you can turn P...

Post

Reach 333




25 August 03:02  
Are you excited about FREEE PIZAAA like us all the...

Post

Reach 251



# LIKES & REACTION




13 September 04:26  
Now enjoy your two favorite pizzas in one. 🍕 visit ...

Post

Likes 209

Last 28 days: 13 Sep 2022-10 Oct 2022


Sort by: Likes and reactions



21 September 05:54  
Go call your homies up! Because we are here with ...

Post


Likes 65



14 September 03:37  
Are you ready for a #pizzaparty 🍕 🍕. Visit our caf...

Post


Likes 157



2 October 22:32  
You will get so much fun 😂 putting this spaghetti ...

Post


Likes 63



6 October 01:50  
Are you waiting for an exciting offer to get your fa...

Post

Likes 80




2 October 01:00  
Welcoming fall the right way with a delicious Spag...


Post

Likes 63

# SHARE




14 September 03:37  
Are you ready for a #pizzaparty 🍕🍷. Visit our caf...  
Post  
Shares 1,254




2 October 22:32  
You will get so much fun 😊 putting this spaghetti ...  
Post  
Shares 147

Last 28 days: 13 Sep 2022-10 Oct 2022


Sort by: Shares




13 September 04:26  
Now enjoy your two favorite pizzas in one. 🍕 visit ...  
Post  
Shares 267



9 October 01:00  
Nothing's better than enjoying Spaghetti with you...  
Post  
Shares 98



21 September 05:54  
Go call your homies up! Because we are here with ...  
Post  
Shares 253



4 October 06:56  
22" pizza challenge is back. Eat the extra 22" big p...  
Post  
Shares 98



# Graphics Work



**HAPPY TUESDAY DEAL**

This Tuesday  
End Your Craving  
for Parma.

Get any Parma for just  
**15\$**

**ORDER NOW**  
lordofpizzascafe.orderup.com.au



**BUY 1 GET 1 FREE**

**Delicious Pizza**

- Nutella Pizza
- Nutella Calzone
- Garlic and Herb

Select this deal from our deal section

**ORDER NOW** lordofpizzascafe.orderup.com.au



**HOT & FRESH Pizza**

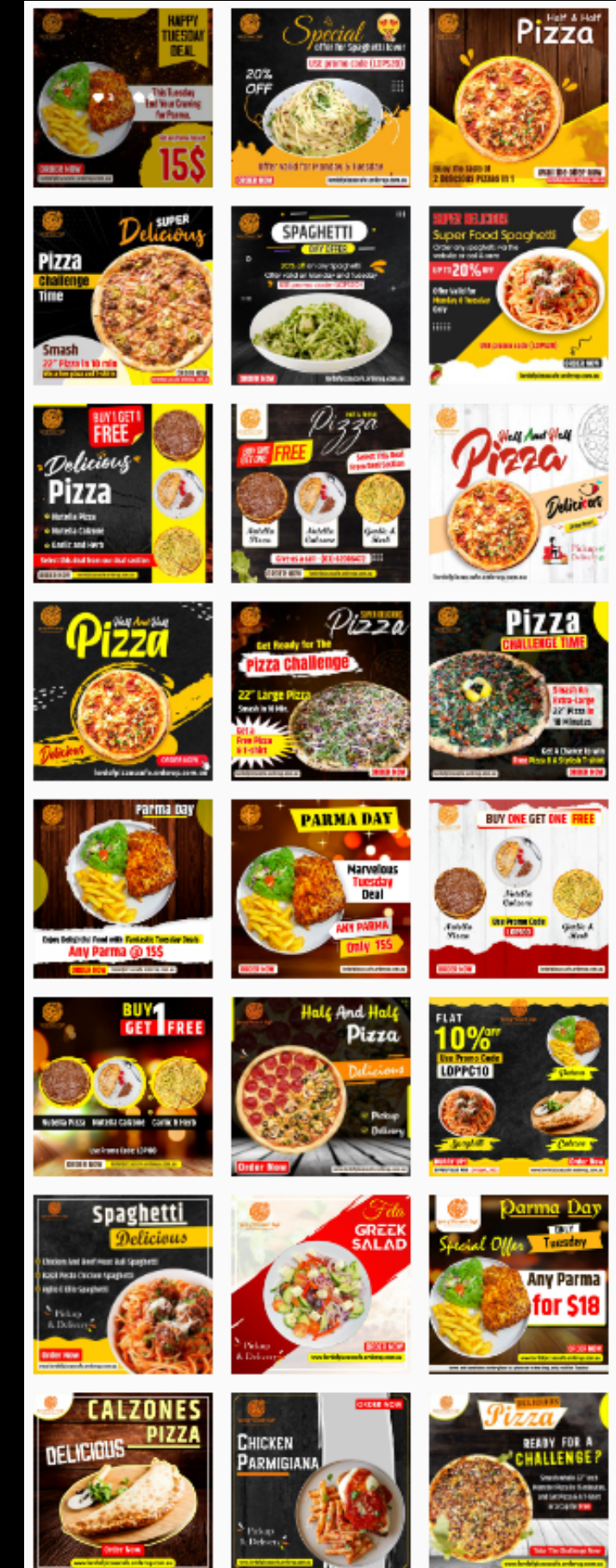
**BUY ONE GET ONE FREE**

Select This Deal  
From Deal Section

Nutella Pizza  
Nutella Calzone  
Garlic & Herb

Give us a call - (03) 62006472

**ORDER NOW** lordofpizzascafe.orderup.com.au



Collage of various promotional graphics for Lord of Pizzas & Cafe, including deals on pizza, spaghetti, calzones, and more.



# Platforms we can work on



INSTAGRAM



FACEBOOK



PINTEREST



TWITTER



LINKEDIN

LinkedIn

**Thank You**