

DIGITAL MARKETING CASE STUDY

MAMASUSHI





THE OBJECTIVE

MamaSushi Passaic, being an already successful restaurant, strived to optimize not only their social presence online but also growth in attracting people to their physical location from digital promotions.

While performing organic tactics to raise followings across social platforms, MamaSushi Passaic came to us with the desire to begin paid traffic advertisements with the most optimal results possible for their spend.

We believed that with the right targeting and creative put in place, customer acquisition and traffic to MamaSushi's Passaic location would increase exponentially. After we implemented

our strategy and marketing tactics, Pix-l Graphx helped MamaSushi achieve their highest online growth and see their highest volume of traffic to their restaurant since inception.



PIX-L GRAPHX HELPED MAMASUSHI PASSAIC

**INCREASE BRAND
AWARENESS**

**INCREASE ONLINE
ORDERING THROUGH
PLATFORMS SUCH
AS UBEREATS**

**INCREASED FOOT TRAFFIC
TO THEIR RESTAURANT'S
PHYSICAL LOCATION**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

VIDEO AD CREATION

DIGITAL MARKETING

APPROACH

- High Quality social content that will engage the audience
- Obtaining & utilizing audience data within best algorithm practices
- Social Media Marketing designed to draw users to reservation pages, and physical location visits

STRATEGY

- Created responsive content that will engage the audience
- Using achieved data to target the highest quality users most likely to engage with and visit the restaurant
- Optimally tailored digital campaigns that aggregated all engaged users and obtained brand new cold audiences most like the target audience

FACEBOOK & INSTAGRAM: PAID AD PERFORMANCE

TOTAL SPENT: \$3,236.19

Advertising Time Frame: 6 months

14,617

LINK CLICKS

+320.03%

\$0.22

COST PER LINK CLICK

-76.34%

21,668

TOTAL CLICKS

+321.81%

\$0.15

COST PER CLICK

-76.19%

629,889

IMPRESSIONS

+62.52%

165,689

PEOPLE REACHED

+62.52%

\$5.14

CPM

-38.44%

343,362

VIDEO PLAYS

+62.17%

FACEBOOK



Page likes: **504 +287%**
People Reached: **601,194 +109,010%**
Post Engagements: **22,839 +45,578%**

INSTAGRAM



Followers: **1,500+**
Profile Visits: **20,400+**
Website Clicks: **930+**
Get Directions: **310+**
Calls to Restaurant: **230+**