Satisfying A Food & Bev Client's Appetite for Digital Customer Transformation & Multi-Channel Integration

With a rising digital community, the client needed to grow its online presence and support franchise locations from a corporate level.

In 2020 total online sales of food & beverage— including groceries & takeout — jumped 125% from the previous year, to $106 billion

❝ *"People love pizza, but we wanted more people to talk about us specfically. The Create platform organized our content and social media structure, the DGTL Agency team got people thinking about our pizza in different ways, so much so that a Canadian newspaper wrote about our Texas pizzeria chain!"*

- AMBASSADOR OF HYPE & DESIGN,

Based in Austin, TX with 58 locations across Texas and Oklahoma, this client has been serving hot from the oven pizza, warm sandwiches, appetizers, and salads since 1984. The fast-casual chain of pizza restaurants has been slingin' dough for family and friends using fresh-quality meats and cheeses, daily hand-tossed dough, and sauce made from scratch. Customers can come in, sit and watch the game with a locally-brewed beer and some of their famous 'Peproni Rolls' or have it delivered right to their door.

CHALLENGES

- With limited media and a small digital team, the pizza joint needed a deeper pool of content to build a large online presence and manage its growing audience as a result.

- Multiple franchises producing inconsistent content with no centralized tool to manage messaging, creative assets, and digital engagement.

OBJECTIVES

- Create a unified online community to grow the brand's digital presence through online engagement, content development, and brand recognition.

- Implement an all-encompassing digital platform to seamlessly manage the parent-child relationship between corporate and franchisee connection

FACEBOOK IMPRESSION INCREASE	**INCREASE IN LIKES FROM ADS**	**GAIN IN CLICK-THROUGH-RATE**	**AUDIENCE GROWTH**
132%	**151%**	**64%**	**14%**

RESULTS FIRST 60 DAYS

DGTL AGENCY

SOLUTION With DGTLsuite's proprietary SaaS Platform platform each tool and solution provided a streamlined process for engagement across multiple channels and teams; the possibility to develop, produce and publish content; work in tandem with each restaurant location and franchisee; and discover data to develop the best strategies that resonated with pizza lovers online to improve overall brand reach and engagement.

DGTL Engage	SPS DGTL: BPO Service Powered by SPS DGTL	DGTL Create	DGTL Analyze
Engage	**DGTL** CONNECT. ENGAGE. GROW.	**Create**	**Analyze**
As one part of the DGTLsuite, Engage allowed the brand to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, franchisee, and customer service teams to work cross-functionally.	SPS DGTL's BPO service is unique digital service where each digital item was ingested, assessed, and provided a response by our team of bilingual digital natives 24x7x365. SPS DGTL agents worked seamlessly in unison with marketing team and each franchisee location to ensure that every message was carefully catered to each customer and the brands unique voice.	The Create tool allowed content development, creation, approval, publication, and amplification together in one place to build brand symmetry and visual identity across all social platforms. Each piece of media was created specifically for each social channel and an option for franchisees to share specific, local community creative for the sole purpose of engaging with each location's audience demographics.	With increased responses and human eyes on each digital engagement came increased visibility and insight to data. Analyze allowed reporting to become simplified and consolidated all relevant information in on place. Analyze provided reporting on keywords, trends and hyper-local insights for each location that lead to digital sucess.

28,027
↑305%
UNIQUE PAGE PAID IMPRESSIONS

54,140
↑170%
PAGE IMPRESSIONS

46
↑142%
AVERAGE LIKES PER POST

15,654
↑111%
UNIQUE PAGE ORGANIC IMPRESSIONS

1,008
↑221%
CLICK INCREASE

8
↑271%
AVERAGE COMMENT PER POST

RESULTS FIRST 30 DAYS