

CASE STUDY

Texas-Sized Iced Tea Truck Takes on Local Market

See how this Texas franchise grew their brand awareness rapidly online with DGTL Agency.



CLIENT

HTeaO On Wheels -
San Antonio

Beverage Franchisee is Managed and Scaled with DGTLsuite and DGTL Agency at Every Step!

The Problem:

Creating unique marketing efforts that provide an original voice while also keeping in line with the singular brand identity set forth by corporate. Lacking a brick-and-mortar location, there needs to be strategic marketing to grab attention, gain visibility, and grow as San Antonio's first HTeaO Mobile Tea Truck.

The Strategy:

Using DGTLsuite to schedule and publish content that our Agency team designs using custom graphics and digital marketing; breaking up social media monotony by mapping out when to post what type of content with our in-house designed 'Content Pillars'.

Utilizing the content pillars as well as real-time event coverage will ensure success of the brand while also creating an aesthetically pleasing and unique user and client experience. Consistently growing and continuing to build the brand while tracking analytics to guide future decisions.

The Solution:

A custom social media management package to include 20 posts per month (across two platforms) planned by our Agency team and approved by HTeaO to include stories and reels, ad hoc posts and live coverage for special events, custom story highlights and icons on Instagram, account growth strategy and more.

We tracked progress and provided monthly meetings and reports; all of which proved our success; HTeaO On Wheels San Antonio online engagement is performing ABOVE AVERAGE on social media and has scaled at an impressive rate.



HTeaO is Taking Over Texas, 51 Ounces at a Time

Since our first post in the beginning of September of 2022, we have not slowed down one bit; we are now averaging about 20 posts per month (10 per social channel) of original branded content to stand out from other franchisee pages.

Our company manages and oversees all digital community engagement, creates monthly reports showing continuous growth and analyzing data; breaking down what continues to work well and what we can do to elevate the brand further. Along with social media, sales and marketing strategy, brand awareness and so on, we provide a unique vision to separate and elevate our client; handling all back-end efforts so they're able to focus on what they do best.

Average Account Platform Engagement

 **0.18%**  **0.61%**



HTeaO On Wheels Engagement

 **11.77%**  **14.25%**



Industry:
Food & Beverage

Franchise Size:
Small (2-5 employees)

Location:
San Antonio, TX

Use Case:
Growing brand awareness
Developing a unique brand voice
Building social media presence
Strengthening sales and marketing strategy



Total Growth Over Time:

(First 90 days)

Over
400+
fans (and growing fast!)

Over
174%
total growth change rate

From September to November we had:

4,000+
Facebook impressions

780+
Instagram engagements

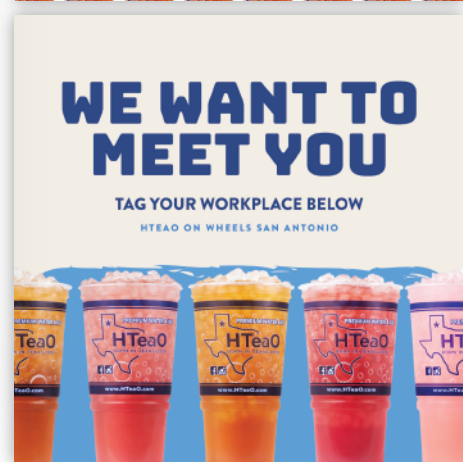
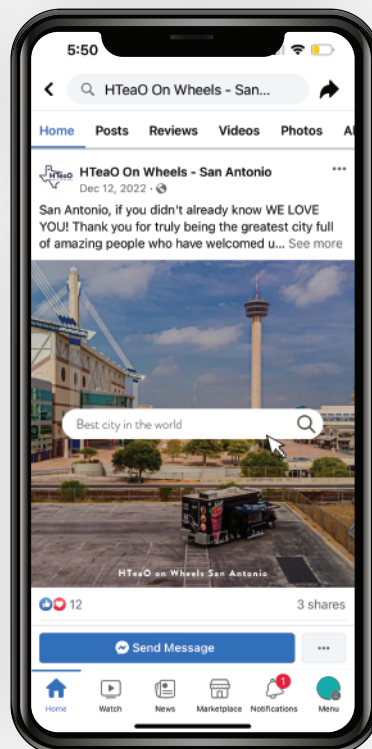
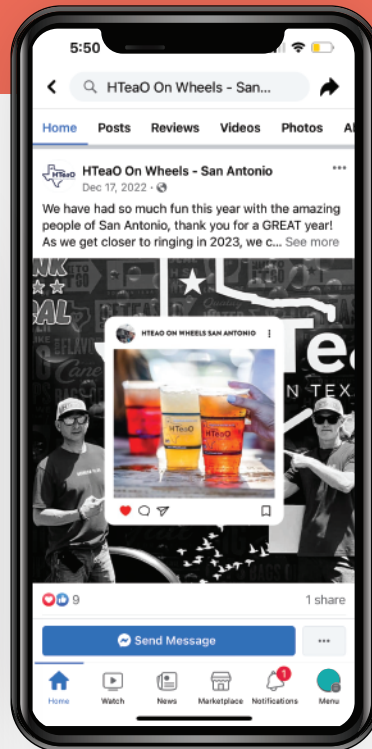
8,500+
Instagram impressions

Content Pillars



- **Seasonal - 20%**
Social Media Holiday • Back to School • Christmas
Fiesta • Tea Tuesday • Summer
- **RTC/Evergreen - 30%**
Consumer Generated Content • Relatable Content
Customer Highlights • Trending Topics
- **Sales - 20%**
Catering • Event Visits • Menu Highlights
Scheduling and Booking
- **Branding/Marketing - 30%**
HTeaO Branding • Recognition • Find our Wheels •
Education

UNSWEET





Facebook Growth

First 90 Days

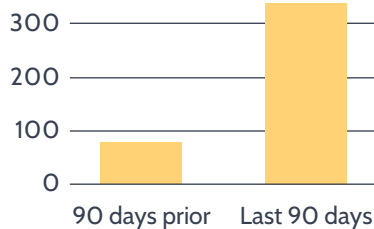


314

Engagements

↑ 318.7% from previous
90 days

Engagement Rates



↑ **3,714**
Page Impressions
(organic)

154

Facebook Fans

11.77%

Facebook Page Engagement Rate

473

Engaged Users

7

Page Shares

4,017

Page Impressions (Including Tags)

57%

Growth Change

Growth rate from August to Sept. 1 – Nov. 30: 98 Followers to 154



Instagram Growth

First 90 Days

1,171

Instagram Reach

↑ 575.5%

117

New Followers

↑ 23.2%

539

Profile Visits

↑ 25.3%

88

Comments

788

Engagement

14.25%

Instagram Engagement Rate

706

Post Likes

539

Instagram Profiles Views

117%

Growth Change

Growth rate from August to Sept. 1 – Nov. 30: 95 Followers to 206



Want to take your digital presence to the next level?



**Visit agency.dgtlsuite.com
to get started!**