



HOSPITALITY MARKETING CASE STUDY CA DE VIN

CA^{de}
VIN Est. 2004





HOW IT STARTED

Strategize Key Promotions

We collaborate with clients to pinpoint the right promotions that align with their business goals.

Audience Targeting

Thorough analysis to identify and deeply understand the target audience for optimal impact.

Content Planning

Crafting a tailored content strategy that reflects the brand's unique voice and objectives.

Professional Content Creation

Partnering with talented photographers to deliver high-quality visuals that connect with your audience.

Influencer Partnerships

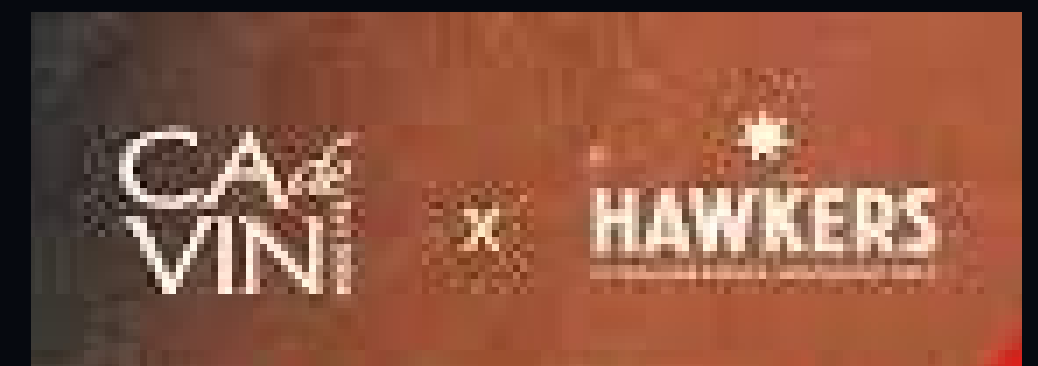
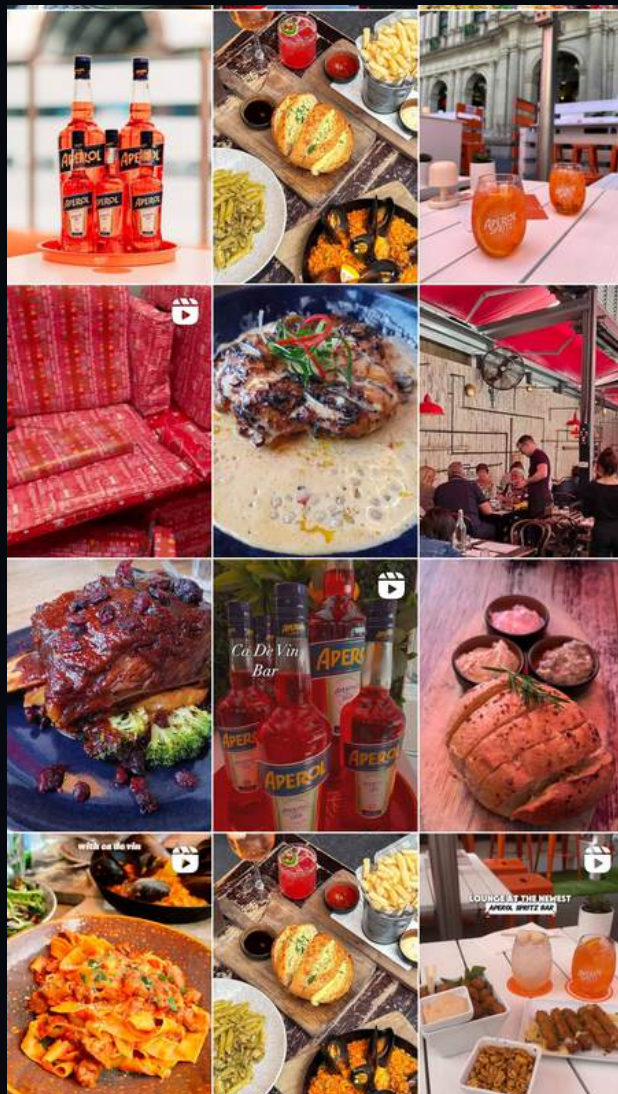
Finding and working with influencers who align with your brand to boost reach and engagement.

WHAT WE DID

SOCIAL MEDIA
MANAGEMENT
3 POSTS PER WEEK

INFLUENCER
MANAGEMENT
5-8 PER MONTH

COLLABORATIONS



Social Media Management

Profile Update

Content Calendar

Instagram Highlight covers

New Reel Covers

Hashtag research

Copywriting for posts

3 Posts weekly

Stories daily + add to highlights

Responding to comments and enquires

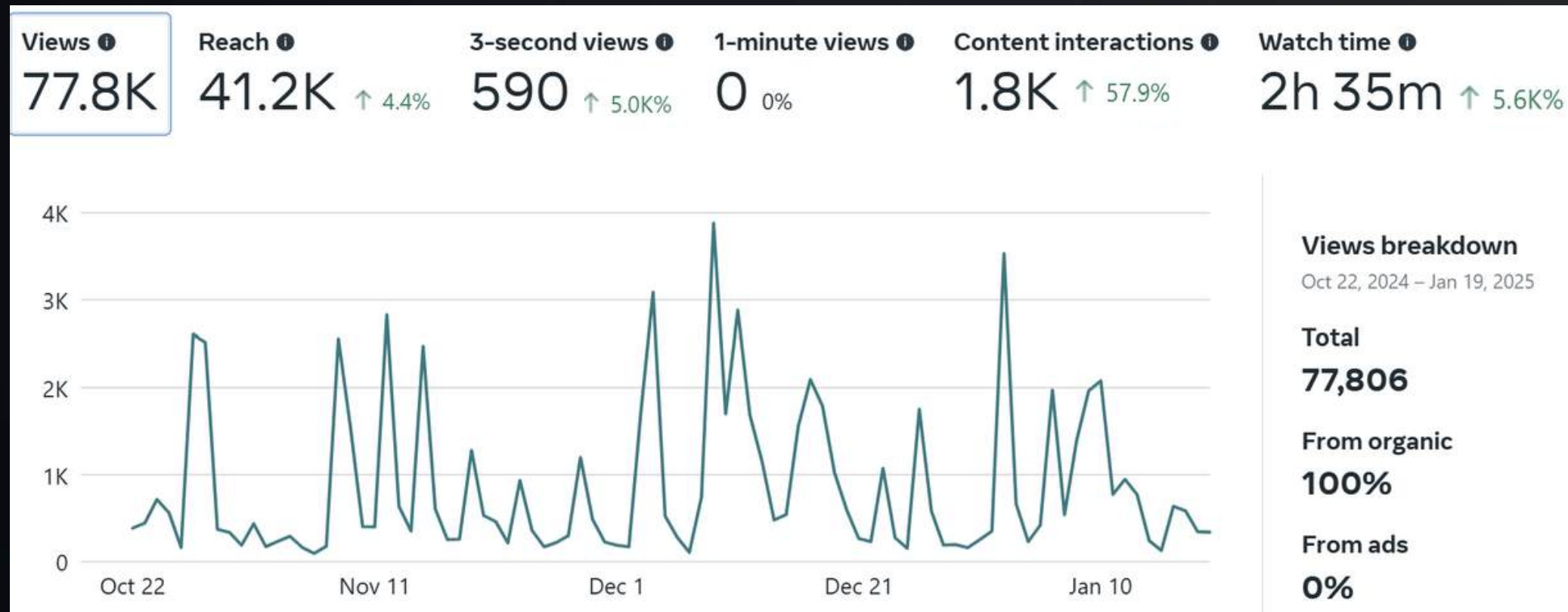
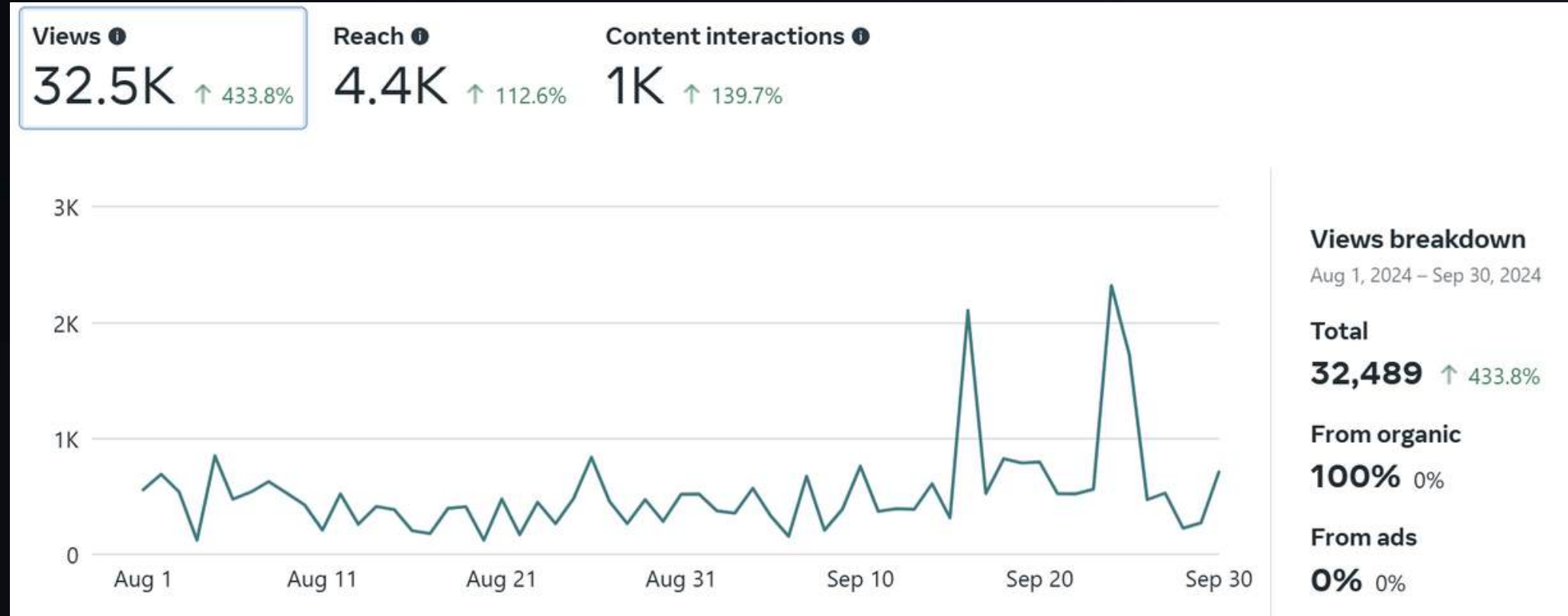
Community engagement

Monthly reports to see where we can improve



Social Media Management Overview

Organic Strategy



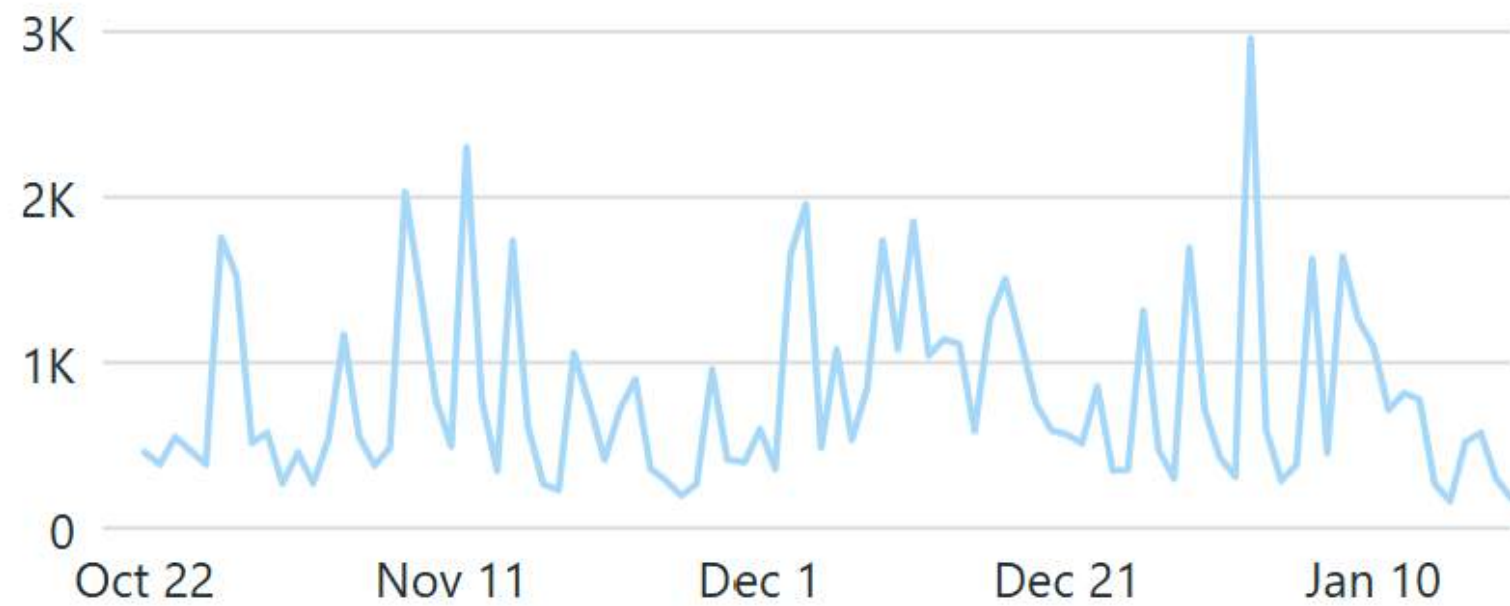


October 2024 - Jan 2025

Reach ⓘ

Export ▼

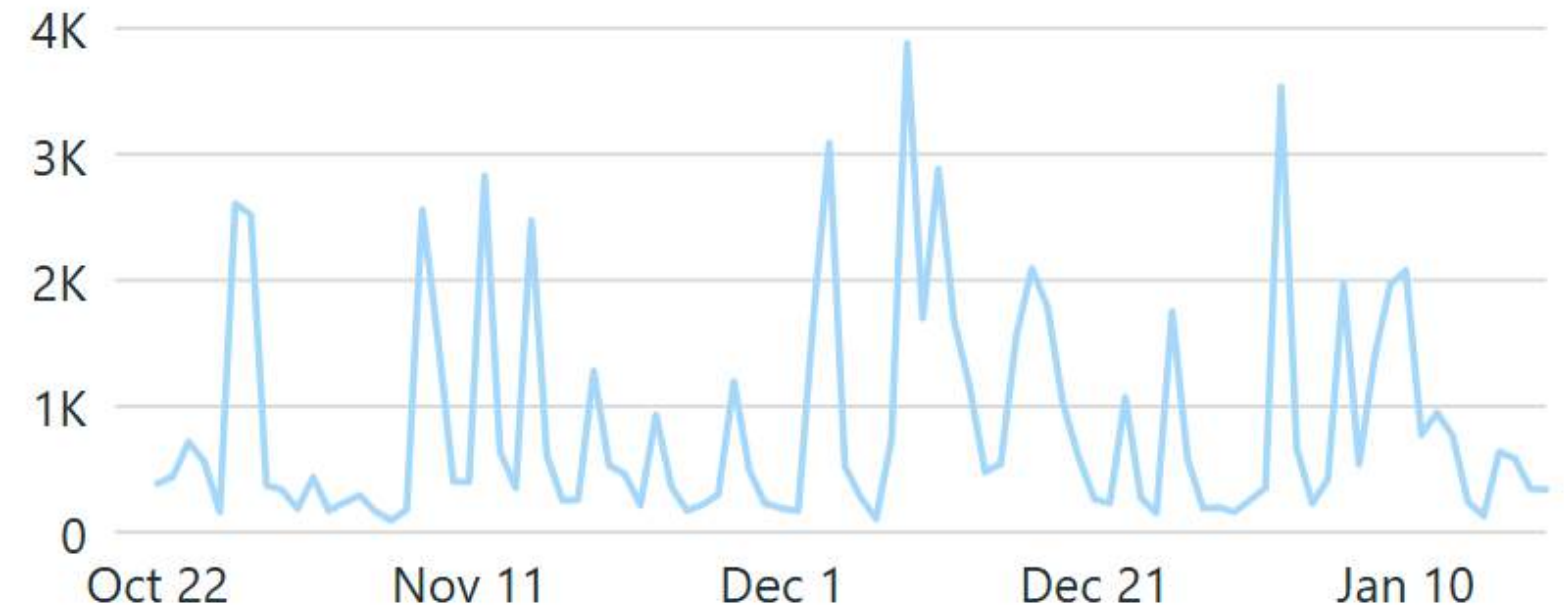
41.2K ↑ 4.4%



Views ⓘ

Export ▼

77.8K








Professional photography








Content overview

Top content by views Boost content See all content

 <p>POV: Management said to 'wrap up your...</p> <p>Mon Dec 16, 10:16pm</p> <p>1.4K views, 18 likes, 9 comments, 18 shares</p>	 <p>Sip, smile, and spritz! Cheers to mome...</p> <p>Wed Oct 23, 2:00am</p> <p>631 views, 41 likes, 4 comments, 15 shares</p>	 <p>Why wait for the weekend to treat...</p> <p>Tue Dec 17, 9:00pm</p> <p>559 views, 31 likes, 4 comments, 19 shares</p>	 <p>What a wonderful way to kick off 2025 —...</p> <p>Wed Jan 1, 6:00pm</p> <p>556 views, 30 likes, 6 comments, 19 shares</p>	 <p>Unwrap the parchment, and a...</p> <p>Thu Jan 9, 6:00pm</p> <p>503 views, 27 likes, 4 comments, 21 shares</p>
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Top content by views Boost content See all content

 <p>Ca de Vin is a must-visit in Melbourne fo...</p> <p>Mon Dec 23, 9:20pm</p> <p>12K views, 71 likes, 28 comments, 9 shares</p>	 <p>Tucked away next to H&M on Bourke...</p> <p>Sun Dec 8, 1:33am</p> <p>5K views, 145 likes, 80 comments, 11 shares</p>	 <p>I recently visited @cadevin.melbourn...</p> <p>Fri Dec 27, 12:50am</p> <p>4.9K views, 48 likes, 4 comments, 4 shares</p>	 <p>Good vibes at this Mediterranean...</p> <p>Mon Jan 6, 7:49pm</p> <p>4.4K views, 114 likes, 23 comments, 32 shares</p>	 <p>Indulging in authentic Italian flavors right i...</p> <p>Mon Nov 4, 11:06pm</p> <p>4K views, 110 likes, 9 comments, 9 shares</p>
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Influencers

We brought in 5-8 foodie influencers a month.

Content Creation:

Influencers craft engaging posts across platforms like Instagram, Facebook, and TikTok, using high-quality visuals and compelling captions to showcase their experience.

Collaboration Tagging:

By tagging the venue as a collaborator on Instagram reels, influencers ensure the content appears on the venue's page, boosting reach and enriching the venue's content library.

Audience Engagement:

Their posts introduce the venue to a wide audience of food lovers and locals who value their recommendations, driving increased foot traffic and inquiries.

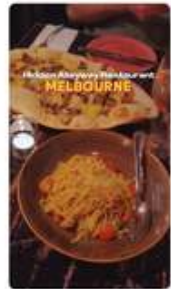
Google Review Boost:

To bolster credibility, influencers leave detailed Google reviews about their experience. This not only elevates the venue's star rating but also enhances online visibility, attracting more potential diners searching for great places to eat.

Influencer reels

Micro local influencers in Melbourne

Reel insights




Hidden Mediterranean Gem in Me...
18 September 2024 · Duration 0:36

376 26 434 342

Overview

Views	20,066
Watch time	1d 17h 58m 13s
Interactions	1,178
Profile activity	--

Reel insights



Ca de Vin is a must-visit in Melbourne for...
24 December 2024 · Duration 0:26

71 28 9 3

Your insights include data from ads created or deleted on Instagram or in Facebook advertising tools.


Overview

There was an error while loading your insights. Try again later.

Views

12,049

Reel insights




Tucked away next to H&M on Bourke Stree...
8 December 2024 · Duration 0:12

147 80 11 17

Overview

Views	4,956
Watch time	4h 12m 45s
Interactions	253
Profile activity	--

Reel insights




Check out the newest spot in Melbourne's...
21 October 2024 · Duration 0:14

538 30 5 0

Overview

Views	8,338
Watch time	14h 42m 7s
Interactions	573
Profile activity	--

Reel insights



I recently visited @cadevin.melbourne, a...
27 December 2024 · Duration 0:40

4.9K 48 4 4 6

Overview

Accounts reached	809
Reels interactions	62
Profile activity	--

Why have a social media strategy?

Continue building a local following and grow customer loyalty

Attract new customers

Fill more seats during quiet times

Increase spend when dining

A place to engage with followers