



# HOSPITALITY MARKETING CASE STUDY TWO40THREE

**two40three**  
BAR & GRILL





# HOW IT STARTED

## Strategize Key Promotions

We work closely with clients to define what to promote and why, ensuring alignment with business objectives.

## Audience Targeting

Detailed analysis to identify and understand the target audience for maximum impact.

## Content Planning

Development of a comprehensive content plan tailored to the brand's voice and goals.

## Professional Content Creation

Coordination with skilled photographers to produce high-quality visuals that resonate with the audience.

## Influencer Partnerships

Identifying and collaborating with influencers who align with the brand to amplify reach and engagement.



# WHAT WE DID

SOCIAL MEDIA  
MANAGEMENT  
3-4 POSTS PER WEEK

INFLUENCER  
MANAGEMENT  
5-8 PER MONTH

META  
ADVERTISING 1-2  
ADS PER MONTH



**Details**

- Status: Active
- Goal: Get more website visitors
- Daily budget: A\$7.00
- Duration: 93 days
- See all

**Preview**

Any lunch menu item. Middy of beer or glass of house wine or lemon lime & bitters 🍷🍹 \$19 Monday to Friday 12pm - 2.30pm Bookings are recommended

ADDRESS: 243-253 WALTER RD W, MORLEY  
PHONE: (08) 9273 2669

# **Social Media Management**

**Profile Update**

**Content Calendar**

**Instagram Highlight covers**

**New Reel Covers**

**Hashtag research**

**Copywriting for posts**

**4 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

## 3 months in





# 3 Months In

## Performance

Summarize with AI

Daily

Cumulative



Views ⓘ

358.6K —

Reach ⓘ

117.6K ↑ 349%

Content interactions ⓘ

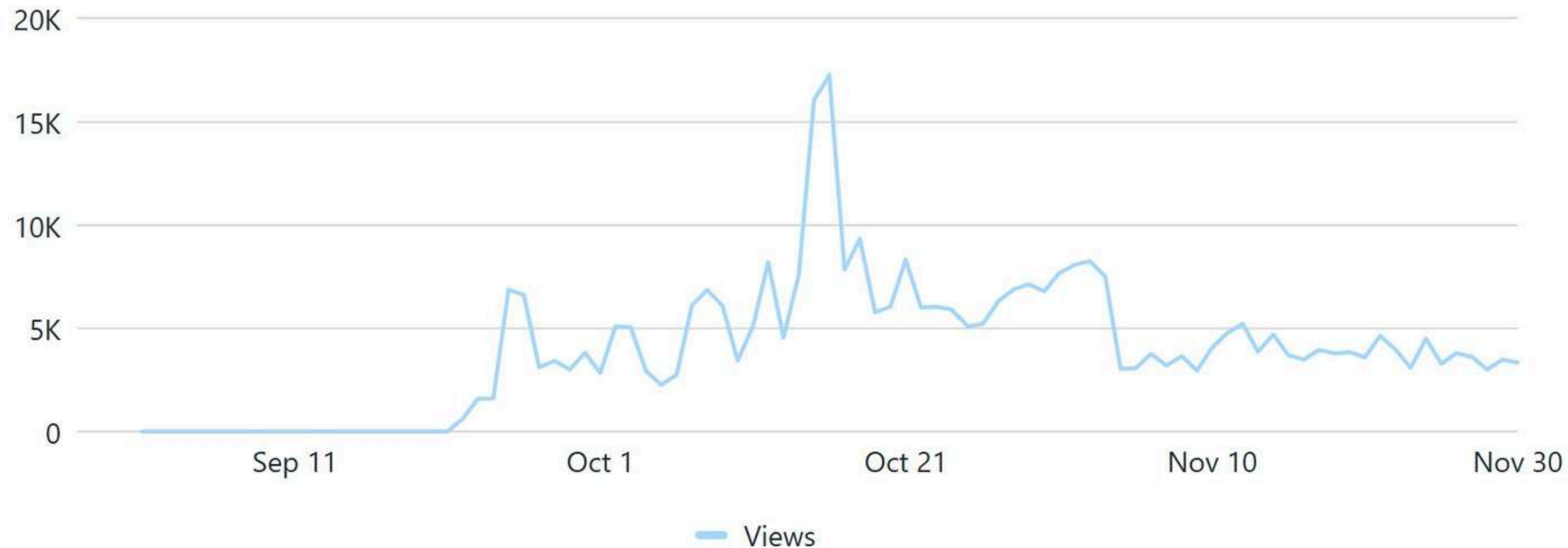
1.8K ↑ 1.1K%

Followers ⓘ

Lifetime  
12.9K

Link clicks ⓘ

4.3K ↑ 141.8K%



### Views breakdown

Total  
**358,592** —

From organic  
**32%** —

From ads  
**68%** —



# Professional photography





# Content overview

 **Top content by views**

Boost content

See all content



**Good vibes, great food, and a cheeky...**

Wed Oct 16, 2:00am

8.6K views   54 likes  
7 shares   10 comments



**Can't get enough of these crispy, flavorfu...**

Tue Oct 15, 2:00am

7.1K views   35 likes  
6 shares   22 comments



**Who else loves a good Sunday afternoon...**

Sat Oct 12, 7:00pm

6K views   25 likes  
7 shares   15 comments



**OCTOBER SPECIALS Sip on...**

Wed Oct 2, 7:00pm

4K views   24 likes  
11 shares   5 comments



**Golden, crispy perfection!**

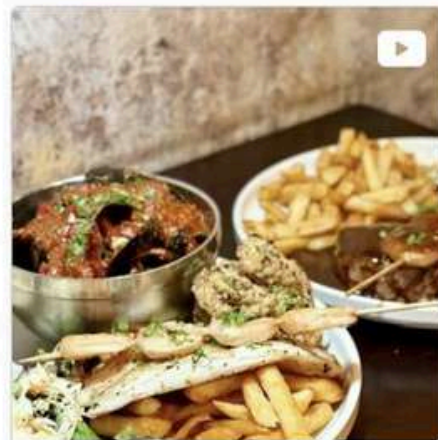
Tue Oct 8, 7:00pm

3.7K views   13 likes  
8 shares   8 comments

 **Top content by views**

Boost content

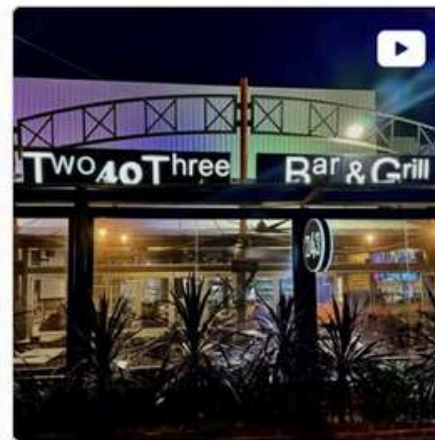
See all content



**Discover this great Bar and Grill find in Morl...**

Mon Nov 4, 3:40pm

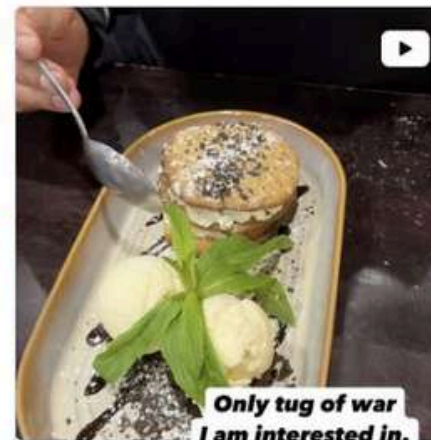
4.2K views   247 likes  
34 shares   18 comments



**Morley's Ultimate Sports & Food...**

Fri Oct 18, 2:23am

3.7K views   64 likes  
20 shares   15 comments



**Dessert love - Tug of war @two40three...**

Sat Sep 28, 7:35pm

3.1K views   26 likes  
6 shares   2 comments



**Looooook how insane this burger looks**

Wed Nov 6, 2:01am

3K views   97 likes  
13 shares   10 comments



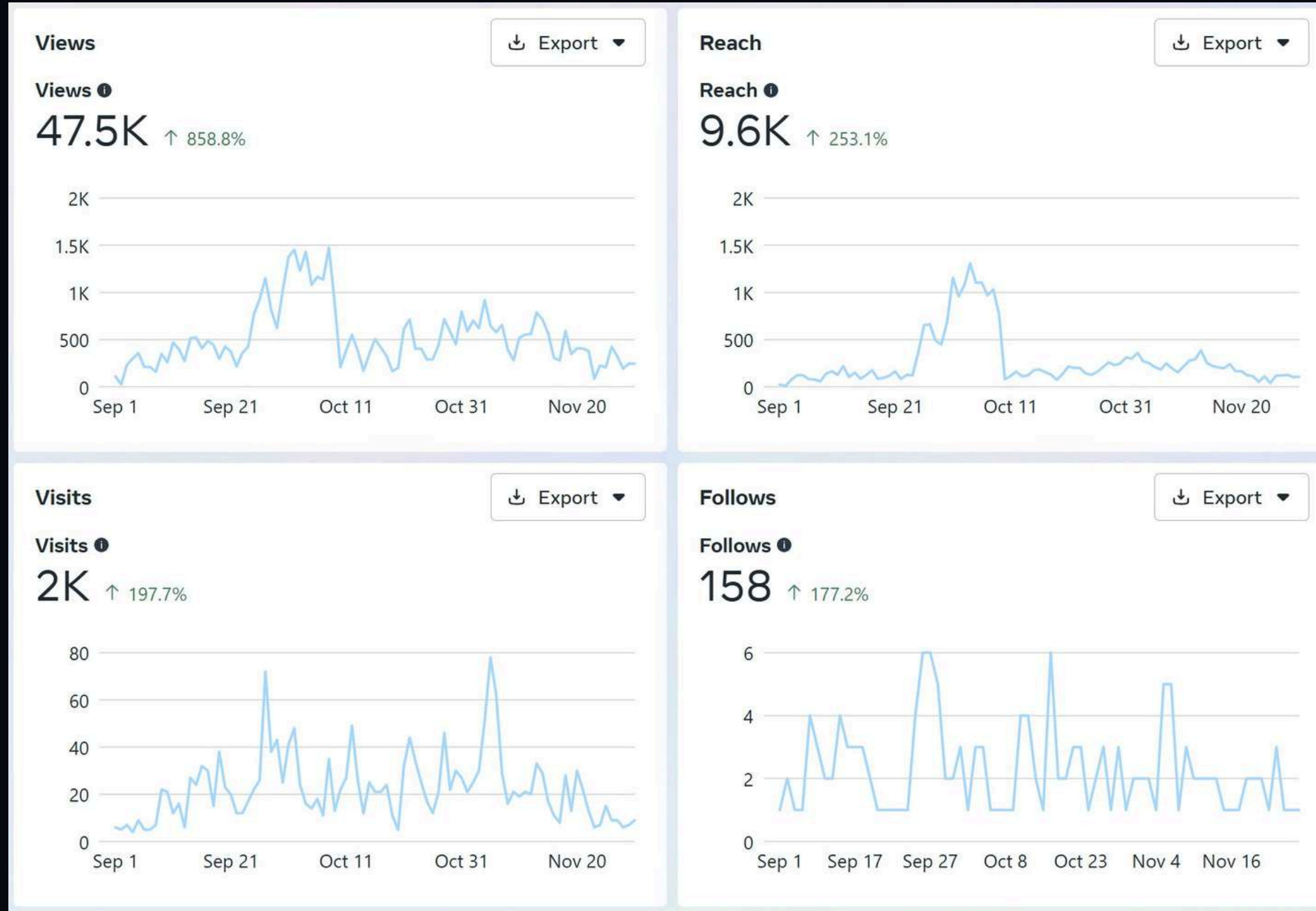
**Discover the hidden gem of Morley:...**

Sat Sep 28, 6:31am

3K views   38 likes  
11 shares   5 comments



# Instagram overview





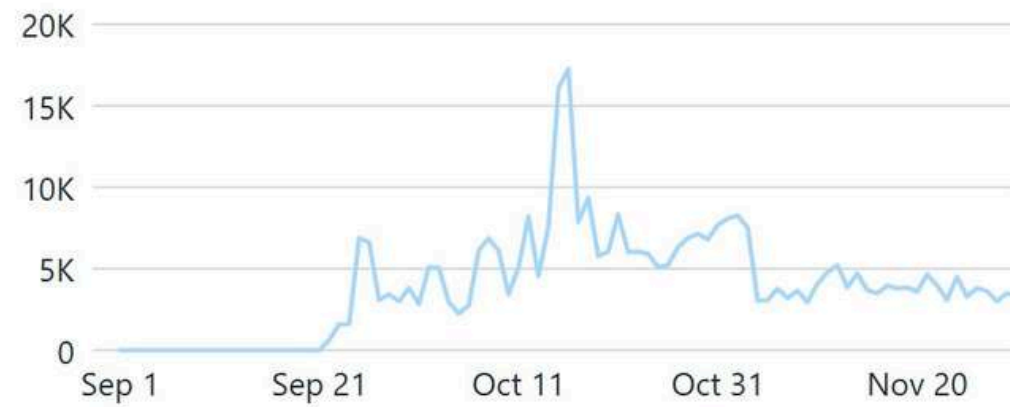
# Facebook overview

## Views

Export

Views ⓘ

358.6K

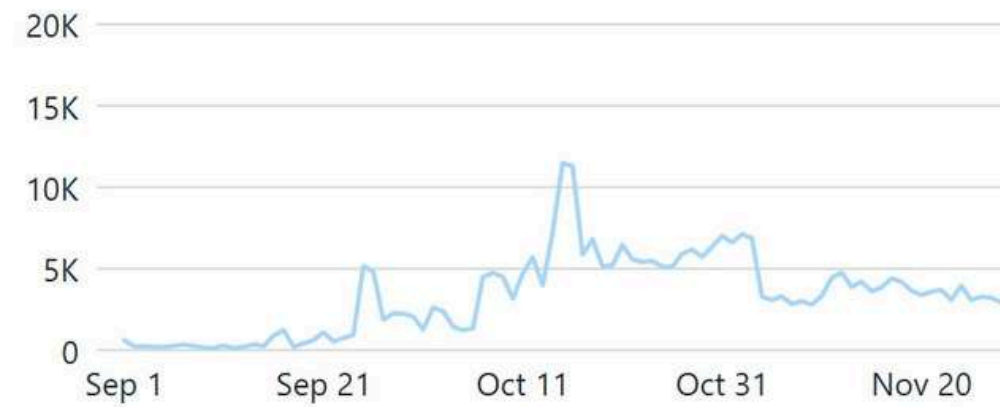


## Reach

Export

Reach ⓘ

117.6K ↑ 349%



## Visits

Export

Visits ⓘ

13.9K ↑ 40.2%

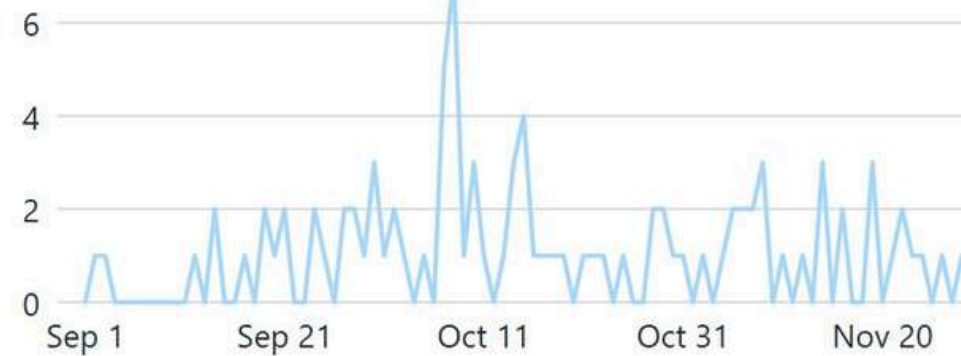


## Follows

Export

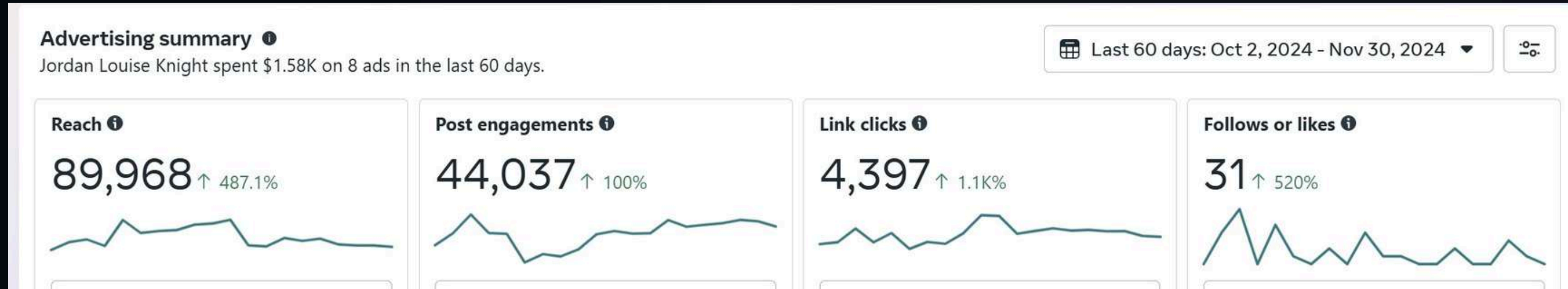
Follows ⓘ

91 ↑ 82%





# Ads



**Performance** ⓘ  
A\$285.85 spent over 35 days.

Link clicks ⓘ	1,535
Reach ⓘ	11,287
Cost per Link Click ⓘ	\$0.19

**Activity**

- Post engagements: 14430
- 3-second video plays: 12823
- Link clicks: 1535
- Post reactions: 41

⌵ See all


**Details**

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⌵ See all

**Preview**

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# Happy hour ad

## Performance i

A\$299.24 spent over 30 days.

Link clicks i

**724**

Reach i

**19,017**

Cost per Link Click i

**\$0.41**

## Activity

Post engagements



3-second video plays



Link clicks



Post reactions



Follows or likes



Post saves



Post comments



Post shares

## Details

Status **Completed**

Goal **Get more website visitors**

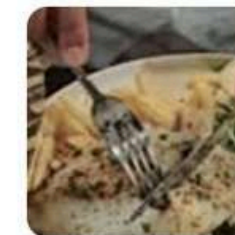
Daily budget **A\$10.00**

Duration **30 days**

[See all](#)

## Preview

Join us for happy Hour! 🍹 3-4pm and 5-6pm Pints on tap \$7 and \$9 House Wines \$6.50 Spirits on Rack \$8 All Cocktails \$11



[Book now](#)

[Edit ad](#)



# Influencers

We brought in 5-8 foodie influencers a month.

## **Content Creation:**

Each influencer shares engaging posts on their social media platforms, including Instagram, Facebook, and TikTok. They use high-quality visuals and captivating captions to highlight their experience.

## **Collaboration Tagging:**

Influencers tag the venue as a collaborator on their Instagram reels, ensuring the content is also featured on the venue's page. This amplifies reach and builds the venue's own content library.

## **Audience Engagement:**

Their posts introduce the venue to a diverse audience of foodies and locals who trust the influencer's recommendations, driving foot traffic and enquiries.


## **Google Review Boost:**

To further enhance credibility, each influencer leaves a detailed Google review about their experience. This not only increases the venue's star rating but also improves online visibility, making it more attractive to potential customers searching for dining options.

# Influencer reels

## Micro local influencers in Perth

**Reel insights**



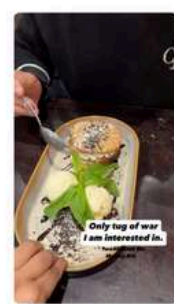
**Discover this great Bar and Grill find in Mo...**  
5 November · Duration 0:10

247 34 18 20

**Overview ⓘ**

Views	4,154
Watch time	3h 27m 3s
Interactions	319
Profile activity	--

**Reel insights**




**Dessert love - Tug of war @two40three**  
29 September · Duration 0:11

26 6 2 1

**Overview ⓘ**

Views	3,066
Watch time	3h 4m 19s
Interactions	35
Profile activity	--

**Reel insights**




**Morley's Ultimate Sports & Food Destin...**  
18 October · Duration 0:07

64 20 15 12

**Overview ⓘ**

Views	3,737
Watch time	3h 0m 14s
Interactions	111
Profile activity	--

**Reel insights**




**Morley's hidden gem! 📍 Located inside C...**  
16 September · Duration 0:18

60 19 6 5

**Overview ⓘ**

Views	2,733
Watch time	2h 16m 46s
Interactions	90
Profile activity	--

**Reel insights**



**Two40Three - Morley**  
11 November · Duration 1:10

89 9 2 6

**Overview ⓘ**

Views	2,398
Watch time	4h 41m 32s
Interactions	106
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**