



## **Overview**

As there is an immense increase in the number of entrants in the fast food industry, it is extremely difficult for small food outlets to promote themselves and to be able to acquire and retain customers. With social media being so important in marketing today, smaller food outlets find it challenging to promote themselves on social media and in targeting a large number of customers.

## **Challenge**

A small fast food outlet had low engagement levels in the social media channels. When compared to bigger brands, their twitter campaigns had lesser followers. In order to maintain a good brand image as well as acquire and retain customers, it is extremely important for the firm to effectively target customers through social media. For this purpose, they require a large number of followers that they can send messages to.

## **Methodology**

The fast food outlet targeted social media users that had over 10000 followers on Twitter. Through this, they are able to target the most influential people on Twitter as well as maximise the number of brand mentions. It focussed on making its approach humorous and colloquial, which is essential for succeeding in social media. It used the trending hash tags to target threads to maximize their reach.

## **Outcomes**

Through the Twitter campaign, they reached over 600000 Twitter followers as well as achieved over 3000 re-tweets from a single tweet. When compared to some of their bigger competitors, they were able to increase Twitter followers by 3 times.

## **About Citimedia**

Citimedia is a state-of-the-art marketing platform that provides its clients with efficient digital marketing solutions and consultancy services. The various services of Citimedia include automated social media marketing, mobile marketing, search engine optimization, email marketing etc. Citimedia can help you make the best marketing decisions when launching any products and services and can also assist in campaign planning. As a comprehensive platform, it provides innovative solutions that are integrated and easy to implement so that you can handle all your digital marketing activities in one place.