



## BOTTOMS UP PIZZA: A SOCIAL MEDIA CASE STUDY

Bottoms Up Pizza is a renowned pizzeria located in Richmond, Virginia. While they enjoyed a good reputation and a loyal local following, they recognized the need to enhance their social media presence and engage with their audience more effectively. They sought the expertise of our social media management team to revamp their online presence and attract new customers.



### CHALLENGES

Inconsistent and sporadic posting on social media platforms.

Lack of a cohesive brand identity in graphics and content.

Low-quality images that didn't do justice to the delicious food offerings.

Limited engagement and interaction with the audience.

### Approach

We devised a comprehensive social media management strategy to address Bottoms Up Pizza's challenges and boost their online presence.

## CONTENT STRATEGY & CALENDAR

We began by developing a well-structured content strategy that eliminated sporadic posting. Instead, we focused on creating a content calendar that emphasized key menu items, promotions, and special events throughout the year. This ensured a consistent and purposeful approach to social media content.



## MONTHLY PHOTOSHOOTS

To showcase Bottoms Up Pizza's mouthwatering dishes in the best light possible, we organized monthly photoshoots. These sessions aimed to capture the essence of the food, ensuring high-quality, vibrant, and appetizing images that would entice viewers.



## BRAND KIT DEVELOPMENT

We created a brand kit that included a selection of colors and fonts aligning with Bottoms Up Pizza's unique brand personality. This kit became the foundation for creating graphics that complemented the overall theme of their social media feed, enhancing brand recognition and consistency.

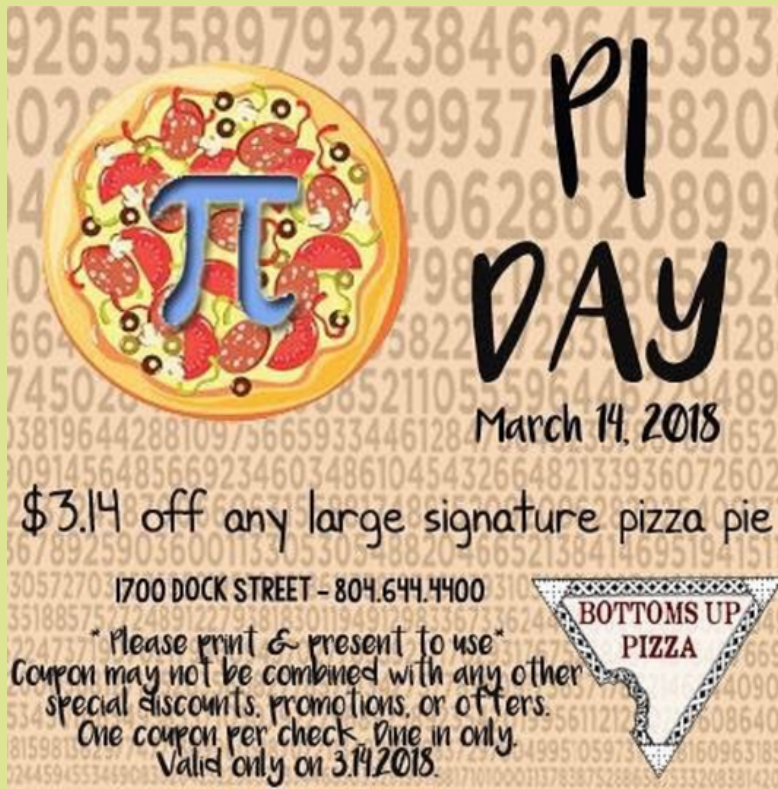


## DEFINING BRAND PERSONALITY

We continued to refine and identify Bottoms Up Pizza's brand personality. This involved emphasizing their good reputation, fostering witty engagement with the audience, and adhering to a consistent posting schedule. This brand persona became the guiding force behind our content creation and engagement strategies.



# Before



notice how the graphics lacked cohesion // brand identity.



# After

## What They Said

**Robert Malka**

5/5

I had the cheese pasta (with Marinara sauce) and it was very good—I'll be doing my best to replicate the recipe at home. Everyone I was with ordered pizza and all were happy with their choices.

... more info at [www.bottomsuppizza.com](http://www.bottomsuppizza.com)

we reworked the color themes to align with the overall theme of the feed.

## What They Said

DOWN

UP

Follow @travsecocomedy for details about comedy at BUP!

**Austin Meadows**

5/5

IM USUALLY HERE ON MONDAYS TO WATCH THEIR COMEDY OPEN MIC. IT'S ALWAYS A GOOD TIME, THEY HAVE DRINK DEALS, AND THE FOOD IS ALWAYS GOOD.

**“You know what? Part of me just wants to eat pizza and go to sleep.”  
Gwen Stefani**

# Before



images didn't capture the essence of the food.

they were more pixelated and the color of the images lack vibrancy.



After



images are high quality, and draw attention to delicious details.



## THE RESULTS:

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### COHESIVE BRAND STRATEGY:

Before our intervention, the graphics on their social media platforms lacked cohesion and a clear brand identity. However, after aligning graphics with the brand kit, the visual consistency improved, and the brand became more recognizable.

### HIGH-QUALITY IMAGERY:

The initial images were pixelated and lacked vibrancy, failing to capture the essence of the food. After the monthly photoshoots and image enhancements, the pictures became high-quality, vibrant, and attention-grabbing, showcasing the delicious details of their offerings.

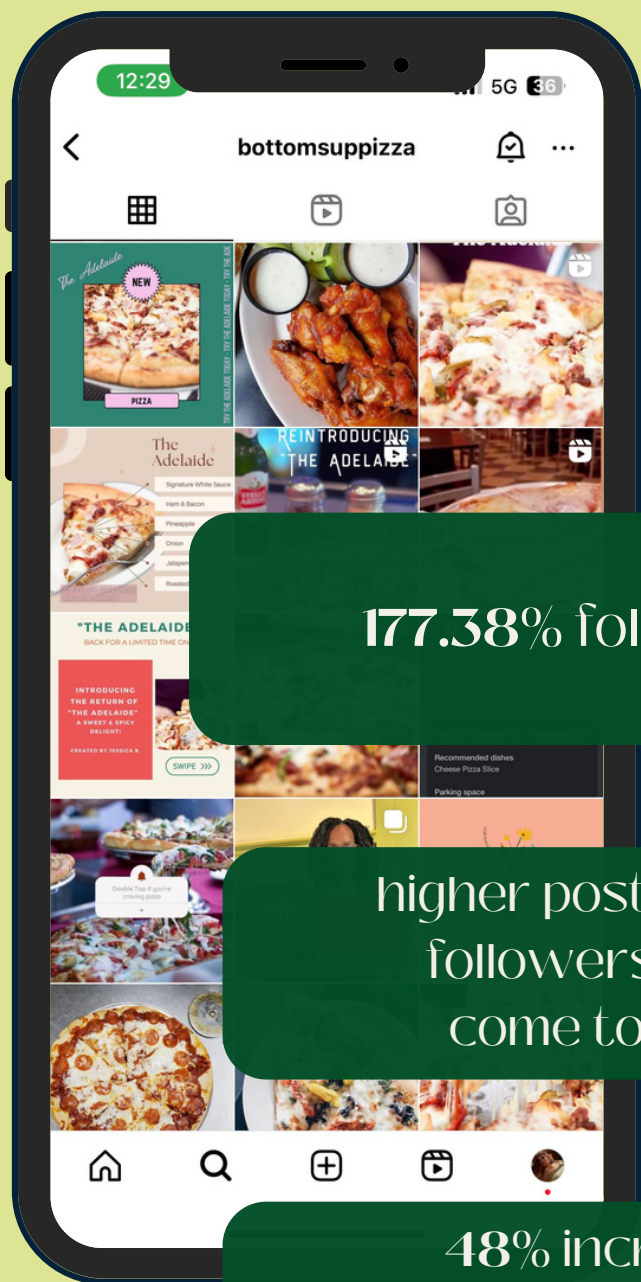
### FOLLOWER GROWTH:

The follower count on Bottoms Up Pizza's social media profiles increased by an impressive 177.38%. This growth was a testament to the enhanced visual appeal and engaging content.

### INCREASED ENGAGEMENT:

The number of tags on Instagram and Facebook when fans dined in increased by 48%, demonstrating increased customer advocacy and word-of-mouth marketing.

# The Results?



The implementation of these strategies yielded significant improvements in Bottoms Up Pizza's social media performance

177.38% follower increase

higher post engagement with followers making plans to come to the restaurant

48% increase of tags on Instagram & FaceBook when fans dine-in

Our strategic approach to social media management for Bottoms Up Pizza not only improved their online presence but also fostered stronger connections with their audience. The combination of a well-defined brand identity, high-quality imagery, and engaging content led to substantial follower growth, increased engagement, and greater customer involvement. Bottoms Up Pizza is now better positioned to thrive in the highly competitive restaurant industry.