



**HOLD  
ON FOR  
DEAR  
LIFE.**

**WILD & WILD  
CASE STUDY.**

# LET'S TAKE A CLOSER LOOK.



## INTRODUCTION.

This case study explores the collaboration between WILD & WILD, a prominent, Award Winning cafe, and us, in which we provided digital marketing solutions. It highlights the role of online advertisements and social media strategies in improving the cafe's visibility, attracting new customers, and driving growth during the challenging year of 2021.

## BACKGROUND.

WILD & WILD is a thriving cafe known for its plant-based and healthy offerings. The cafe faced the unique challenges posed by the COVID-19 pandemic, including lockdowns and shifting customer behaviors. We partnered with WILD & WILD to enhance their online presence, engage with their target audience, and drive foot traffic to the cafe.

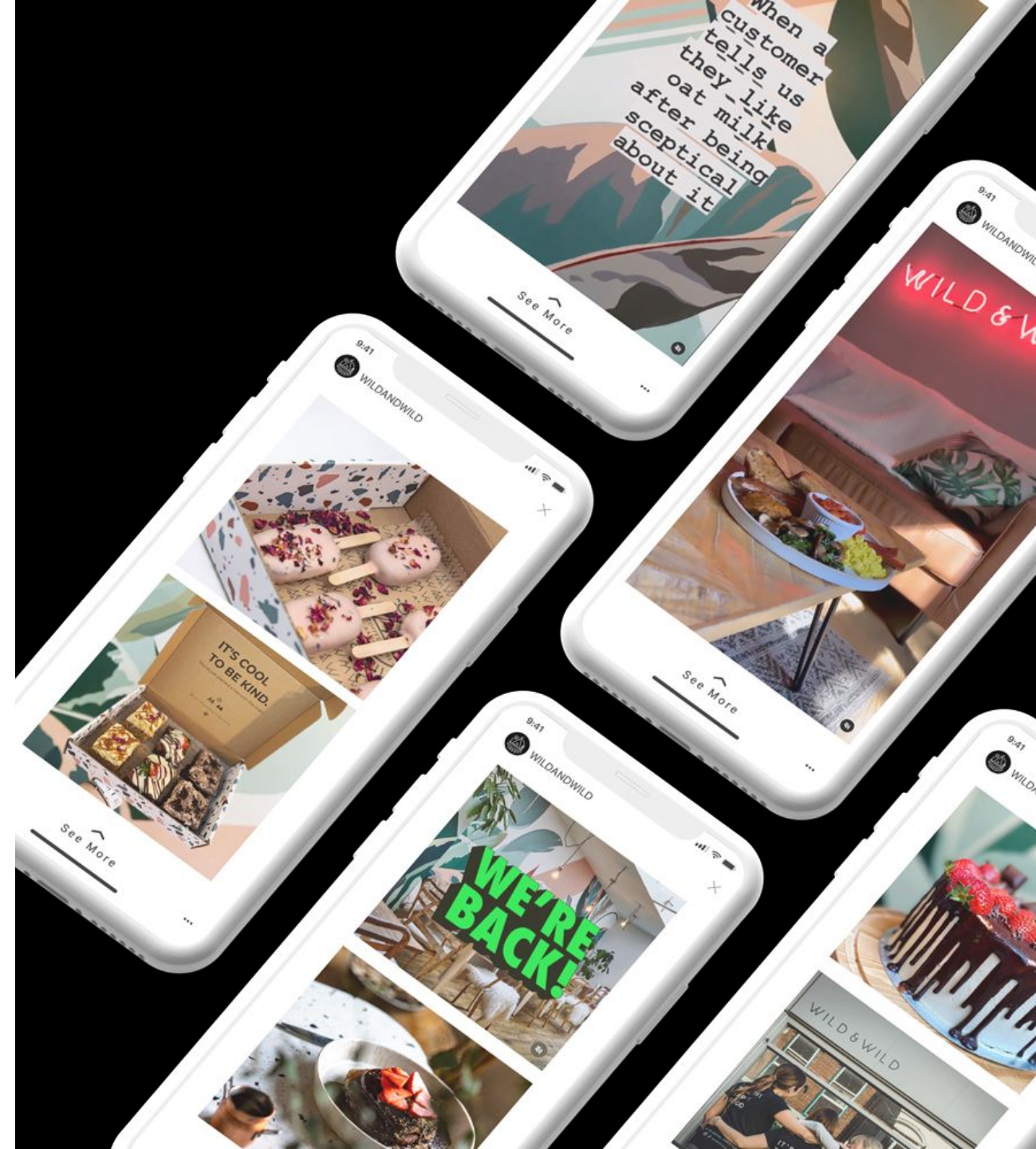
# STRATEGIES & RESULTS.

## DIGITAL ENGAGEMENT.

We focused on leveraging digital platforms to engage with potential customers and increase brand awareness. Online revenue saw significant growth, with a YoY increase of 656%, amounting to £23,000. Additionally, website visits soared by 429% YoY, reaching 53,000 visitors. These outcomes demonstrate the success of our agency's online advertising and social media campaigns.

## COMMUNITY BUILDING.

WILD & WILD's commitment to building a strong community aligned perfectly with our strategy. By using targeted social media campaigns and content creation, the cafe attracted new customers and retained existing ones. The introduction of the Veg Box Scheme during the pandemic, facilitated by our marketing efforts, generated intrigue among neighboring properties and drove additional traffic to the cafe.



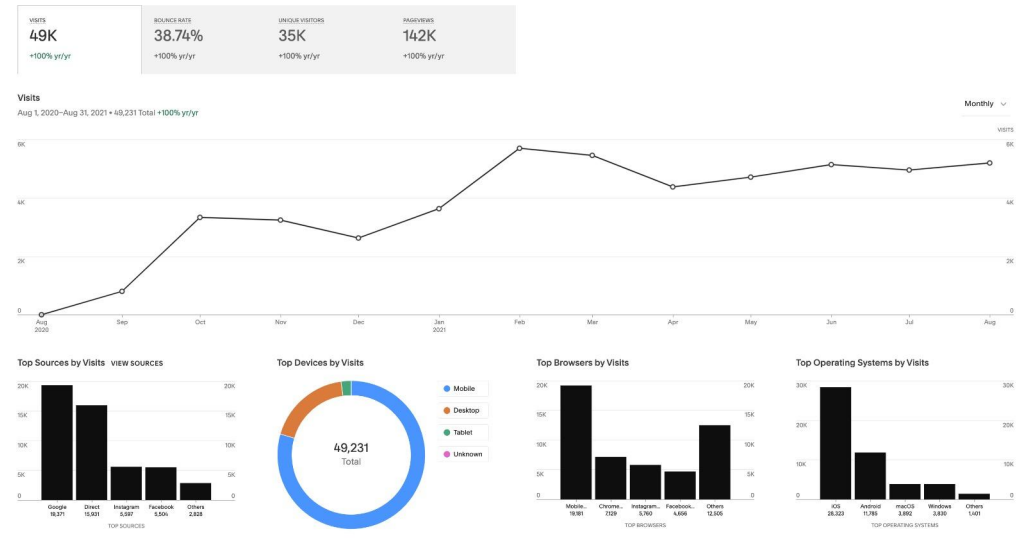
**656%**  
GROWTH IN  
ONLINE REVENUE.

**29%**  
GROWTH IN  
REVENUE YOY.

**429%**  
INCREASE IN  
WEBSITE VISITS.

# TOPLINE RESULTS.

Through the effective utilization of online advertisements and social media strategies provided by HODL X, WILD & WILD achieved remarkable growth and improved brand recognition in 2021. The collaborative efforts enabled the cafe to overcome the challenges posed by the pandemic and stand out in the competitive cafe industry.





**THANK YOU.**

**PLEASE GET IN TOUCH!**

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