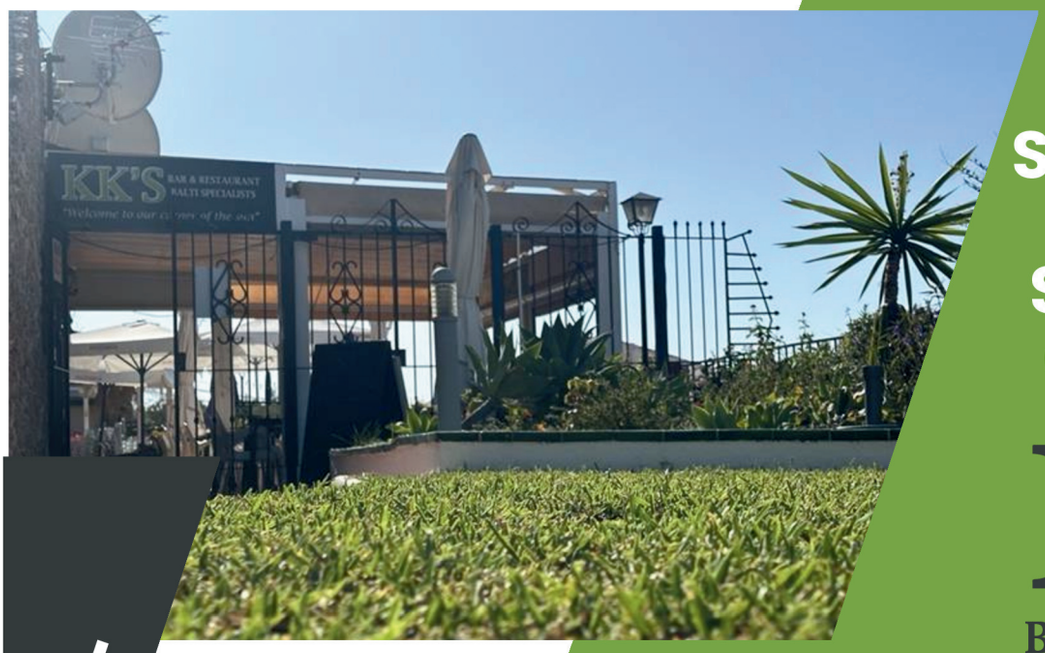
CONQUEST SOCIAL MEDIA



SPANISH BASED HOSPITALITY SOCIAL MEDIA CASE STUDY:

KK'S

BAR & RESTAURANT

Client: KK's Bar & Restaurant

Location: Nerja, Andalucia

Client Since: August 2024

CHALLENGE

KK's Restaurant is a popular expat-owned bar and restaurant in San Juan de Capistrano, Nerja. Known for its Sunday roasts, welcoming atmosphere, and stunning views of the town. KK's had built a loyal local following, but its online presence didn't reflect its vibrant in-person experience.

Despite regular posting, the content lacked consistency, structure, and direction. Audience growth had plateaued, and customer engagement was sporadic. Like many small hospitality venues run by expats, the owners were juggling multiple responsibilities and didn't have the time, tools, or experience to build a strong digital brand.

OBJECTIVES

Conquest Social Media was brought in with a clear brief:

- Build a consistent, engaging social media presence that reflects the restaurant's character and unique atmosphere.
- Attract new locals and tourists through strategic visibility.
- Promote events, seasonal specials, and awareness more effectively.
- Free up the owners' time by managing content, posting, and performance.
- Lay the foundations for long-term customer loyalty through community interaction.

Spanish hospitality owners need to focus on service - not social.

STRATEGY

We developed an integrated social media solution tailored to the fast-moving hospitality environment in Andalusia:

- Visual identity refresh: Created a consistent aesthetic using real imagery from the venue, food, staff, and customers, along with sunset views from the restaurant, giving authenticity to every post.
- Content planning: Introduced a weekly content calendar featuring a mix of promos, menus, events, and behind-the-scenes content.
- Targeted advertising: Launched localised campaigns aimed at both tourists and English-speaking residents within a 15km radius.
- Community management: Handled messages, comments, and reviews to keep the tone warm and responsive.
- Performance tracking: Provided biannual reporting on reach and engagement.

CLIENT FEEDBACK

"They have truly elevated our online presence, helping us connect with both local residents and tourists alike. Their team is professional, responsive, and full of creative ideas that have significantly boosted our engagement.
Highly recommend!"

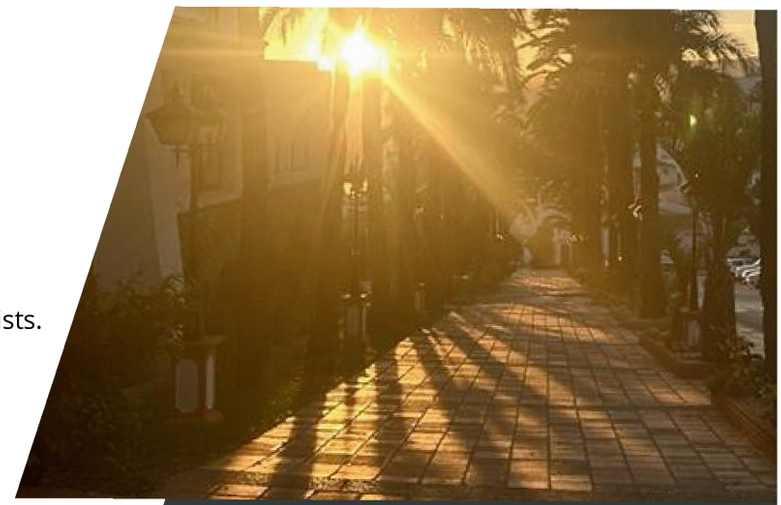
Karen & Kim - KK's Bar & Restaurant

CONCLUSION

KK's Restaurant is proof that expat-run venues in Andalusia can thrive online - with the right support. At Conquest Social Media, we understand the pressures small hospitality businesses face, and we build social media strategies that are both authentic and effective. For bars and restaurants across the Costa del Sol and beyond, our service isn't just about posting; it's about telling your story, reaching the right people, and giving you the time back to run your business.

IMPACT

- KK's saw a surge in engagement, with more comments and shares from both regulars and new customers.
- Their events began to regularly sell out, often from social media alone.
- The owners were able to focus more on service and operations, knowing their online presence was being professionally handled.
- Social media became a genuine driver of bookings and awareness, especially among new arrivals and visiting tourists.



RESULTS

Metric	Before Conquest	After Conquest
Avg. Engagement Rate	↓ Low	↑ +58%
Monthly Reach	↓ Low	11,000+

Want to see what we can do for your venue? Let's talk.

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