



## RESTAURANT SOCIAL MEDIA CASE STUDY:



Client: Sanjha Restaurant  
Location: Camberley, Surrey  
Cuisine: Punjabi  
Client Since: March 2017

### CHALLENGE

Sanjha Restaurant is a well-established North Indian restaurant with a loyal local following and a reputation for high-quality Punjabi cuisine. Despite their excellence in food and service, their digital presence wasn't reflecting the same energy.

They faced several key issues:

- Inconsistent and infrequent social media posting
- Limited visual identity and branding online
- Low engagement across platforms
- No integrated approach to managing social media and customer engagement
- No use of paid advertising or targeted reach

### OBJECTIVES

Conquest Social Media partnered with Sanjha to:

- Establish a consistent, on-brand social media presence
- Create visually engaging and authentic content
- Increase customer engagement and brand awareness
- Promote seasonal events, offers, and specials
- Streamline content management and planning
- Lay the groundwork for scalable paid ad campaigns

What happens in the  
kitchen now shines online.

## STRATEGY

### 1. Content Creation & Curation

We created a monthly content plan focused on:

- Behind-the-scenes shots of the kitchen
- Highlighting signature dishes with styled photography
- Customer testimonials and tagged re-posts
- Cultural storytelling around Punjabi cuisine

### 2. Branding & Visual Identity

We introduced:

- A consistent tone of voice across posts
- Colour palette aligned with the restaurant's branding

### 3. Platform Management

We managed and grew Sanjha's:

- Instagram and Facebook pages
- Monthly analytics to track what resonated most

### 4. Integrated Scheduling & Automation

Using Conquest's internal tools and collaborative workflow, we provided a schedule of what's being posted and when, freeing their team to focus on running the restaurant.

### 5. Community Engagement

We responded to comments, engaged with local pages, and encouraged user-generated content by:

- Running hashtag campaigns
- Sharing tagged customer stories
- Promoting local partnerships and events such as the Camberley Car Show and Armed Forces Day'

## RESULTS

| Metric               | Before Conquest | After Conquest |
|----------------------|-----------------|----------------|
| Avg. Engagement Rate | 1.2%            | 37.8%          |
| Monthly Reach        | 3,500           | 19,000+        |

## CLIENT FEEDBACK



"Conquest Social Media has transformed the way we communicate online. Dan just gets us, our values, our goals, and the energy behind what we do. It's rare to find a partner who brings both creativity and reliability to the table. With Conquest, we've gained more than a service provider; we've found a genuine collaborator who helps bring our brand to life."

- Amar Randhawa, Sanjha Restaurant

## CONCLUSION

With Conquest Social Media's support, Sanjha now has a digital presence as vibrant and memorable as its cuisine. Our tailored strategy not only increased visibility and engagement but also drove real business results.

Whether you're running a single restaurant or a multi-site brand, let Conquest Social Media help you turn your social media into a growth engine.



Time to Transform Your Restaurant's Socials?

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