

HEARST
BAY AREA

Food/Restaurants



SOCIAL ADVERTISING CAMPAIGN

Hearst Newspapers built a custom strategy tailored to our Food/Restaurants industries.

ABOUT CLIENT A

Client A is a contractor of the Beef Checkoff and manages research and promotion programs on behalf of America's farmers and ranchers.

ABOUT CLIENT B

Client B is a restaurant in San Francisco for modest dining, where casual dining meets simplicity and complexity in one.

ABOUT CLIENT C

Client C is a chain of restaurants in San Francisco that specializes in a clear tribute to Mexican heritage and culture in each plate.



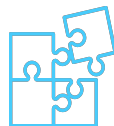
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Objective

Overall each client pursued the goal of increased in-foot traffic, ad recall, and increased orders or reservations.



Solution

Our custom strategy per client:

- CLIENT A: drive social engagement, website traffic, and leads to build CRM database
- CLIENT B: increased awareness and audience, as well as, increase traffic campaigns toward landing pages for reservations during mid-day specials
- CLIENT C: stimulate top of funnel for ad recall on latest restaurant deals and offers

Custom Audiences

With certified Facebook tools, our team was able to collect data and create custom audiences.

These custom audiences allow for a wider net of viewers that are genuinely interested for the Client's brand and product.



Retargeting

Audiences that catch up with the people we may have lost. This audience will be sure to catch the people we missed on the first try and send ads at better intervals (time, day, frequency) to give them another chance at converting or performing our desired CTA.

- Retargeting Website Traffic
- Retargeting Social Profile Engagement
- Retargeting CRM Lists

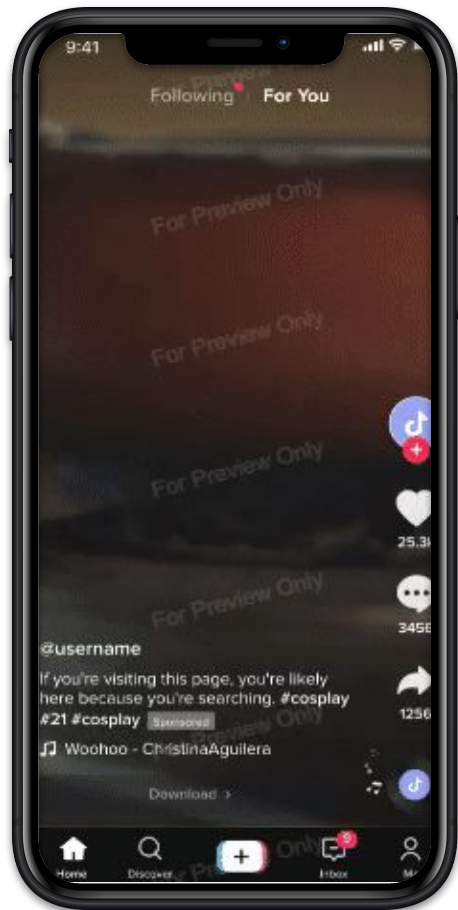


Look-a-like (LAL)

Audiences that are a mirror image of selected groups. This audience will take a copy of another group and find their closest counterparts and delivery ads directly to them.

- LAL 1% - Retargeting Website Traffic
- LAL 1% - Retargeting Social Profile Engagement
- LAL 1% - Retargeting CRM Lists





Client A

What we have accomplished:

From Nov 2021 - Feb 2022, our NCBA campaign generated over 1M impressions, 400K reach, and 18k clicks.

Services:

Paid Social Media

2021

 **1,685,673** Impressions

 **3,692** Engagements

 **18,409** Link Clicks

Client B


From Aug - Dec 2022, our strategy for paid ads with Client B was to run page like and traffic campaigns that featured copy for audiences to learn about the deals, menu items, and location of the restaurant.

👁 602,599 impressions



👍 18,640 engagements

🔗 17,020 post link clicks

👤 250,754 individual users reached


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There's something for everyone, and we welcome you to enjoy and discover the carefree bohemian inside of you. Unleash your inner bohemian and join our "world" of Boho.


 

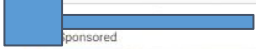
Happy Hour **3321 St**


"Sips & Bites" **Today £**

 Nina Keys Delmon and Tom Nguyen

 Like  Comment  Share

 Instagram

 Sponsored



Book now

bohorestauntsf Brunch

There's something for everyone, and we welcome you to enjoy and discover the carefree bohemian inside of you. Unleash your inner bohemian and join our "world" of Boho.

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Creative foods + sophisticated atmosphere + delicious cocktails = a meal you'll never forget. Make your reservation with Boho today and find out.



DIAL +1 (415) 513-0806

Instantly Reserve Your Table 

 Like  Comment  Share

Client C

From Aug - Nov 2022, our strategy for paid ads with Client C was to run a page like, traffic, and brand awareness campaigns that featured copy for audiences to learn about the deals, menu items, and location of Client C.

 **2,822,073 impressions**

 **38,482 engagements**

 **24,381 post link clicks**

 **399,737 individual users reached**



RESULTS



Sponsored · 🌐

Here on Highway 1 — explore the route to wildlife in the season of coastal discovery.

This is the best time to view the bountiful wildlife and unlock hidden secrets along the California coast. Learn more about the season of coastal discovery on our website!

Highway 1: The Season Of Coastal Discovery! [Learn more](#)



Sponsored · 🌐

Here on Highway 1 — explore the best beaches along the central California coastline.

From premiere vistas to hidden gems to wide open coastlines, discover 21 beaches and the abundance of options along San Luis Obispo's stretch of Highway 1. Learn more about the best beaches on our website!

Highway 1: Discover The Best Beaches [Learn more](#)

Client C

What we have accomplished:

From Jan - Aug, Client C achieved over 4M impressions, reached 1M individual users, and received over 58K link clicks to the website.

The Conversion campaign resulted in 4,459 form fills to receive the speciality download item. A rate of 19.3 form fills per day.

Services:

Paid Social Media

2022 Facebook Results

 4,239,313	 196,067	 58,206	 4,459
Impressions	Engagements	Link Clicks	Form Fills

HEARST

B A Y A R E A

**Let's talk about how Hearst Bay Area
can help your business thrive.**

[Contact us](#) today to learn more.