



AVALANCHE
ENTERPRISE

AVALANCHE CASE STUDIES



RESTAURANTS



INTRODUCTION

Avalanche Enterprise is a digital agency specialising in getting you seen by the right people. Our job is to reinforce the value that your company can offer potential clients, therefore we consistently connect you to the people that require your services. The general phrase we use is **“The more of your target market you have a conversation with, the more successful your business will be”**.

Our team of highly talented individuals are trained in all major social media platforms and we are constantly improving the way we market our clients on them.

The company in discussion today is Fast Food Restaurant franchise - Southern Fried Chicken. SFC are a global franchise with over 700 stores worldwide, they came to us with the unique challenge of increasing their brand equity on social media whilst creating an attractive proposition for potential franchise investors.

Southern Fried Chicken are a global fast food restaurant franchise who came to us with a vision of **unifying** their social media approach to increase their competitiveness after years of neglecting their digital presence. Due to this, their social media was not reflective of the stature of their brand - a company with a worldwide presence turning over £200 million per year.

The first steps of the process involved the creative and strategy team collaborating with SFC to establish a clear vision for the campaign as well as defining an **authentic brand identity** to be leveraged in order to build a substantial following in the coming weeks. Working as both strategists and consultants, the Avalanche team quickly became an integral part of the SFC marketing operation, working alongside the CEO and Marketing Director to help define and structure the marketing vision of the brand.

As SFC are a global franchise, their needs could be split into two key areas:

- 1. Raising the profile of the company on a consumer level and creating loyalty among existing customers.*
- 2. Creating a space where potential franchise investors could be targeted with the view of generating leads through social media.*



RESEARCH



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DEPLOYMENT

The deployment of the strategy was an agile approach of testing and measuring targeted content to the desired markets, with a combination of savvy creative work, brand promotions and sales posts following our signature **2,2,1 strategy**. As a result of this we were able to rapidly identify the nuances and social media behaviours of the two refined markets that SFC wanted to capture - consumers and investors.

One of our key strengths at Avalanche is our speed with a focus on the rapid deployment of promotions to different audiences to identify where the best response lies - this has value not only in building up brand equity, a community and a following on social media, but also in providing valuable audience insights to the target market to use as an approach going forward.

Once the two strands of target market had been clearly identified and refined using a **detailed targeting approach** through the **testing and measuring** of adverts, we began to tailor brand posts based upon what SFC wanted to achieve from the campaign - the building of brand equity and stealth on social media and a space for potential investors to easily find information about the franchise opportunity.

Stage one of our campaign with SFC epitomised one of our core values, to **under promise and over deliver**. We surpassed our initial objectives significantly, delivering a **356% increase** in Facebook followers representative of over **10,000 people within the target market** being regularly being reached by the page.

In addition to this, we produced a promotional video aimed at potential investors that received **over 40,000 views** from just a £70 ad spend. To put this in comparison, the brand were spending £500 to reach just 2,400 people before working with Avalanche. This is a reflection of the strategy that we put behind our campaigns combined with the creative flair our team possesses to achieve profound results.

Stage 1 of the campaign was a huge success in which we achieved the following milestones:

- **40,000 potential investors reached via promotional video for £0.01 (1/10th of a penny) per view.**
- **0.5 Million individuals within target market reached in 8 weeks.**
- **Delivery of 48 qualified franchise investor leads at a cost of £1.04 per lead.**
- **356% increase in page followers from 2,954 to 13,473 'likes'.**
- **123,344 brand engagements (likes, comments or shares) in 8 weeks.**
- **Valuable insights into audience profiling, psychographics and demographics.**

This success is a direct result of our research, strategy and creative processes combined with a core ethos in which we run all of our campaigns - *'the more of your target market you speak to in a value orientated way, the more successful you will be'*. It would come as no surprise to learn that SFC doubled their budget moving forward, after we established deep levels of trust with them. We look forward to leveraging the traction we have gained with their campaign and surpassing our previous results moving forward.

RESULTS



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