

San Churro Fremantle Challenges

Most businesses joining social media grapple with how to set social media goals and how to achieve them. The lack of internal resources to dedicate to market the Fremantle branch does not allow a consistent presence across multiple channels. Deep involvement of operational staff members in

the front side of the business does not leave room for monitoring and managing engagement for growth. The increasing complexity of the social media marketing environment requires an ongoing effort in order to keep up with the trends and genuinely grow the current

fan base, putting additional pressure on operational staff members. Social media content and specials need to be rolled out in accordance with the brand style guides and Facebook's terms of service. The lack on an in-house dedicated marketer with experience in digital advertising

and tracking software limits the store from achieving its full potential on social media.

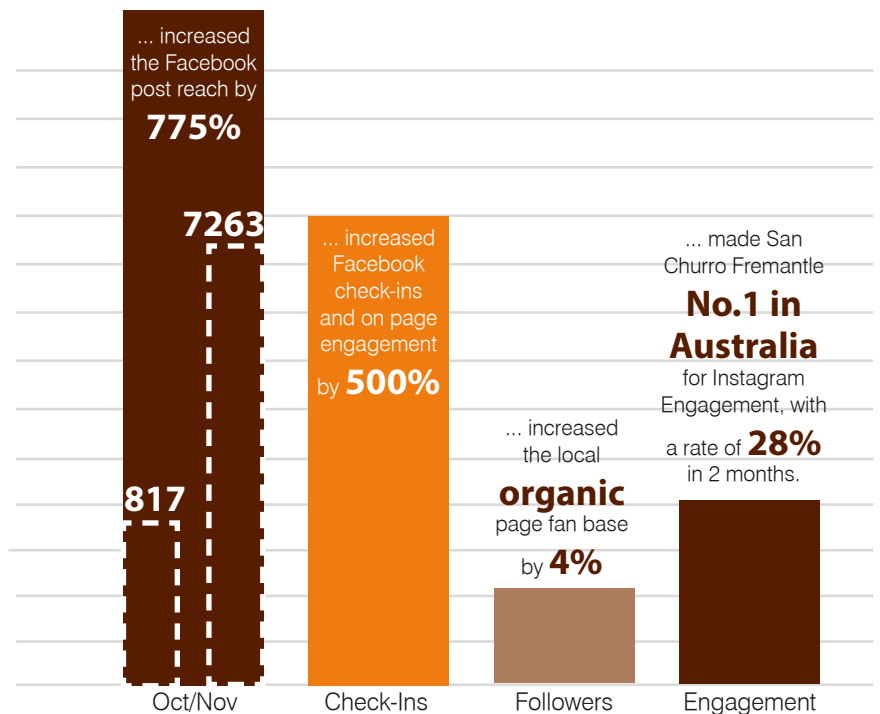
Key points:

- Increase brand awareness
- Brand compliance
- Connect with audience
- Generate walk-ins

Our Solution

MJ Social quickly established that a consistent release of quality branded content, mixed with community management, targeted advertising and a calendar of events and specials could grow the reach of the brand and engage the store fan base. **MJ Social**...

October/November



The Store Manager says:



"MJ Social is a digital agency with a face. They aligned their marketing efforts with our brand quickly, built a more consistent and engaging presence on our Facebook page, and made us the Top 1 branch for engagement on Instagram in just 2 months. They can build true connections through social media and always work with a smile. I am happy to recommend them."

Sharyn Menzies
San Churro Fremantle Store Owner