

# ZESTO PIZZA & GRILL

Marketing is no longer a luxury in the world of small businesses - it is a necessity. Moving Targets has known this for years and has worked to help over 20,000 retail organizations to engage, gain and retain loyal consumer bases. With a team of direct marketing experts at the ready, Moving Targets is equipped with the expertise and know-how to make the most of any business's marketing efforts.

## CHALLENGE

Zesto Pizza, a multi-location pizza shop in the Philadelphia area, came to Moving Targets seeking a more holistic approach to its current marketing efforts. The business wanted to take the various marketing approaches from its four different locations to create one unified social audience.

Grouping together so many moving marketing efforts can be a difficult task. Moving Targets was challenged with not only creating a strong audience, but also retaining pre-existing customer engagement for the different page locations.

## SOLUTION

Zesto Pizza was a perfect fit for Moving Targets' Happy Face Social Media Plan. The package includes a well-balanced approach to social media marketing. From monthly Facebook contests to boosted posts and branded designs, the strategy directly targeted increasing social engagement rates for the business.

Moving Targets created a plan that involved more frequent posts from Zesto. Before Moving Targets, the current Facebook page was silent since 2013. Moving Targets aimed to get the business up to three posts

per week with a variety of material aimed at promoting new products or posing pizza-centric questions for the customers.

This engaging content hit its stride with boosted posts called "Guess The Score," where Facebook fans were offered a \$100 gift card to a Zesto location if they could be closest to guessing the correct score of that week's featured sport game of the week.

## RESULTS

Before signing on with Moving Targets, Zesto's Facebook page had 853 total fans total with an average of 12 new fans added per month. Engagement rates were pretty low, ringing in at 108 in August of 2015 and the total reach of their marketing efforts was 1,313 Facebook users.

After three months with Moving Targets, these numbers saw a considerable uptick. Total Facebook fans saw a 46 percent rise - from 853 to 1,253 likes. Engagement rates - a major objective for Zesto's - rose by over 1,000 percent. In just three months' time, the number of engaged audience members went from 108 a month to 1,199.

The most impressive accomplishment of Zesto's new Happy Face Social Media Plan was the total reach. With the winning combination of more consistent posts, an enticing brand voice and constant company communication, Moving Targets increased Zesto's total reach by 1,345 percent. The month of August reached 1,313 Facebook users, and by October this number was 18,984.

The Happy Face Social Media Plan provided Zesto with the holistic marketing strategy Zesto's needed to reach its full potential. Because of the custom plan Moving Targets built for this pizzeria, Zesto's social media presence continues to improve with each month.