

# AUSTIN TACO PROJECT CASE STUDY

HOW WE INCREASED ATP SOCIAL  
FOLLOWING BY **226%** ON FACEBOOK  
AND **239%** ON INSTAGRAM

ENVISION  
CREATIVE

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## THE CHALLENGE

When we started working with Austin Taco Project in 2017, they were a relatively new restaurant. Their challenges were numerous:

- Being seen as a local Austin eatery as its creators were not locals
- Getting their branding heard and recognized in a noisy social space
- Generating pillared content so they had a presence on multiple platforms without recycling messaging and content

## CRAFTING THE RIGHT NARRATIVE IN THE RIGHT VOICE FOR THE RIGHT PEOPLE

After a lengthy discovery meeting with the Hilton Austin team, we got to work developing a social strategy for Austin Taco Project that included a multi-pronged approach and a genuinely Austin look and feel. With local sentiment on the negative side, we needed to educate the community on the fact that Hilton Austin is a locally owned business and ATP would be the same.

We then launched into full marketing terminator mode and got to work.

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We addressed their challenges with in-depth research and proven social strategies:

- **Being seen as a local Austin eatery**
  - Consumer research
  - Marketing research
  - Creating a brand voice that speaks the local Austin language
  - Creating a brand look that conveys Austin weird and Austin cool in a sincere way
- **Getting their branding heard and recognized in a noisy social space**
  - Using audience and platform research to create messaging and imagery that stood out as meaningful and relevant to our target audience
  - Paid campaigns to help raise awareness of the brand and events
- **Generating pillared content so they had a presence on multiple platforms without recycling messaging and content**
  - Using platform and audience research to create the right messaging for the right platform. Social platforms are like snowflakes—they're each unique in their own way and the audience expects certain content for each

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## FACEBOOK: YOY STATS

- Increase in followers: **226%**
- Increase in impressions: **140%**



## TWITTER: YOY STATS

- Increase in followers: **224%**



## INSTAGRAM: 8 MONTHS STATS

- Increase in like per post: **287.4%**
- Increase in followers: **239%**
- Increase in comments: **225%**
- Increase in engagement overall: **94%**

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## THE RESULTS

By focusing more on the quality of the messages we published, the type of audience we wanted to reach, and the look of the images we created, we were able to significantly increase followers, likes, impressions, and engagement across all three platforms we identified for ATP as the places where they could reach their core audiences.

Instagram stood out as the overachiever here, with larger gains than Twitter and Facebook. Some important metrics for a restaurant are:

- **56% of Instagram users earn \$50,000+ a year**
- **50% follow at least one business**
- **Users are 10x more likely to share content and make a purchase from brands they see on Instagram than they are on Facebook.**

More people saw Austin Taco Project on social, which means more people recognized the brand when the time came to pick a place to eat or have happy hour. With strategic marketing and boosted posts, we were able to take ATP from the shy new kid to prom queen.

# ENVISION CREATIVE

Envision Creative takes a deliberate, holistic approach to branding and marketing. Housing experts in digital and social strategy, graphic design, web development, and traditional advertising, Envision helps clients evolve and unite every element of their brand.

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