



SERRANOS

C A S E S T U D Y

ENV|S|ON CREAT|VE



The Client

Merging family recipes with broader Mexican traditions for over 35 years, Serranos Cocina y Cantina makes their tortillas by hand, prepares guacamole and salsa around the clock, and lets the flavor slow-seep into the meat and vegetables on their mesquite grill.



The Challenge

When we first started working with Serranos, a local chain of Tex Mex restaurants in Austin, they had a social presence but needed help taking it to the next level.

They shared their pain points with us:

- Needed to increase their followers —
- Needed to increase their online reviews —
- Needed to increase their social engagement —
- Wanted more traffic to the website —



Our Approach

Before jumping into individual marketing or branding tactics, we first step back to take a holistic, strategic approach to serving our clients. For Serranos, after conducting extensive research into their business and the competitive landscape in the Austin area, we collaborated with their executive team to evolve their brand, refresh and streamline their website, and establish a comprehensive marketing strategy that ensured their social media, email, digital advertising, and traditional advertising campaigns all worked in concert to drive the growth results they needed.

Establishing a tailored strategy is absolutely the foundation of a successful partnership, however, the reason we have been able to provide critical support for the Serranos' family of restaurants over the last 5 years is because our team constantly evaluates the impact of each campaign and searches for new and creative ways to refine our strategy, elevate the results of each tactic, and remain nimble enough to address unexpected market challenges such as the onset of COVID at the beginning of 2020.

Overview

79%

Increase in followers

More eyes on their brand

623%

Increase in engagement

More people interacting with brand

1,380%

Increase in comments

Posts are now more visible in fans' feeds

297%

Increase in shares

More people outside of their fan base are seeing their content

The Results: 2017-2019

As part of a total rebranding effort for Serranos, the Envision Marketing and Design teams worked together to create a more cohesive, engaging social presence that matched the new, elevated branding and invited fans and followers to become part of a community. We optimized and redesigned their existing web and social properties, implemented a more focused strategy based on newly-defined target audience personas, and built social campaigns that drove measured engagement based on key performance measurements.

Impact From 2017–2019

Engagement increased by **623%** and followers grew by **79.82%**. The new strategy and targeting delivered increases for all Facebook metrics.

Serranos also saw a corresponding increase in sales: a 18.50% increase YoY after our new social efforts were launched.

Facebook's latest algorithm measures user engagement to determine whether a publisher/source is trustworthy or not. By creating a page with relevant, focused content with high engagement, we ensured that Serranos' updated social strategy would keep their content on top of their fans' feeds.



The COVID-19 Challenge

At the start of the Covid-19 pandemic in March of 2020 our long-standing client, Serranos Cocina y Cantina, quickly realized that to continue operating, efforts to pivot and diversify into food delivery, curbside pickup, and online ordering would be needed.

In combination with the shift to online sales, Envision Creative determined that Serranos' paid and organic social media presence needed to grow further to maintain contact with their loyal supporters and raise awareness about new online ordering options.

STATISTICS

Overview

209%

Increase in followers

More eyes on their brand

684%

**Increase in website traffic
from social media**

More qualified leads to site

117%

Increase in engagement

More people interacting with brand

385%

Increase in clicks

Posts are more visible in fans' feeds

The COVID-19 Results

Engagement increased by **117%**, and followers grew by **209%**. The improved strategy and detailed targeting delivered increases for all Facebook metrics.

In addition to social media growth, website traffic attributed to social media increased by **648%**.

Serranos saw a corresponding increase in sales: a **26.24%** increase YoY after the pivot to a diversified online sales strategy and an increase in social efforts, both organic and paid. Because of this, Serranos was able to continue operating all four of their Austin, TX locations for the duration of the pandemic.

IMPACT

Impact on Total Sales



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On average, restaurants experienced **over 70% loss** in gross revenue if they did not go out of business during the COVID-19 Pandemic. Envision Creative helped Serranos mitigate losses, find new customers, and keep all locations open.

LIFETIME

Lifetime Social Media Stats From 2017–2022



TESTIMONIAL

Envision-Creative has been an excellent branding and advertising agency to work with for the past 5 years! 2020 proved to be one of the most difficult times we have ever faced in over 35 years in the full dining restaurant and bar business.

Like many restaurants, we had to shut down dining business and depend exclusively on to-go and 3rd party delivery orders. Envision-Creative helped us to quickly pivot our marketing strategies for our new business model. Through our collaboration, we were able to promptly launch online orders and curbside pick-up campaigns, including To Go Margaritas, Cocktails, and Familia Y Amigos Packs. When we were finally able to open our restaurant for dining business, they helped us promptly implement QR Codes and highlight the new safety protocols established by the CDC and local health experts to keep our guests as safe as possible.

You need strong partnerships to help you get through challenging times like these and Envision-Creative has proven their ability to rapidly adapt to changes in market conditions. While we ensure each restaurant is implementing Serranos' standards for excellence, Envision-Creative helps us execute all our marketing initiatives. We look forward to our continued partnership in keeping Serranos Cocina Y Cantina thriving for years to come!



Joshua Camacho

Vice President
Serranos Cocina Y Cantina

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SOLVE PROBLEMS. INCREASE REVENUE.

Your challenges have solutions. Lead generation, market share, revenue growth, and brand awareness can all be achieved through collaboration, creation, and strategic vision. Working with Envision Creative means working towards growth.

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