

# WALNUT BEACH CREAMERY CASE STUDY

## OBJECTIVES

Walnut Beach Creamery is a popular ice cream shop in Walnut Beach, Connecticut. Even with an existing customer base, capitalizing on this through social media was the next step to bring in more sales and boost awareness of the business to new audiences.

Starting in the first post-pandemic summer, this campaign aimed at bringing back stability to the business and new business as tourists flocked back to the beach community.

## SOLUTION

The first issue addressed was formulating a consistent posting schedule. Posts were made on a daily basis, often showcasing new and current flavors and updated business information.

The second issue addressed was consumer and follower engagement. Contests, giveaways, and events were held on a biweekly basis to boost engagement and bring in customers. This was implemented through season-long marketing initiatives such as a bingo card campaign, a secret menu, and creating fan-suggested flavors.

## OUTCOME

### 1. Boosted sales in a post-pandemic economy

The successful marketing and social media strategy created record sales two summers in a row.

### 2. Expand customer base & followers

Followers went up by over 2,500 across all social media platforms and customers from all over the country came into the store as a result of seeing our social media campaigns.

### 3. Create an active presence on socials

By maintaining an active presence across platforms, customers felt compelled to interact and share the account more than before creating a close relationship between the business and the customers.



Walnut Beach Creamery

## AT A GLANCE

### CHALLENGES

- Boosting sales in a post-pandemic world
- Create more compelling & shareable content

### OUTCOMES

- Successful social strategy boosted sales, followers, and presence digitally and physically



## JAKE ZABSKI

FOUNDER, HIGH TIDE MEDIA COMPANY

With over three years of social media work experience, Jake has helped his clients reach their full potential by offering his creative approach and new ideas to take their social media to the next level.