

SOCIAL MEDIA CASE STUDY



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marketing strategy • public relations

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HIGH-END RESTAURANT IN HOUSTON, TEXAS
ALL TRAFFIC IS ORGANIC, NO PAID CAMPAIGNS.

\$140,638

revenue generated from
social media reservations.
Covers Booked from
Social Media: 1,212

**SOCIAL MEDIA
REVENUE
FOR 2018**

Total Social Media Traffic to Website: 5,658
Traffic to Reservations Page: 433

**WEBSITE
REVENUE
FOR 2018**

\$1,334,928

total revenue generated from
website reservations.
Total Covers Booked from
Website: 11,508

Total Website Traffic: 81,201
Average Party Size - 2.8
Average Per Person Cover - \$100+