

TURNING SOCIAL BUZZ INTO LOCAL TRAFFIC

CHALLENGE

New menu awareness

SOLUTION

Local influencer activations

RESULT

Increased restaurant traffic



**40+ INFLUENCER VISITS
IN PRIORITY MARKETS**



**55+ SOCIAL
POSTS PUBLISHED**



**960K+ TOTAL
IMPRESSIONS**



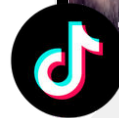
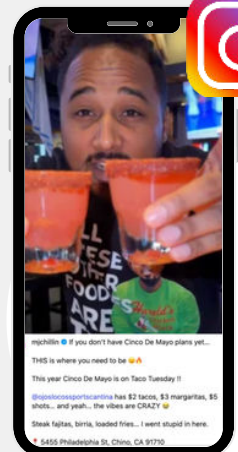
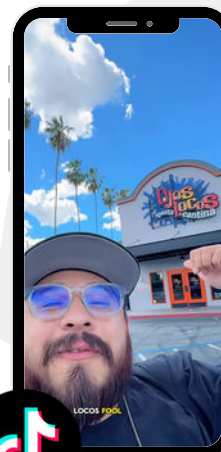
**4.5% AVG
ENGAGEMENT
RATE BY VIEWS**

“The influencer program has been a game-changer for how we show up in our markets. The scalable approach has driven visibility and engagement while helping us authentically reach new audiences.”

DESTINEE ROLLINS | CMO OF OJOS LOCOS



AS SEEN IN



**CONNECTED
AT EVERY POINT**
The right strategy. The right impact.