

Rebranding Case Study

Nephews SMTX (Bar & Night Club)

At a glance

This case study showcases

Instagram's dramatic positive impact on a nightclub and bar needing to **rebrand consumers' perception** of the business. Social media marketing increased business from desired clientele and shifted the reputation among their target audience.

Key metrics

In just three months, Nephews was able to grow their followers by 61.29% and double their income from their online audience. Nephews continue to grow on social media and get new followers in their target audience.



2X

Revenue from digital audience



380

New followers from our target audience in 3 months



STAY AHEAD. CLOSE DEALS.



Social Media Marketing



www.KrailoSocials.com



info@krailosocials.com

CHALLENGES



The new owners of Nephews acquired a business with an unwelcoming reputation, leading to low patronage from the desired clientele. They needed to transform the perception of the bar to boost sales and rescue the establishment.

SOLUTIONS



Consistently Emphasizing Rebrand Efforts

1

- Enhancing Nephews' image by aligning it with competitors while showcasing its distinctive features and renovation initiatives.
- Updating the outdated logo to a more contemporary design.
- Prominently featuring content that showcases the desired clientele enjoying the bar to evoke a strong sense of FOMO (Fear of Missing Out) among the target audience.

Generate Traffic from Target Audience

2

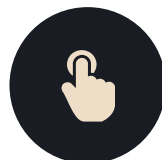
- Giving consumers a compelling reason through social content to re-explore the bar without biases.
- Achieved by focusing engagement efforts on the target audience to create a sense of connection and curiosity.

Benefits Three

3

- Encouraging user-generated content through reposts and by supporting patrons' social media accounts
- Hosting biweekly giveaways to facilitate traffic from targeted audience members

OUTCOMES



Increased Social Traffic Among Target Audience



Increased UGC & Established New Loyal Consumers



Increased Sales Among Target Audience