



CASE STUDY: CARNIVALE

Dinner Theater Reservations and Special Event Ticket Sales for an Iconic Chicago Restaurant

11.3m

Impressions

5%

Engagement Rate

1%

Industry Average FB Engagement

CHALLENGE

Carnivale is a Latin Fusion restaurant in Chicago's West Loop. It's famous not only for its colorful style and cuisine, but also for its many special events, brunches, and classes.

Carnivale partners with Social Media Beast to promote their brand, and build a community anxious for updates, new menus, and the latest news. Most importantly, they seek to drive bookings and event attendance.

APPROACH

Social Media Beast contributes to Carnivale's event success first by creating engaging social content (including on-site photography and frequent creative meetings with the client).

We leverage this creative content through several different types of social advertising, mixing techniques such as web traffic ads, event ads, content boosting, and more. We continually refine our marketing mix and experiment with new types of advertising and tracking in order to optimize our efforts.

RESULTS

Carnivale has enjoyed success selling tickets for special events. Recent events have sold out, and reservations are up across the board. The social conversation surrounding these events has increased, and followers are talking about Carnivale events with enthusiasm.

2015 TOP POST: "THE COTTON CANDY MARTINI"

23%

Engagement Rate

2.3k

Organic Reach

2,720

Organic Video Views