

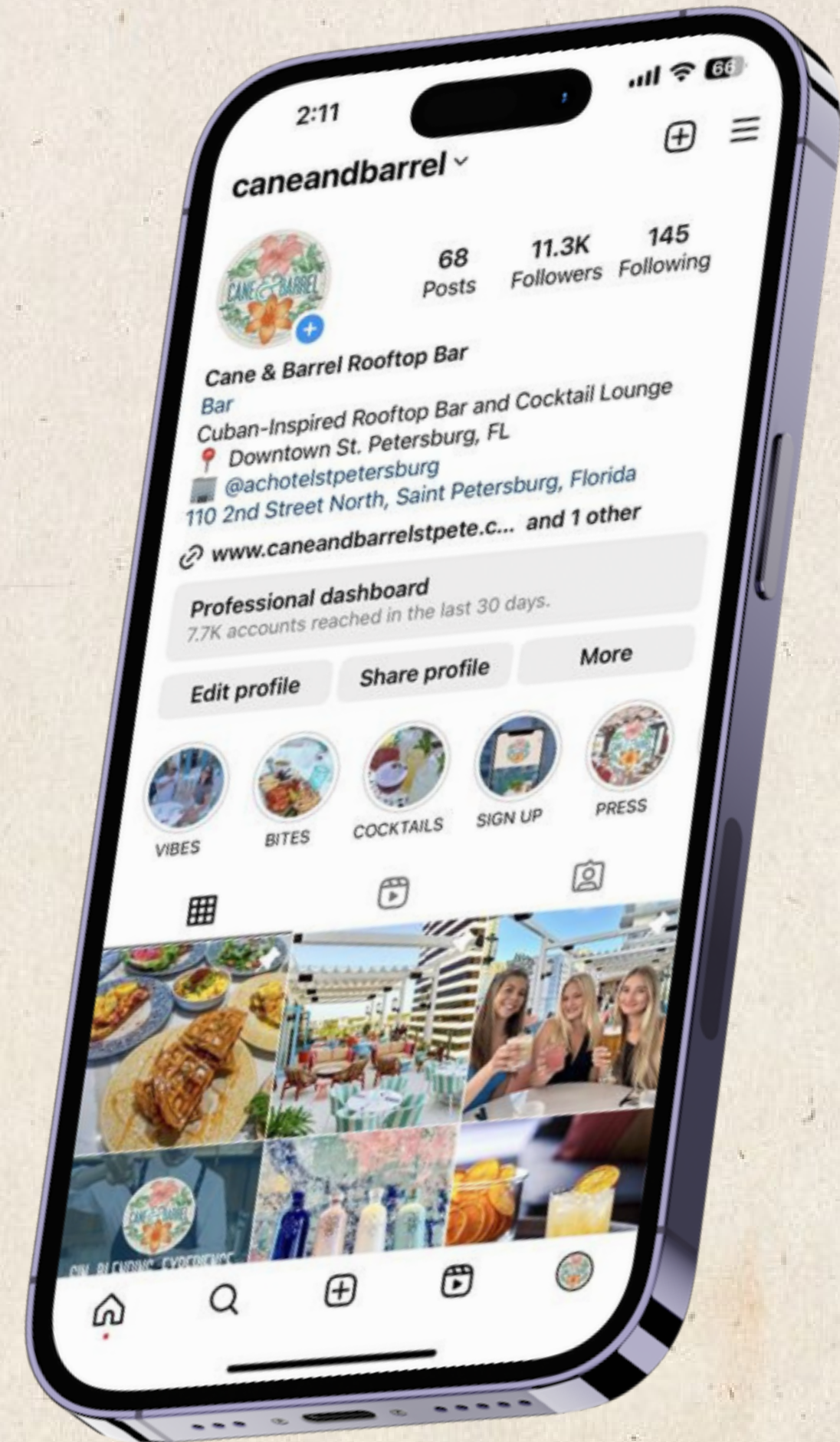
Adrian Entry #1263478

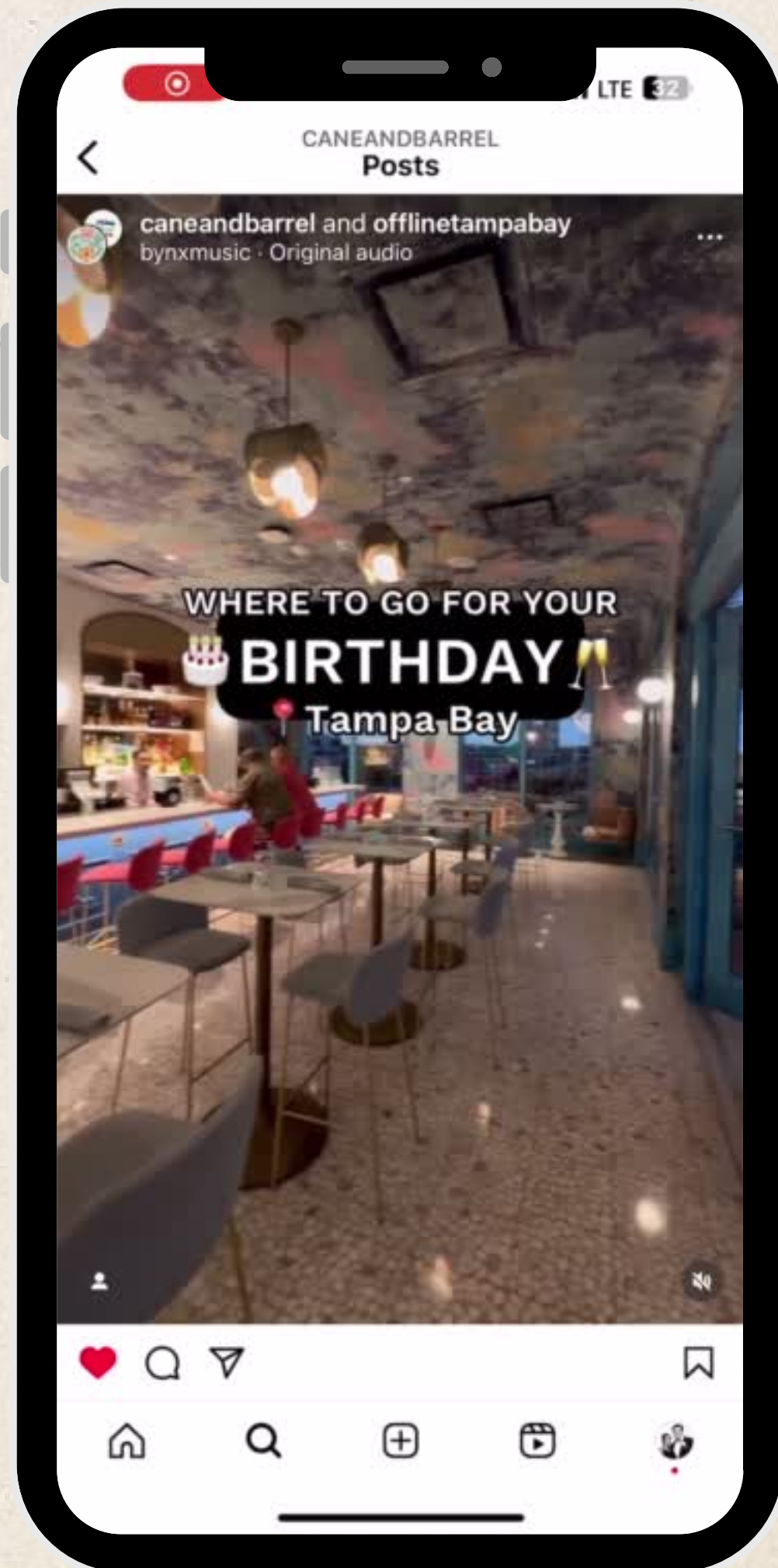
FLAVOR MEETS INFLUENCE

Digital | Social Media/Social Networking

GOALS

- Establish positive working relationships with local content creators
- Increase social media following
- Elevate awareness about St. Pete's newest rooftop bar
- Connect with locals
- Create a strong social media presence





HIGHLIGHTS

A \$150 comp tab generated a reel that's been viewed 309,368 times – significantly less than a penny per pair of eyeballs.

We gained 1,249 new followers within the two-week period after the reel was posted – a significant portion toward our now 11.3K follower count.

RESULTS

from May 2023 - YTD



Instagram
Reel plays

in less than
five months



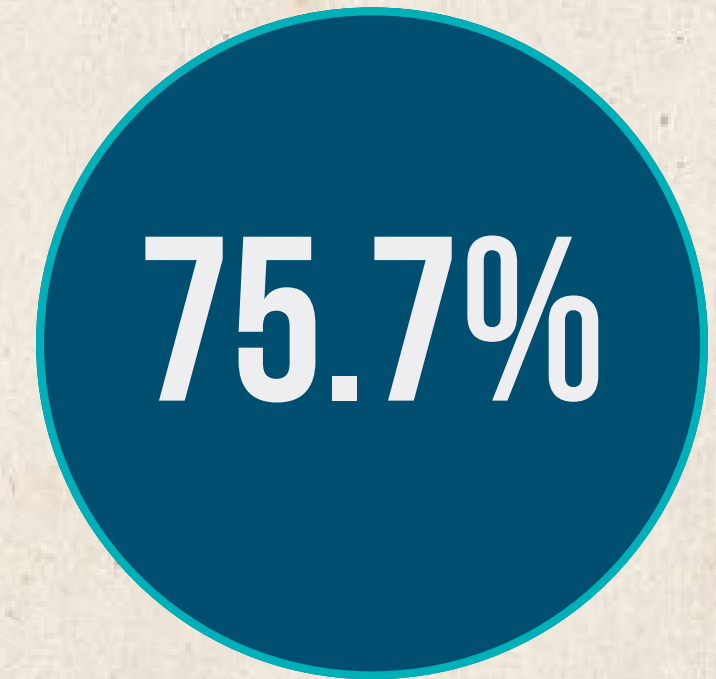
total accounts
reached

including 247,675
non-followers



new Instagram
followers

within a two-week period
after the reel was posted



increase in total
engagement

in just one week after
the reel was posted

Results from May 2023 - YTD

309,368

plays

14,153

likes

11,105

shares

8,361

bookmarks

67.5%

increase in total impressions
one week after reel was posted



