



*Monarch*  
**MARKETING GROUP, LLC**

## *Case Studies*

How to leverage Instagram to increase your reach,  
gain new customers and grow your sales!

# Compton Grocery Outlet

The logo for Compton Grocery Outlet Bargain Market is contained within a red circle. It features the word "COMPTON" in small yellow capital letters at the top. Below it, "GROCERY" and "OUTLET" are written in large, bold, white capital letters. At the bottom, "bargain market" is written in a yellow, lowercase, cursive-style font.

COMPTON  
**GROCERY  
OUTLET**  
bargain market®

- **Situation:**

- Store changed ownership in June 2019. Instagram page following was 1792 at time of change over. Challenge was to introduce new business owner to the community and build followers and a new brand identity for the store.

- **Solution:**

- Introduced operator to key community stake holders and organizations. Connected with grassroots community on social media. Collaborated with community groups for events. Partnered with local businesses and cross promoted all partnerships on social media. Executed multi-cultural approach and inclusivity of all ethnic groups.

- **Results:**

- **Increased Average Customer Count (5/2-6/1 vs. 2/2-2/29) by 12.2% over 9 months (2019/2020 sample).**
- Grew Instagram followers to 3,974 in 24 months. Community collaborations happen on a weekly basis. Solid marriage of community events with social media exposure.

# Ventura Grocery Outlet



- **Situation:**
  - Instagram page was new with 360 followers and low community engagement.
- **Solution:**
  - Implemented high quality, strategic content around weekly store ads to promote key items. Partnered with local businesses for seasonal giveaways. Utilized influencers to create social proof and excitement for store brand.
- **Results:**
  - **Increased Average Customer Count (5/2-6/1 vs. 2/2-2/29) by 7.4% over 9 months (2019/2020 sample).**
  - Instagram page grew to 2,103 in 24 months. Community giveaways generate 300-600+ entries on average. Customers consistently shop and ask for items featured on Instagram and share content to their IG feed and story.



# Best BBQ – Ventura County

- **Situation:**
  - Best BBQ opened in 2015. October 2019, they had 708 followers with limited content and low engagement.
- **Solution:**
  - Implemented quality, professional photography and developed key content to increase brand awareness and enhance restaurant image. Promoted key posts to extend reach and build followers.
- **Results:**
  - **Best BBQ's Instagram page has grown to 6,256 followers in 24 months.**
  - **They've attracted new customers and continuously sell out of product daily.**
  - Link: <https://www.instagram.com/p/CHzQ6fuAgwv/>



Reach *24k people and create over 40k Impressions!*

- **The power of Boosting in the correct way with the right campaign can produce extraordinary results for your company.**



**best\_bbq** • Following  
Santa Paula, California

**best\_bbq** Best BBQ Santa Paula wants to help you celebrate Thanksgiving with a Family Meal Deal valued at \$104.99!

This includes:  
2 lbs of tri tip  
1 full rack of ribs  
2 whole chickens  
6 hot links  
2 loaves of bread  
2 sides beans or salads



Liked by 805happening and 1,324 others

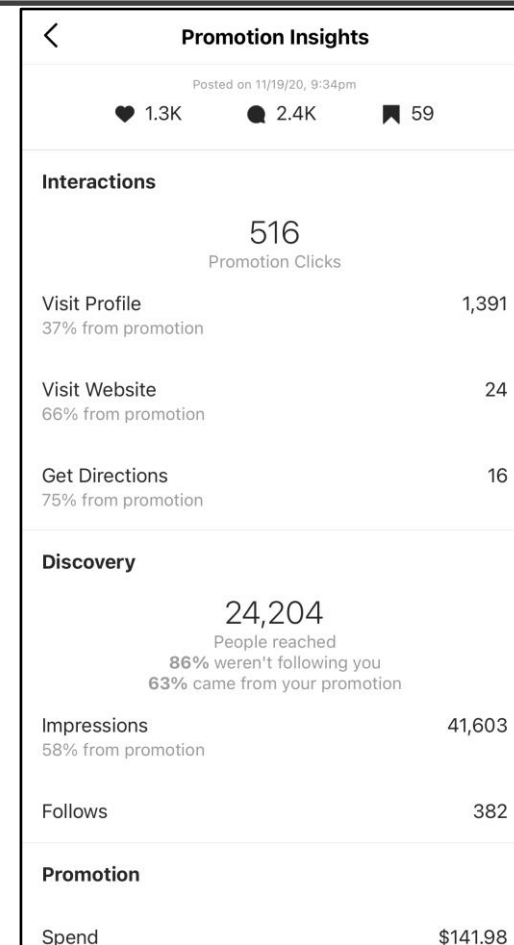
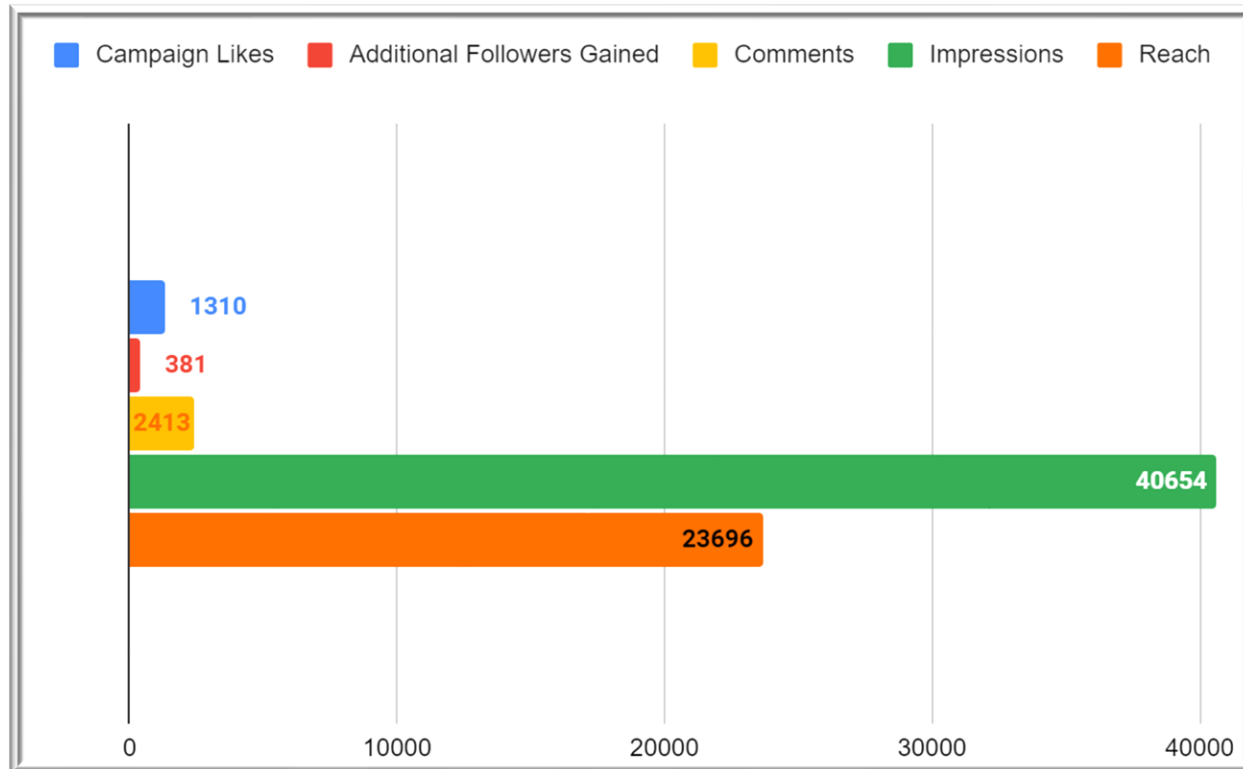
NOVEMBER 19, 2020

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# Increase Instagram Following by Up to 130% per Quarter

Business Name	Start Follow	Current Follow	% Increase	Time Period	Qrtly Increase
<i>Sun Valley GO</i>	43	943	<b>2093%</b>	2.25 yrs	<b>233%</b>
<i>Best BBQ</i>	708	6256	<b>784%</b>	2 yr	<b>196%</b>
<i>Ventura GO</i>	361	2103	<b>483%</b>	2.25 yrs	<b>54%</b>
<i>Telly's Charburgers</i>	340	1134	<b>234%</b>	.25 yrs	<b>234%</b>
<i>Rohnert Park GO</i>	406	1207	<b>197%</b>	1 yr	<b>49%</b>
<i>Compton GO</i>	1792	3966	<b>121%</b>	2.25 yrs	<b>13%</b>
					<b>130%</b>

