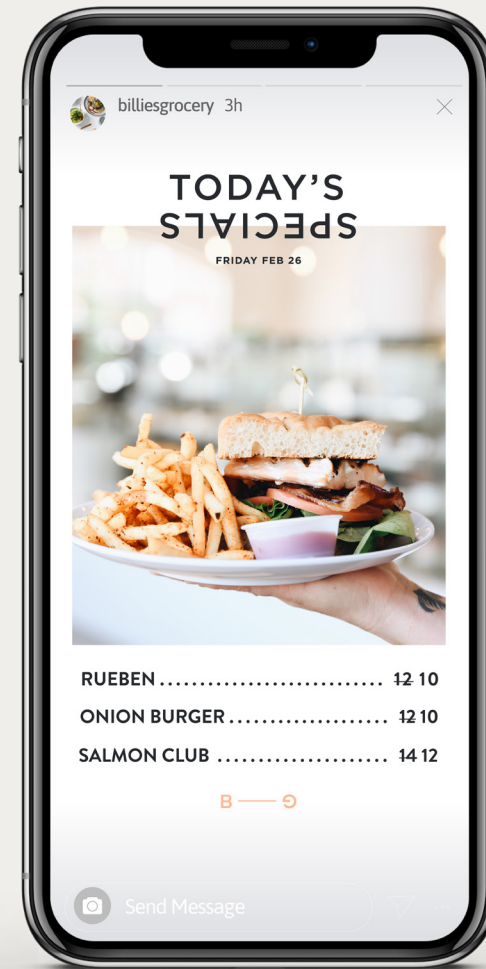
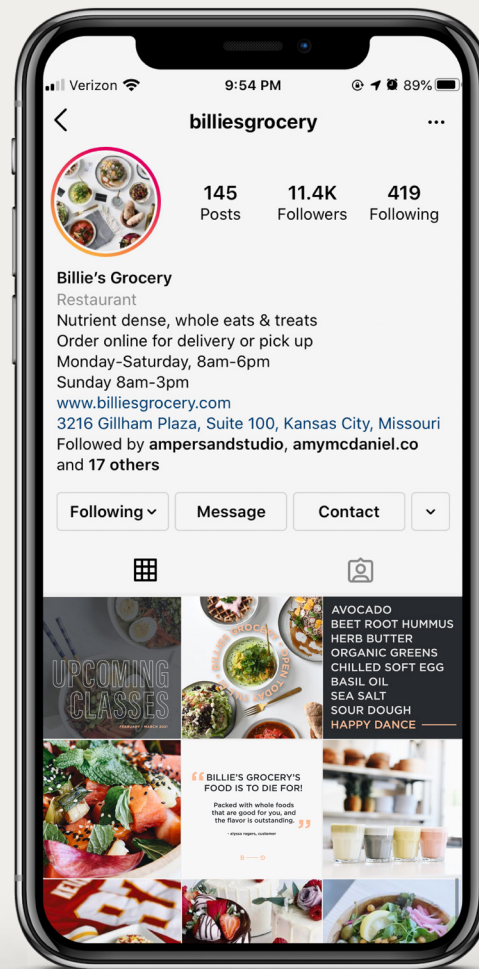


BILLIE'S GROCERY

SOCIAL MEDIA REFRESH





BILLIES GROCERY

Billies Grocery is a gorgeous (and delicious) restaurant in Kansas City, MO.

Billies Grocery's social media is primarily focused on showcasing their food and drinks and drawing in new customers.

THE STRATEGY

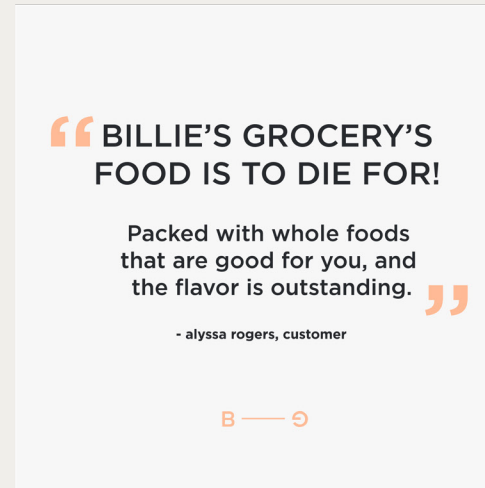
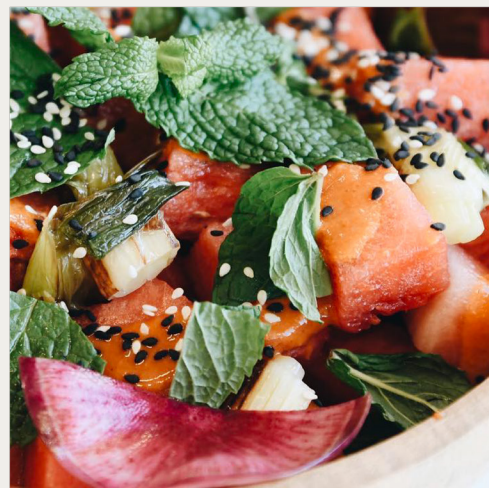
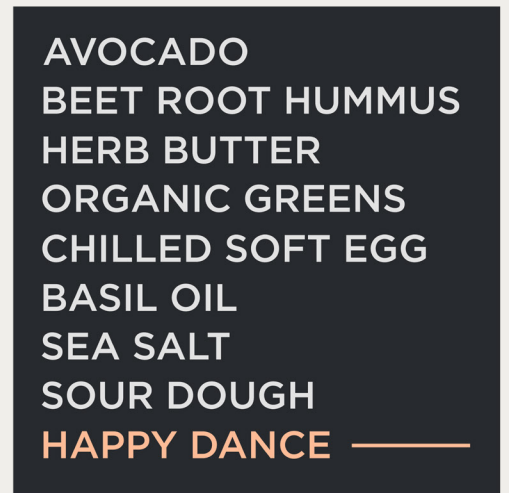
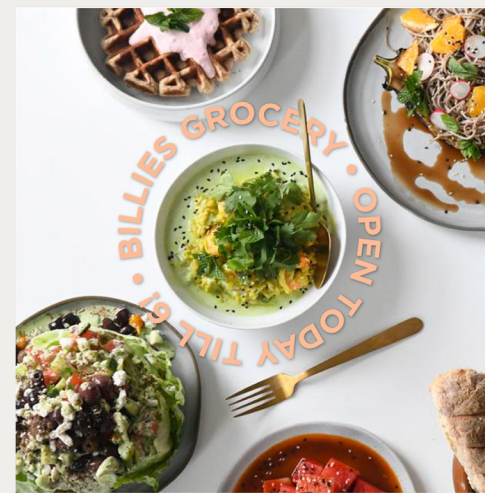
To compliment their bright photography I pulled a salmon pink color to pop against the grey and white already used in their branding.

To stay consistent with their brand I used photos they have taken of their meals and beverages and used a variety of those for half of the grid I designed.

For two posts of the grid I used techniques that would draw in new customers; such as customer testimonials and upcoming cooking classes they offer.

The last post included in the grid I used as a way to show some of the brands personality. I showcased the ingredients used in their well known avocado toast and ended the 'ingredient list' with a happy dance.

The best meals are made with a happy dance.



THE STRATEGY

For the Instagram stories I wanted to include pieces that would involve the customer.

The first story included a 'This or That' of the meals that are served at Billies. The second story helps promote the daily specials that would drive more customers into the store.

The goal is to create content that sparks excitement and drives the customer to share it with their followers.

