



CASE STUDY

Penong's Barbecue Seafood & Grill: Sustainable Engagement Through Interactive Content

Industry

Food and Beverage

Platforms

Facebook, Twitter, Instagram

Digital Marketing Partner

Coffeobot Solutions



COMPANY DESCRIPTION

Penong's is a popular barbecue house in Davao City, known for their barbecue dishes and takes on various Filipino food favorites such as Kinilaw and Pinakbet. It is a Davao-born and bred restaurant, first opening on Ilustre St. in 2003, and has now grown to open branches around Mindanao and Cebu.

TARGET AUDIENCE

Location

**Cebu and Mindanao (Customers)
Nationwide (Franchising)**

Demographic

**Families, Couples, Groups of Friends,
Students, Young Professionals**

The Challenge: Sustainable Social Media Engagement

Before the change in social media handling, Penong's struggled with garnering engagements on their posts on Facebook and Twitter, and they had no presence on Instagram.

Posts on Facebook were inconsistent in frequency, and they did not encourage response from the audience. Twitter, meanwhile, had an extremely slow follower increase rate and there was no interaction between the page and the customers. Lastly, diners who wanted to tag Penong's on Instagram, both in posts and Instagram stories, didn't have the opportunity to do so.

Penong's also found it difficult to establish their presence outside Mindanao. Posts weren't able to grab the attention of potential franchisees in Luzon and Visayas.

Sustainable Engagement

B2C Goal

Create Demand for Franchising

B2B Goal

The Strategy: Interactive Content

Coffeebot's social media team implemented a strategy that uses interactive content across multiple platforms to create and sustain meaningful interactions with the audience. Through social listening, the team analyzed and later adapted to the audience's language nuanced to the social media platform they were using. This resulted in relatable content that reflected the audience's humor.



Regular Posting Schedule



Regular Social Media Interaction



Capitalizing On Social Media Trends

11%

Increase in Facebook Page Likes
Within 5 Months

11,017.18%

Increase in Average
Monthly Engagement Rate

339.47%

Increase in Average
Monthly Messages



REGULAR POSTING SCHEDULE

A regular flow of content is important in establishing a strong social media presence, especially for a restaurant which sells a visually compelling product: **FOOD**.

The type of content matters just as much. The social media team integrates interactive content in the form of puns, question cards, and poll cards designed to elicit a response from the audience.



OTHER EXAMPLES OF INTERACTIVE CONTENT





REGULAR SOCIAL MEDIA INTERACTION

Brand loyalty is encouraged through regular interactions with customers outside the stores. Responding to tweets and posts makes the customers feel special and encourages them to reach out to the brand through its social media accounts and encourages them to reach out to the brand through its social media accounts.



Penong's

@ilovepenongs

Tita, anak niyo!

jowa na @ayemjowana

Huy ayaw nako icontact k0ya w8ter ples HAHAAAAHA

1:38 PM - 6 Feb 2019

3 Retweets 24 Likes



4



3



24



Add another Tweet



place only @Mj_Sedayao · Feb 6

Replying to @ilovepenongs

Kuyaw kaayo si madam oy HAHAAHAHAHAHA



1



jowa na @ayemjowana · Feb 6

Replying to @ilovepenongs

HAHAHAHAHAHAHA WAG NYO PO SABIHIN KAY MAMA LAGOT AKO DUN



OTHER EXAMPLES OF SOCIAL MEDIA INTERACTION CUSTOMER INTERACTION



Ngi 🙄

Zuka @zuleikayeee

Gi unfollow na nako ang penongs kay sigeg paibog

1:35 PM - 21 Jan 2019

40 Retweets 542 Likes



7 40 542



Add another Tweet



SYDNEY 🇦🇺 @besanasydney · Jan 21

Replying to @ilovepenongs
@zuleikayeee close diay mo sa penongs hahaha

1 4



Mimaay ✨ @aimeeeememe · Jan 21
bffs sila syd

2 2



Ivy Jane Torregosa @janeyourjane · Jan 29

Branch out na outside Mindanao please. Tapos sunod international na. Let's bring Inato 5 goodness to the world, the universe rather! I labyuu Penong's! 🙌

1 1



mía
@mikhapillerin

Following

petition for @ilovepenongs to open in manila. luoy na kaayo ko diri.... TABANG HUHUUUUUUHU I MISS PENONGS

10:03 AM - 27 Nov 2018



Jessiel | Chin ✨
@JessielChin

Follow

May Penongs ba sa Manila? 🙌🙌🙌

5:56 PM - 5 Apr 2018 from Perth, Western Australia

1 1



Rodel Dican I love penong's! Mag branch out na kayo sa ibng cities like Manila and Iloilo!

Like · Reply · 28w



Penong's Salamat po sir! 😊

Like · Reply · 28w



Jessbert De Lima South East Asian Games 2019 na! Hahaha!

Like · Reply · 28w



Trina Pantig Gago bakit di ko gets? Paki explain hahaa

Like · Reply · 28w

1 Reply



Richard Rebecoy Official Sponsor 30th SeaGames Penong's 2019

Like · Reply · 28w



Penong's Naks! Sana magkatotoo yan! 😊

Like · Reply · 28w



Write a comment...



CAPITALIZING ON SOCIAL MEDIA TRENDS

A huge part of the strategy's success is owed to how the team quickly picked up trending topics in social media and creating content inspired by those trends but fit for the Penong's brand.





Penong's

August 16, 2018 · 🌐

Hassle-free na, iwas traffic violation pa! Tawagan na ang Penong's branch near you 😊 #ILovePenongs #DavaoBarBESTcue



Penong's

Filipino Restaurant

Send Message



Jen Congreso, Aldwin Edades and 706 others

98 Comments 678 Shares

CAPITALIZING ON SOCIAL MEDIA TRENDS / **PARKING ISSUE**

When a video of a confrontation between a driver and an LTO representative went viral on Facebook, the social media team immediately created an image to promote Penong's delivery services.

133,437

People Reached

6,676

Total Engagements
(Reactions, Comments,
Shares)

7,980

Post Clicks



Penong's

August 21, 2018 · 🌐

Message us for franchising inquiries. 🐔 #ILovePenongs



Penong's

Filipino Restaurant

Send Message

👍👍👍 Aldwin Edades, Lemuel Asibal and 380 others

46 Comments · 284 Shares

CAPITALIZING ON SOCIAL MEDIA TRENDS / PHILIPPINE SEA LOGO

When the newly released Philippine SEA logo received a lot of flak, the social media team grabbed to opportunity to create an image that would promote the Penong's franchise.

74,826

People Reached

3,179

Total Engagements
(Reactions, Comments,
Shares)

169

Franchising Inquiries



Penong's is with Alynna Cielo.

August 31, 2018 · 🌐

...

Yung in a long-term relationship ka with chicken BBQ. #KathNok
#IniHowsOfUs #NowShowing



👍👎👉 7.3K

1.2K Comments 9,450 Shares

CAPITALIZING ON SOCIAL MEDIA TRENDS / THE HOWS OF US

When the movie “The Hows of Us” was showing and trending, the social media team created a meme to ride on its popularity.

1,351,829

People Reached

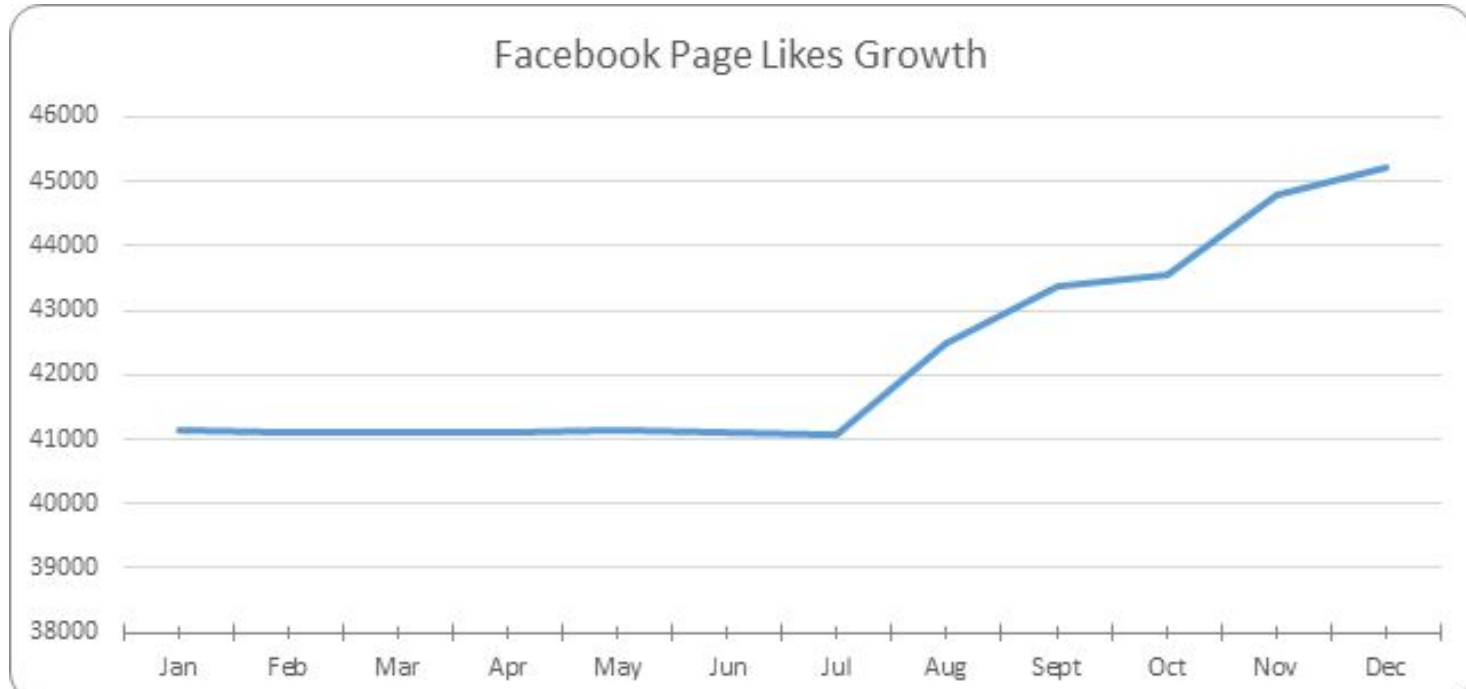
75,547

Total Engagements
(Reactions, Comments,
Shares)

65,103

Post Clicks

SOCIAL MEDIA GROWTH



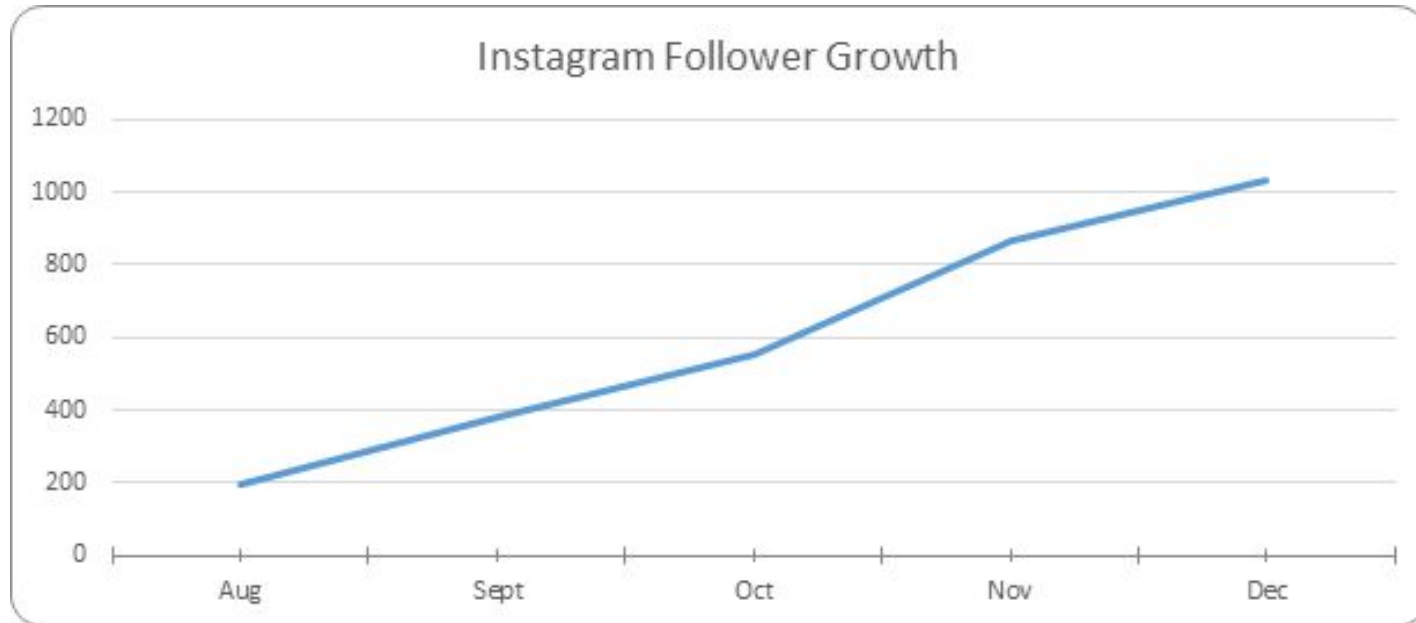
Coffeobot Solutions took over the Penong's Facebook page on August 2018.

SOCIAL MEDIA GROWTH



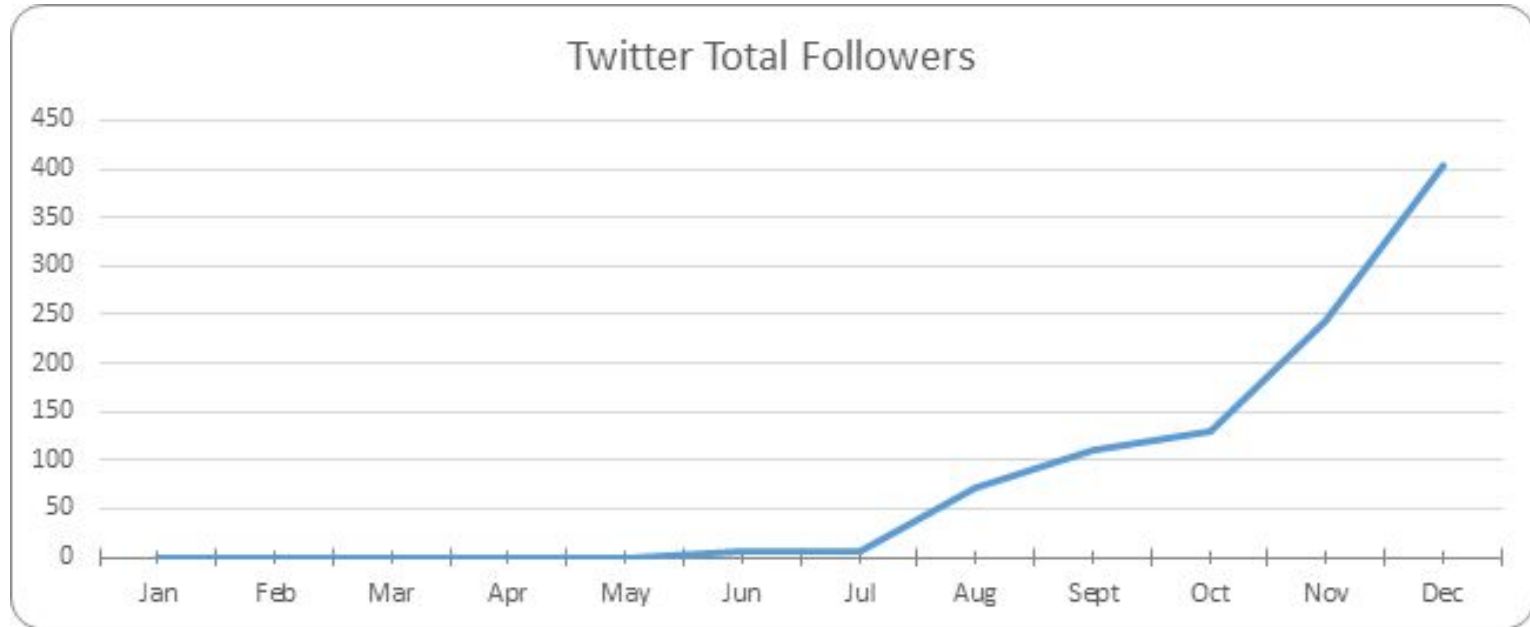
Coffeebot Solutions took over the Penong's Facebook page on August 2018.

SOCIAL MEDIA GROWTH



Coffeebot Solutions created an Instagram account for Penongs on August 2018.

SOCIAL MEDIA GROWTH



Coffeebot Solutions took over the Penong's Twitter account on August 2018.



Social Media

The easier way for people to develop interest and build a relationship with potential clients.

Contact us to
LEARN MORE ABOUT
SOCIAL MEDIA

A group of four young professionals (three women and one man) are gathered around a dark wooden table in a modern office setting. They are all looking at a laptop screen, which is partially visible. The woman on the far left is holding a large sheet of paper. The man in the center is wearing glasses and a dark patterned shirt. The woman next to him is wearing a white blazer. The woman on the far right is wearing a grey patterned blazer. The background features a blue wall with two framed abstract paintings and a bookshelf filled with books.

ABOUT US

COFFEEBOT SOLUTIONS

Coffeebot Solutions is a digital marketing company that offers SEO services, social media optimization, lead generation, affordable web design and other general virtual assistant services.

We have helped businesses from different parts of the globe reach their goals through implementing the right strategies based on their needs.

OUR SERVICES

SOCIAL MEDIA MANAGEMENT

We create social media calendars and multimedia materials for clients, monitor their accounts, manage their social media interactions, and create measurable targets for reach and engagement.

LEAD ACQUISITION

We identify the Right and Active contacts that qualify in your target market. We make sure that no marketing content gets wasted or ignored.

PAID CAMPAIGN MANAGEMENT

We implement and manage Pay Per Click or Paid campaigns, whether it's on Facebook, Twitter or Google platforms, as one of the fastest way of getting results and conversion.

SEARCH ENGINE OPTIMIZATION

We strategize and implement SEO campaigns to help businesses boost their search rankings on Google and increase their website visibility.

GRAPHIC DESIGN

We create graphic materials for clients, including but not limited to logos, posters, brochures, and advertising materials.

WEB DEVELOPMENT

We create user-friendly, responsive, and SEO-ready websites for businesses through native coding and a competent Content Management System.

SOME OF OUR CLIENTS





THANK YOU!

WWW.CAFFEINEROBOT.COM