

Azteca Mexican Restaurant – Case Study



Azteca Mexican Restaurant is an authentic Mexican restaurant in Gastonia, North Carolina. They pride themselves on fresh ingredients and authentic Mexican food and drinks.

Before

Azteca tried various marketing strategies and never really saw any significant direct results. They have many specials such as Taco Tuesdays, daily lunch deals, and live music on Fridays, yet they did not know how to effectively promote these events. They did occasional posting, but received very little engagement.

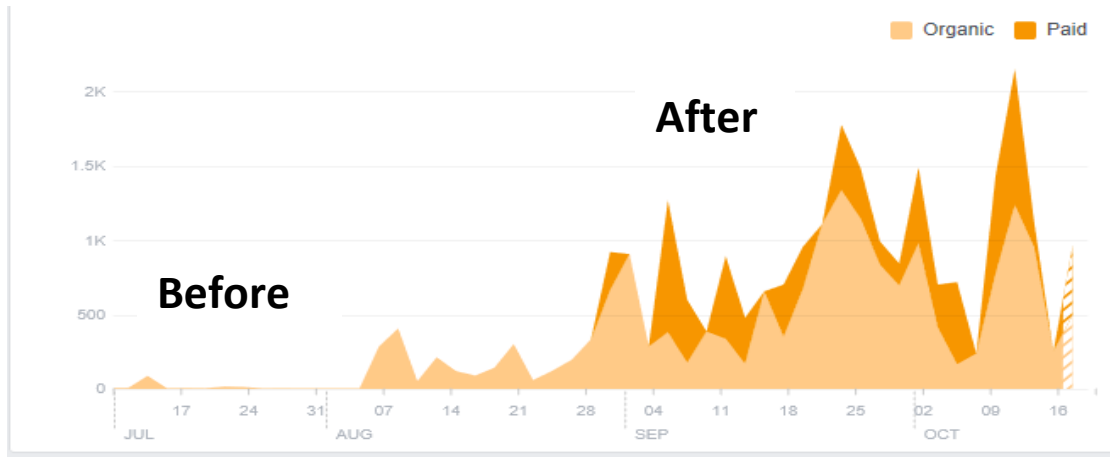
After

Once the team started to manage the page, the page likes began to steadily grow over time. Most importantly the likes are TARGETED based on the area and specific interests.



Page Reach

The REACH continues to increase, meaning more and more people are seeing the page and the posts.



When analyzing the individual posts, overall the reach was low, as well as low, inconsistent engagement and interaction.

| | | | | | Reach | Engagement |
|------------------------|--|---|--|--|-------|------------|
| 08/22/2017 10:00 am | | Today is taco Tuesday. 3Pm to 9 pm | | | 235 | 15 17 |
| 08/21/2017 3:16 pm | | Hello friends satrint tomorrow 0 8-22 -17 from 3 pm to 9pm is Ta | | | 471 | 60 23 |
| 08/18/2017 5:25 pm | | Hawaiian jumboBurger. | | | 353 | 5 13 |
| 08/16/2017 6:41 pm | | Camarones Mexicanos | | | 217 | 4 4 |
| 08/16/2017 12:23 pm | | Azteca Mexican Restaurant Gas tonia | | | 27 | 11 10 |
| 08/13/2017 8:28 pm | | Flor de Azalea | | | 301 | 5 8 |
| 08/13/2017 8:27 pm | | Camarones a la Diabla | | | 243 | 4 5 |
| 08/12/2017 12:08 pm | | Today's special Pollo Fundido. | | | 371 | 3 15 |
| 08/08/2017 7:33 pm | | This evening is perfect for some fajitas!!! | | | 258 | 5 4 |
| 08/06/2017 2:58 pm | | | | | 397 | 5 15 |
| 08/06/2017 2:03 pm | | Chicken Tortilla soup | | | 587 | 23 28 |
| 07/23/2017 1:05 am | | Azteca Mexican Restaurant Gas tonia updated their website addr | | | 111 | 5 10 |
| 07/14/2017 10:32 am | | Good morning friends don't forge t to ask for our \$4.95lunch Speci | | | 86 | 0 0 |

Before

After statistics show the reach was significantly higher with the highest at 3.4K! Engagement is also very strong, some stronger than others due to paid promotions.

| | | | | Reach | Engagement |
|------------------------|--|---|--|-------|------------|
| 10/18/2017 11:34 am | | Tag a friend you would share a plate of epic nachos with! | | 904 | 24 75 |
| 10/17/2017 10:54 am | | ** Taco Tuesday ** Only \$0.99 for Ground Beef or Shredded Chi | | 951 | 11 42 |
| 10/16/2017 9:25 pm | | Thanks for checking in Valerie! We hope you enjoyed your date! | | 336 | 11 13 |
| 10/12/2017 3:47 pm | | Have you tried our Pollo con Crema? Tender chicken strips cook | | 3.3K | 58 110 |
| 10/11/2017 3:42 pm | | In honor of Breast Cancer Awareness Month, we are proud to be | | 2.3K | 27 109 |
| 10/10/2017 1:28 pm | | Tuesdays were made for tacos and we have taco deals all day to | | 869 | 10 54 |
| 10/09/2017 4:23 pm | | ** Taco Tuesday ** Only \$0.99 for Ground Beef or Shredded Chi | | 2.2K | 37 79 |
| 10/06/2017 10:46 am | | What's your favorite type of Quesadilla? Comment below and tag | | 756 | 6 20 |
| 10/02/2017 2:00 pm | | All regular tacos, all day only \$0.99 cents! This is one Taco Tues | | 3.4K | 44 136 |

After

| | | | |
|--------------------------|--|---|-----|
| <input type="checkbox"/> | | Taco Tuesdays at Azteca It's Tuesday you know what that means Time For TACO S!!!!!! Yep, it's Taco Tuesday! Taco special | 453 |
| <input type="checkbox"/> | | Mexico Independence Day Celebration at Azteca Come join the celebration of Mexico's Independence Day with drink special | 203 |
| <input type="checkbox"/> | | Live Music Fridays - Francisco On Fire Part 1 Seriously Francisco makes it look too easy, this is a favorite of everyone that | 439 |
| <input type="checkbox"/> | | | 185 |
| <input type="checkbox"/> | | | 163 |

After

Before

Videos were also incorporated highlighting Taco Tuesdays and Live Music Fridays.

Like Recommend ...



Like Comment

Jeffery Chandler, Oscar Maldonado, Sam West and 55 others like this. Chronological

3 Shares

Cristina Moreno Yes!! Love it
1 · October 12 at 1:25pm
Azteca Mexican Restaurant Gastonia Awesome! We are happy that you enjoy! 😊
October 12 at 4:13pm

Rosalio Velasquez Me gusta ese plato
1 · October 12 at 1:54pm
Azteca Mexican Restaurant Gastonia Awesome! 😊
October 12 at 4:14pm

Candace Bridges Yummy it's delicious but I love the Mexican stir fry
1 · October 12 at 2:27pm
Azteca Mexican Restaurant Gastonia Two delicious meals! Thanks for stopping by! 😊
October 12 at 4:14pm

Celeste Durasoff Yum. Be there soo.
1 · October 12 at 2:36pm
Azteca Mexican Restaurant Gastonia We can't wait! 😊
October 12 at 4:28pm

John Bryant Awesome dish.
1 · October 12 at 2:49pm
Azteca Mexican Restaurant Gastonia It absolutely is John! 😊
October 12 at 4:26pm

Maiya Vue Vang Yummy! I will try it soon.
1 · October 12 at 3:15pm
Azteca Mexican Restaurant Gastonia Hey Maiya! We can't wait! 😊
1 · October 12 at 4:24pm

Tim Baron Yep, last night 😊 but that Loco Chicken was amazing! 👍👍
1 · October 12 at 3:15pm
Azteca Mexican Restaurant Gastonia Awesome! 😊
October 12 at 4:24pm

Valeria Stiles This is my all-time favorite!! Love it!! Tried it elsewhere and nobody beats Azteca!!

Their current customers become their biggest ambassadors!

This is social proof that will influence others that have never visited the location.



Azteca Mexican Restaurant Gastonia
September 23 at 8:30am

Dos Burritos - yummy! TAG the person that you would share one with!
Real Mexican food, come in and enjoy today at Azteca.



Like Comment

Brenda Dadez, Scott Crisp, Chuck Mcmahon and 45 others like this. Chronological

2 Shares

- Tony Cato** Martha Cato, Ty Cato Christy Cato Kailey Elizabeth Christopher Null
1 · September 23 at 8:49am
Azteca Mexican Restaurant Gastonia Thanks for tagging your friends! Looks like a great group to come visit Azteca!
1 · September 23 at 10:58am
Martha Cato Had this today and it is delicious!
1 · September 28 at 5:26pm
Azteca Mexican Restaurant Gastonia Awesome! Looking forward to seeing you again soon!
1 · September 28 at 5:51pm
- Brandie McClure Black** Looks delicious as always!
1 · September 23 at 6:21pm
Azteca Mexican Restaurant Gastonia Gracias Brandie! Come back soon and bring your friends!
September 23 at 9:44pm
- Nathan Ray** My Fav #23
1 · September 23 at 7:19pm
Azteca Mexican Restaurant Gastonia Haha! Yes, make sure to come back soon!
September 23 at 9:44pm
- ScottandAngle Rowlee** ScottandAngle Rowlee
1 · September 24 at 7:53am
Azteca Mexican Restaurant Gastonia Hey ScottandAngle! We hope you visit us soon!
1 · September 24 at 3:21pm
ScottandAngle Rowlee Me too!
September 24 at 3:22pm
- Leah Nicole Long** Jeff Millwood
2 · September 24 at 9:16am
Azteca Mexican Restaurant Gastonia Hey Leah! Thanks for tagging

We encourage “tagging” and “sharing” to expose the business to the friends of the restaurants biggest fans!

Voting posts help bring “fun” to the business and exposed the page to new visitors.

Azteca Mexican Restaurant Gastonia
September 17

How do you like your Salsa #Chunky or #Smooth.
Comment you choice below.



Like Comment

Barron Houston Wright, Lynette Schenck-Dela Cruz, Peggy Campbell and 23 others like this. Top Comments

- Sherry Litvin-Mayher** Chunky, I mix your salsa with your Pico DE gio
1 · September 18 at 5:22pm
Azteca Mexican Restaurant Gastonia Delicious mix!
1 · September 19 at 7:44am
- Christine Bates Pasour** ...with tons of cilantro
1 · September 17 at 11:51pm
Azteca Mexican Restaurant Gastonia Sounds good!
September 18 at 7:58am
- Vickie Merritt Austin** AZTECA has the best everything. Food...drinks...service and management.
1 · September 17 at 4:40pm
Azteca Mexican Restaurant Gastonia Hey Vickie! Thanks for your support!
September 17 at 5:41pm
- Shawn Parker** I want to be able to see the chunks on the chip when I scoop it up
1 · September 17 at 11:10am
Azteca Mexican Restaurant Gastonia Ahh, that's sounds like a great strategy!
1 · September 17 at 12:54pm

All regular tacos, all day only \$0.99 cents!
This is one Taco Tuesday you don't want to miss!!
<https://facebook.com/events/1394043077358460/>



Like Comment

Matty Jay, LA Nena Orgulosa, Missy Lathan and 69 others like this. Chronological

11 Shares

Mo Betta Gibson Hmm.... Guess I'll be there to get me five flour ones... Yummo

1 · October 2 at 1:07pm

Azteca Mexican Restaurant Gastonia Awesome! We can't wait!

1 · October 2 at 1:25pm

Darlene Parker Mike Turner
October 2 at 7:38pm

Mike Turner When we going? Ive never eaten there

October 2 at 7:45pm · Edited

Azteca Mexican Restaurant Gastonia Hey Darlene! Thanks for tagging Mikel! We are looking forward to seeing you two!

1 · October 3 at 7:14am

Kris McCraven Krystal Tiffany
2 · October 2 at 10:10pm

Azteca Mexican Restaurant Gastonia Hey Kris! Thanks for tagging Krystal! Looking forward to your visit!

1 · October 3 at 7:17am

Darlene Parker Taco Tuesday crazy
1 · October 3 at 2:57am

Azteca Mexican Restaurant Gastonia Will you be there Darlene!

October 3 at 7:17am
Darlene Parker Heck yea I was telling Mike Turner hes crazy lol I treated him to authentic Mexican tacos Sunday he fell in love

October 3 at 7:35am

Mike Turner When are we going?

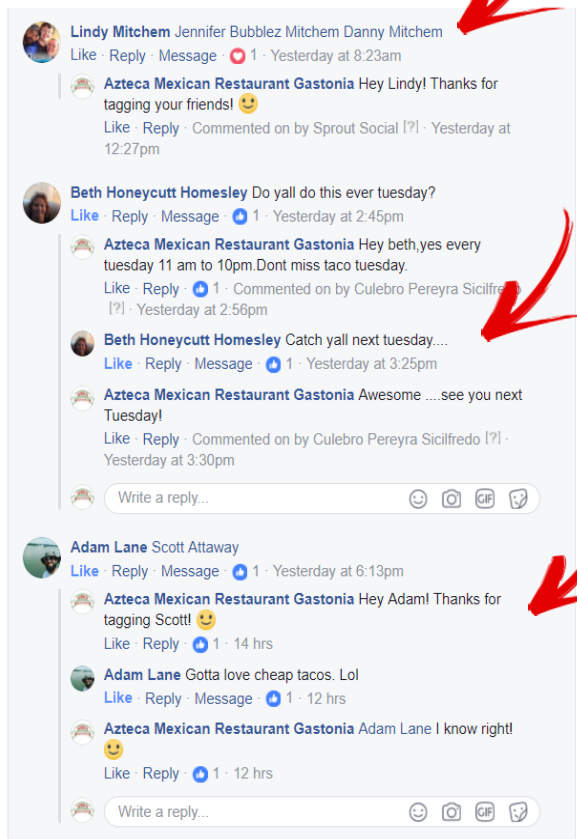
October 3 at 8:02am

Azteca Mexican Restaurant Gastonia Yes Darlene! When are you coming?

October 3 at 12:27pm

We use Facebook as a platform to announce certain events that were happening at the restaurant. In this case, the event was Taco Tuesdays.

We were able to garner interest and awareness to new visitors.



Summary

The business owner struggled to see how marketing on Facebook would help his business, but he went in with an open mind and the results were much more than expected. His current customers have now become his biggest ambassadors, which has helped influence new visitors.

He was very because he could see direct results.

The team will continue promoting the two weekly events as well incorporating lunch deals and more through Facebook as we watch and see the business grow.

