

Dosart CASE STUDY

Be discovered in the digital world

2018



Dosart



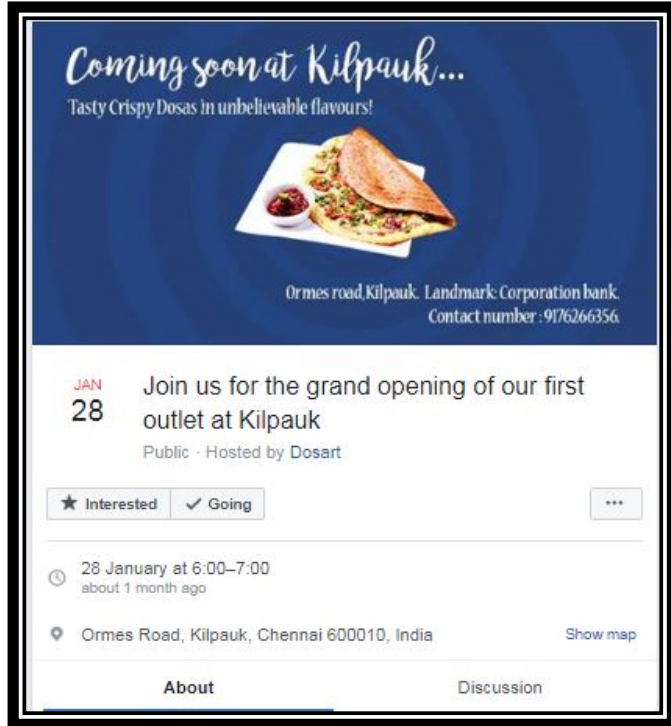
Challenges

- Client wants us to create a Killer Buzz to generate walkins, branding & reaching to local audience for their new shop launch.
- Lack of digital strategy
- Lack of social media strategy


Solution:

Launched a brand new facebook events campaign targeting core audience, targeted people in the vicinity with 5km radius and also create brand awareness campaign to drive more customers

Facebook Event Impact



Coming soon at Kilpauk...
Tasty Crispy Dosas in unbelievable flavours!



Ormes road, Kilpauk. Landmark: Corporation bank.
Contact number : 9176266356.

JAN 28 Join us for the grand opening of our first outlet at Kilpauk
Public · Hosted by Dosart

★ Interested ✓ Going ...

🕒 28 January at 6:00–7:00
about 1 month ago

📍 Ormes Road, Kilpauk, Chennai 600010, India [Show map](#)

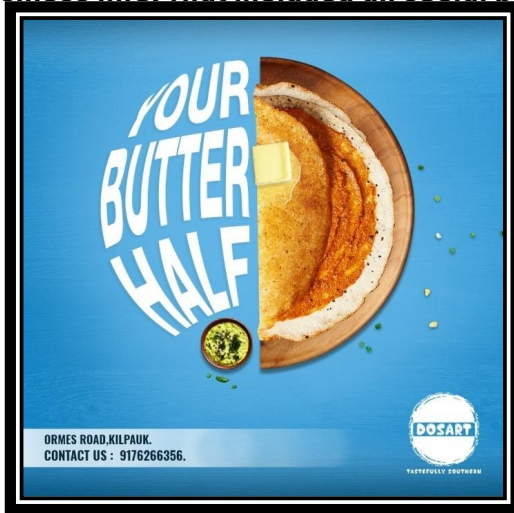
About Discussion



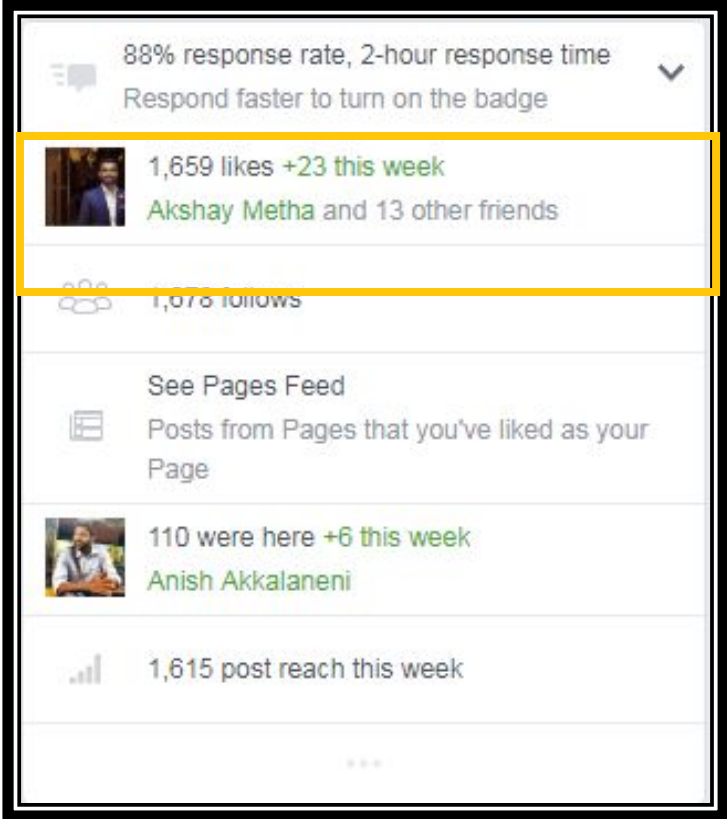
Nearly 250+ people turned up for the Grand Opening. Client were extremely happy with the outcome. To top it of all they were able to generate 4 times more sale than they expected

Photo Editing & Custom Content

We built the foundation of Dosart social groundswell by established an online gallery with professional edited images and business info. That included all social banners and original posts



Social Media Efforts



88% response rate, 2-hour response time
Respond faster to turn on the badge

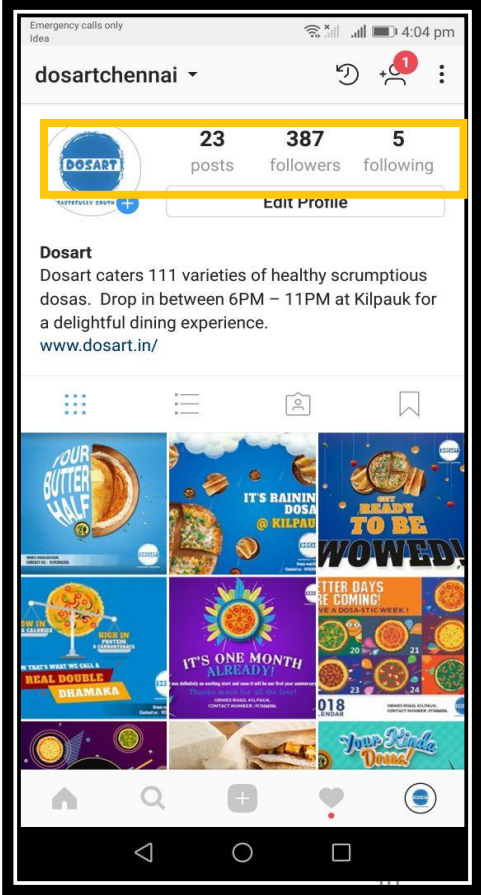
1,659 likes +23 this week
Akshay Metha and 13 other friends

1,078 follows

See Pages Feed
Posts from Pages that you've liked as your Page

110 were here +6 this week
Anish Akkalaneni

1,615 post reach this week



Emergency calls only
Idea 4:04 pm

dosartchennai 23 posts 387 followers 5 following

Dosart
Dosart caters 111 varieties of healthy scrumptious dosas. Drop in between 6PM – 11PM at Kilpauk for a delightful dining experience.
www.dosart.in/

Grid of promotional posts for Dosart, including: 'OUR BUTTER HALF', 'IT'S RAININ DOSA @ KILPAUK', 'BETTER DAYS ARE COMING', 'IT'S ONE MONTH ALREADY!', 'REAL DOUBLE DRAMAMA', and 'Your Kinde Dosa!'

Dosart - Reviews

A screenshot of a Facebook post from 'Aleesha Chennai' dated 3 February, reviewing 'Dosart'. The text says: 'Ordered for a Maggi dosa..It was the yummiest with lods cheese and fresh cream and enough spice to make it look and taste amazing..it was more like pizza with thin crust..perfect replacement for pizza in a much better form'. Below it are interaction buttons: Like, Comment, Share. Below that is a review by 'Chirag Jain' dated 1 February, which is highlighted with a yellow box. His review says: 'This place has brought so much varieties of dosas The pasta dosa over here is a must dry it will blow u away with it's amazing taste Loved this place'. Below his review are buttons: Love, Comment, Share. At the bottom, there is a comment from 'Dosart' saying 'Thank you' and a comment input field.

A screenshot of a review aggregator page. At the top, it says 'Reviews' followed by a 4.8 star rating and '41 reviews'. Below that, it says 'People talk about maggi dosa and fresh cream'. There are two review cards. The first is from 'Aleesha Chennai' with a 5-star rating, dated 3 February 2018. The text of the review is: 'Ordered for a Maggi dosa..It was the yummiest with lods cheese and fresh cream and enough spice to make it look and taste amazing..it was more like pizza with thin crust..perfect replacement for pizz... See more'. The second review is from 'Chirag Jain' with a 5-star rating, dated 1 February 2018. The text of the review is: 'This place has brought so much varieties of dosas The pasta dosa over here is a must dry it will blow u away with it's amazing taste Loved this place'.

Client Showing Appreciation to his Customer's



Pushing To The Next Level

Chennai Memes - Media Coverage

Chennai Memes
3 February · 🌐

DOSA LOVERS - Attention Please !
Now you can satisfy your cravings by heading to [Dosart](#) !
Mention your dosa lover friend and let them know about this 😊

**NOW YOU CAN TASTE 111 VARIETIES OF DOSA
HERE @ DOSART IN KILPAUK
YUMMY!**

13k
2.6k Comments 5.1k Shares 421k Views



Nearly 4.2lks People had watched the video and it was a trending video back then.



1659 likes 8300 +visits



386+ followers

**We were able to bring this much of
likes in six weeks of time**