

## Case Study

Mister Ribs - American Family Restaurant  
Bogota (Capital District) - Colombia



### The Project

Through the growing popularity of social media presence in the Colombian market in **2010**, Mister Ribs restaurants aimed to position their American Style family restaurant online, increase customer engagement, and reposition their brand in the Colombian market.

Mister Ribs, felt they were in need of launching their brand online and designing a digital strategy to reach out to a new audience.

### The Challenge

Mister Ribs, an American Style Family restaurant in Bogota, Colombia (capital district) and has no digital presence and fears losing clientele due to growing social media presence and no social media channels or digital strategy know how.

Mister Ribs is known for a white-cloth service and delicious BBQ Ribs that have become a tough contender against new authentic American BBQ places opening up around town. However, "Groupon" and similar online discount companies have generated both a concern and an opportunity for Mister Ribs to push forward with digital solutions. While Groupon invests in a large amount of digital marketing and advertising to bring new clients to their listed restaurants, the opportunity to have their social media channels ready to be part of that Groupon initiative seemed as the perfect solution.

Social media, digital and branding strategies were not something they had any knowledge of and Mister Ribs had no social media presence to be part of the digital landscape with.

### The Solution

Amigo Social Media (ASM) created and launched two (2) social media channels for Mister Ribs (Facebook and Twitter) and managed said platforms using "HeartBeat" as a platform management solution and "Sysomos" as a complementing social listening solution.

The social media strategy that was designed was to add value to their brand by focusing on the family environment, high quality service, spacious dining and authentic recipes. Additionally, it was agreed that they would maximize the rooftop restaurant space to

offer Friday and Saturday night food and drink specials. The digital communication targeted working professionals with in-dining after-work specials, wine tastings, spirit events, a Visa sponsorship offering 25% off on Tuesdays and weekly cocktail hours on Friday and Saturday nights.

Social media storyboards were designed to offer a road map of their weekly social media strategy/stories and were also focused on offering corporate catering services.

## Conclusion

In 2010, the social media channels had an organic growth of 5,000 followers during the first 3 months of launch and maintained an average monthly engagement percentage increase of +100.

Based on some of the social monitoring and sentiment platform analysis reports, it was insightful for Mister Ribs restaurants that their loyal customers age range was younger than originally thought. This allowed for them to build on the success of their after-work specials and create a young professional outreach plan that geared towards more social events on the weekend. These social media management platforms helped in rolling out other operational, maximizing the real estate space and implementing sales strategies based on metrics, sentiment analysis, blogs, news and social media chatter.

The partnership with ASM continued for 3 years (2010-2013) until the client absorbed these strategies internally with their own digital strategy team.

## Photos



(Photo Above) A busy after-work Friday night at Mister Ribs (Usaquen location), discount food special on their iconic dish and several unbeatable drink specials.



(Photo above - Rooftop at Mister Ribs): The after work crowd begins to gather to enjoy the food and drink specials.