



HAUTE

I N T E X A S

Client Case Study

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WHAT WAS THE GOAL?

LOCAL CELEBRITY CHEF RESTAURANT GROUP

Social Media Management

The client came to HIT having had multiple restaurants managed by various staff over several years. There was a challenge of operating vastly different restaurant concepts under one restaurant group, with a local celebrity chef at the helm. The HIT team was tasked with developing branding, messaging, and content.

HOW DID WE DO?

RESULTS

Within the first year:

- Every account increased followers by at least 50%, with multiple accounts more than doubling.
- Overall impressions for the year exceeded 1 million entirely organically.
- The client has now opened several additional concepts, and is HIT's longest-standing client.

WHAT IS THE CLIENT SAYING?

FROM THE OWNER:

“I value the community, reputation management and customer response and feedback via social media most, as it allows us to directly and immediately respond to customers or potential customers. That is huge, because it’s often the first contact with them and the face of our brand.”