



Case Study: Organic Content

Overview

Our team has the privilege of creating a website and social presence for a local company that held events around teaching people to cook and make drinks. We had initially planned to mix in advertising to help spur growth, but we quickly found that our organic content and local SEO were more than enough to fill classes and meet the needs of the owners.

Strategy

Our strategy was to capture images and write engaging copy about the events and the fun times people could expect from attending. We also leverage the new website and Google My Business platform to create awareness.

Results

Within the first 30 days, the page grew to nearly 500 followers and had a reach of 14,000 people *organically*, which doubled in month two. This was all from the content that our internal team developed and collaborated on with the client. Moreover, their Google My Business listing consistently had more than 1,000 views per month and over 250 actions were taking on the Google page month-over-month.

Our favorite result was that the venue had filled all of the classes on the list and received over 28 leads in the category of venue rental, which was an unexpected bonus.

Content examples on page two.

Content Examples






Green Oak Food Studio

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At Green Oak Food Studio, we like to have fun! Our classes aren't like your typical school course. We like to bring fun stories and history into our demonstrations, while providing our guests with an opportunity to learn, drink and eat.

What does a typical class consist of?



-  A lecture that includes: fun stories, some history, and points of recipe significance & reference
-  Cooking
-  Eating & drinking



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One of our favorite parts of restoring our farmhouse was seeing transformations like this take place.

Before



After



Green Oak Food Studio

Published by Zoho Social · August 10 ·

Everyone loves good food, and what's better than enjoying it with the people you love.



Green Oak Food Studio

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As award-winning chefs, our mission is to share our property, passion, and knowledge with the community by offering cooking classes and special events. To meet this goal, we've restored our 175-year-old farmhouse into a commercial and educational kitchen space, and food studio.