



# CASE STUDY

**LARGE INDEPENDENT  
FOOD DISTRIBUTOR**

## COMPANY BACKGROUND

- A large independent food distribution company who has been in operation for over 50 years, wanted to make the switch into the digital marketing atmosphere. Breaking away from customary marketing strategies would be a challenge.

## CHALLENGE

- The Company wanted to increase online brand awareness and strengthen their competitive positioning.

## STRATEGY

- A global blog and social media search was conducted to measure the Company's and their competitor's digital footprint.
- Based on this data, the origin of social chatter was identified the relevant social media outlets to advertise and create presence. The collection of data was an ongoing process.
- Within this time, the Company had initiated a new website and was selling their product through several online third parties (such as Amazon and Walmart). This established another platform in which Avlino was able to extract more data, more customer sentiments, and more insights.

## RESULTS

- The Company began to create a social network with the feedback that Avlino was able to provide. Who do we need to reach? What are the customer's sentiments? How do we attract more customers?
- As the social media accounts became more active, Avlino was able to extract more data and assess the progression after a two-week preliminary analysis.

- The new results were in and a marketing strategy was implemented and devised by the Avlino Team. The Company's social media began to target campaigns to their audience and reached new audiences by connecting with social media influencers and posting topics with key industry SEO terms.

## VISUAL RESULTS

- Within the first 10 days of marketing implementation
  - 50% increase in Facebook page "Likes"
  - 11,000 viewers viewed campaign

- Within 4 months
  - 250% increase in Facebook page "Likes"

