



Dairy Queen Social Media Case Study

Proprietary Facebook, Instagram Platform

*** Measured ROI of 10 to 1**

DRIVING LOCAL IN-STORE SALES WITH DAIRY QUEEN

We work with all the Dairy Queen locations in Muncie, Indiana providing our social services. To kick off the relationship we did a 30-day campaign of digital coupons on our proprietary social platform handling all creative, placement, targeting and tracking on Facebook/ Instagram and our mobile-optimized landing pages.

Results: We were able to track coupon redemption in-store at all locations with unique PLU codes. **The ROI on our 30 day campaign was 10 (for every \$1 spent they saw \$10 in return).**



How We Did It...

- * Special offers on Facebook/Instagram posts targeting 5 mile radius around each store
- * Targeted specific demographics during peak hours to drive business
- * Targeted employers near each location

