

Rusty's Pizza Ventura

Social Media

Case-Study



published by

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Kreative
Knowledge.com

A small icon of a lit lightbulb, positioned below the word 'Knowledge' in the logo.

In Q1, 2011, Dan "*The Pizza Man*" Collier, owner of Rusty's Pizza Ventura County, hired Matthew Moran, owner of Kreative Knowledge, a Southern California Business & Technology Consultancy, to help develop and implement a social media marketing plan.

This document provides an overview and some details on the strategy, tools, and outcome of the plan they developed.

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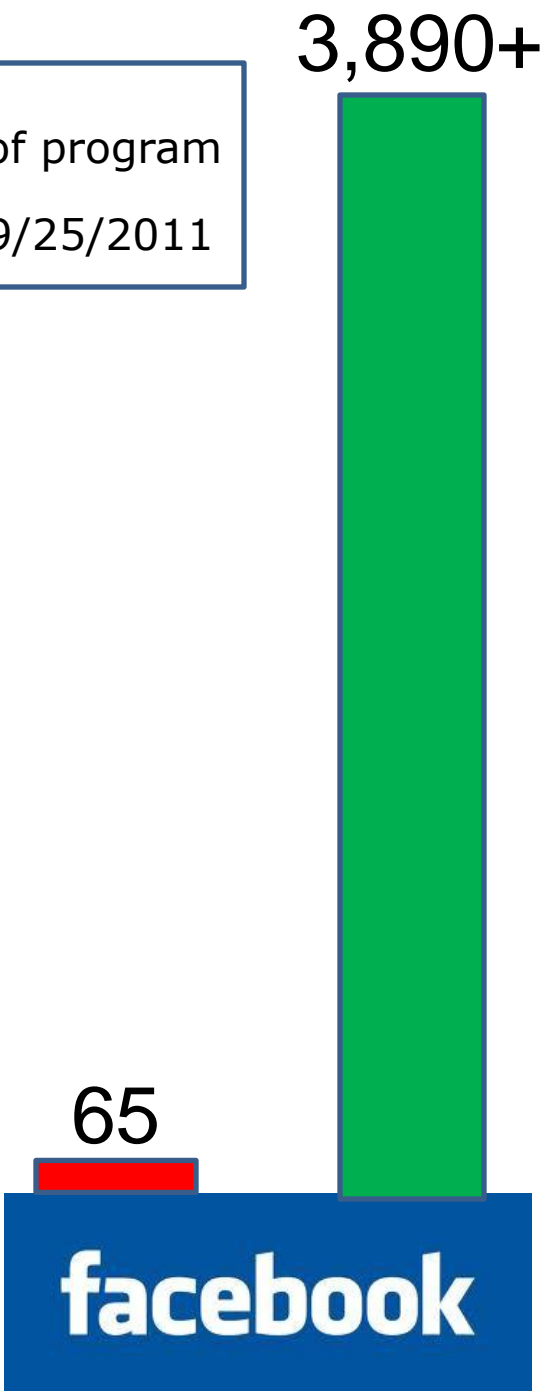
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Outcomes

Legend

- Start of program
- As of 9/25/2011

Facebook Fans Increase



Business Increase

70%



About Rusty's/ About The Challenge



About Rusty's



Name: Rusty's Pizza Parlors

Location: Ventura County

of Locations: 6

About The Challenge

- A Premium Pizza in a \$5 Pizza World
- Difficult Economy (*regional & national*)
- Print Ads/Direct Mailing showed dramatically reduced effectiveness
- Radio & TV Advertising Is Expensive and Fragmented
- Needed an effective way to reach, engage, and grow their loyal demographic

Dan "The Pizza Man" Collier, owner had been half-working to grow Rusty's Pizza Ventura Facebook presence.

He was hindered by:

1. Lack of Personal Expertise
2. Lack of in-house Knowledge
3. Confusion how where/how to begin

The Goal/The Strategy

Focus on Facebook (do not diffuse attention)

Build a large enough base to market to

Engage using video and the “natural fun of pizza”

Share Share Share!!

Be personal, not corporate

Introducing!!!!

The “Drive 4 Five (5,000) Facebook Fans – FREE Pizza Promotion



**DRIVE
4 FIVE
5,000 Fans
👍 FREE pizza!!**

The image features a promotional graphic for Rusty's Pizza Parlor. On the left is a circular logo with a black background and a white border, containing the text "RUSTY'S PIZZA PARLOR" in red, stylized, outlined letters. To the right of the logo, the text "DRIVE 4 FIVE" is displayed in large, bold, black and red letters. Below this, "5,000 Fans" is written in blue, and a blue thumbs-up icon is positioned to the left of the words "FREE pizza!!" which are in red.

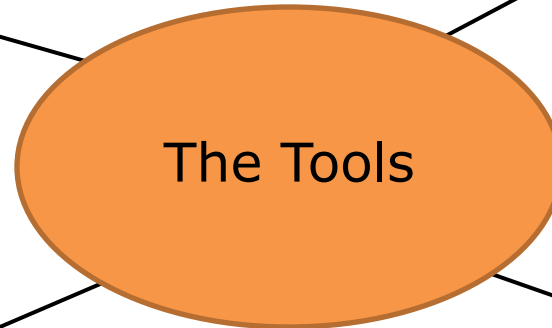
The Tools/Integration



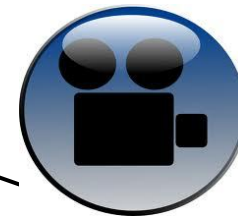
Existing Website
(custom landing pages)



E-newsletter/Mailchimp.com



Facebook.com
/RustysPizzaVentura



Video
shot on Droid 2
Edited in MS Movie Maker

You Tube
YouTube.com
/RustysPizzaVentura

Tasks To Launch

- 1) Create & Publish Video Introducing
 “Drive 4 Five”
- 2) Create Mailchimp list for new names
 - 1) Create auto-response confirmation email with “Share buttons”
- 3) Create Custom Facebook Page with embedded signup form (Mailchimp)
- 4) Create Custom Landing Page at GoRustys.com
 - 1) With auto-play YouTube video
 - 2) Provide a “Like” button
 - 3) Include a “Share” Button (*share the promo*)
 - 4) <http://www.Gorustys.com/drive4five>
- 5) Create and send initial email to existing mailing list





**DRIVE
4 FIVE**
5,000 Fans
👍 **FREE pizza!!**

Dan "the Pizza Man" Collier, owner of Rusty's Pizza Ventura, shares the "Drive 4 Five" campaign.

It's simple! Dan wants 5,000 Facebook Fans and is willing to go broke getting them. He's giving away a FREE Pizza to every FAN on his Facebook page.

If you want to get a FREE Pizza from Rustys, follow these simple steps.

1. [Join/Like our page](#);
2. Fill out the "FREE Pizza" form; a **FREE Pizza** coupon will be mailed to you*.
3. Share this deal with your friends and with random strangers.
4. Bring your coupon into any [Ventura](#)



[Like our Page](#)







[Share this deal with your friends](#)




Rusty's Pizza Parlors

Ventura, Oxnard & Port Hueneme





Join us on: Facebook  Twitter 

Scan this code with your smart phone's barcode reader to order online!



(click images for video)




Dan, "The Pizza Man" Collier - owner of Rusty's Pizza Ventura County, shares their new ["DRIVE 4 FIVE" Facebook promotion](#).

Rusty's Pizza is looking to grow their Facebook page to **5,000 fans**. To do that, they are giving a **FREE** pizza to every person who "Likes" the page and uses the Fan exclusive, **"FREE PIZZA"** signup form to get a coupon for a **FREE** Pizza!!

You want to take advantage of this opportunity because Dan will be using the Facebook page to let you know about new and exciting promotions. Find out more by clicking the images to the left or [visiting the "Drive 4 Five" information page, here](#).

THIS MONTH'S COUPONS

Coupon #180



2 for 1


Large 1 Item
Pizza

www.GoRustys.com

Not valid with other coupons. One coupon per offer.
Delivery charge extra. Limited delivery area. Valid in Ventura County only.
\$10.00 minimum on all deliveries.

Expires 9/30/2011

Coupon #193



2 for 1

12 California
Hot Wings

www.GoRustys.com

Not valid with other coupons. One coupon per offer.
Delivery charge extra. Limited delivery area. Valid in Ventura County only.
\$10.00 minimum on all deliveries.

Expires 9/15/2011

What you see before you like the page

facebook

Search

- Wall
- Info
- Friend Activity
- Best Ideas Poll
- Video
- FREE PIZZA Drive 4 Fi**
- Photos
- Discussions
- Events
- EDIT**

About [Edit](#)

Welcome to Rusty's Pizza Ventura County. Why is pizza fun? It is a shared f...

More

3,430
like this

23

Rusty's Pizza Ventura County ▶ **FREE PIZZA Drive 4 Five**

Pizza Restaurant · Restaurant · Ventura, California · [Edit Info](#)

Become a Fan and enter your information in the form provided to get a FREE Pizza.

What you see after you like the page

facebook Home Profile Account ▾

- Wall
- Info
- Friend Activity
- Best Ideas Poll
- Video
- FREE PIZZA Drive**
- Photos
- Discussions
- Events

About [Edit](#)

Welcome to Rusty's Pizza Ventura County. Why is pizza fun? It is a shared f...

[More](#)

3,430
like this

23
were here

[Add to My Page's Favorites](#)

[Remove from My Page's Favorites](#)

[Subscribe via SMS](#)

[Subscribe via RSS](#)

[Unlike](#)

[Share](#)

Rusty's Pizza Ventura County ▸ FREE PIZZA Drive 4 Five

Pizza Restaurant · Restaurant · Ventura, California · [Edit Info](#)

Enter your information to get your FREE Pizza* and click the above link to share with your friends!!
Offer good for Ventura County Residents

If form does not change after you press the "Give me FREE Pizza" button, don't worry. You should have a message at the bottom telling you it was successful. Check your email to confirm.

Get Your FREE Pizza For Our DRIVE 4 Five Promo *Indicates required

Email Address *

First Name *

Last Name *

Street *

City *

State *

Zip *

Admins (3) [See All](#)

- [Use Facebook as Rusty's Pizza Ventura County](#)
- [Notifications ▾](#)
- [Promote with an Ad](#)
- [View Insights](#)
- [Invite Friends](#)

You and Rusty's Pizza Ventura County

[22 friends like this.](#)

Recommend This Place

Help your friends discover great places to visit by recommending **Rusty's Pizza Ventura County**.

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Rusty's Pizza...

Your ad text here.

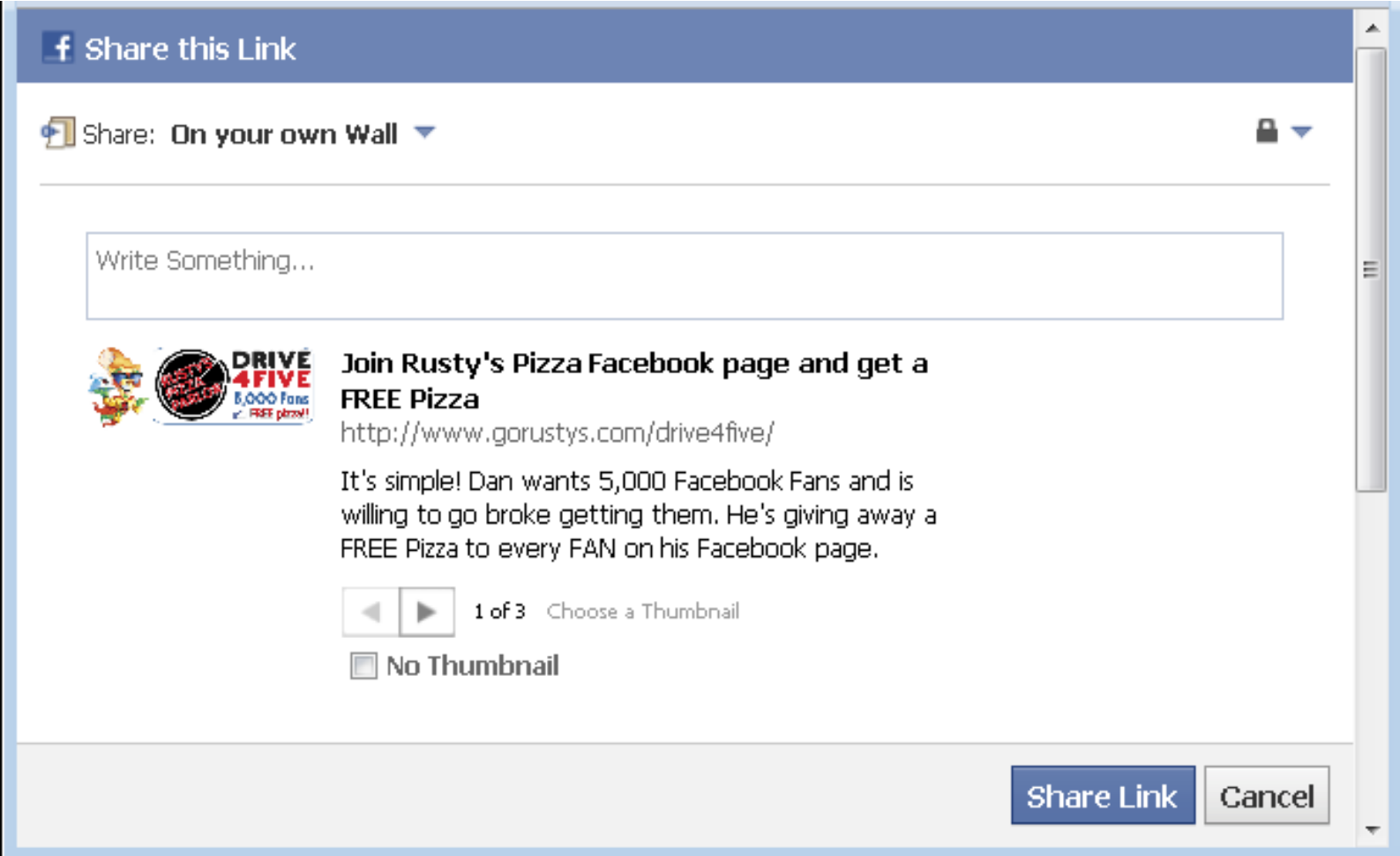
[Like](#) · Matthew Moran likes this.

Sponsored [Create an Ad](#)

D'Addario Strings and Planet Waves

Share & Save: When 3,000 people like our page you will

The “Share” button shared the current page or promo




The screenshot shows a Facebook share dialog box. At the top, it says "Share this Link". Below that, it says "Share: On your own Wall" with a dropdown arrow and a lock icon. There is a text input field with the placeholder "Write Something...". The main content of the share is a link to "Join Rusty's Pizza Facebook page and get a FREE Pizza" with the URL <http://www.gorustys.com/drive4five/>. The link includes a thumbnail image of a pizza and text that says "DRIVE 4 FIVE 5,000 Fans or FREE pizza!". Below the link, there is a "Choose a Thumbnail" section with "1 of 3" thumbnails and a "No Thumbnail" option. At the bottom right, there are "Share Link" and "Cancel" buttons.

Share this Link

Share: On your own Wall

Write Something...

 **DRIVE 4 FIVE**
5,000 Fans
or FREE pizza!

Join Rusty's Pizza Facebook page and get a FREE Pizza

<http://www.gorustys.com/drive4five/>

It's simple! Dan wants 5,000 Facebook Fans and is willing to go broke getting them. He's giving away a FREE Pizza to every FAN on his Facebook page.

◀ ▶ 1 of 3 Choose a Thumbnail

No Thumbnail

Share Link Cancel

Ancillary Tools

Lots of Videos (short, engaging, fun)



Wall

Hidden Posts

Info

Friend Activity (1+)

Videos

FREE PIZZA Drive 4 Five

Photos

Discussions

Events

EDIT

About

Edit

Welcome to Rusty's Pizza Ventura County. Why is pizza fun? It is a shared f...

More

3 907

facebook.com/video/video.php?v=10150215102334427

Rusty's Pizza Ventura County ▸ Videos

Pizza Restaurant · Ventura, California · Edit Info

Rusty's Pizza Ventura County's Videos



User Submitted Ideas To Help Grow Rusty's Facebook Page

Fan Submitted Ideas to Grow Rusty's Facebook Page

 Like  Send

Here are the TOP 5 Ideas to help us GROW our Facebook Page.

For a better description of the idea, please visit our [Idea Submission Page](#).

Please vote for your favorite entry.

Vote for the best idea to grow Rusty's Pizza's Facebook Page. *

- Rusty's Pizza Street Team giving away coupons and free pizzas
- Rusty's Facebook Fan Song and Music Video
- Monthly Rusty's Store versus Store Challenge
- Monthly Pizza Scavenger Hunt
- Fan Versus Dan Event

 Submit

Powered by [Facebook Poll](#)

QR Codes (about half of new “Likes” are from Smart Phones

QR Codes



**Do you want
FREE PIZZA?**

**We are sending a FREE PIZZA
coupon to everyone* who “likes” us.
Facebook.com/RustysPizzaVentura**
** Ventura County residents only*

Computer users
“Like” us on Facebook and fill out
the **DRIVE 4 FIVE** form.

Smart Phone Users
“Like” us on Facebook and send your name and
address to: dan@gorustys.com



Or Scan



← Like
&
Email →



2-Cent Tuesday

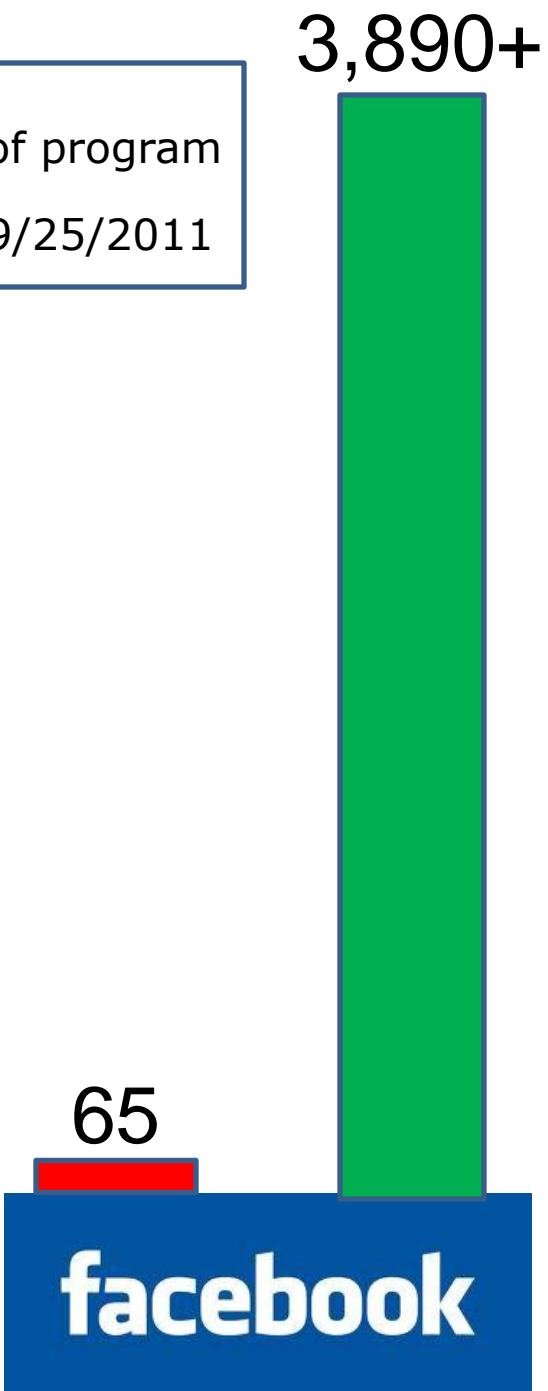
Use the **secret phrase** and with every order of \$10 or more, get a special for \$0.02.

2-Cent Tuesday

Legend

- Start of program
- As of 9/25/2011

Facebook Fans Increase



Business Increase

70%



Dan "The Pizza Man" Collier discusses social media for business
http://www.youtube.com/watch?v=k-7z5_q2cDg



Matt Moran discusses integrated social media
<http://www.youtube.com/watch?v=NItnSEsmJaM>



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