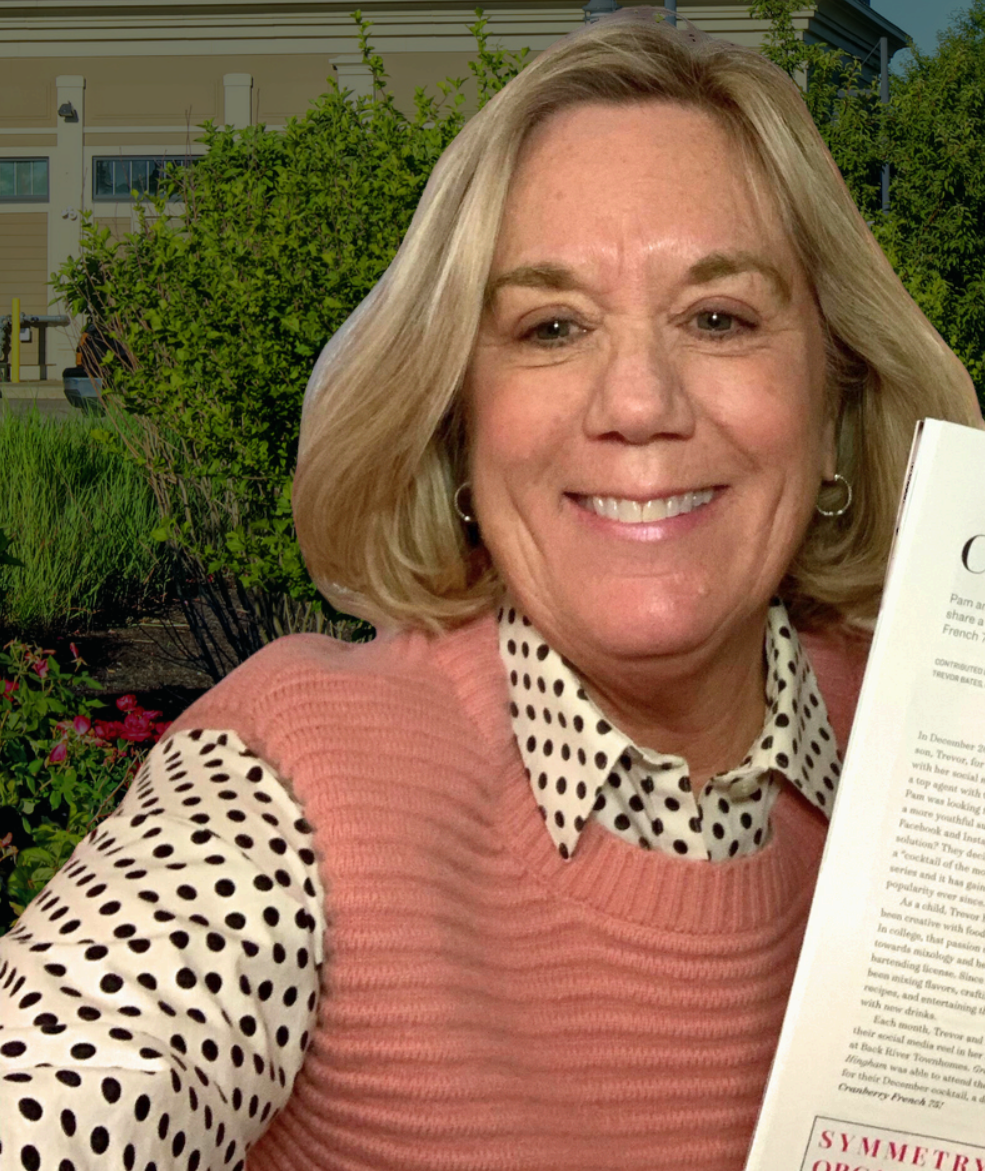


CASE STUDY

HOW SOCIAL MEDIA LANDED OUR CLIENT IN A LOCAL MAGAZINE



Cheers!

Pam and Trevor Bates
share a festive Cranberry
French 75

CONTRIBUTED BY PAM AND
TREVOR BATES, RESIDENTS

In December 2022, Pam asked her son, Trevor, for some assistance with her social media accounts. As Pam was looking for ways to reach a more youthful audience with her Facebook and Instagram posts, the a "cocktail of the month" video series and it has gained tremendous popularity ever since.

As a child, Trevor had always been creative with food preparation. In college, that passion moved towards mixology and he received his bartending license. Since then, he has been mixing flavors, crafting cocktail recipes, and entertaining the family with new drinks.

Each month, Trevor and Pam film their social media reel in her kitchen at Buck River Townhomes. Great for their December cocktail, a delicious Cranberry French 75!

Recipe for 1 cocktail:

- 1 ounce of Bully Boy Estate Gin (Boston-based gin company, and delicious!)
- ½ ounce of cranberry juice
- ½ ounce of fresh-squeezed lemon juice
- ½ ounce simple syrup
- Lemons to top cocktail for glass rim
- Lemon twist for garnish

Add the first four ingredients to a cocktail shaker filled with ice, shake or stir thoroughly until chilled. For the

glass, use a martini or gin and tonic glass. Take half a lemon and use the rim of the glass, then dip the rim in a bit of granular sugar. Pour shaker ingredients into glass, top with garnish or champagne, and garnish with a lemon twist. Cheers!

If you would like to follow Pam and Trevor and their "cocktail of the month" video series on social media, look for Pam's Pamela Bates Reshir accounts on Facebook and Instagram.

Do you have a delicious cocktail or cocktail idea you'd like to share? Email info@symmetryorg.com

SYMMETRY
ORG

Meet the Client

Her Goals

- Attract new clients through social media
- Incorporate personality into posts
- Increase brand awareness in the Hingham market



Our Solutions

- Reaching over 19K within the first 3 months.
- Monthly calendars, reels ideas, all content scheduled out
- Incorporating local videos, personality posts, family pictures, trends, and more.
- Local magazine feature



What We Did

As we began working with Pam, we asked her what was one thing she loved to do that we could utilize for content to make her channels stand out and reach her target audience. Pam and her son love making cocktails together, so we figured we'd try out a cocktail recipe to add some personality to her channels.

THE FIRST COCKTAIL REEL WAS POSTED IN DECEMBER 2022

This reel performed exceptionally well so we decided to make this part of her brand.



3.1K

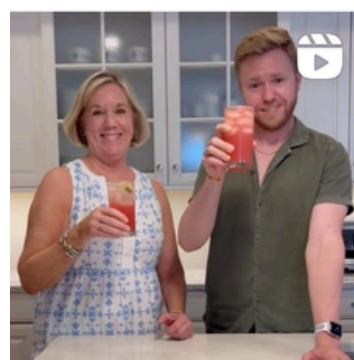
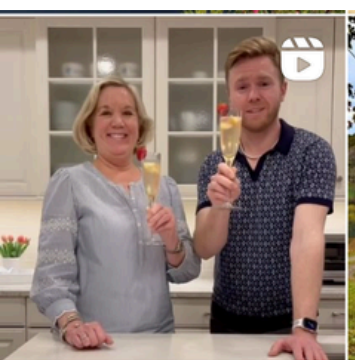
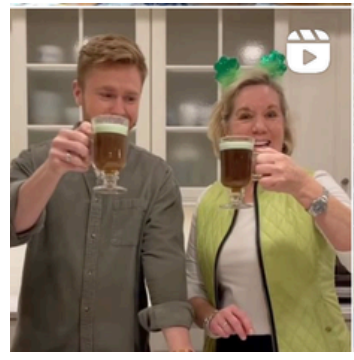
54

14

23

13

WE BEGAN POSTING A “COCKTAIL OF THE MONTH” REEL



Results

19K 238 6 15 6 3.1K 54 14 23 13

IN SEPTEMBER OF 2023, PAM GOT A CALL FROM A POPULAR MAGAZINE IN HINGHAM.

I had a local magazine called greet Hingham reach out to me to do a feature story on Trevor and my cocktails. We're putting together a holiday drink and they'll do a photo shoot of us in October for the December issue.

IN DECEMBER OF 2023, THE MAGAZINE WAS PUBLISHED!



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