

# Creating Stories That Bring Customers In

A case study on how Feliz Café & Lounge used influencer marketing to drive real footfall and build a premium brand presence

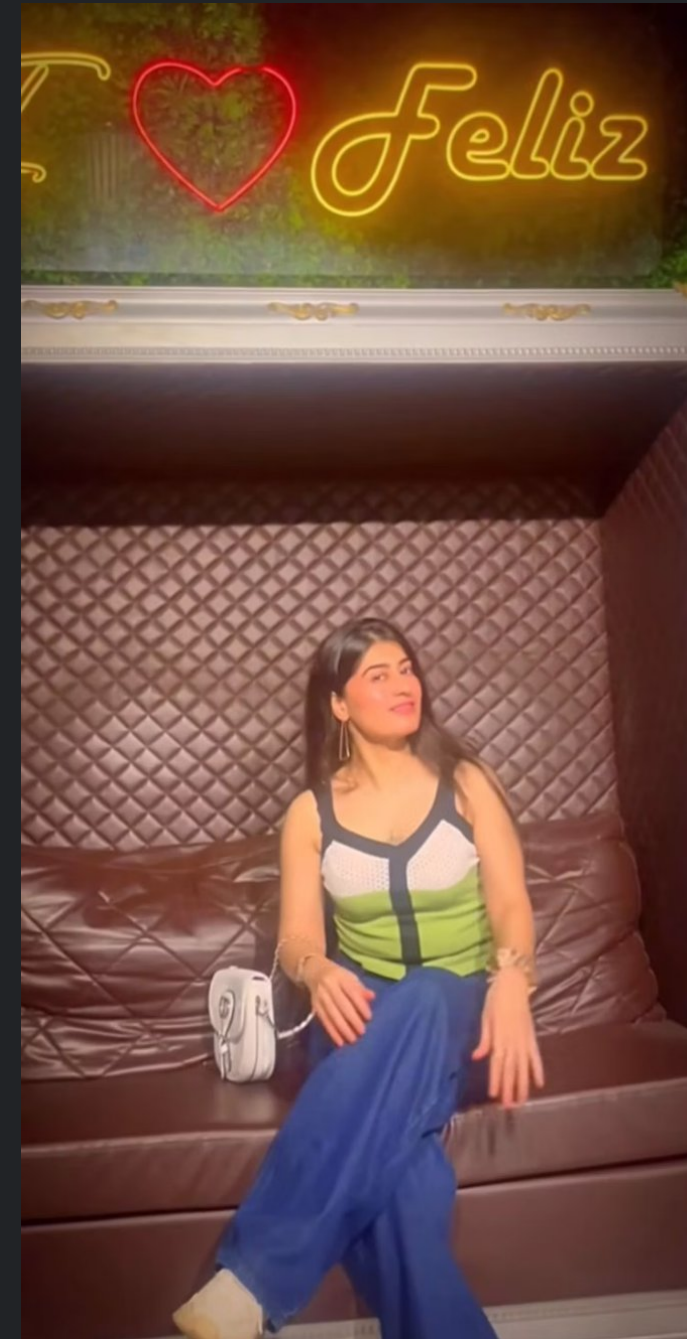


# The Challenge: Standing Out in a Crowded Market

## Feliz Café & Lounge Goals

Feliz wanted to become the go-to hangout spot for youth and families. The challenge? Breaking through the noise in a competitive café market and converting online buzz into actual customers walking through the door.

- Increase footfall among young audiences
- Build an Instagram-worthy brand identity
- Promote signature dishes and special offers
- Create viral, shareable content



# The Onbeat Strategy: Local, Authentic, Irresistible



## Local Targeting

Focus on nearby areas and passionate food lovers who could become regular customers



## Content-Driven

Reels showcasing the full café experience, from ambience to food presentation



## Influencer Sampling

Let creators experience the café firsthand, then share authentic reviews



## Theme Storytelling

Blend food quality, aesthetic appeal, and special offers into compelling narratives



# Execution: Bringing the Vision to Life

We activated over 20 top food, lifestyle, and local creators to showcase what makes Feliz special. Each piece of content was carefully crafted to highlight different aspects of the café experience.



## Pizza Promo Push

Unlimited pizza offer (Mon–Thu, 12–5 PM) front and center



## Aesthetic Content

Showcasing décor, neon lights, and Insta-worthy angles



## Signature Desserts

Featuring sizzling brownies and premium shakes



## Hangout Positioning

Perfect spot for couples, friends, and families

# Content Mix: The Secret Sauce

## Four Content Types That Converted

Each format served a specific purpose in the customer journey, from initial awareness to walking through the door.

### Trending Reels

**Purpose:** Maximum reach and discoverability through trending audio and formats

### Food Close-Ups

**Purpose:** Create cravings and save-worthy content that drives action

### Ambience Showcases

**Purpose:** Build brand recall and highlight the unique café atmosphere

### Offer-Based CTAs

**Purpose:** Direct footfall with clear, time-sensitive promotions



**Perfect Insta-Worthy Café**

# Results That Speak for Themselves

20+

Local Influencers

Carefully selected creators with engaged, relevant audiences

350K

Organic Views

Total reach across all influencer content in just 3 weeks

30%

Footfall Growth

Measurable increase in customers visiting the café

₹0.45

Cost Per View

Incredibly efficient investment with direct ROI tracking

# From Likes to Lattes: Real Engagement

"Where is this café located? I need to try that sizzling brownie!"

The campaign sparked genuine interest and action. DMs and comments flooded in with questions about location, prices, best visiting times, and photo spots. This wasn't just engagement—it was intent to visit.

## Location Requests

Users actively searching for the café's address and directions

## Menu Inquiries

Specific questions about sizzling brownie prices and pizza offer details

## Visit Planning

Asking about best times to visit and making reservations

## Photo Opportunities

Requesting info on the best Instagram-worthy spots in the café

# Why This Campaign Crushed It

01

## Complete Experience Marketing

Influencers didn't just show food—they highlighted offers, ambiance, and the overall vibe, giving viewers the full picture

02

## Authentic, Not Salesy

Content felt natural and genuine, building trust instead of triggering ad-blindness

03

## Strategic Creator Mix

Micro and nano influencers delivered both relatability and impressive reach

04

## Real Value, Real Venues

Shot on-location at the actual café, creating immediate, tangible connections



# Ready to Fill Your Café?

Through strategic influencer collaborations and engaging storytelling, Onbeat Entertainment transformed Feliz Café & Lounge into the must-visit hangout spot—and drove measurable revenue through actual customer visits.

## 📄 Full-Service Support Included

- Influencer shortlisting and campaign management
- Professional filming and editing for Reels
- Custom strategy and content guidelines
- Performance tracking with detailed reporting
- End-to-end creator coordination

**Want similar results for your café or restaurant?** Let's create stories that bring customers through your door.

