



## ANGELO CAPUTO'S CASE STUDY

# CAPUTO'S STORY



Angelo Caputo's Fresh Market is a family-owned grocery store chain known for its high-quality produce, fresh bakery items, and authentic Italian specialties. With a strong local presence, the brand has built a loyal customer base, but its social media presence, particularly on TikTok and Instagram, required a strategic overhaul to enhance engagement and expand its digital reach.

# THE CHALLENGE

Content Production

Community Engagement

Profile Optimization



# THE SOLUTION

- **Content Ideation & Creative Direction:** Developing a visually appealing and engaging content calendar featuring recipes, behind-the-scenes footage, and seasonal promotions tailored for TikTok and Instagram.
- **Brand Strategy:** Establishing a consistent visual identity and messaging that resonated with both existing customers and new audiences.
- **Social Channel Management:** Actively engaging with followers, responding to comments, and leveraging trending topics to boost visibility.
- **Website Maintenance & Development:** Ensuring seamless user experience by optimizing the website for mobile and social-driven traffic.
- **Paid Media Campaigns:** Running targeted ad campaigns to amplify reach, drive traffic, and convert social media interactions into in-store visits and online sales.

# THE RESULTS

Through a holistic social media strategy, Angelo Caputo's Fresh Market successfully strengthened its online presence, cultivated a dedicated community, and transformed digital engagement into real-world conversions. This success story highlights the power of a well-executed content and engagement strategy in elevating a brand's digital footprint.

## FOLLOWER GROWTH:

Achieved a **5%** increase on Instagram and **189.5%** increase on TikTok followers within *3 months*.

## ENHANCED ENGAGEMENT:

Increased likes, comments, and shares by **15.3%**, fostering a more interactive community.

## HIGHER ORGANIC REACH:

Boosted organic impressions **18.9%**, driving more visibility without relying solely on paid media.

## IMPROVED CONVERSIONS:

Notable rise in website traffic and in-store visits driven by engaging social content and targeted ads.



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