SMOKING THE COMPETITION

A case study & social campaign
by Hannah Haneberg

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EXECUTIVE SUMMARY

This campaign transformed Park's Place Smokehouse's social media presence from a collection of sporadic posts into a cohesive, branded content strategy. The campaign aimed to strengthen the restaurant's online presence, increase audience engagement, and build connections with local customers. Through audience research, consistent branding, a structured content calendar, and content pillars focused on product highlights, humor, business updates, and customer reviews, the campaign created a unified and engaging brand experience.

The campaign successfully met its objectives, with Instagram profile activity increasing by 20.9% and account reach growing to 8,926 accounts—a 731.1% increase compared to the previous period. Top-performing posts showcased close-up views of smoked meats, snappy humor, and content that connected with the local food community. Overall, the campaign strengthened Park's Place Smokehouse's brand identity, expanded its online visibility, and established a strong foundation for long-term audience growth and community engagement.

BUSINESS BACKGROUND

Park’s Place Smokehouse is a barbecue restaurant founded in 2022 by Aaron Park, who continues to own and operate the business alongside a small but growing team.

The restaurant specializes in Texas-style smoked meats with an Aaron Park twist, featuring house-made rubs and sweet, smoky sauces crafted in-house. Known for its tender, slow-smoked meats, Park’s Place has earned a strong reputation in the community and received multiple awards, including Idaho’s Best the past three years in a row.

BUSINESS GOAL

The goal was to build the restaurant’s online presence, increase engagement,
and make connections with local customers.

PRE-CAMPAIGN RESEARCH

BLISTER'S BBQ

COMPETITOR ANALYSIS

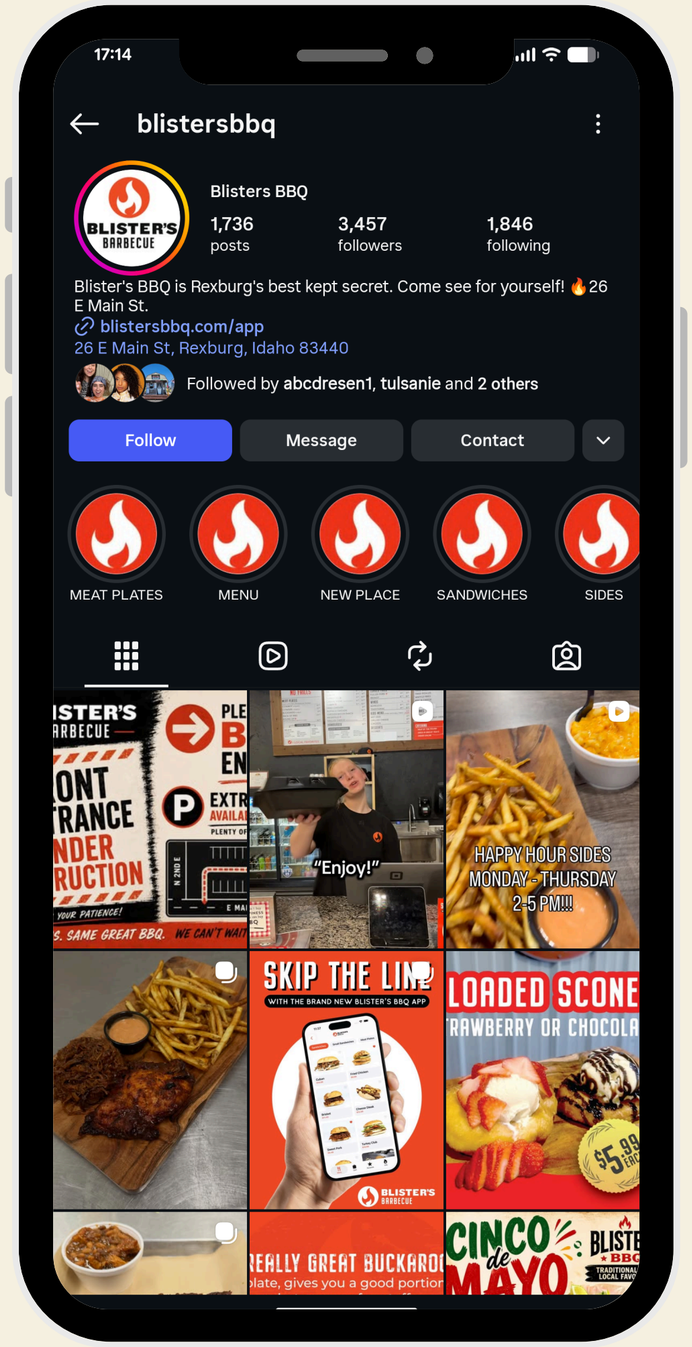
WHAT THEY OFFER

Blister's BBQ serves up Carolina style meats that are smoked daily on site. They are also located on Main Street in Rexburg.

KEY TAKEAWAYS

- They have a mobile app that helps to make ordering easier
- Despite having a larger following, engagement on their content is not very high

Blister's BBQ showed that a large following does not always lead to high engagement. This insight encouraged Park's Place Smokehouse to focus on creating engaging, audience-centered content rather than prioritizing follower growth alone.



SPARKS BARBECUE

COMPETITOR ANALYSIS

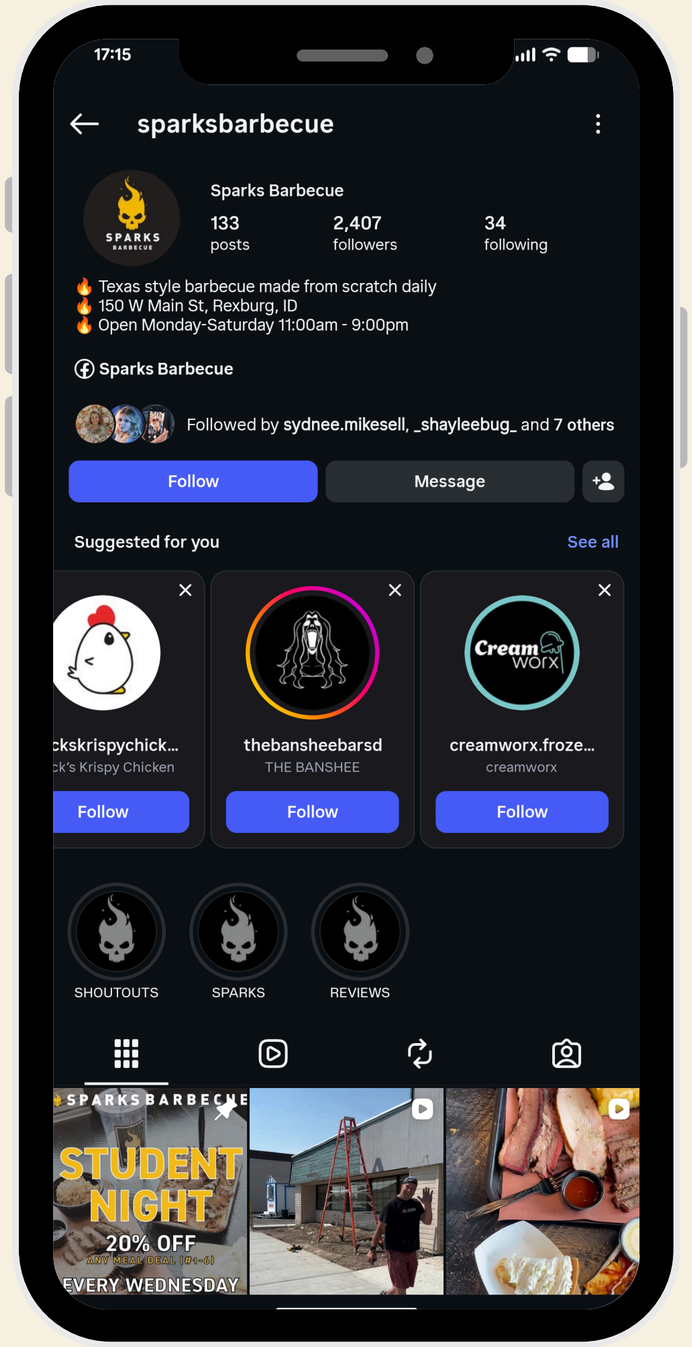
WHAT THEY OFFER

Sparks Barbecue serves Texas style barbecue with house made sauces. They strive to recreate the atmosphere of a Texas barbecue joint with sit-down dining.

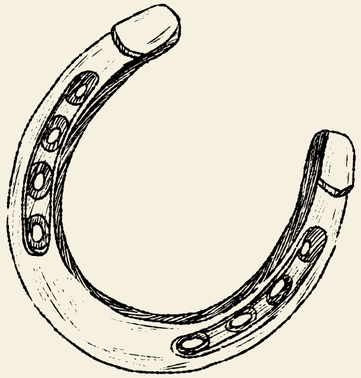
KEY TAKEAWAYS

- They have very high quality images of their food
- They are very inconsistent with posting and post every few weeks

Sparks Barbecue showed the value of high-quality food photography in attracting attention. However, its inconsistent posting schedule highlighted the importance of regular content to maintain audience engagement and brand visibility.



TARGET AUDIENCE
OVERVIEW



These Instagram insights revealed who was most likely to become a loyal customer and what they cared about. Demographics, locations, interests, pain points, and behaviors helped guide content creation, making posts more relevant, increasing engagement, and strengthening the Park's Place Smokehouse community.

PSYCHOGRAPHICS

- Value comfort and tradition
- Interested in authentic, slow-smoked barbecue and house-made flavors
- Prefer casual, social dining experiences with friends, roommates, or family
- Drawn to locally owned businesses

TARGET AUDIENCE
INSIGHTS

Park's Place Smokehouse's primary target audience is young families in southeastern Idaho. The restaurant's dining experience is designed to bring families together through food and a fun atmosphere.

The client also identified college students as an important secondary audience, positioning the smokehouse as a convenient and option for students to grab on their way home from campus.

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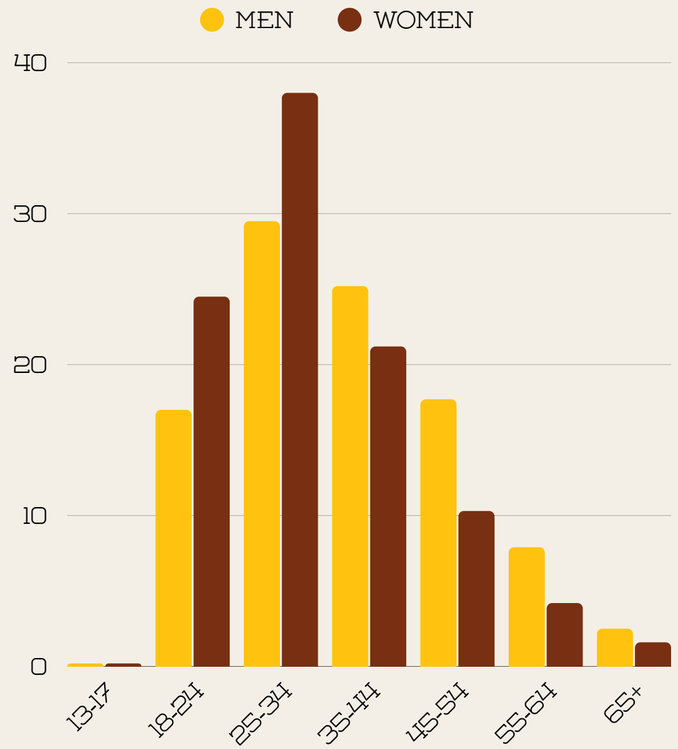
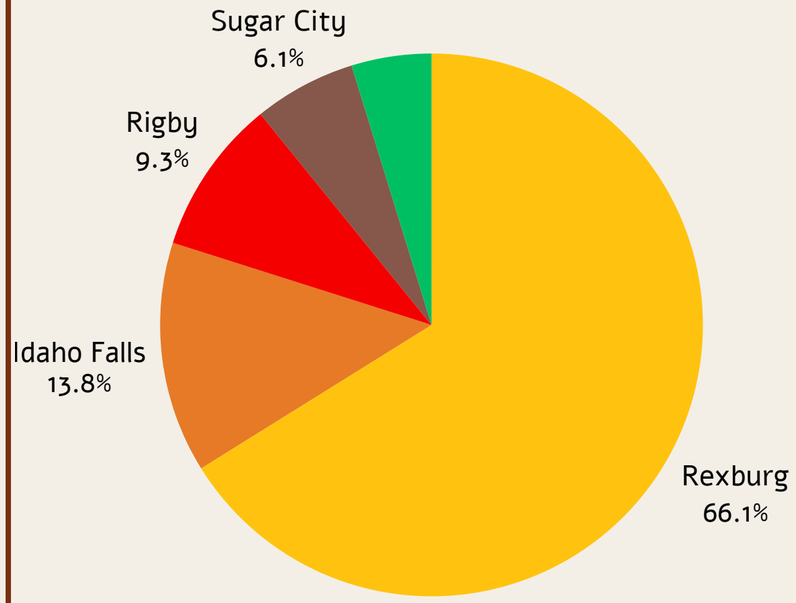
AGE & GENDER



TOP CITIES



TARGET AUDIENCE

PAIN POINTS & BEHAVIORS

- Seeks out new local restaurants and food experiences
- Visits restaurants based on recommendations from friends and family
- Supports local businesses and community events
- Follows local restaurants on social media

LIMITED TIME TO DECIDE WHERE TO EAT

DIFFICULTY FINDING AFFORDABLE MEALS

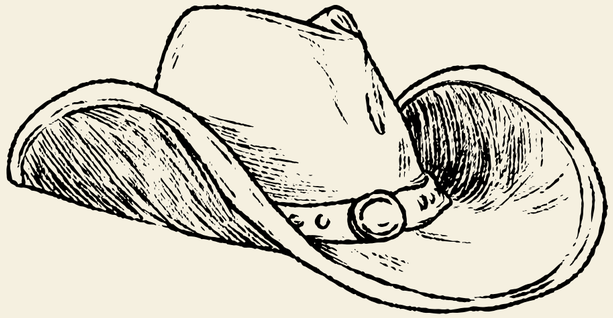
FRUSTRATION WITH RESTAURANTS WITH INCONSISTENT FOOD QUALITY

SICK OF CHAIN RESTAURANTS

SOCIAL MEDIA STRATEGY

PRE-CAMPAIGN INSTAGRAM

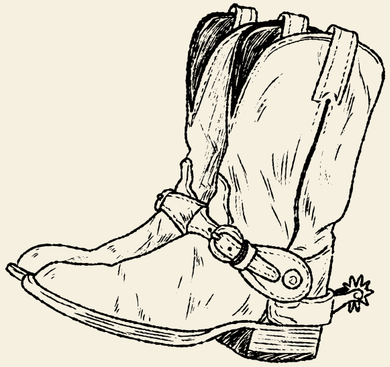
KEY PERFORMANCE INDICATORS



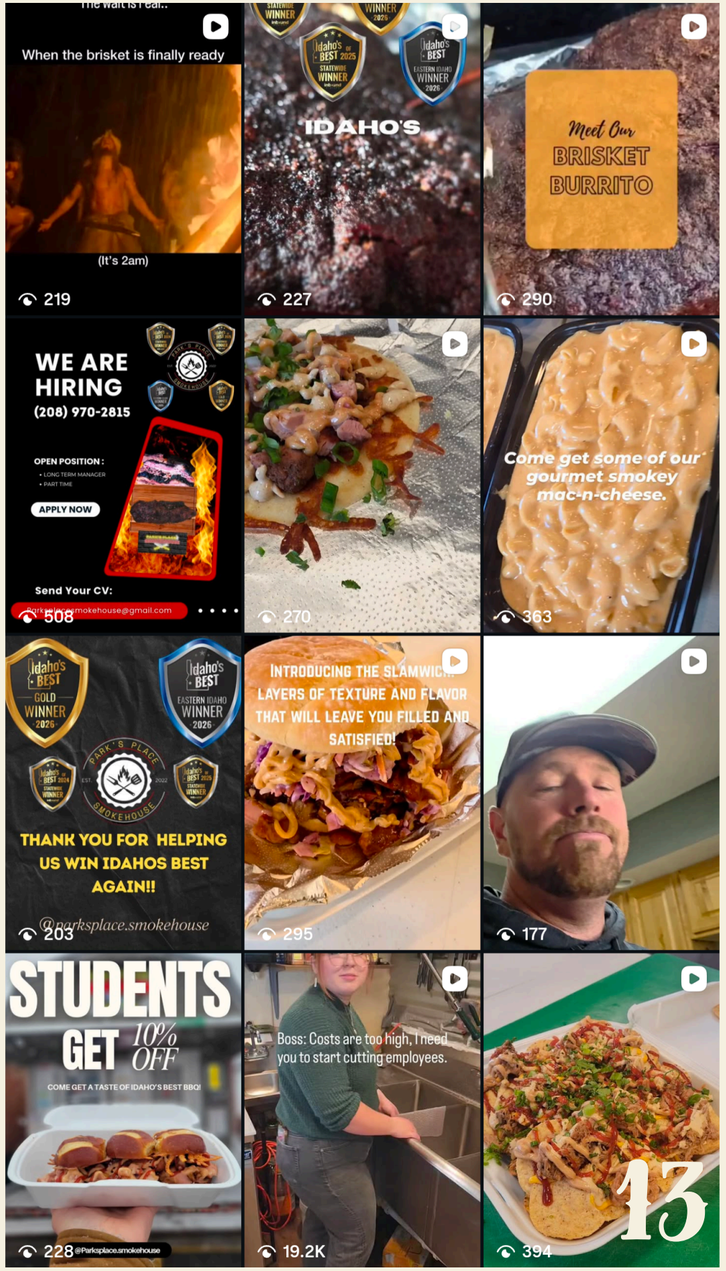
These KPIs show Instagram ’s performance before the campaign, and since it was the only platform being used, it sets the baseline for measuring growth in engagement, reach, and community.

3.8 K	1.6 K	137
VIEWS	REACH	INTERACTIONS

SOCIAL MEDIA
SWOT ANALYSIS



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Posts consistently • Established a following of over 1,000 on Instagram • Optimized profiles	• Inconsistent typography and colors across visuals • Low reach on posts • Content lacks originality and brand differentiation	• Create a cohesive and recognizable brand identity • Develop more original and engaging content • Increase reach	• Competitors on the same street have larger social media followings • Customers may choose competitors with stronger online visibility



CONSISTENT BRANDING

To create a more cohesive brand identity, I implemented consistent visual branding across all social media content. Using the established color palette from the Smokehouse website, I incorporated the same colors throughout graphics and visuals. I also introduced three client-approved fonts, each serving a specific purpose, and used them consistently across posts to improve brand recognition and create a more professional appearance.

COLORS

GOLD- #FFC30F

VIVID RED- #F50000

BLACK- #000000

TYPOGRAPHY

Headings:

HYPERWAVE ONE

Sub headings:

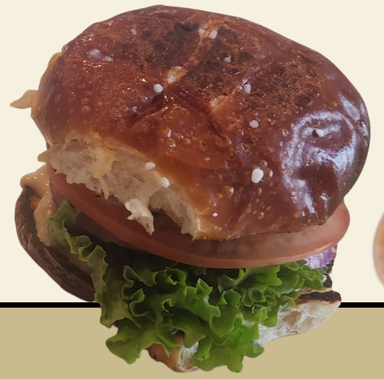
GAGALIN

Body:

Montserrat

CONTENT PILLARS

Content pillars are the key themes that shape a content strategy. They create consistency in messaging, align content with organizational goals, and deliver relevant value to the audience.



PRODUCT HIGHLIGHTS	HUMOR	BUSINESS UPDATES	CUSTOMER REVIEWS
• Showcase individual dishes, drinks, and sides • Provide up-close looks at ingredients and preparation • Increase awareness of menu items	• Create content that connects with the audience • Showcase the owner's personality • Encourage engagement through relatable content	• Inform customers about important announcements • Increase awareness of restaurant hours and location • Share hiring updates and event information	• Highlight customer experiences and feedback • Build trust and credibility • Strengthen customer connection and community

CONTENT PILLAR

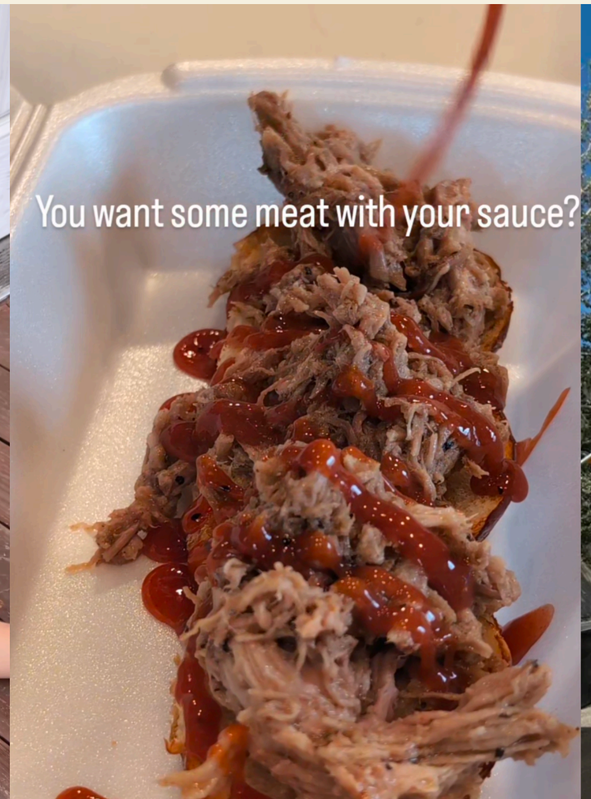
EXAMPLES

PRODUCT HIGHLIGHTS

HUMOR

BUSINESS UPDATES

CUSTOMER REVIEWS



INSTAGRAM OVERVIEW

INSTAGRAM

OBJECTIVE & STRATEGY

OBJECTIVE

Increase Instagram reach by 85%, grow profile interactions by 75%, and maintain a consistent visual identity across all posts through cohesive branding and content pillars.

STRATEGY

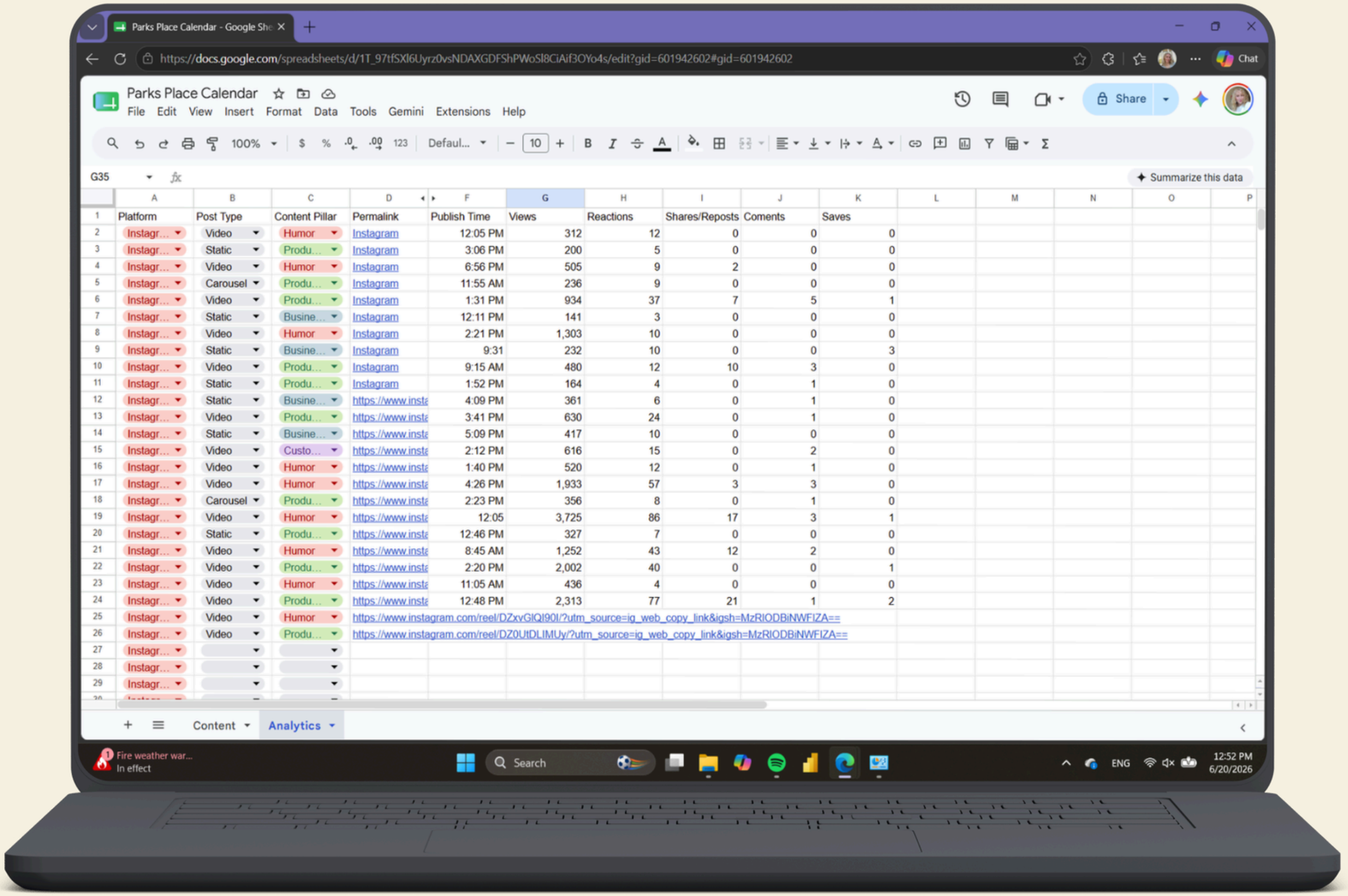
- Develop and maintain a consistent visual brand identity using approved colors and typography.
- Create content around four core pillars: product highlights, humor, business updates, and customer reviews.
- Publish content on a regular schedule using a content calendar.

SOCIAL MEDIA

CONTENT CALENDAR

A content calendar spreadsheet was used to organize and manage all of my planned content. Each row includes a short description and indicates if it is ready to post. This system made it easy to plan out content and have a clear list of what needed to be filmed when making content.

I also utilized this sheet to track post analytics, which allowed me to check my performance throughout the strategy. Including metrics such as content pillar, time posted, content type, and KPIs. The spreadsheet also gave me a clear place to keep all the analytic information by using equations to calculate my engagement rates



Platform	Post Type	Content Pillar	Permalink	Publish Time	Views	Reactions	Shares/Reposts	Coments	Saves
Instagr...	Video	Humor	Instagram	12:05 PM	312	12	0	0	0
Instagr...	Static	Produ...	Instagram	3:06 PM	200	5	0	0	0
Instagr...	Video	Humor	Instagram	6:56 PM	505	9	2	0	0
Instagr...	Carousel	Produ...	Instagram	11:55 AM	236	9	0	0	0
Instagr...	Video	Produ...	Instagram	1:31 PM	934	37	7	5	1
Instagr...	Static	Busine...	Instagram	12:11 PM	141	3	0	0	0
Instagr...	Video	Humor	Instagram	2:21 PM	1,303	10	0	0	0
Instagr...	Static	Busine...	Instagram	9:31	232	10	0	0	3
Instagr...	Video	Produ...	Instagram	9:15 AM	480	12	10	3	0
Instagr...	Static	Produ...	Instagram	1:52 PM	164	4	0	1	0
Instagr...	Static	Busine...	https://www.insta	4:09 PM	361	6	0	1	0
Instagr...	Video	Produ...	https://www.insta	3:41 PM	630	24	0	1	0
Instagr...	Static	Busine...	https://www.insta	5:09 PM	417	10	0	0	0
Instagr...	Video	Custo...	https://www.insta	2:12 PM	616	15	0	2	0
Instagr...	Video	Humor	https://www.insta	1:40 PM	520	12	0	1	0
Instagr...	Video	Humor	https://www.insta	4:26 PM	1,933	57	3	3	0
Instagr...	Carousel	Produ...	https://www.insta	2:23 PM	356	8	0	1	0
Instagr...	Video	Humor	https://www.insta	12:05	3,725	86	17	3	1
Instagr...	Static	Produ...	https://www.insta	12:46 PM	327	7	0	0	0
Instagr...	Video	Humor	https://www.insta	8:45 AM	1,252	43	12	2	0
Instagr...	Video	Produ...	https://www.insta	2:20 PM	2,002	40	0	0	1
Instagr...	Video	Humor	https://www.insta	11:05 AM	436	4	0	0	0
Instagr...	Video	Produ...	https://www.insta	12:48 PM	2,313	77	21	1	2
Instagr...	Video	Humor	https://www.instagram.com/reel/DZxvGIQI90I/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==						
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Instagr...									
Instagr...									
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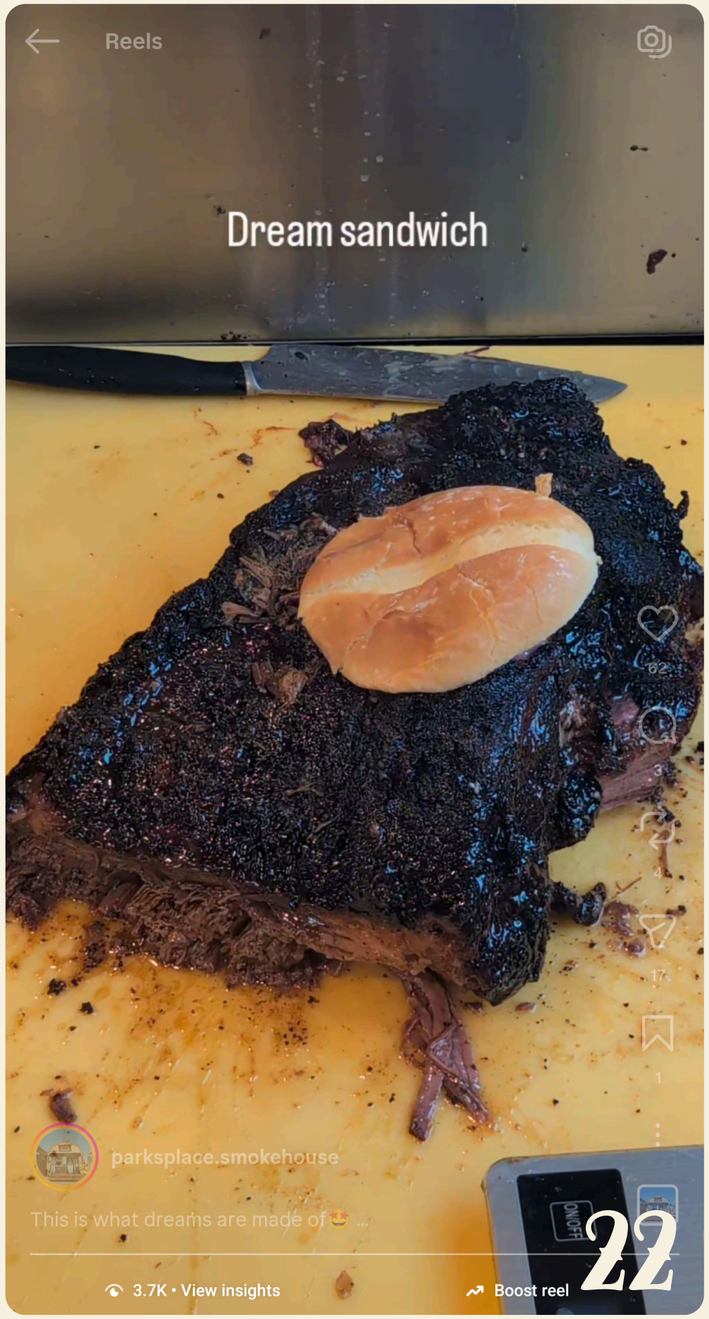
VEIW THE CONTENT CALENDAR HERE:

TOP PERFORMER BY VIEWS

POST #1

This post performed well because it combined relatable humor with an appetizing close-up of a juicy piece of meat. Capturing attention and encouraging viewers to engage with the content.

3,725	62	3
VIEWS	LIKES	COMMENTS
17	2,096	
SHARES/REPOSTS	REACH	



TOP PERFORMER BY VIEWS

POST #2

This reel generated high engagement because its humor was tailored specifically to barbecue culture. It also highlighted the owner’s personality and hospitality, helping the audience connect with the restaurant.

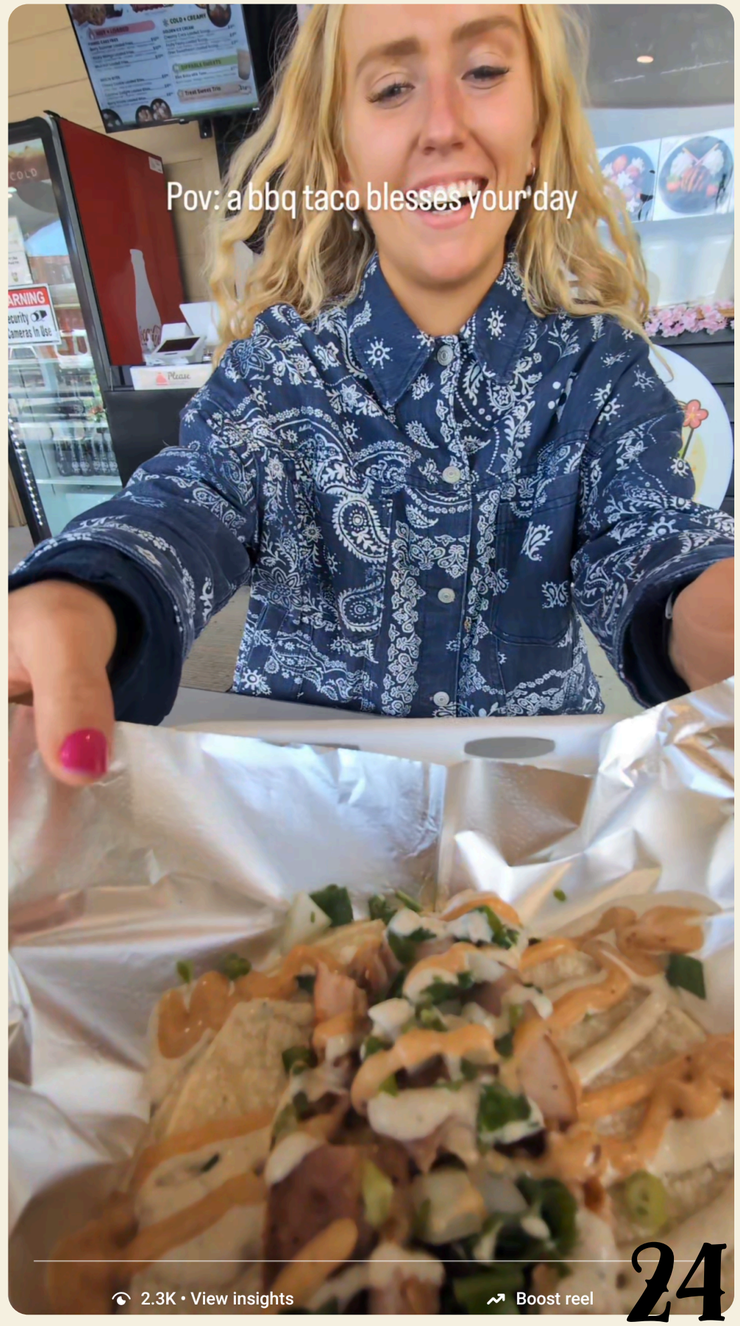
2,395	77	6
VIEWS	LIKES	COMMENTS
1	1,412	
SHARES/REPOSTS	REACH	

TOP PERFORMER BY VIEWS

POST #3

This video achieved strong reach by using a trending audio and showcasing the restaurant's tacos in a visually engaging way. The reel also had a hook, placing viewers inside a takeout box, which captured their attention to continue to watch.

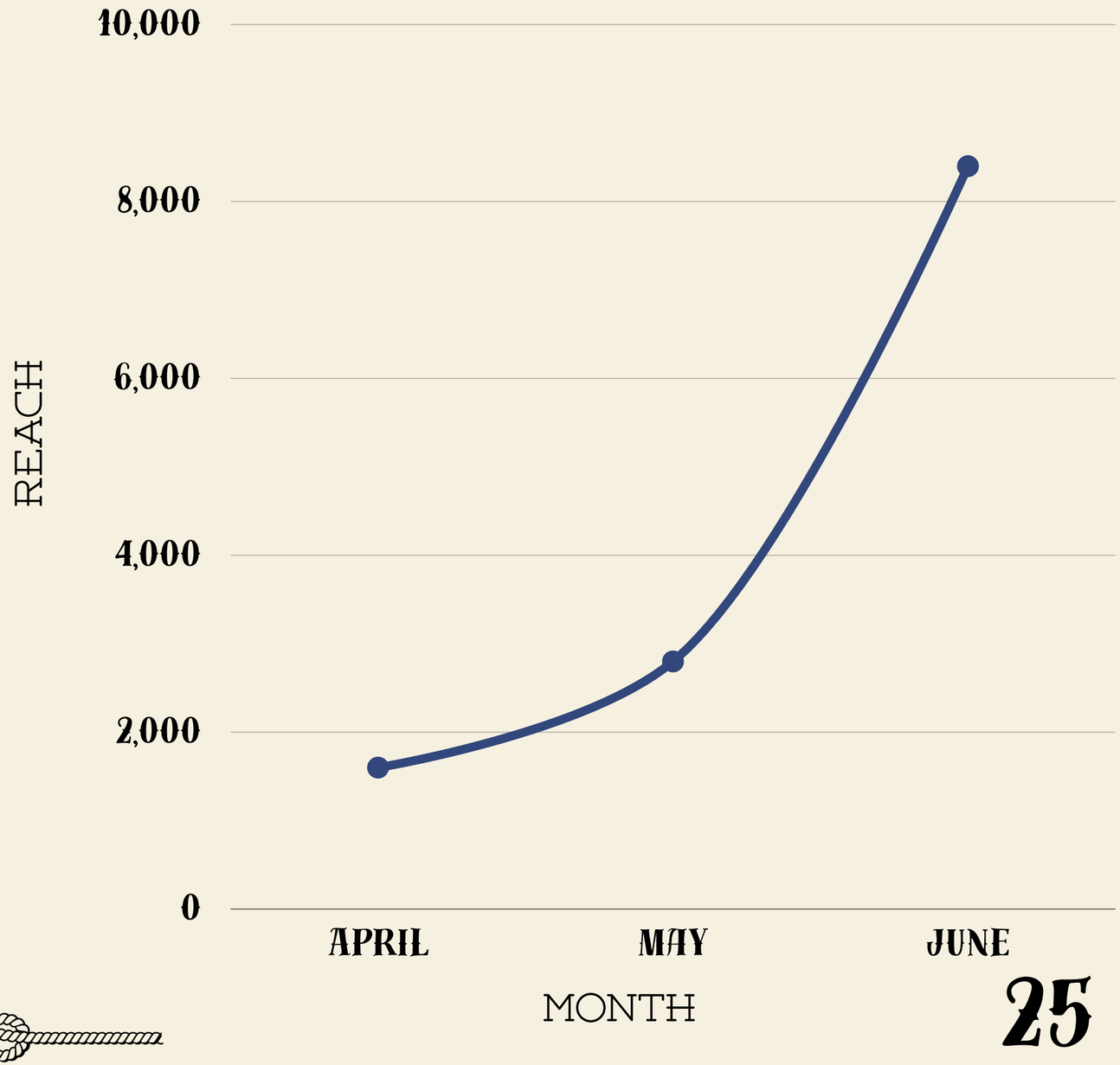
2,002 VIEWS	39 LIKES	0 COMMENTS
0 SHARES/REPOSTS	1,390 REACH	



CAMPAIGN METRICS

REACH

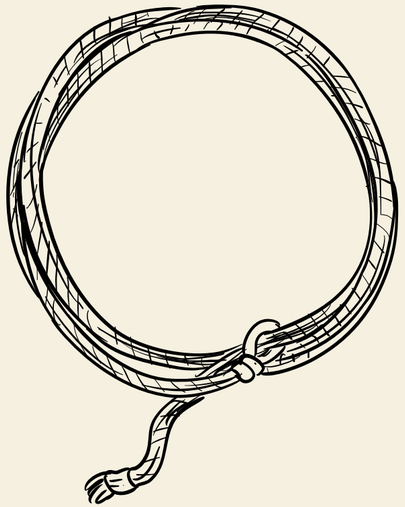
Instagram reach increased consistently throughout the campaign, rising from approximately 1,600 accounts in April to 2,800 accounts in May before reaching more than 8,000 accounts in June. While growth was moderate during the first month, reach accelerated significantly in June as the content strategy became more established. This trend suggests that consistent posting, cohesive branding, and audience-focused content helped expand the account's visibility and attract new users over time.

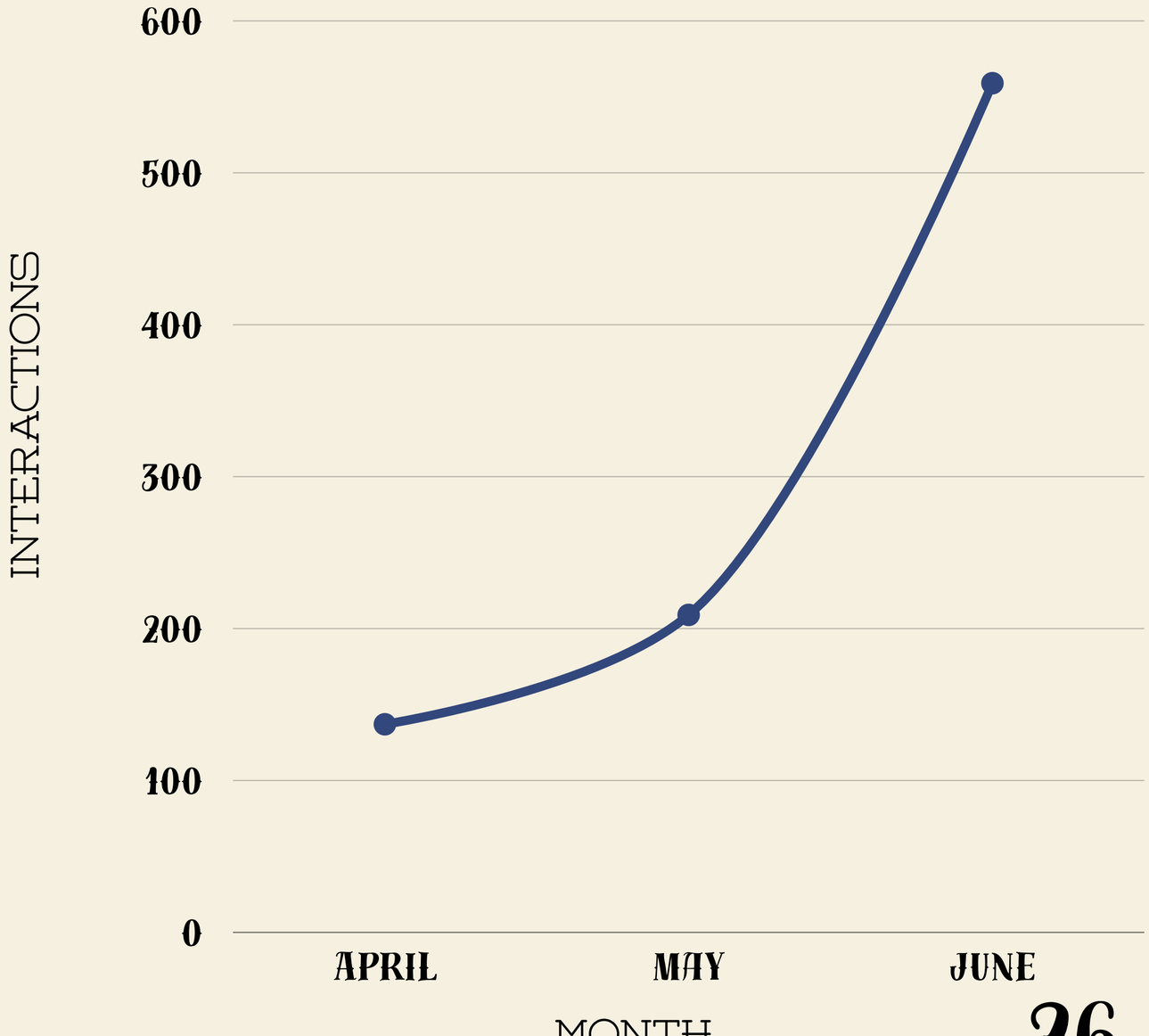


CAMPAIGN METRICS

INTERACTIONS

Reach increased from 137 accounts in April to 559 accounts in June, making more than four times the original reach. The sharp increase in June suggests that the campaign's content strategy and consistent branding successfully expanded the account's visibility.

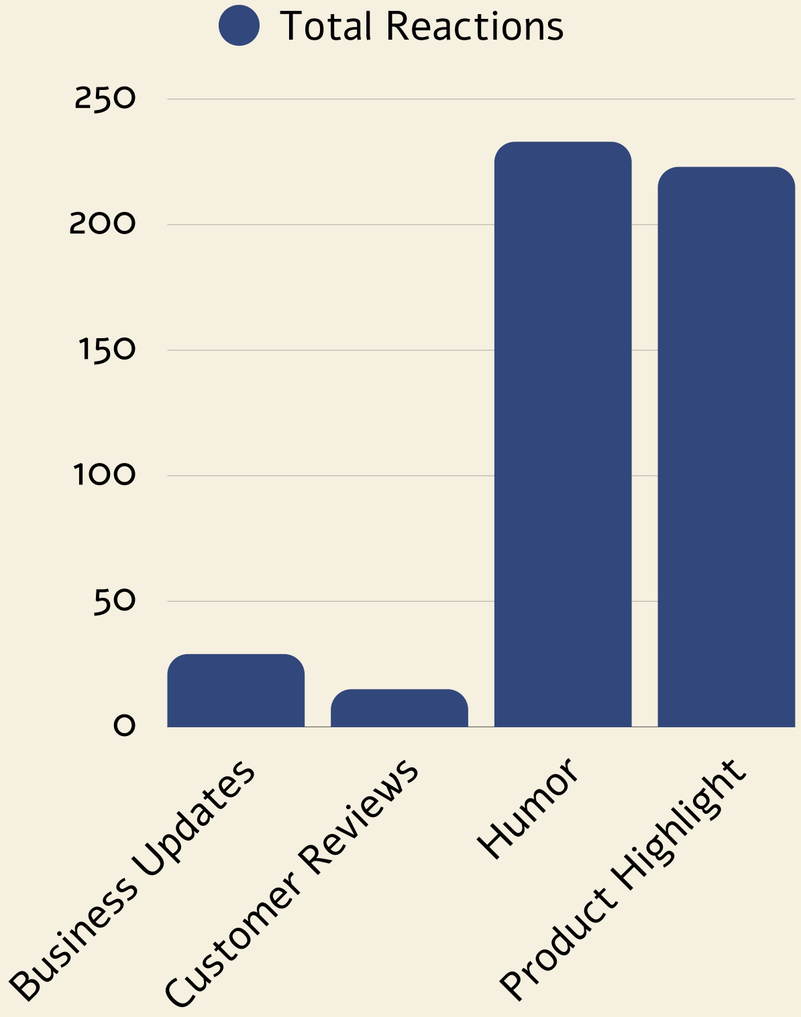




CAMPAIGN METRICS

REACTIONS BY PILLAR

Instagram engagement data showed that humor and product highlight content were the most effective content pillars during the campaign. Humor posts generated 233 reactions, while product highlights generated 223 reactions. In comparison, business updates and customer reviews received 29 and 15 reactions, respectively. These results indicated that followers were most responsive to entertaining content and visually appealing food features. As a result, the Instagram strategy emphasized humor and product-focused posts to increase engagement while still incorporating occasional business updates and customer testimonials to support broader communication goals.



INSTAGRAM EVALUATION

The Instagram campaign strengthened Park's Place Smokehouse's online presence through consistent posting, cohesive branding, and a structured content strategy. Reach and interactions increased and gained momentum throughout the campaign, while profile activity grew by 20.9%. Content featuring close-up shots of smoked meats, relatable humor, and the owner's personality generated the strongest engagement. The campaign successfully increased brand awareness, strengthened community connections, and established a foundation for continued growth. Moving forward, focusing on authentic storytelling and visually appealing food content will help maintain engagement and build customer loyalty.

SOCIAL STRATEGIES

YOUTUBE SHORTS & THREADS

In addition to the published Instagram and Facebook content, I developed platform-specific content concepts for Threads and YouTube Shorts to expand the campaign's reach and capitalize on short-form video trends. However, after discussing long-term account management with the business owner, these assets were not published. The owner expressed concern about maintaining additional social media channels after the campaign concluded. In response, the strategy was adjusted to focus on platforms the business could realistically sustain, ensuring the campaign remained aligned with the client's resources and long-term goals.

YOUTUBE SHORTS

- Post 3 Shorts per week
- Showcase visually appealing smoked meats and menu items
- Repurpose high-performing Instagram Reels to maximize content value
- Feature customer reactions and testimonials

THREADS

- Build a more conversational relationship with customers.
- Showcase the restaurant's personality through humor.
- Participate in local and food-related conversations.

THREADS
POSTS

BRAND & PRODUCT-FOCUSED DISCUSSIONS

- What's the difference between a smokehouse and a BBQ restaurant?
- BBQ tastes best when _____.
- You're building the perfect BBQ tray. What's on it?
- Describe your ideal BBQ plate using only emojis.

COMMUNITY & LIFESTYLE CONTENT

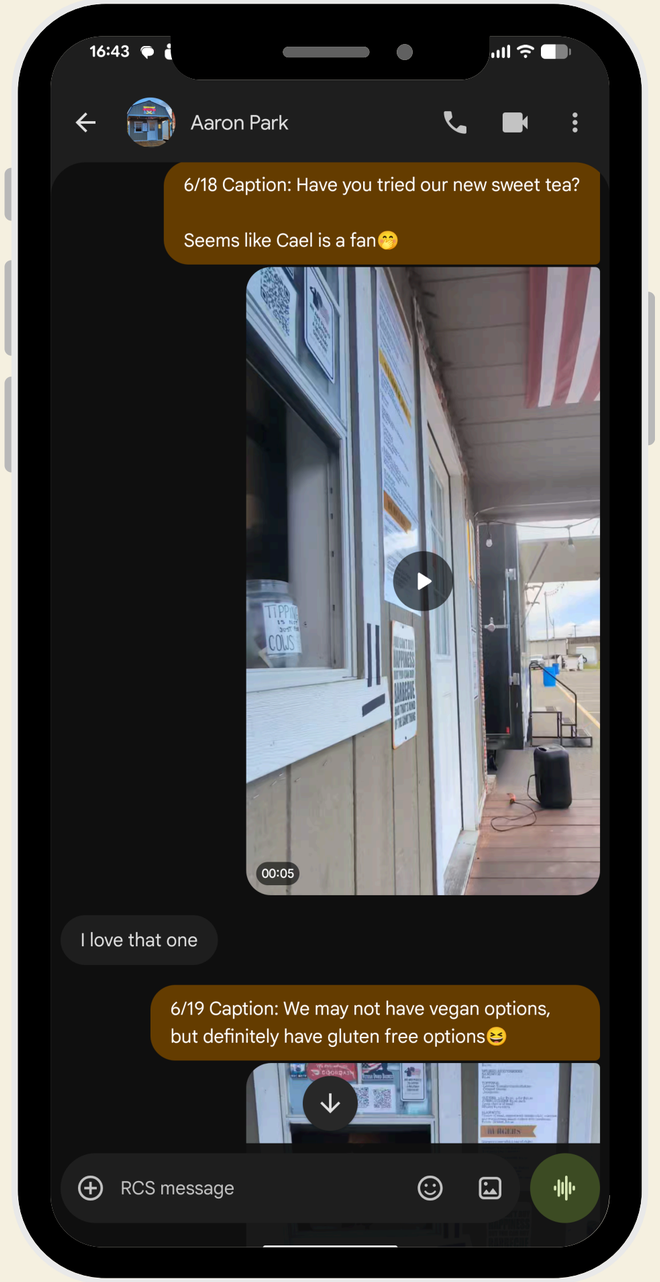
- Can BBQ be breakfast food?
- Memorial Day post.
- What's your go-to "I survived the exam" meal?
- The perfect pregame for country dancing.

AUDIENCE ENGAGEMENT & CONVERSATION STARTERS

- What's your favorite side/main combo?
- Sweet sauce or spicy sauce?
- One BBQ item for the rest of your life. What are you choosing?
- What's your most controversial BBQ opinion?
- What food should NEVER touch the BBQ plate?
- Mac & cheese on the plate or separate?
- Best BBQ drink combo?
- What food do you always steal off someone else's plate?
- Are burnt ends elite or overrated?
- What's your ideal BBQ plate look like?
- What side dish are you defending with your life?
- How far would you drive for really good barbecue?
- What's a food combination that sounds weird but actually works?
- What's your go-to order every single time?
- Slaw or cornbread?
- What's a food you'll never stop ordering no matter how many times you've had it?
- Would you rather have unlimited brisket or unlimited mac and cheese?

APPROVAL PROCESS

For every post I created, I worked closely with Aaron, the owner for approvals. This process helped ensure that the content I created aligned with the Smokehouse's brand.



INSTAGRAM
RESULTS

These KPIs show Instagram ’s performance before the campaign, and since it was the only platform being used, it sets the baseline for measuring growth in engagement, reach, and community.

24.1 K

↑ 568%

VIEWS

10.2 K

↑ 744%

REACH

668

↑ 502%

INTERACTIONS

CONCLUSION

Over the past seven weeks, this project provided valuable experience in content strategy, content creation, and brand communication. Serving as the Social Media Manager for Parks Place Smokehouse allowed me to apply both creative and analytical skills in a real-world business environment. Through developing platform-specific content, analyzing engagement data, and maintaining a consistent posting schedule, I gained a deeper understanding of how strategic social media efforts can strengthen a brand's online presence.

The campaign's performance demonstrated the effectiveness of content that highlighted the restaurant's products and personality, helping foster stronger connections with its audience. Overall, this experience enhanced my ability to create data-informed marketing strategies and prepared me to apply these skills in future professional roles.

ABOUT
HANNAH HANEBERG

Hi! I'm Hannah Haneberg, and I will graduate in April with a bachelor's degree in Communication with an emphasis in Digital and Social Media from BYU-Idaho.

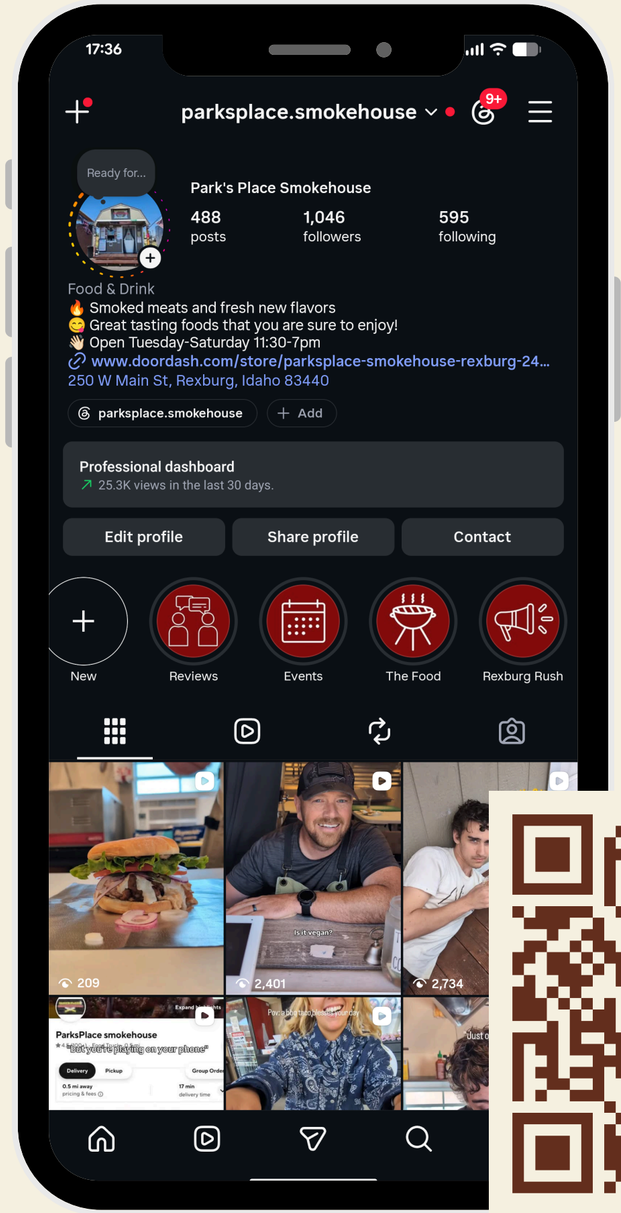
I have experience in content creation, social media management, data analytics, and journalism. Currently, I manage the BYU-Idaho Radio social media platforms and have previously managed social media accounts for three other organizations.

I am passionate about telling the stories of brands, businesses, and individuals. Through strategic communication and creative content, I help connect organizations with their audiences.

Let me tell your story.

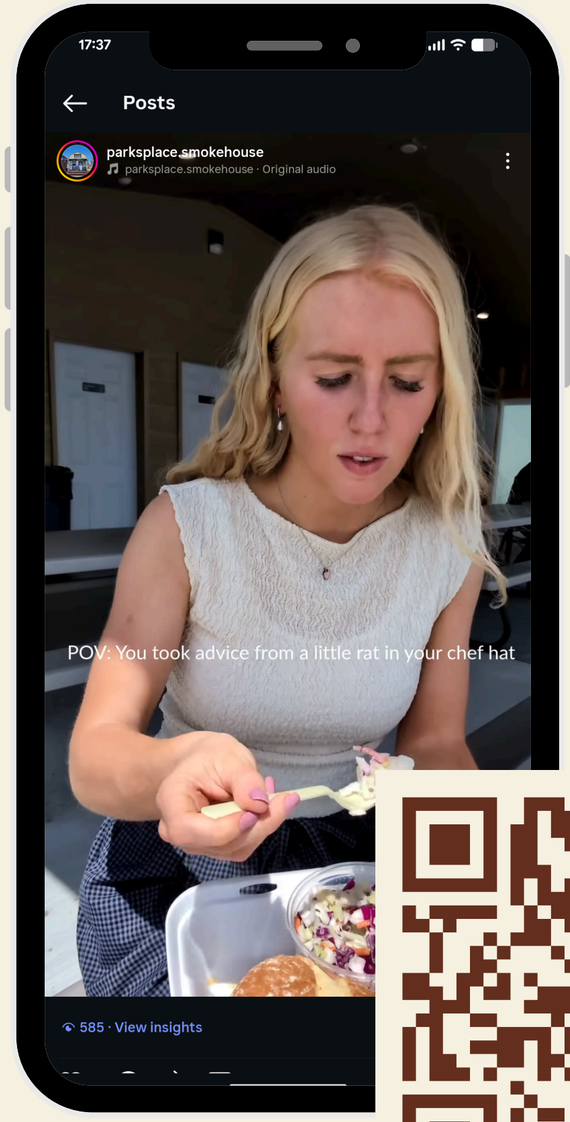
CONNECT WITH ME ON LINKEDIN

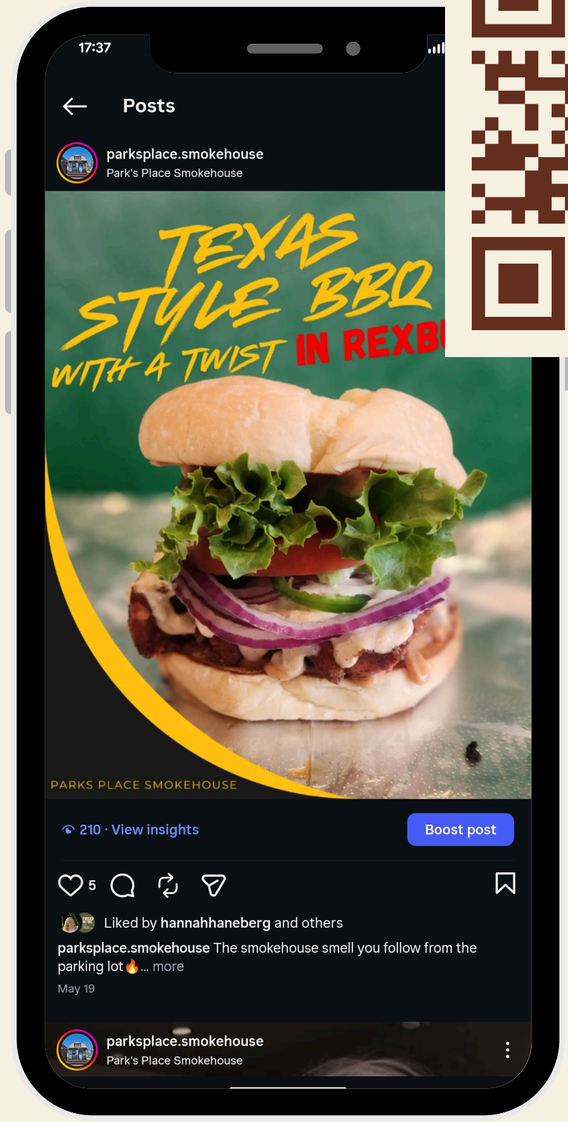
CONTENT APENDIX

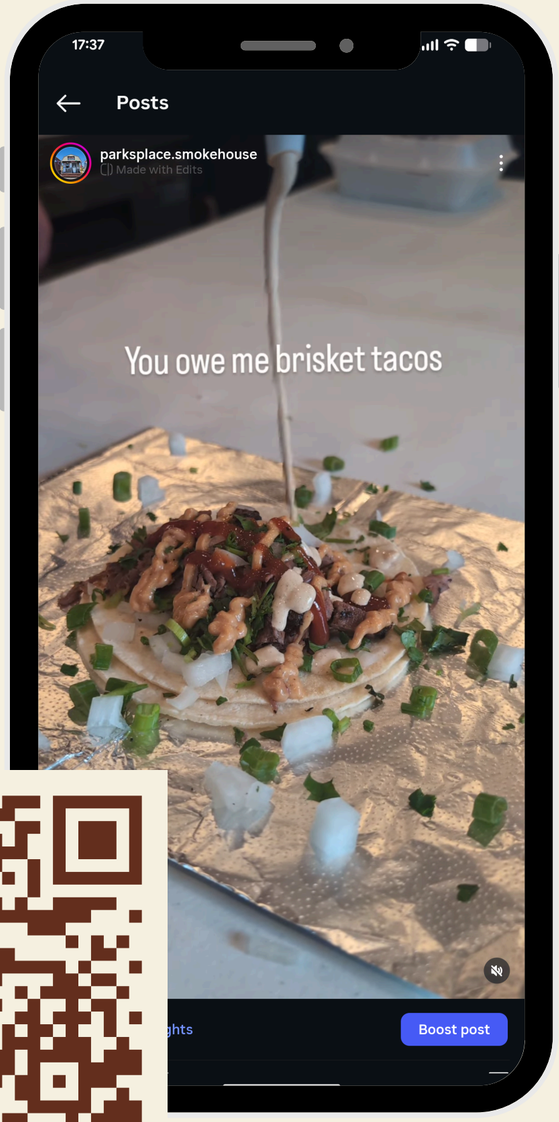


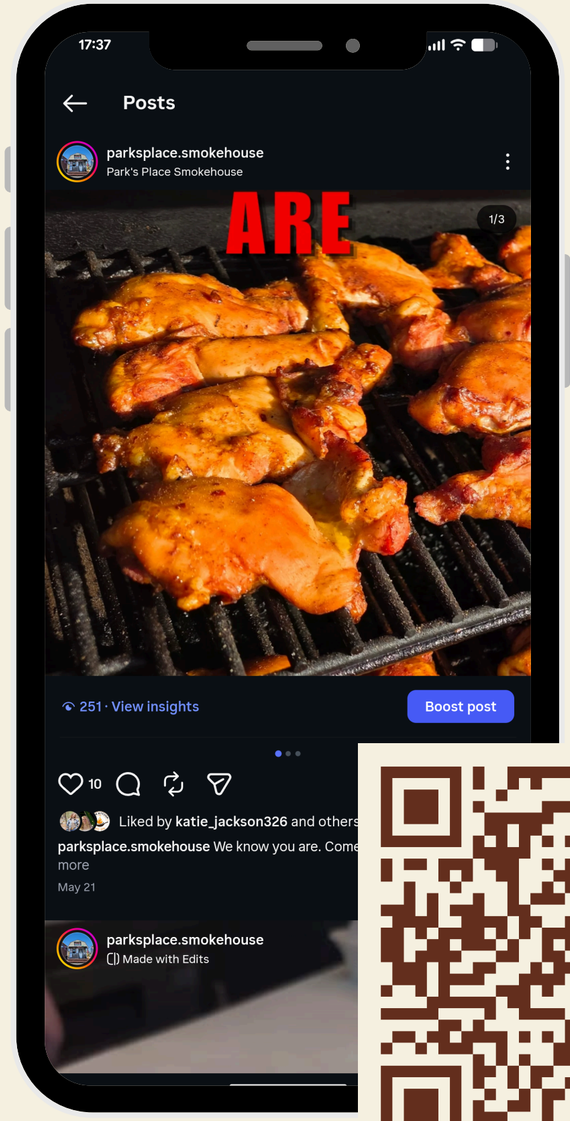
VISIT
OUR INSTAGRAM

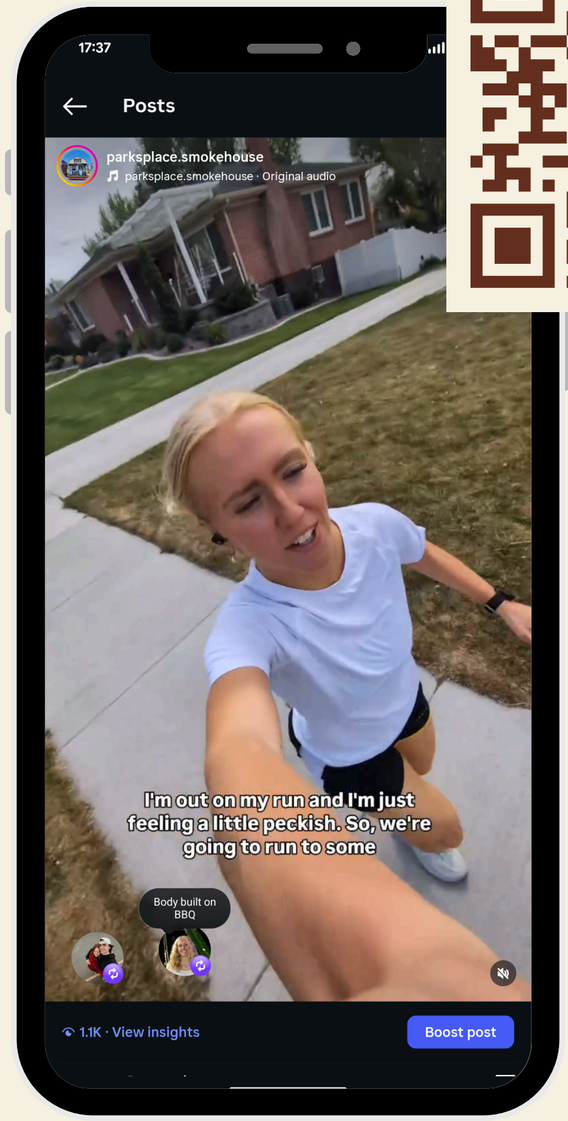
This appendix provides a comprehensive overview of the content created during the campaign, organized by date.

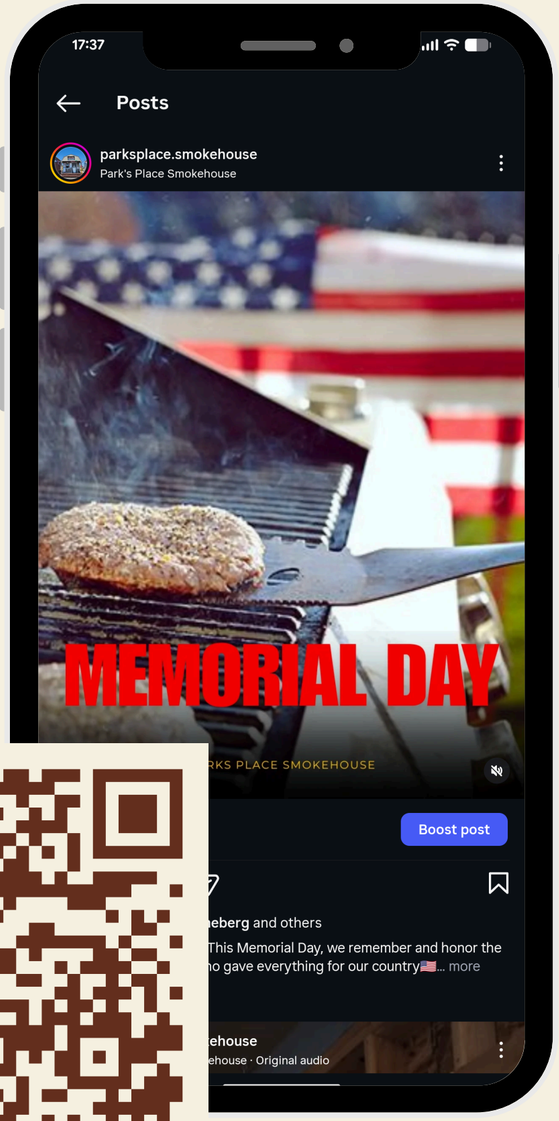

17:37
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
POV: You took advice from a little rat in your chef hat
585 · View insights

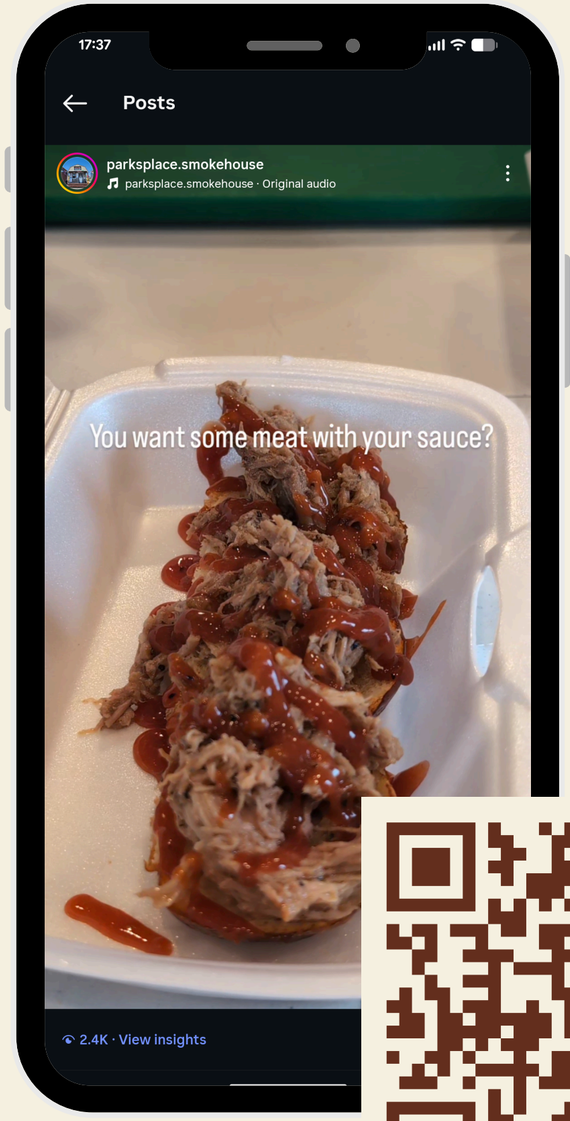

17:37
Posts
parksplace.smokehouse
Park's Place Smokehouse
TEXAS STYLE BBQ
WITH A TWIST
PARKS PLACE SMOKEHOUSE
210 · View insights
Boost post
5
Liked by hannahhaneberg and others
parksplace.smokehouse The smokehouse smell you follow from the parking lot🔥... more
May 19
parksplace.smokehouse
Park's Place Smokehouse

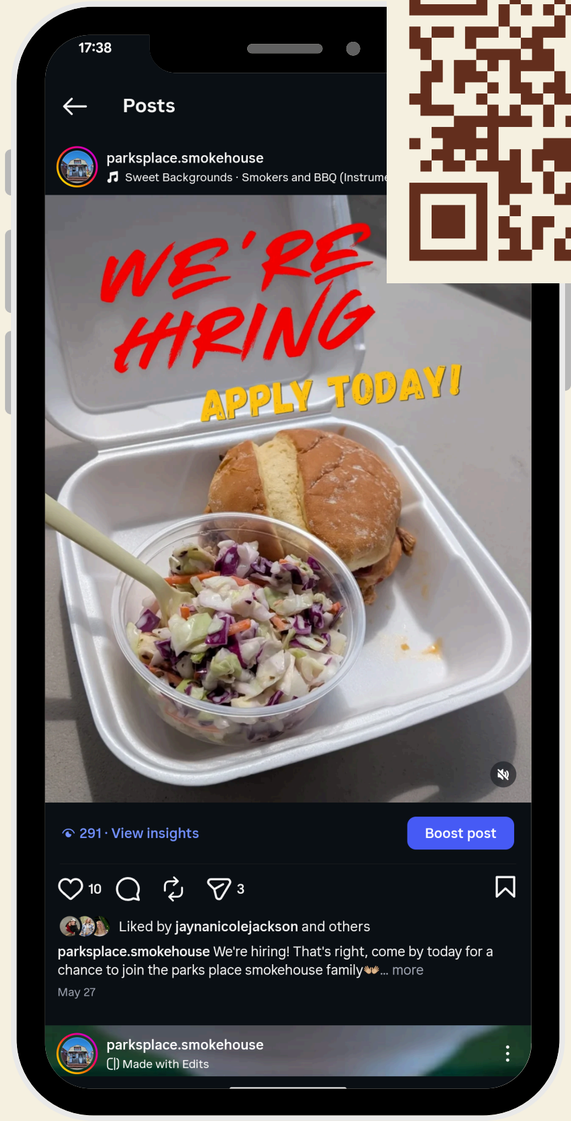

17:37
Posts
parksplace.smokehouse
Made with Edits
You owe me brisket tacos
Boost post


17:37
Posts
parksplace.smokehouse
Park's Place Smokehouse
ARE
1/3
251 · View insights
Boost post
10
Liked by katie_jackson326 and others
parksplace.smokehouse We know you are. Come
more
May 21
parksplace.smokehouse
Made with Edits

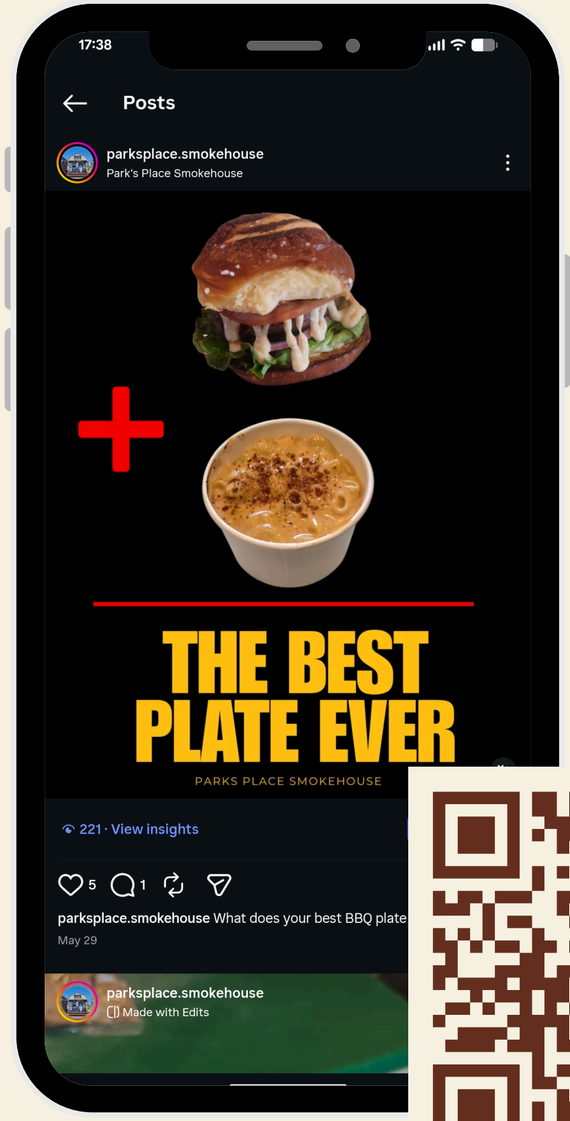

17:37
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
I'm out on my run and I'm just feeling a little peckish. So, we're going to run to some
Body built on BBQ
1.1K · View insights
Boost post

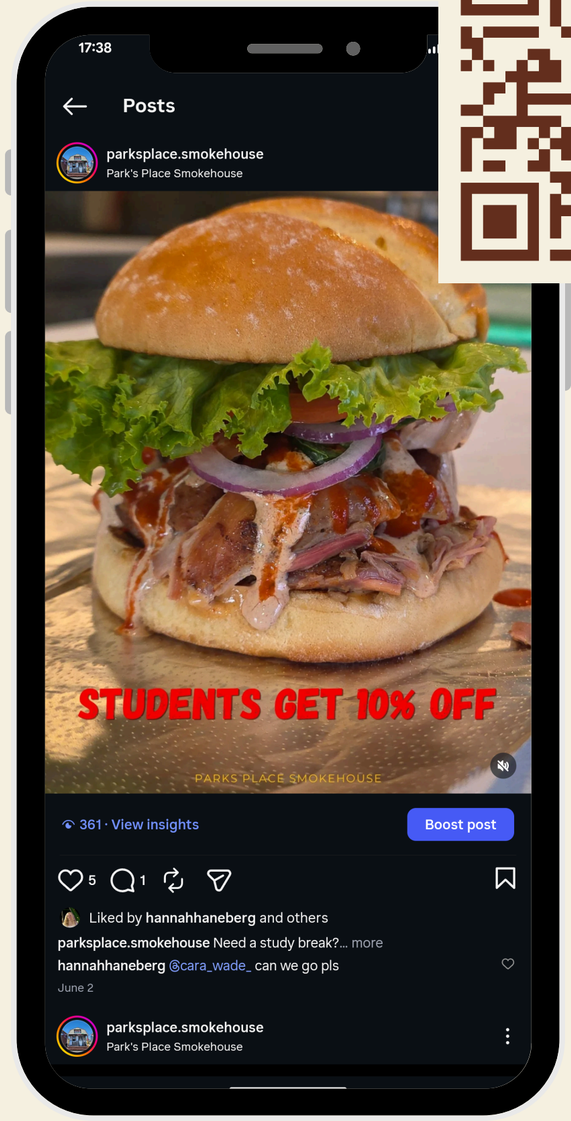

17:37
Posts
parksplace.smokehouse
Park's Place Smokehouse
MEMORIAL DAY
RKS PLACE SMOKEHOUSE
Boost post
eberg and others
This Memorial Day, we remember and honor the
o gave everything for our country... more
ehouse
ehouse · Original audio

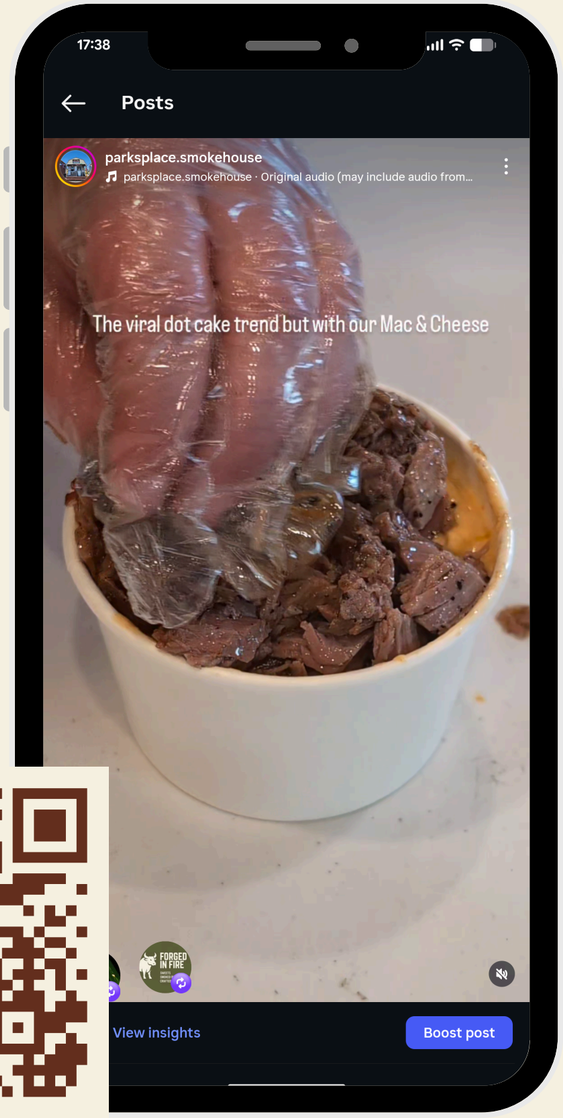

17:37
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
You want some meat with your sauce?
2.4K · View insights

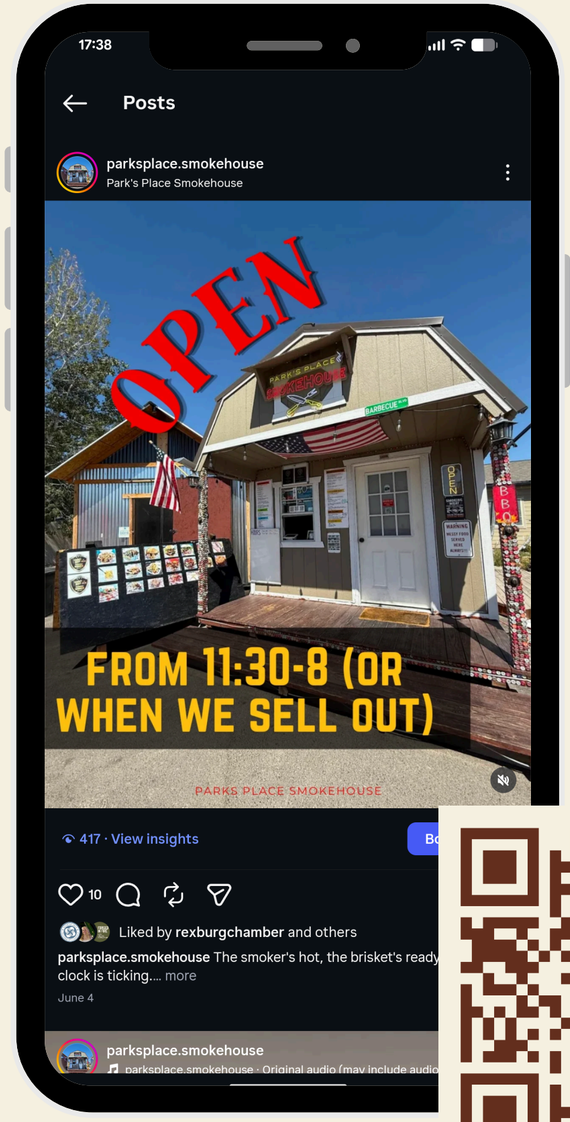

17:38
Posts
parksplace.smokehouse
Sweet Backgrounds · Smokers and BBQ (Instrume
WE'RE HIRING
APPLY TODAY!
291 · View insights
Boost post
10
3
Liked by jaynanicolejackson and others
parksplace.smokehouse We're hiring! That's right, come by today for a chance to join the parks place smokehouse family... more
May 27
parksplace.smokehouse
Made with Edits

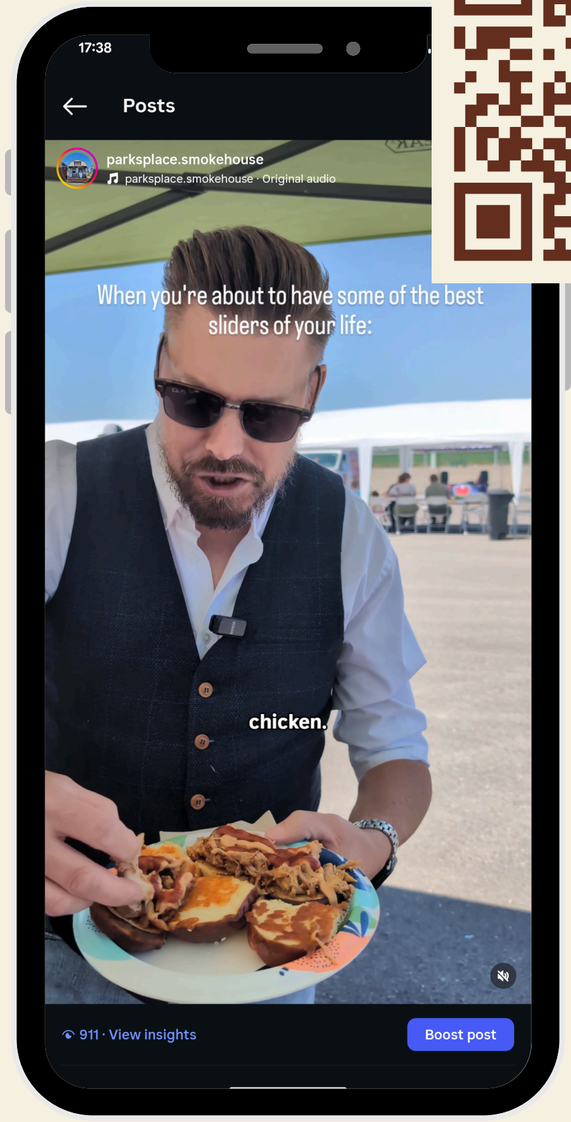
17:38
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio (may include audio from...
Banana split?
Boost post

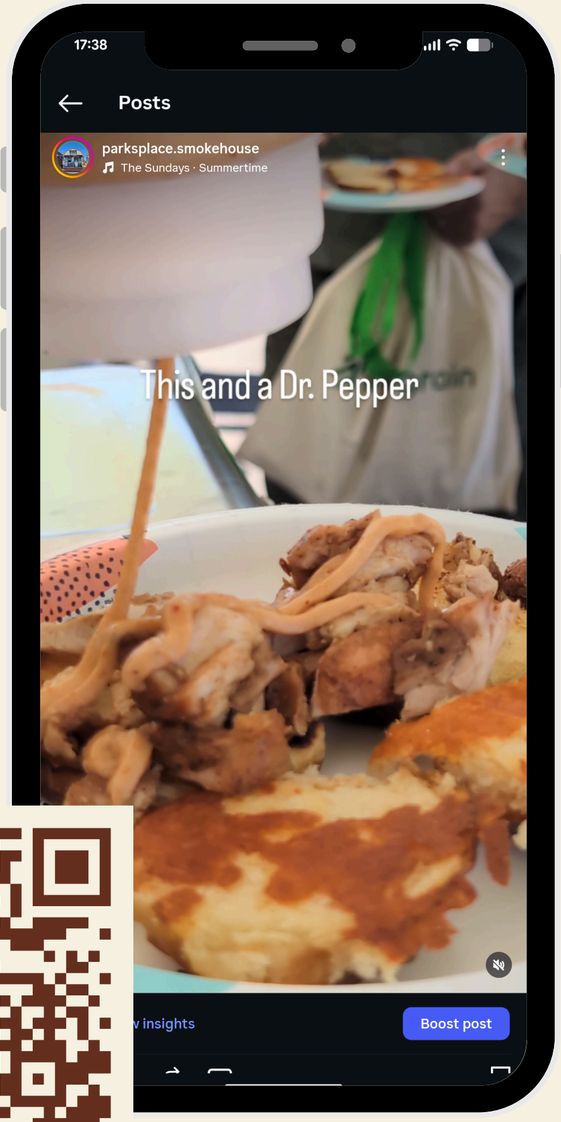

17:38
Posts
parksplace.smokehouse
Park's Place Smokehouse
THE BEST PLATE EVER
PARKS PLACE SMOKEHOUSE
221 · View insights
5
1
parksplace.smokehouse What does your best BBQ plate
May 29
parksplace.smokehouse
Made with Edits

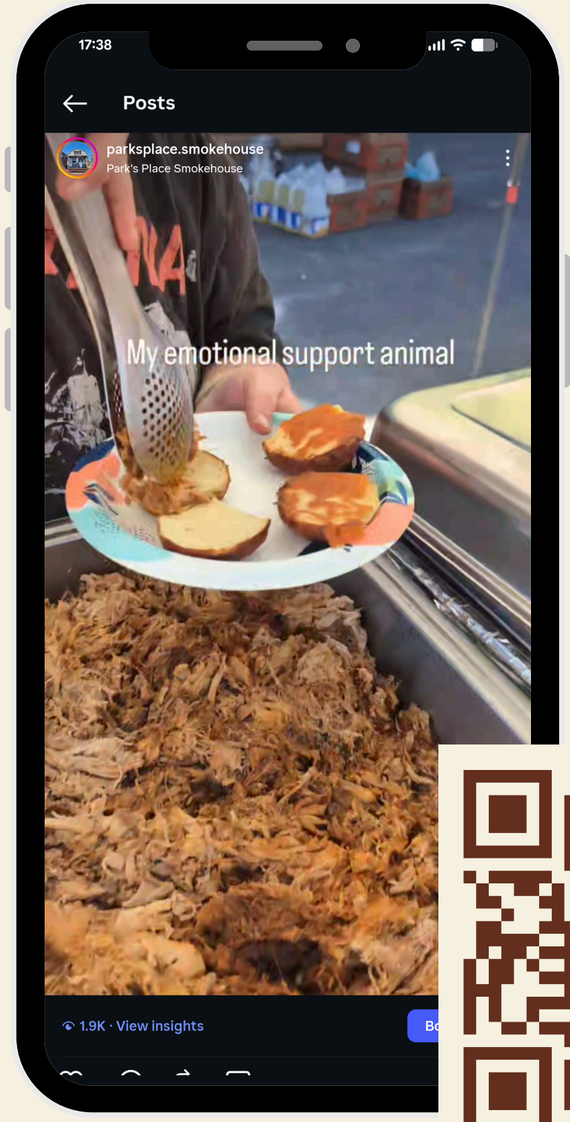

17:38
Posts
parksplace.smokehouse
Park's Place Smokehouse
STUDENTS GET 10% OFF
PARKS PLACE SMOKEHOUSE
361 · View insights
Boost post
5
1
Liked by hannahhaneberg and others
parksplace.smokehouse Need a study break?... more
hannahhaneberg @cara_wade_ can we go pls
June 2
parksplace.smokehouse
Park's Place Smokehouse

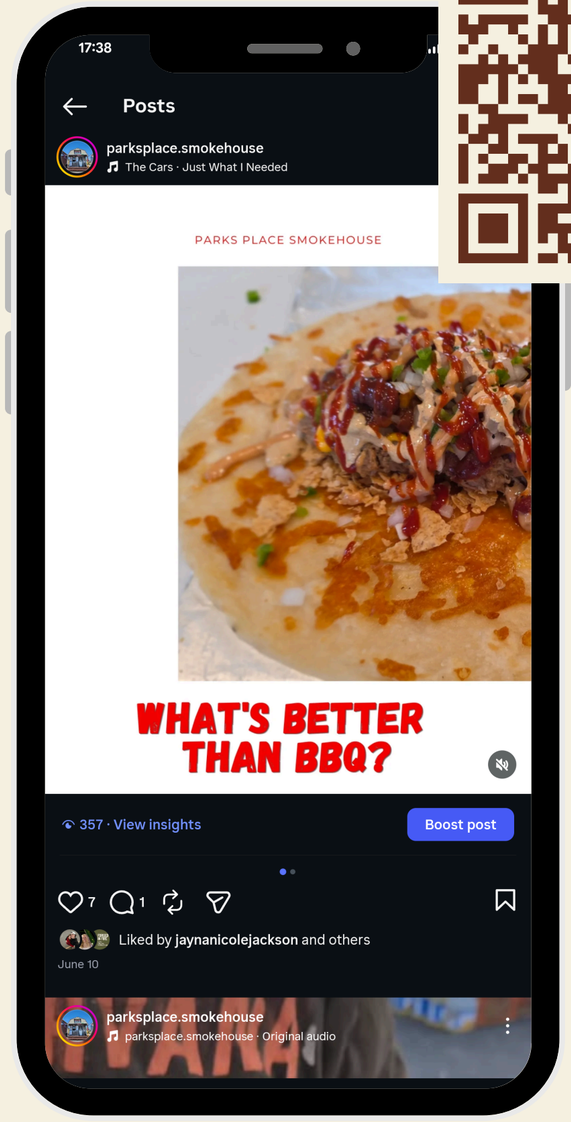

17:38
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio (may include audio from...
The viral dot cake trend but with our Mac & Cheese
View insights
Boost post

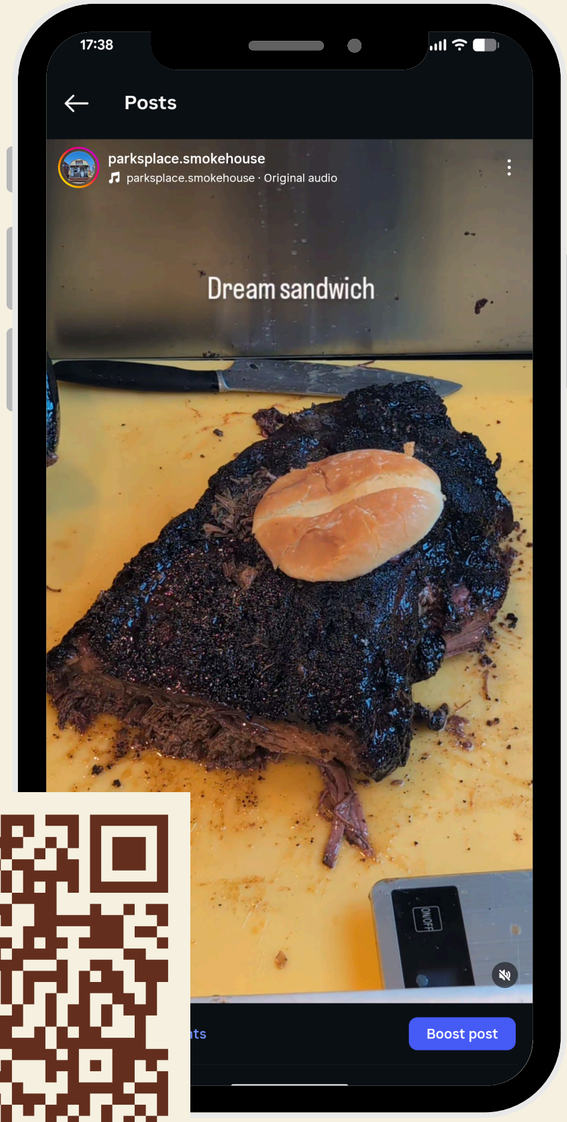

17:38
Posts
parksplace.smokehouse
Park's Place Smokehouse
OPEN
FROM 11:30-8 (OR WHEN WE SELL OUT)
PARKS PLACE SMOKEHOUSE
417 · View insights
10
Liked by rexburgchamber and others
parksplace.smokehouse The smoker's hot, the brisket's ready clock is ticking.... more
June 4
parksplace.smokehouse


17:38
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
When you're about to have some of the best sliders of your life:
chicken.
911 · View insights
Boost post

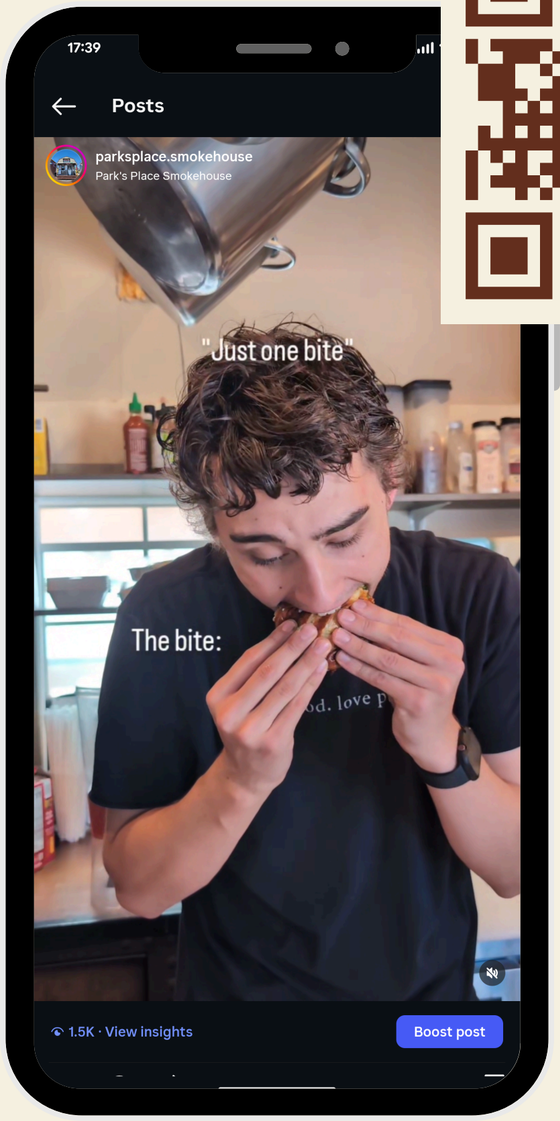

17:38
Posts
parksplace.smokehouse
The Sundays · Summertime
This and a Dr. Pepper
Boost post


17:38
Posts
parksplace.smokehouse
Park's Place Smokehouse
My emotional support animal
1.9K · View insights

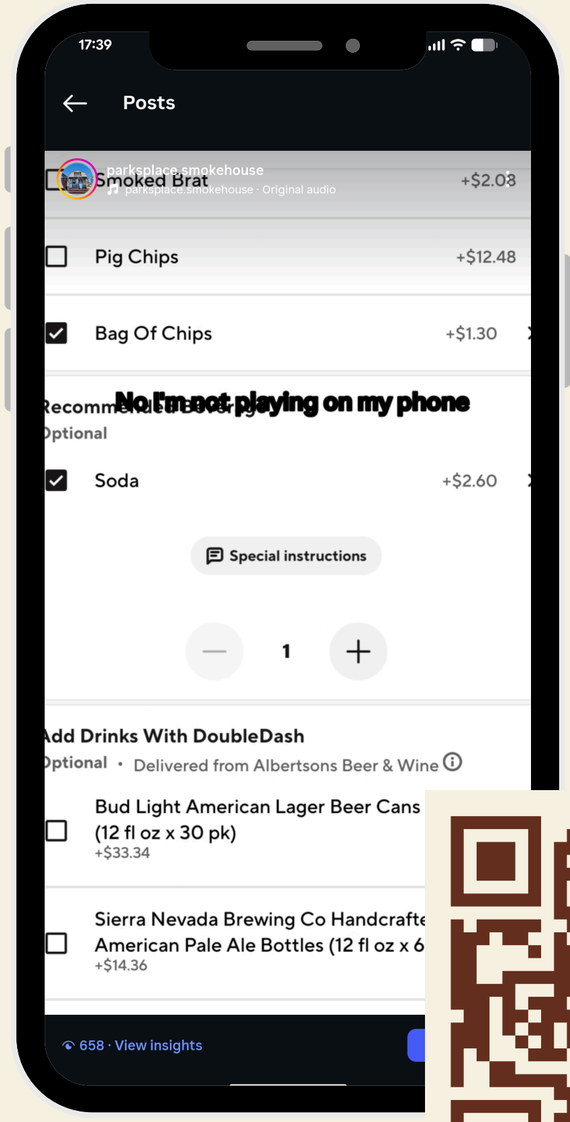

17:38
Posts
parksplace.smokehouse
The Cars · Just What I Needed
PARKS PLACE SMOKEHOUSE
WHAT'S BETTER THAN BBQ?
357 · View insights
Boost post
7
1
Liked by jaynanicolejackson and others
June 10
parksplace.smokehouse
parksplace.smokehouse · Original audio

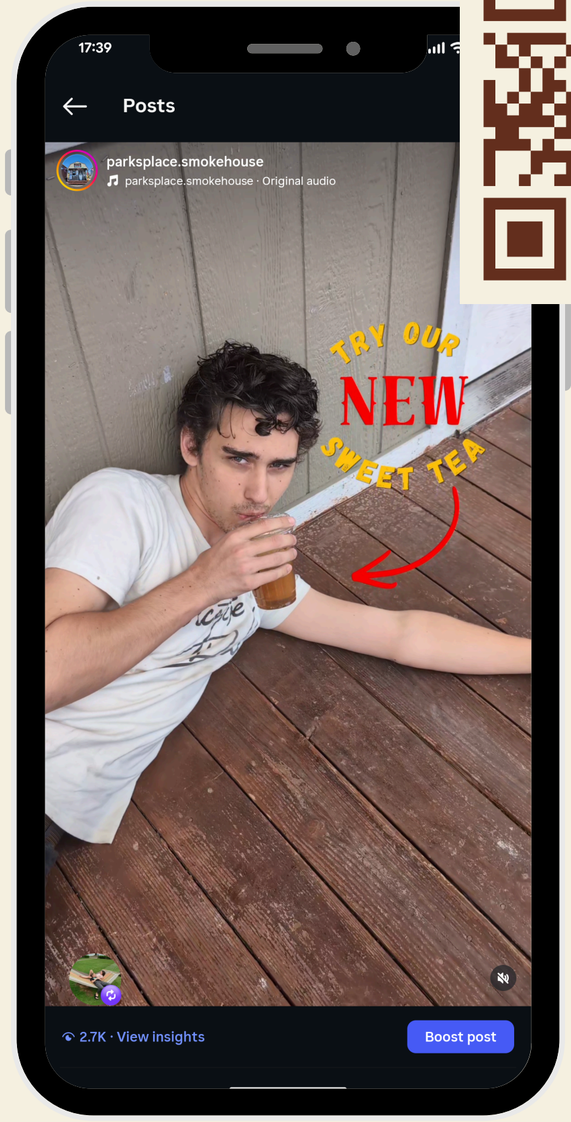

17:38
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
Dream sandwich
Boost post

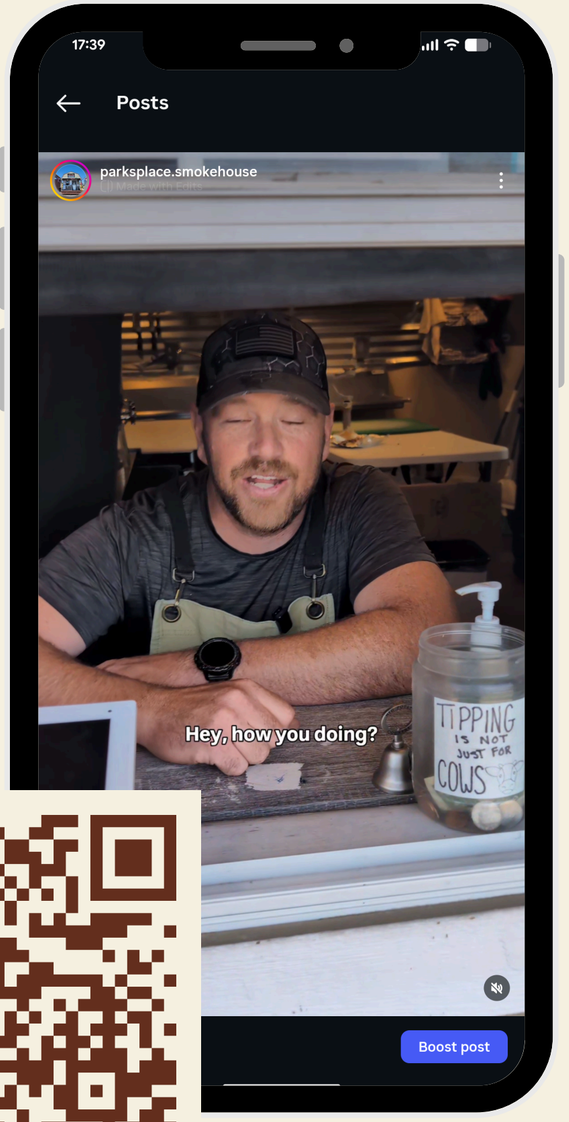
17:39
Posts
parksplace.smokehouse
Park's Place Smokehouse
TACO 'BOUT GOOD BBQ
328 · View insights
Liked by jaynanicolejackson and o
parksplace.smokehouse Can't decide betwee
June 12
parksplace.smokehouse
Made with Edits

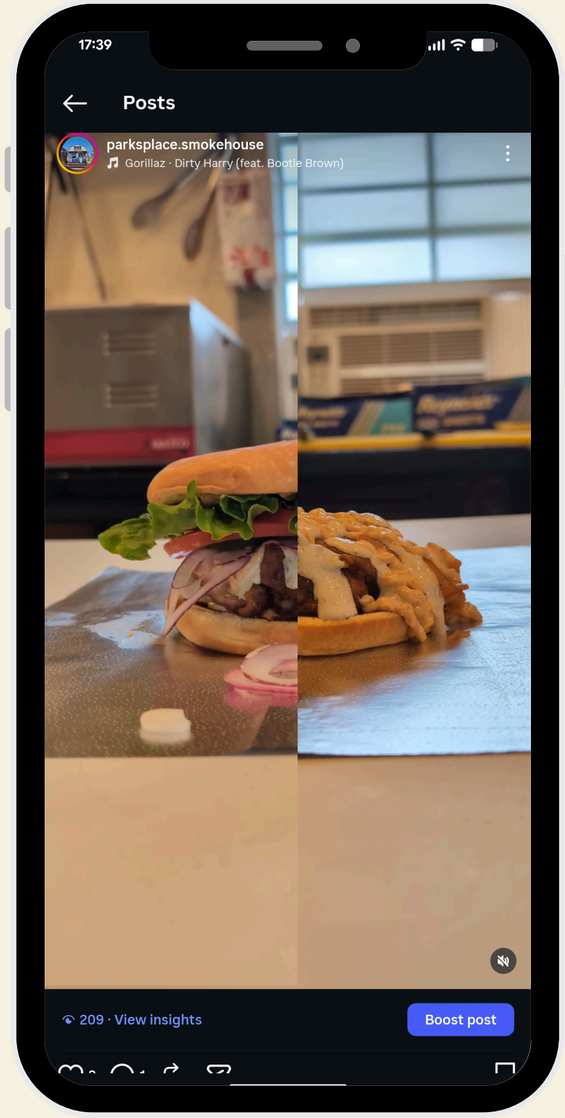

17:39
Posts
parksplace.smokehouse
Park's Place Smokehouse
"Just one bite"
The bite:
1.5K · View insights
Boost post

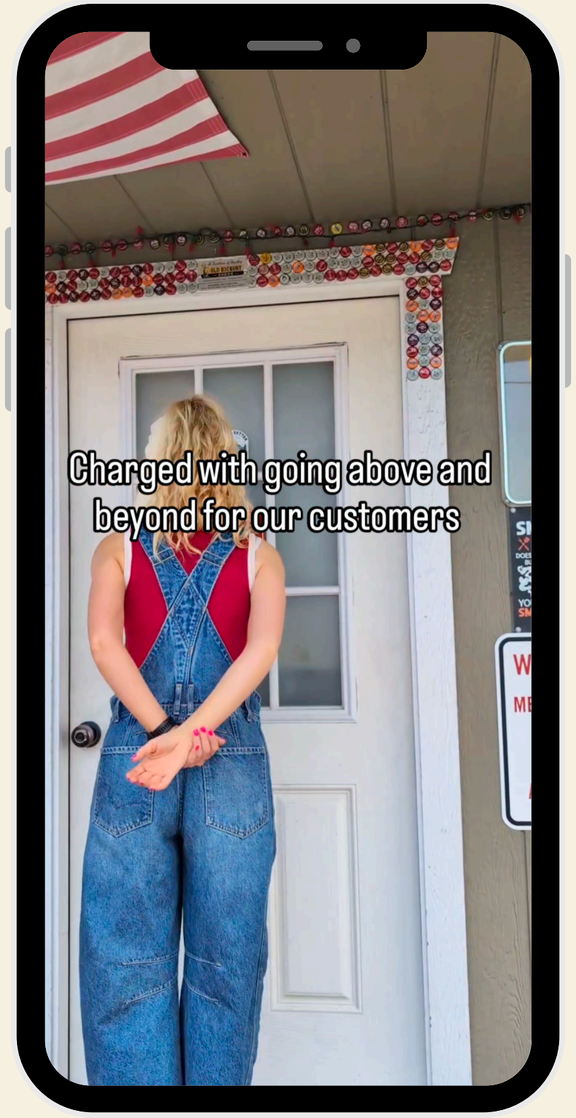
17:39
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
Pov: a bbq taco blesses your day
Boost post

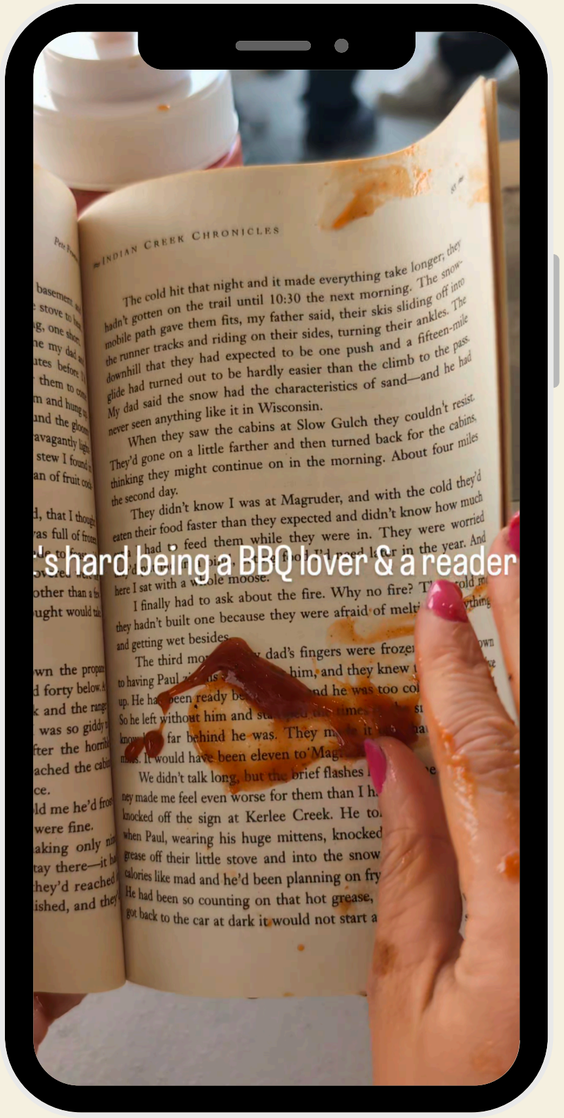

17:39
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
Smoked Brat +$2.08
Pig Chips +$12.48
Bag Of Chips +$1.30
No I'm not playing on my phone
Optional
Soda +$2.60
Special instructions
1
Add Drinks With DoubleDash
Optional • Delivered from Albertsons Beer & Wine
Bud Light American Lager Beer Cans (12 fl oz x 30 pk)
+$33.34
Sierra Nevada Brewing Co Handcrafte
American Pale Ale Bottles (12 fl oz x 6
+$14.36
658 · View insights


17:39
Posts
parksplace.smokehouse
parksplace.smokehouse · Original audio
TRY OUR
NEW
SWEET TEA
2.7K · View insights
Boost post

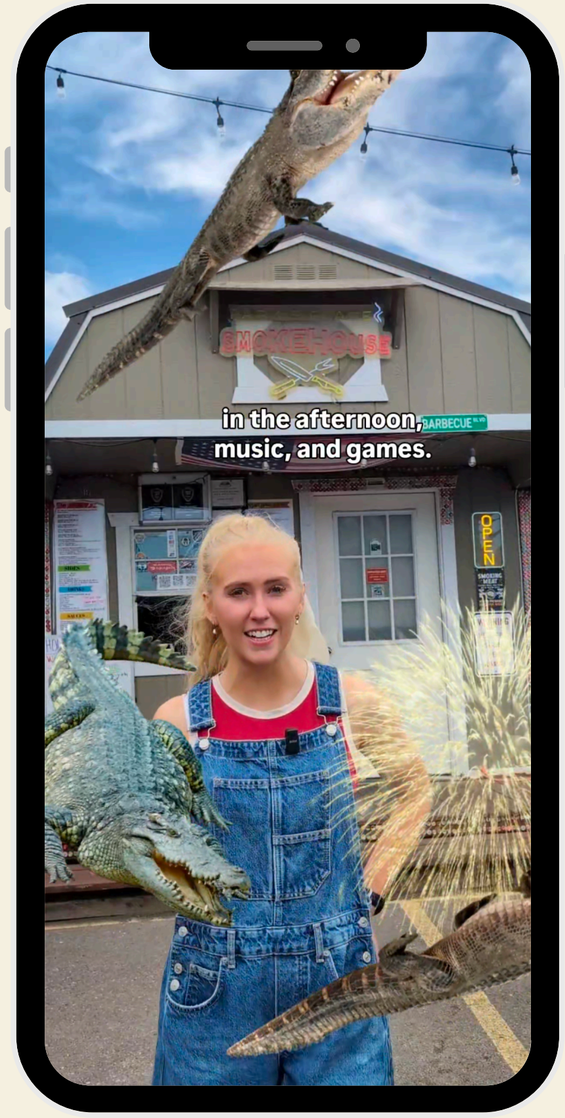

17:39
Posts
parksplace.smokehouse
Hey, how you doing?
TIPPING
IS NOT
JUST FOR
COWS
Boost post







FUTURE CONTENT



FUTURE CONTENT