



REWIND
REAL FOOD. REAL PEOPLE.
REAL CONNECTIONS.



REWIND RESTAURANT

ORGANIC SOCIAL MEDIA MARKETING
— CASE STUDY —

Launching a New Restaurant Through
Strategic Organic Marketing

CASE STUDY PERIOD
LATE MAY 2026 – JULY 22, 2026



116K+

COMBINED VIEWS

Facebook + Instagram



74K+

FACEBOOK VIEWS

Organic Reach



42,657

INSTAGRAM VIEWS

Organic Reach



5,349

ACCOUNTS REACHED

Across Platforms



157.9%

REACH GROWTH

On Instagram

“

Building a brand
isn't about posting more.
It's about creating an
experience people
remember.

PREPARED BY

Michelle Zunich

FOUNDER & SOCIAL MEDIA STRATEGIST
SOCIAL MEDIA & JAVA, LLC

EXECUTIVE SUMMARY

From Concept to Community Impact

When **REWIND Restaurant** partnered with **Social Media & Java, LLC** in late May 2026, the goal was much larger than simply creating social media posts. The restaurant was preparing to introduce an entirely new dining experience to the Broadview Heights community, and every first impression mattered.

As a newly established restaurant, **REWIND** needed more than attractive food photography. It needed a strategic marketing plan that would build awareness before opening, establish trust with the local community, showcase the quality of its menu, and create excitement that translated into customers walking through the front door.

The strategy combined professional food photography, consistent organic social media management, community engagement, customer interaction, website recommendations, and influencer outreach to establish **REWIND** as one of Broadview Heights' newest dining destinations.

Between late May and July 22, 2026, this comprehensive marketing approach generated measurable results across Facebook and Instagram while significantly increasing the restaurant's visibility throughout Northeast Ohio.

The campaign produced more than 116,000 combined organic views, reached thousands of potential customers, generated substantial engagement across both platforms, and introduced **REWIND Restaurant** to an entirely new audience—all through a carefully planned organic marketing strategy.

More importantly, these results established a strong digital foundation that the restaurant can continue to build upon through future campaigns, seasonal promotions, customer testimonials, and community partnerships.

This case study documents the complete marketing journey—from the initial planning stages through the Grand Opening and the measurable growth that followed. It illustrates not only the results achieved but also the strategy, execution, and ongoing marketing recommendations that contributed to **REWIND Restaurant's** successful launch.



REWIND

— RESTAURANT —

REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.

“OUR MISSION WAS SIMPLE:
Create awareness. Build trust.
Showcase quality. Drive guests.”

Through strategic content, authentic storytelling, and meaningful community engagement, we helped **REWIND Restaurant** go from a new concept to a recognized local destination.



PREMIUM
FOOD & LIFESTYLE
PHOTOGRAPHY



CONSISTENT
CONTENT &
ENGAGEMENT



COMMUNITY
CONNECTIONS &
SOCIAL PROOF



MEASURABLE
RESULTS &
GROWTH

KEY PERFORMANCE HIGHLIGHTS



116,000+
COMBINED
ORGANIC VIEWS

Total visibility across
Facebook & Instagram



74,000+
FACEBOOK
VIEWS

From organic content
and engagement



42,657
INSTAGRAM
VIEWS

Organic reach from feed,
stories & reels



5,349
INSTAGRAM
ACCOUNTS REACHED

Unique accounts
reached organically



157.9%
INCREASE IN
INSTAGRAM REACH

Significant growth in
visibility and exposure



10,000
FACEBOOK
ENGAGEMENTS

Likes, comments, shares
& interactions



267
NEW INSTAGRAM
FOLLOWERS

Organic audience
growth



654
NEW FACEBOOK
AUDIENCE MEMBERS

Consistent growth in
followers



82% OF FACEBOOK VIEWS
CAME FROM NON-FOLLOWERS

Our content reached a brand new audience
beyond the existing follower base.



REWIND
— RESTAURANT —

REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.



BROADVIEW HEIGHTS,
OHIO



CAMPAIGN PERIOD
LATE MAY 2026 – JULY 22, 2026

About REWIND RESTAURANT



A NEW RESTAURANT WITH A VISION FOR QUALITY

REWIND Restaurant opened its doors with a simple but powerful vision: to create a dining experience where exceptional food, genuine hospitality, and a welcoming atmosphere come together under one roof.

Located in **Broadview Heights, Ohio**, the restaurant was designed to be more than another neighborhood eatery—it was built to become a destination where families, friends, and the local community could gather over high-quality meals prepared with carefully selected ingredients.

From the beginning, REWIND set itself apart by focusing on quality rather than convenience. The menu features **grass-fed beef, organic chicken, and a commitment to cooking without seed oils**, reflecting the owners' dedication to serving food they would proudly serve to their own families.

To support the restaurant's launch, REWIND partnered with **Social Media & Java, LLC** to develop a comprehensive organic marketing strategy focused on increasing local awareness, building trust within the community, and establishing a recognizable brand before and after the Grand Opening.

This case study documents how that strategy evolved from the initial planning stages in late May through the Grand Opening and beyond, resulting in measurable growth across Facebook and Instagram while introducing REWIND Restaurant to thousands of potential customers throughout Northeast Ohio.



AT A GLANCE



LOCATION

Broadview Heights,
Ohio



INDUSTRY

Restaurant &
Hospitality



CAMPAIGN TIMELINE

Late May 2026 –
July 22, 2026

PRIMARY OBJECTIVES

- ✓ Build brand awareness before opening
- ✓ Establish a professional online presence
- ✓ Showcase menu quality through photography
- ✓ Increase Facebook & Instagram visibility
- ✓ Grow an engaged local audience organically
- ✓ Drive traffic to the restaurant during and after the Grand Opening

THE CHALLENGE:

LAUNCHING A NEW RESTAURANT IN A COMPETITIVE MARKET



Opening a restaurant is about far more than serving great food. Before a customer ever walks through the front door, they have already formed an opinion based on what they see online. In today's digital-first world, a restaurant's website, Facebook page, Instagram profile, reviews, and photography all influence whether someone decides to visit.

When REWIND Restaurant partnered with Social Media & Java, LLC in late May 2026, the restaurant was preparing for its grand opening and faced the challenge of introducing an entirely new brand to the local community. While the owners had invested significant time and effort into creating a memorable dining experience centered around quality ingredients, exceptional hospitality, and nostalgic décor, they needed a marketing strategy that would communicate those strengths to potential customers.

Unlike established restaurants that benefit from years of customer loyalty and word-of-mouth referrals, REWIND was starting from the ground up. The business needed to generate awareness, establish credibility, and create excitement before opening while competing against restaurants that already had loyal followings and strong online visibility.

The objective was not simply to increase followers or publish attractive food photography. The goal was to build a recognizable brand that people trusted and wanted to experience. Every piece of content needed to reinforce the restaurant's commitment to quality while encouraging local residents to choose REWIND for their next meal.

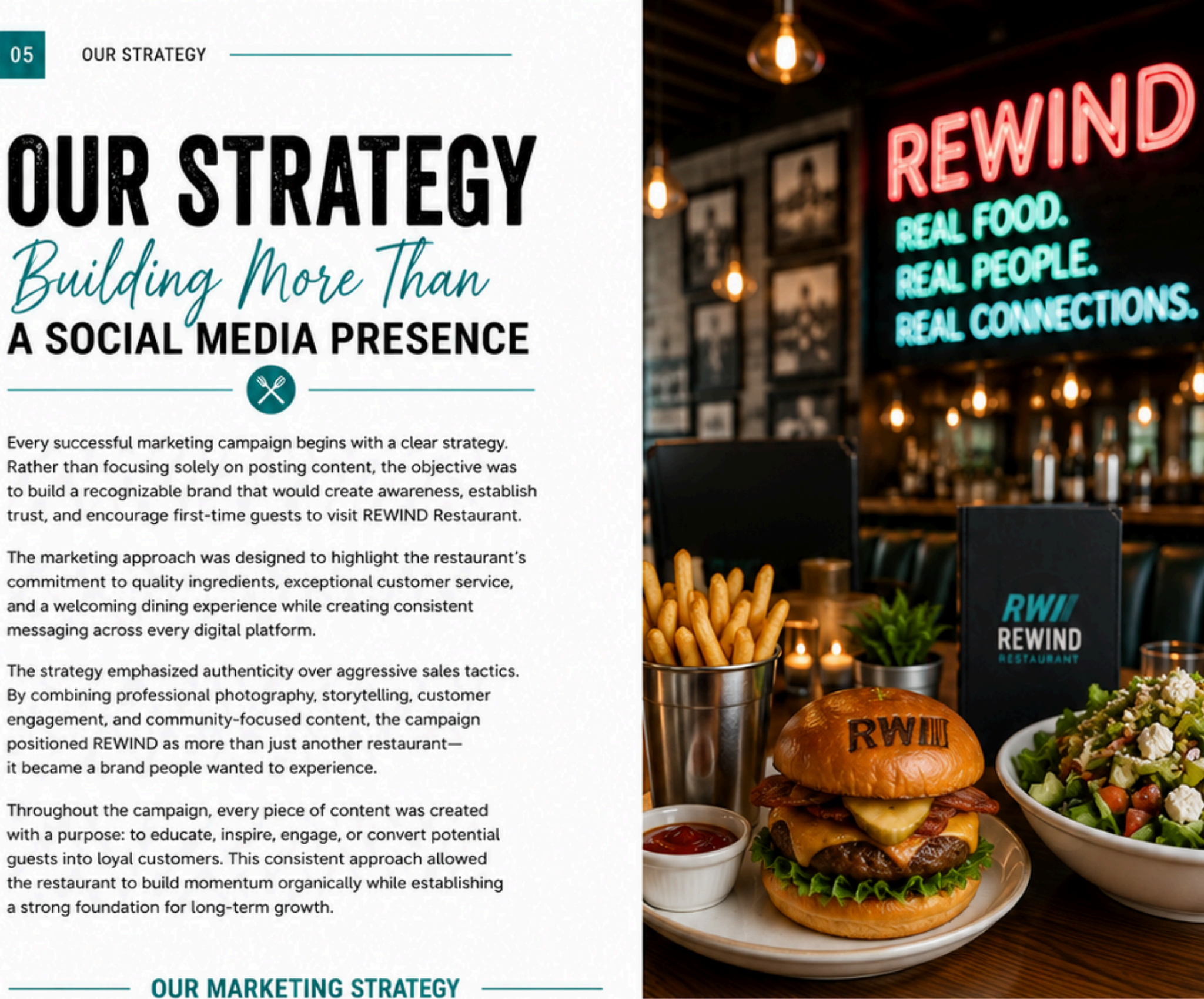
To accomplish this, the marketing strategy focused on building meaningful relationships with the community, showcasing the restaurant's unique value, and creating a consistent digital presence across every customer touchpoint.

Rather than relying on short-term promotional tactics, the campaign emphasized long-term brand awareness, authentic storytelling, and community engagement—creating a strong foundation for continued growth well beyond the grand opening.



KEY CHALLENGES

 BRAND AWARENESS Introduce a brand-new restaurant to the local community and establish recognition before and after opening.	 DIGITAL PRESENCE Build a professional Facebook and Instagram presence that accurately reflected the restaurant's quality and personality.	 CONTENT CREATION Develop high-quality food photography and engaging content that encouraged customers to stop scrolling and take notice.
 COMPETITIVE MARKET Differentiate REWIND from well-established restaurants already serving the Broadview Heights area.	 CUSTOMER TRUST Build confidence with potential guests through consistent branding, storytelling, and community engagement before they ever visited.	 DRIVE FOOT TRAFFIC Transform online visibility into real-world restaurant visits and create momentum during the critical launch period.



OUR STRATEGY

Building More Than A SOCIAL MEDIA PRESENCE



Every successful marketing campaign begins with a clear strategy. Rather than focusing solely on posting content, the objective was to build a recognizable brand that would create awareness, establish trust, and encourage first-time guests to visit REWIND Restaurant.

The marketing approach was designed to highlight the restaurant’s commitment to quality ingredients, exceptional customer service, and a welcoming dining experience while creating consistent messaging across every digital platform.

The strategy emphasized authenticity over aggressive sales tactics. By combining professional photography, storytelling, customer engagement, and community-focused content, the campaign positioned REWIND as more than just another restaurant—it became a brand people wanted to experience.

Throughout the campaign, every piece of content was created with a purpose: to educate, inspire, engage, or convert potential guests into loyal customers. This consistent approach allowed the restaurant to build momentum organically while establishing a strong foundation for long-term growth.

OUR MARKETING STRATEGY



PROFESSIONAL FOOD PHOTOGRAPHY

High-quality photography showcased the freshness, presentation, and quality of every menu item. Visual content was designed to capture attention immediately and encourage customers to stop scrolling.



BRAND CONSISTENCY

A cohesive visual identity was maintained across Facebook and Instagram through consistent colors, typography, messaging, and graphic design, creating a recognizable and professional brand presence.



SOCIAL MEDIA CONTENT STRATEGY

Content was planned around multiple themes, including menu highlights, behind-the-scenes moments, customer experiences, restaurant updates, testimonials, and educational posts that reinforced our values.



COMMUNITY ENGAGEMENT

Building relationships with the local community remained a priority. Timely responses to comments, reviews, and messages helped establish trust and encouraged ongoing conversations with our guests.



REPUTATION MANAGEMENT

Customer reviews were monitored and responded to professionally, demonstrating our commitment to guest satisfaction and building credibility with future customers.



INFLUENCER & LOCAL MARKETING

Local influencers and community partnerships were incorporated into the strategy to increase visibility, generate authentic content, and introduce REWIND Restaurant to new audiences.



WEBSITE & DIGITAL EXPERIENCE

Recommendations were provided to strengthen our overall digital presence by ensuring social media, branding, and website messaging worked together to create a seamless customer experience.



PERFORMANCE TRACKING

Analytics were reviewed throughout the campaign to evaluate reach, engagement, audience growth, and content performance. These insights guided future content decisions and improved results.



CAMPAIGN IMPLEMENTATION

Turning Strategy Into Results

A successful marketing campaign requires more than great ideas—it requires consistent execution. Throughout the campaign, every piece of content, photograph, customer interaction, and marketing recommendation was intentionally planned to strengthen REWIND Restaurant’s brand while building excitement within the local community.

Rather than relying on one-time promotional efforts, the strategy focused on creating a consistent online presence that would continue generating awareness before, during, and after the restaurant’s grand opening. Each week introduced new opportunities to showcase the restaurant’s unique personality, menu, and commitment to quality.

The implementation combined professional photography, engaging social media content, community interaction, customer review management, and influencer outreach to create multiple touchpoints throughout the customer journey. Every post was designed with a clear objective—whether increasing awareness, highlighting menu items, building trust, or encouraging guests to visit the restaurant.

As the campaign progressed, analytics were monitored closely to identify which content resonated most with the audience. These insights allowed the strategy to evolve while maintaining consistent branding across Facebook and Instagram.

By combining thoughtful planning with daily execution, the campaign established a strong digital foundation that contributed to increased visibility, meaningful engagement, and measurable audience growth.



CAMPAIGN TIMELINE



LATE MAY 2026
Project Kickoff

- Initial marketing consultation
- Brand assessment
- Content planning
- Marketing strategy development



JUNE 2026
Content Development

- Professional food photography
- Graphic design creation
- Social media calendar
- Website recommendations
- Brand consistency across platforms



EARLY JULY 2026
Grand Opening Launch

- Grand opening promotion
- Daily Facebook & Instagram content
- Community engagement
- Customer interactions
- Story updates and real-time content



MID-LATE JULY 2026
Optimization & Growth

- Review management
- Influencer outreach
- Performance monitoring
- Analytics review
- Strategy refinement
- Continued audience growth

KEY SERVICES PROVIDED



SOCIAL MEDIA STRATEGY



PROFESSIONAL FOOD PHOTOGRAPHY



GRAPHIC DESIGN



CONTENT CREATION



COMMUNITY ENGAGEMENT



CUSTOMER REVIEW MANAGEMENT



INFLUENCER COORDINATION



WEBSITE RECOMMENDATIONS



PERFORMANCE ANALYTICS

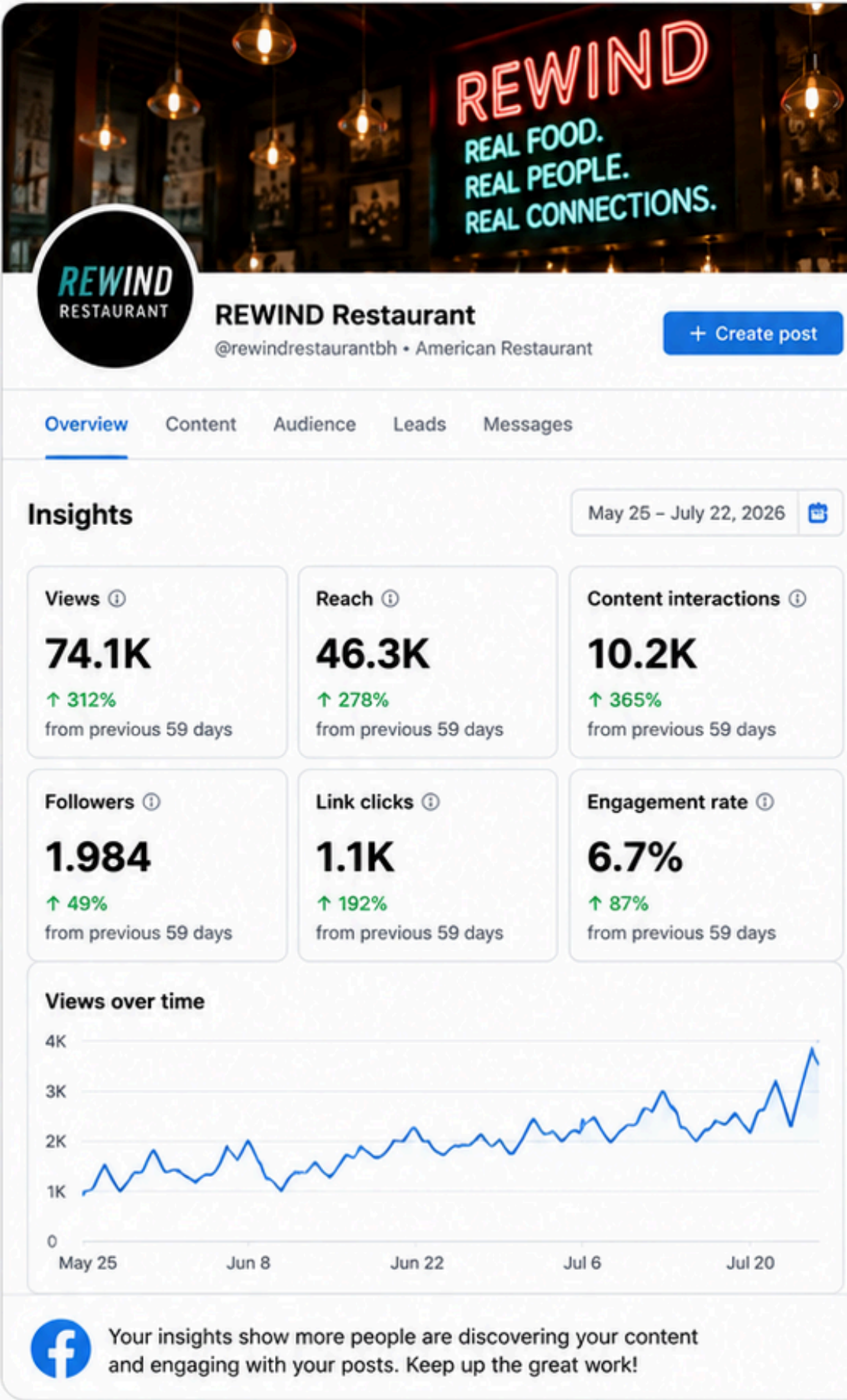
FACEBOOK PERFORMANCE

Building Awareness Through Organic Marketing

Facebook played a critical role in introducing REWIND Restaurant to the Broadview Heights community and expanding awareness throughout Northeast Ohio. By combining consistent posting, engaging photography, customer interaction, and community-focused content, the campaign generated meaningful organic visibility without relying solely on paid advertising.

The strategy centered on showcasing signature menu items, highlighting the restaurant's atmosphere, sharing customer experiences, and maintaining an active presence that encouraged conversation and engagement. Rather than focusing only on follower counts, success was measured by the ability to reach new audiences and inspire potential guests to visit the restaurant.

Throughout the campaign, Facebook became an effective platform for increasing brand recognition, strengthening community relationships, and creating excitement around the restaurant's opening and daily operations.



FACEBOOK RESULTS



74,000+
VIEWS

Organic content reached thousands of potential customers throughout the campaign.



10,000+
ENGAGEMENTS

Posts generated strong interaction through likes, comments, shares, and clicks.



+654
AUDIENCE GROWTH

Facebook audience increased by **49%**, demonstrating continued interest in the restaurant.



82%
NEW AUDIENCE

The majority of viewers discovered **REWIND** for the first time, significantly expanding brand awareness beyond existing followers.



KEY TAKEAWAYS



Consistent posting increased visibility and reach.



High-quality food photography drove engagement.



Community interaction strengthened customer relationships.



Organic content successfully reached new audiences.

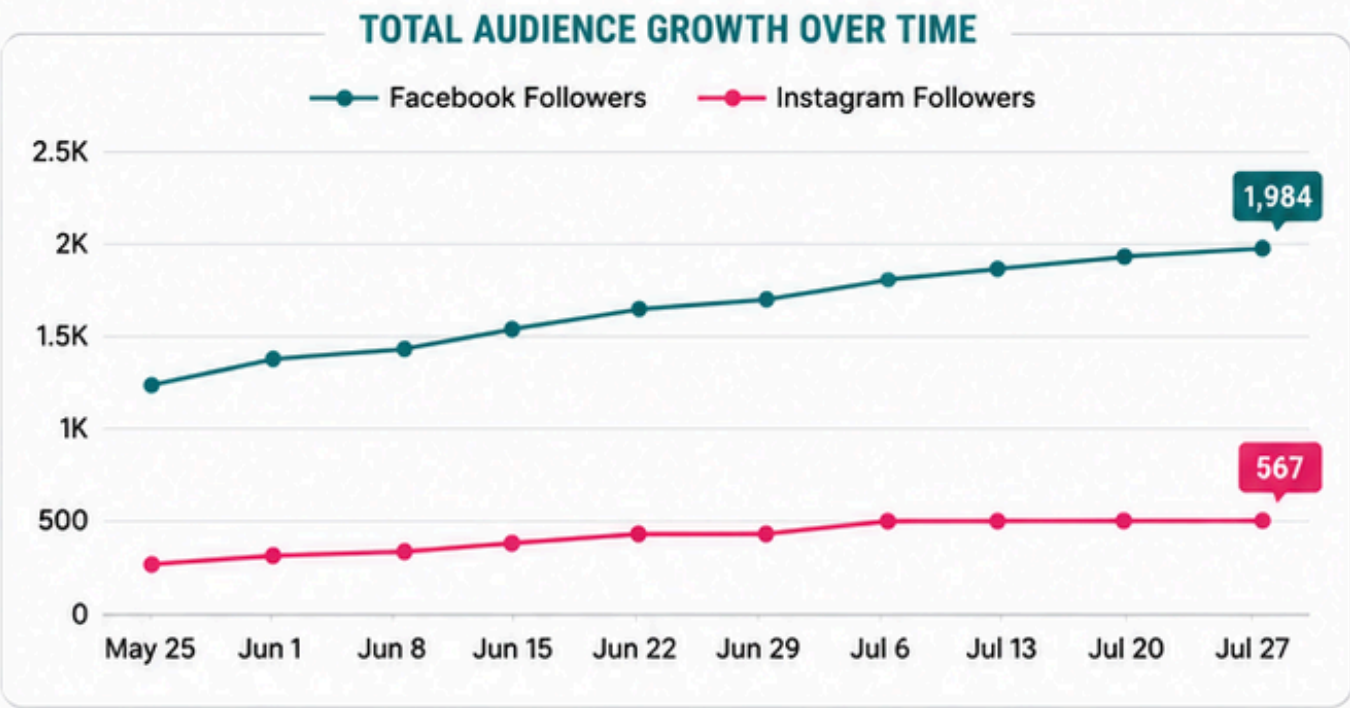
COMBINED

CAMPAIGN

Analytics

This overview combines the performance of our Facebook and Instagram campaigns from late May through late July 2026.

Through consistent content, community engagement, and a targeted organic strategy, REWIND Restaurant significantly expanded its online visibility, connected with new audiences, and built a strong foundation for long-term growth.



116,000+

TOTAL VIEWS

Our content was viewed over 116,000 times across both Facebook and Instagram.

15,000+

TOTAL ENGAGEMENTS

Likes, comments, shares and saves generated meaningful interaction across platforms.

267

NEW INSTAGRAM FOLLOWERS

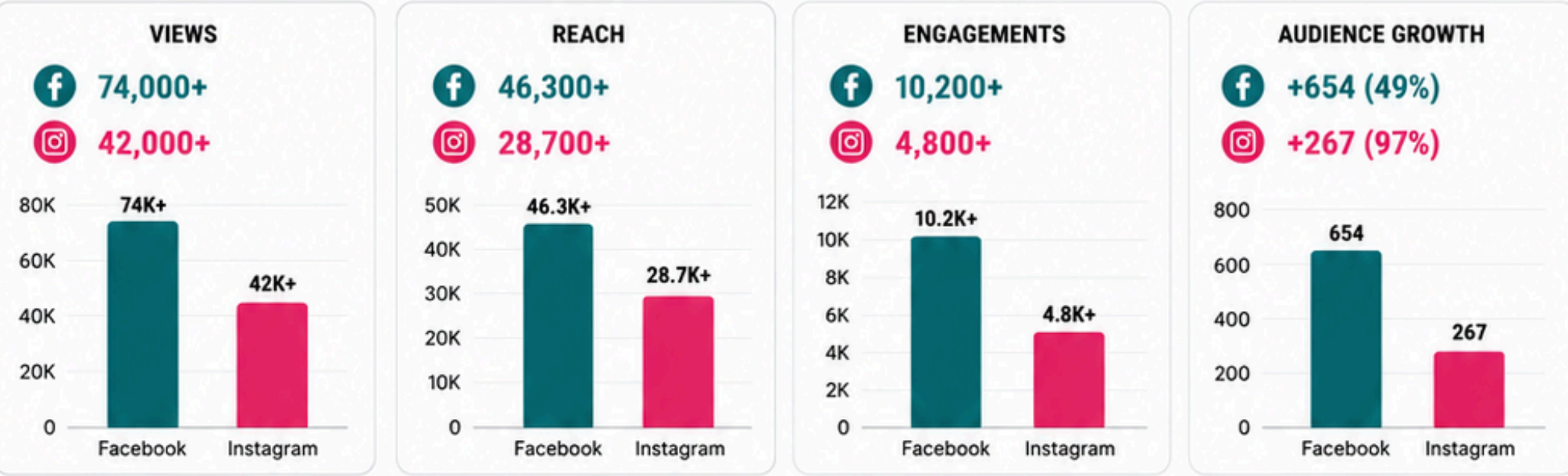
Organic Instagram follower growth increased by 97% during the campaign.

654

FACEBOOK AUDIENCE GROWTH

Facebook audience grew by 49%, expanding our reach to new potential guests.

PLATFORM PERFORMANCE COMPARISON



REACH

f

46,300+

i

28,700+

46.3K+

28.7K+

ENGAGEMENTS

f

10,200+

i

4,800+

10.2K+

4.8K+

AUDIENCE GROWTH

f

+654 (49%)

i

+267 (97%)

654

267

CAMPAIGN HIGHLIGHTS

Consistent posting and engagement built strong brand awareness.

High-quality food photography and video drove the highest engagement.

Community interaction and reviews created trust and encouraged new visits.

Organic content strategy successfully reached and attracted new audiences.

Strong growth across both platforms lays the foundation for continued success.

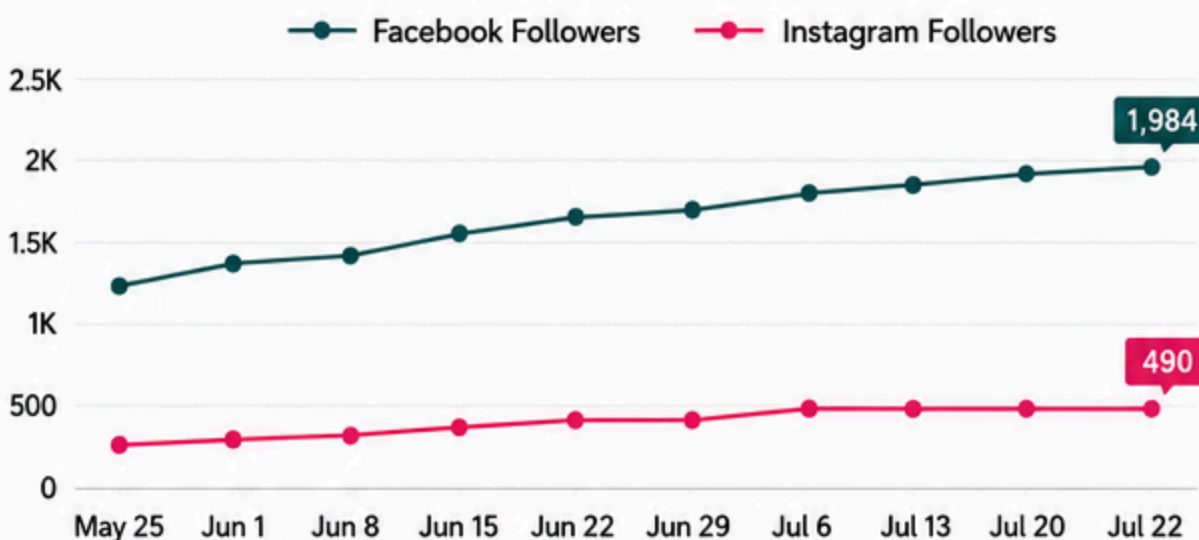
COMBINED CAMPAIGN ANALYTICS

A Complete Overview of Our Success

This overview combines the performance of our Facebook and Instagram campaigns from late May through July 22, 2026.

Through consistent content, community engagement, and a targeted organic strategy, REWIND Restaurant significantly expanded its online visibility, connected with new audiences, and built a strong foundation for long-term growth.

TOTAL AUDIENCE GROWTH OVER TIME



116,657+
TOTAL VIEWS

Our content was viewed over 116,657 times across Facebook and Instagram.



11,044+
TOTAL ENGAGEMENTS

Likes, comments, shares, saves and interactions generated meaningful engagement across both platforms.



921
TOTAL AUDIENCE GROWTH

Combined audience growth of 921 (654 Facebook + 267 Instagram) during the campaign.



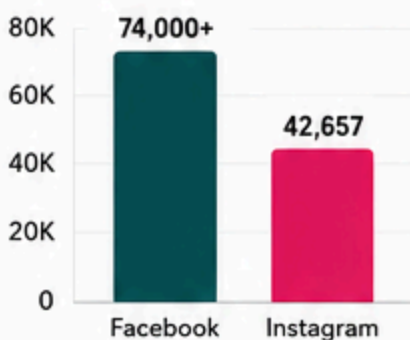
157.9%
INSTAGRAM REACH GROWTH

Instagram accounts reached increased by 157.9% compared to the previous period.

PLATFORM PERFORMANCE COMPARISON

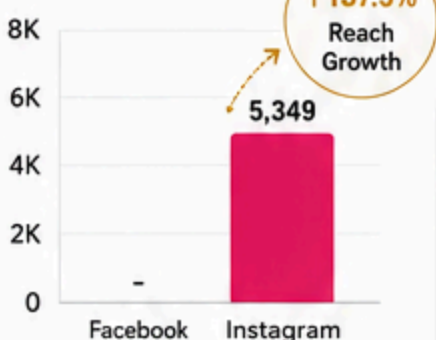
VIEWS

f 74,000+
@ 42,657



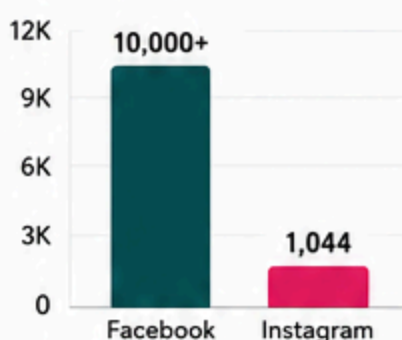
REACH / ACCOUNTS REACHED

f -
@ 5,349



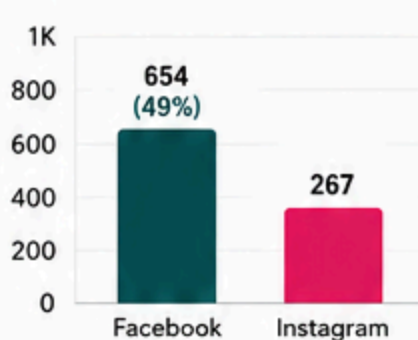
ENGAGEMENT / INTERACTIONS

f 10,000+
@ 1,044



AUDIENCE GROWTH

f +654 (49%)
@ +267



CAMPAIGN HIGHLIGHTS



Expanded Reach

82% of Facebook viewers were non-followers, helping REWIND reach new audiences.



Engaging Content

High-quality food photography, reels, and community-focused content drove results.



Community Connection

Meaningful interactions, reviews, and shares built trust and encouraged repeat visits.



Consistent Growth

Steady audience growth and increased reach created a strong foundation for long-term success.

STRONG CONTENT • ACTIVE ENGAGEMENT • ORGANIC GROWTH • REAL RESULTS



RESTAURANT MARKETING CASE STUDY
REWIND RESTAURANT | BROADVIEW HEIGHTS, OHIO



Analytics represent organic campaign performance during the campaign period. Results are based on Meta Insights and Instagram Insights.



CAMPAIGN PERIOD
Late May 2026 – July 22, 2026

CONTENT STRATEGY

Purposeful Content.
Real Connections.

Our content strategy was built around connecting with the Broadview Heights community, showcasing REWIND's unique atmosphere and menu, and driving awareness, engagement, and loyalty through a consistent and authentic online presence.

- **COMMUNITY FIRST**
We created content that resonates locally and encourages conversation.
- **VISUAL STORYTELLING**
High-quality photos and videos that highlight the food, vibe, and experience.
- **ENGAGEMENT DRIVEN**
We respond, interact, and build relationships with our audience daily.
- **DATA-INFORMED**
Content is continuously analyzed and optimized for performance and reach.

OUR 5 CONTENT PILLARS

**MENU SPOTLIGHT**
Showcasing signature menu items, daily features, and customer favorites.

**COMMUNITY CONNECTION**
Highlighting guests, reviews, local events, and partnerships.

**EVENTS & PROMOTIONS**
Creating buzz for special events, holidays, and limited-time offers.

**BEHIND THE SCENES**
Giving a behind-the-scenes look at our team, kitchen, and daily operations.

**THE REWIND EXPERIENCE**
Capturing the vibe, atmosphere, and what makes REWIND a unique place to dine.

Examples of Our Content

**REWIND Restaurant**
Jun 5 · 🌐
Our REWIND Burger is a fan favorite for a reason. Juicy, flavorful, and customer the best!

👍❤️ 214 17 Comments

**REWIND Restaurant**
Jun 12 · 🌐
Happy Hour just got better! Join us Monday-Friday 3-6PM.

👍❤️ 186 9 Comments

**REWIND Restaurant**
Jun 21 · 🌐
Thank you Broadview Heights for showing us so much love!

👍❤️ 248 14 Comments

**REWIND Restaurant**
Jun 28 · 🌐
Behind every great meal is a great team. We're grateful for ours!

👍❤️ 193 11 Comments

**REWIND Restaurant**
Jul 6 · 🌐
Live music, good food, great people. That's the REWIND experience.

👍❤️ 226 12 Comments

**VARIETY THAT WORKS**

By mixing content types across these pillars, we kept our feed fresh, engaging, and valuable—driving consistent reach and interaction.

BEFORE & AFTER: BRANDING

BEFORE


→

AFTER

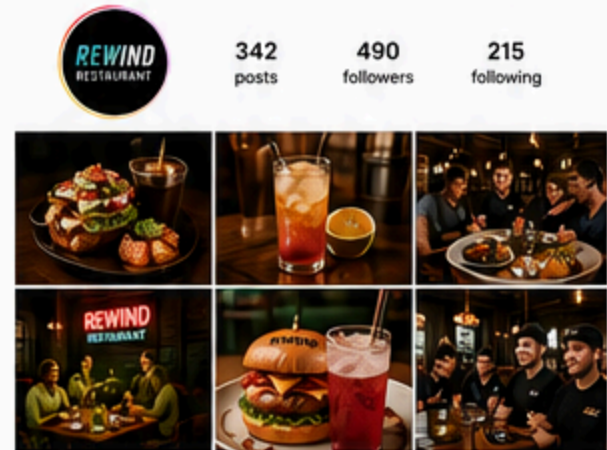

We refined the branding to reflect REWIND's identity—modern, approachable, and rooted in real food, real people, and real connections.

CONTENT THAT CONNECTS



High-quality, on-brand photography and video brought the REWIND experience to life and made our content stand out in the feed.

CONSISTENT. ON BRAND. IMPACTFUL.



A cohesive look and feel builds recognition, trust, and keeps our audience coming back for more.

OUR APPROACH

**PLANNED & PURPOSEFUL**
A strategic content calendar ensured variety, consistency, and alignment with goals.

**HIGH QUALITY VISUALS**
Professional photos and videos showcased our food, atmosphere, and team.

**ENGAGE DAILY**
We reply to comments, answer questions, and build real relationships.

**ANALYZE & IMPROVE**
We track performance and adjust content to maximize results.

**AUTHENTIC & REAL**
We keep it real—sharing the moments, people, and stories that matter.

 Analytics represent organic campaign performance during the campaign period. Results are based on Meta Insights and Instagram Insights.

 **CAMPAIGN PERIOD**
Late May 2026 – July 22, 2026

VISUAL BRANDING

& Food Photography

CREATING A BRAND THAT GUESTS REMEMBER

In the restaurant industry, customers often decide where to dine before they ever read a menu. High-quality photography creates the first impression, communicates the restaurant's personality, and encourages potential guests to experience the food for themselves.

Throughout the REWIND Restaurant campaign, visual content became one of the strongest marketing assets. Every photograph was intentionally created to showcase the freshness of the ingredients, the quality of the presentation, and the welcoming atmosphere that makes REWIND unique.

Rather than relying solely on product images, the content strategy incorporated lifestyle photography, behind-the-scenes moments, customer experiences, and team interactions to tell the restaurant's story. This approach created an authentic online presence that helped guests connect with the brand before walking through the front door.

Consistent editing, lighting, composition, and branding ensured that every image reflected the same professional look across Facebook and Instagram. Together, these visuals strengthened brand recognition and reinforced REWIND Restaurant's commitment to quality, hospitality, and community.

VISUAL STRATEGY



SIGNATURE MENU ITEMS

Highlight hero dishes with clean compositions, natural lighting, and angles that emphasize freshness and quality.



LIFESTYLE PHOTOGRAPHY

Capture guests enjoying meals, conversations, and the atmosphere to help future customers picture themselves at REWIND.



BEHIND THE SCENES

Show the people behind the brand—chefs preparing meals, staff serving guests, and the team's passion for hospitality.



CONSISTENT BRAND IDENTITY

Maintain a cohesive visual style using consistent colors, fonts, photography, and graphic elements across every platform.



WHY IT MATTERS



Builds trust before the first visit



Increases engagement on social media



Strengthens brand recognition



Creates a memorable first impression



Encourages shares, saves, and recommendations



Inspires customers to visit the restaurant



Analytics represent organic campaign performance during the campaign period. Results are based on Meta Insights and Instagram Insights.



CAMPAIGN PERIOD

Late May 2026 – July 22, 2026

COMMUNITY ENGAGEMENT & REPUTATION MANAGEMENT

Building Trust. One Conversation at a Time.

At REWIND Restaurant, we believe great food is only part of the experience. People connect with people.

Every comment, message, and review is an opportunity to build relationships, show appreciation, and create raving fans.

We actively engage with our community across Facebook and Instagram—responding quickly, thanking our guests, sharing their feedback, and addressing concerns with care and professionalism.

This consistent engagement has helped us build a strong reputation, increase trust, and turn first-time guests into loyal regulars.

WHAT OUR GUESTS ARE SAYING



Jordan Lee

recommends Rewind restaurant.

14h · 🌐

★★★★★

I went to rewind tonight not sure what to expect. The atmosphere was cool and nostalgic but it was the food that blew me away. I ordered the chicken tender salad with blacked chicken. It sounds like a basic meal but was terrific and very well done. For a starter I ordered the teriyaki steak bites. They may have been the best thing I have eaten in a long time and I assume might become their most popular dish! For dessert I shared the banana pudding and was not disappointed.

♥ Child-friendly

 ·

♥ Romantic atmosphere

 ·

♥ Classic cocktails



Debbie Cancilliere-Scerbak

2d · 🌐

★★★★★

We went on Saturday and the food, service and atmosphere was awesome! Great addition to the community.

👍👍 27



Lee Spencer

· 2d · 🌐

★★★★★

Just had dinner there, it was fabulous 💖 definitely check it out especially if your looking for a place that serves organic, grass fed & clean ingredients. Soooo Good 😊

👍 1



Jan Halterman

· 2d · 🌐

★★★★★

Just had lunch there. Delicious food and fun atmosphere. Excellent service as well! 👍👍

👍 1

REAL CONVERSATIONS THAT MATTER



Rewind restaurant

3d · 🌐



42

15 shares



Becky Coreno

· 1d

Austin Coreno we should check them out!!!!👀👀👀

Like

Reply

Message

Hide



Nonna Garik

· 3d

Looking forward to visiting you on Wednesday...

Like

Reply

Message

Hide

1



Rewind restaurant

· 3d · 🌐

Author Nonna Garik

Like

Reply

Message

Hide



Angela Wichert Morris

· 3d

David C. Morris

Like

Reply

Message

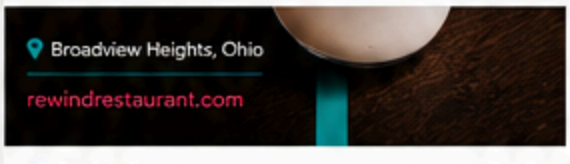
Hide

1



Rewind restaurant

2d · 🌐



27

1 share



Debbie Cancilliere-Scerbak

· 2d

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Like

Reply

Message

Hide



Lee Spencer

· 2d

Just had dinner there, it was fabulous 💖 definitely check it out especially if your looking for a place that serves organic, grass fed & clean ingredients. Soooo Good 😊

Like

Reply

Message

Hide

1

View 1 reply



Jan Halterman

· 2d · 🌐

Author Just had lunch there. Delicious food and fun atmosphere. Excellent service as well! 👍👍👍

Like

Reply

Message

Hide

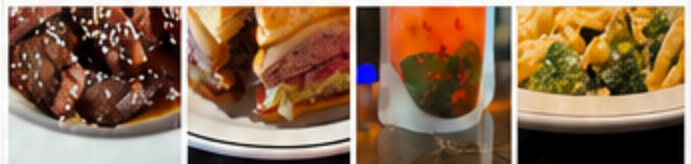
1

View 1 reply



Rewind restaurant

3d · 🌐



42

15 shares



Becky Coreno

· 1d

Austin Coreno we should check them out!!!!👀👀👀

Like

Reply

Message

Hide

1



Nonna Garik

· 3d

Looking forward to visiting you on Wednesday...

Like

Reply

Message

Hide

1



Rewind restaurant

· 3d · 🌐

Author Nonna Garik

Like

Reply

Message

Hide



Angela Wichert Morris

· 3d

David C. Morris

Like

Reply

Message

Hide

1

OUR APPROACH TO COMMUNITY MANAGEMENT



RESPOND QUICKLY

We answer comments and messages promptly and professionally.



SHOW APPRECIATION

We thank guests for their support and feedback, every time.



HANDLE WITH CARE

We address concerns respectfully and move details to private messages.



BUILD RELATIONSHIPS

We engage in real conversations and connect with our community.



SHARE THE LOVE

We highlight great reviews and guest experiences across our content.

WHY REPUTATION MATTERS

✔ Builds trust with new and potential guests

✔ Encourages more five-star reviews

✔ Strengthens brand credibility

✔ Increases repeat visits and loyalty

✔ Creates positive word-of-mouth

✔ Shows we care about every guest experience

RESTAURANT MARKETING CASE STUDY
REWIND RESTAURANT | BROADVIEW HEIGHTS, OHIO

CAMPAIGN PERIOD
Late May 2026 – July 22, 2026

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CAMPAIGN PERIOD

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From Concept to Community Impact

When **REWIND Restaurant** partnered with **Social Media & Java, LLC** in late May 2026, the goal was much larger than simply creating social media posts. The restaurant was preparing to introduce an entirely new dining experience to the Broadview Heights community, and every first impression mattered.

As a newly established restaurant, REWIND needed more than attractive food photography. It needed a strategic marketing plan that would build awareness before opening, establish trust with the local community, showcase the quality of its menu, and create excitement that translated into customers walking through the front door.

The strategy combined professional food photography, consistent organic social media management, community engagement, customer interaction, website recommendations, and influencer outreach to establish REWIND as one of Broadview Heights' newest dining destinations.

Between late May and July 22, 2026, this comprehensive marketing approach generated measurable results across Facebook and Instagram while significantly increasing the restaurant's visibility throughout Northeast Ohio.

The campaign produced more than 116,000 combined organic views, reached thousands of potential customers, generated substantial engagement across both platforms, and introduced REWIND Restaurant to an entirely new audience—all through a carefully planned organic marketing strategy.

More importantly, these results established a strong digital foundation that the restaurant can continue to build upon through future campaigns, seasonal promotions, customer testimonials, and community partnerships.

This case study documents the complete marketing journey—from the initial planning stages through the Grand Opening and the measurable growth that followed. It illustrates not only the results achieved but also the strategy, execution, and ongoing marketing recommendations that contributed to REWIND Restaurant's successful launch.



“OUR MISSION WAS SIMPLE:
Create awareness. Build trust.
Showcase quality. Drive guests.”

Through strategic content, authentic storytelling, and meaningful community engagement, we helped REWIND Restaurant go from a new concept to a recognized local destination.



PREMIUM
FOOD & LIFESTYLE
PHOTOGRAPHY



CONSISTENT
CONTENT &
ENGAGEMENT



COMMUNITY
CONNECTIONS &
SOCIAL PROOF



MEASURABLE
RESULTS &
GROWTH

KEY PERFORMANCE HIGHLIGHTS



116,000+
COMBINED
ORGANIC VIEWS

Total visibility across
Facebook & Instagram



74,000+
FACEBOOK
VIEWS

From organic content
and engagement



42,657
INSTAGRAM
VIEWS

Organic reach from feed,
stories & reels



5,349
INSTAGRAM
ACCOUNTS REACHED

Unique accounts
reached organically



157.9%
INCREASE IN
INSTAGRAM REACH

Significant growth in
visibility and exposure



10,000
FACEBOOK
ENGAGEMENTS

Likes, comments, shares
& interactions



267
NEW INSTAGRAM
FOLLOWERS

Organic audience
growth



654
NEW FACEBOOK
AUDIENCE MEMBERS

Consistent growth in
followers



82% OF FACEBOOK VIEWS
CAME FROM NON-FOLLOWERS

Our content reached a brand new audience
beyond the existing follower base.



REWIND
- RESTAURANT -

REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.



BROADVIEW HEIGHTS,
OHIO



CAMPAIGN PERIOD
LATE MAY 2026 – JULY 22, 2026

OUR MARKETING STRATEGY

A Plan Built for Long-Term Success

From day one, our strategy was centered on more than just promoting a new restaurant—we set out to build a brand that the community would trust, remember, and return to.

Our approach combined a strong content strategy, consistent engagement, professional photography, community involvement, and influencer partnerships to create awareness, build excitement, and drive real-world results.

Every piece of content, every interaction, and every campaign worked together to achieve three key goals:

- 

BUILD AWARENESS
Introduce **REWIND** Restaurant to Broadview Heights and beyond.
- 

BUILD TRUST
Showcase quality, hospitality, and the story behind the restaurant.
- 

DRIVE GUESTS
Turn engagement and excitement into real visits and loyal customers.

OUR STRATEGY PILLARS



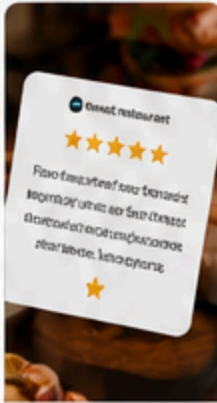

QUALITY FOCUSED CONTENT
Highlighting fresh ingredients, signature dishes, and the overall dining experience.




COMMUNITY CONNECTION
Engaging with local residents, responding to every comment, and building relationships.




VISUAL STORYTELLING
Professional photography and video that capture the atmosphere and menu beautifully.




SOCIAL PROOF & REVIEWS
Showcasing real guest experiences to build trust and influence new customers.




BEHIND-THE-SCENES ACCESS
Giving followers a look at our team, kitchen, and daily happenings to build authenticity.



OUR GOAL:
Create a lasting impression that turns first-time guests into loyal regulars.

- Consistent, on-brand content 5-7 days per week
- Engagement with followers and local community
- Professional photos and short-form video
- Influencer collaborations to expand reach
- Promotions and announcements that drive action
- Analytics-driven adjustments for continuous growth

HOW WE BROUGHT THE STRATEGY TO LIFE



CONTENT PLANNING
A monthly content calendar organized by daily themes to maintain consistency and variety.



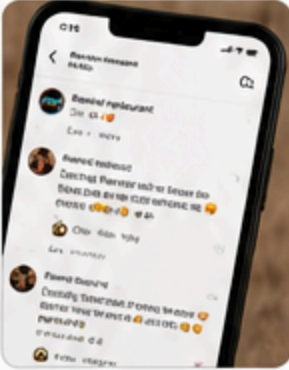


CONTENT CREATION
High-quality photos, videos, and captions that showcase the food, atmosphere, and story.





ENGAGEMENT DAILY
Responding to every comment and message to foster relationships and build trust.





COMMUNITY OUTREACH
Posting in local groups, supporting events, and partnering with other local businesses.





INFLUENCER PARTNERSHIPS
Collaborating with local influencers to expand reach and introduce new audiences.





ANALYTICS & OPTIMIZATION
Tracking performance weekly and adjusting strategy to maximize results.



COMMUNITY ENGAGEMENT THAT MADE AN IMPACT



Responded to 100% of comments and messages



Engaged in local Facebook groups



Highlighted local events and partnerships



Showcased guest experiences and user-generated content



Celebrated milestones including the Grand Opening

THE RESULT?

A Strong Foundation for Growth

By combining strategic content, authentic engagement, and community connection, we established **REWIND Restaurant** as a trusted and exciting new dining destination.



THE RESULTS

*Real Growth. Real Impact.
Real Results.*

Through a consistent organic content strategy, community engagement, professional photography, and influencer partnerships, **REWIND Restaurant** achieved impressive growth across both Facebook and Instagram in just eight weeks.

These results reflect increased visibility, stronger audience engagement, and a growing community of customers who are discovering, engaging with, and choosing REWIND Restaurant.

The foundation is strong—and the momentum is just beginning.

A POWERFUL START TO SOMETHING BIGGER

Late May – July 22, 2026

A strategic organic marketing approach that delivered measurable growth across Facebook and Instagram.



116,000+
COMBINED
ORGANIC VIEWS

Total visibility across
Facebook & Instagram



74,000+
FACEBOOK
VIEWS

From organic content
and engagement



42,657
INSTAGRAM
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Consistent growth in
followers



82%

OF FACEBOOK VIEWS
CAME FROM NON-FOLLOWERS

Our content reached a brand new audience
beyond the existing follower base.



WHAT OUR COMMUNITY IS SAYING

“

The food, the atmosphere,
the service—everything was
amazing! We'll definitely
be back!

★★★★★



Nonna Garik
Facebook Review



“

Best burgers around!
Fresh ingredients and
you can taste the
difference.

★★★★★



Gerald Smith
Facebook Review



“

What a great addition
to Broadview Heights!
Highly recommend
‘REWIND Restaurant.’

★★★★★



Angela Wichert Morris
Facebook Review



“

Stopped in on a whim
and left impressed.
Great food and even
better vibes!

★★★★★



John Matulonis
Facebook Review



FUTURE MARKETING RECOMMENDATIONS



SEASONAL CAMPAIGNS

Create seasonal promotions and limited-time menu features to keep content fresh and drive repeat visits.



CUSTOMER TESTIMONIALS & UGC

Continue collecting and sharing guest reviews, photos, and experiences to build trust and social proof.



SHORT-FORM VIDEO CONTENT

Increase video and behind-the-scenes content to expand reach and showcase the restaurant experience.



INFLUENCER & COMMUNITY PARTNERSHIPS

Develop ongoing partnerships with local influencers, creators, and businesses to grow awareness.



PAID CAMPAIGN EXPANSION

Introduce targeted paid advertising to reach new audiences and boost top-performing content.

NEXT STEPS

01



CONTENT AUDIT & PLANNING

Review top-performing content and plan the next content themes based on audience engagement.

02



PROFESSIONAL PHOTOSHOOTS

Schedule regular photo sessions to keep the content library fresh and menu items highlighted.

03



PROMOTIONS & EVENTS

Leverage special events, holidays, and promotions to drive traffic and increase engagement.

04



COMMUNITY BUILDING

Continue engaging with followers, responding to reviews, and building relationships within the community.

05



MEASURE, OPTIMIZE, GROW

Monitor analytics, test new ideas, and refine strategy to maximize long-term growth.



REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.

The rewind has just begun.
Thank you for being part of our story.



WHAT WE LEARNED

Insights That Drive Stronger Results

Every campaign teaches us something new, and **REWIND Restaurant's** launch was no exception.

By analyzing performance, audience behavior, and community feedback, we identified key insights that shaped the strategy and helped drive measurable growth.

These lessons will continue to guide future decisions and ensure even stronger results moving forward.

LESSONS & KEY TAKEAWAYS



AUTHENTIC CONTENT OUTPERFORMS PROMOTIONAL CONTENT

Posts that showcased real food, guests, and behind-the-scenes moments generated the highest engagement and reach.



VISUALS DRIVE THE FIRST IMPRESSION

High-quality photography of menu items and the restaurant atmosphere captured attention and encouraged shares, saves, and visits.



COMMUNITY ENGAGEMENT BUILDS LOYALTY

Responding to comments, sharing guest experiences, and supporting local conversations strengthened relationships and trust.



CONSISTENCY CREATES MOMENTUM

Posting consistently throughout the week kept the audience engaged and the brand top-of-mind.



CUSTOMER REVIEWS ARE POWERFUL SOCIAL PROOF

Guest testimonials and recommendations played a major role in building credibility and encouraging new customers to try REWIND.



SHORT-FORM VIDEO EXPANDS REACH

Reels and video content introduced REWIND to new audiences and were key drivers in increasing overall visibility.



“

The response from the Broadview Heights community has been incredible. We're grateful for every guest, every review, and every share. This is just the beginning!



— The REWIND Team



LOOKING AHEAD

Building on Our Success

The launch of **REWIND Restaurant** has laid a strong foundation, but the journey is just beginning. With continued strategy, creativity, and community connection, the opportunities for growth are endless.

Our focus moving forward will be on deepening customer loyalty, expanding reach, and creating experiences that keep guests coming back for more.

From seasonal promotions and new menu features to community events and expanded content, we'll continue to elevate REWIND as a local dining destination that stands out.

The best is yet to come.

CONTINUED OPPORTUNITIES FOR GROWTH



SEASONAL & HOLIDAY CAMPAIGNS

Leverage seasonal promotions, holiday specials, and limited-time offers to drive traffic and create excitement.



CUSTOMER LOYALTY & UGC

Encourage more guest-generated content and reviews to build trust and strengthen brand advocacy.



NEW MENU FEATURES

Highlight new menu items, chef specials, and behind-the-scenes creations to keep content fresh and engaging.



EXPAND SHORT-FORM VIDEO STRATEGY

Continue producing engaging reels and videos that showcase food, atmosphere, and the REWIND experience.



COMMUNITY PARTNERSHIPS & EVENTS

Collaborate with local businesses, host events, and support community initiatives to expand brand visibility and goodwill.



ONGOING ANALYTICS & OPTIMIZATION

Monitor performance, test new ideas, and refine strategies to maximize results and long-term growth.



THANK YOU!

To our amazing community for the support, to our guests for the reviews, and to everyone who continues to be part of the REWIND story.



WE APPRECIATE YOU!

Here's to great food, great people, and even greater memories ahead.



NEXT STEPS

*Building Momentum.
Growing Together.*

The launch of **REWIND Restaurant** has been a successful start—and the momentum we've built together is just the beginning.

With a strong foundation in place, the next phase focuses on deepening customer loyalty, expanding reach, and continuing to deliver an unforgettable dining experience that keeps guests coming back for more.

By continuing our strategic approach and exploring new opportunities, we can elevate **REWIND Restaurant** into a recognized name throughout Northeast Ohio and beyond.

OUR PLAN MOVING FORWARD



01

CONTINUE CONSISTENT CONTENT CREATION

Maintain a strong posting schedule with engaging content 5–7 days per week to keep the audience connected and the brand top-of-mind.



02

SEASONAL CAMPAIGNS & PROMOTIONS

Leverage holidays, seasons, and special events to drive traffic, create excitement, and increase new and repeat visits.



03

PROFESSIONAL PHOTOSHOOTS

Schedule ongoing photoshoots to update the content library with fresh menu items, seasonal dishes, and behind-the-scenes moments.



04

EXPAND SHORT-FORM VIDEO STRATEGY

Increase the use of Reels and videos to showcase food, atmosphere, chef creations, and the overall **REWIND** experience to reach new audiences.



05

CUSTOMER LOYALTY & REVIEWS

Continue encouraging reviews, sharing guest experiences, and creating opportunities for customers to engage and become brand advocates.



06

INFLUENCER & COMMUNITY PARTNERSHIPS

Collaborate with local influencers, businesses, and community organizations to expand awareness and build meaningful connections.



07

ONGOING ANALYTICS & OPTIMIZATION

Monitor performance, test new ideas, refine strategies, and adjust based on data to maximize long-term growth.



THE OPPORTUNITY AHEAD

- ✓ **STRONG FOUNDATION:** We've built awareness, trust, and a loyal community—setting the stage for continued success.
- ✓ **GROWING AUDIENCE:** Our organic reach and engagement continue to expand, introducing **REWIND** to new potential guests every day.
- ✓ **LIMITLESS POTENTIAL:** With the right strategy and consistency, there's no limit to how far we can take the **REWIND** brand.
- ✓ **TOGETHER WE GROW:** Your vision and our strategy create the perfect combination for long-term impact.



WHY WE'RE EXCITED FOR WHAT'S NEXT

The results we've achieved together prove that **REWIND Restaurant** is a brand with a bright future.

We're excited to keep building on this success, exploring new ideas, and creating even more opportunities to connect with your community and grow your business.

The best is yet to come.

RWD

**REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.**



Thank you!

Thank you for trusting Social Media & Java, LLC to be part of your journey. It has been a pleasure working with you, and we look forward to continuing to help **REWIND Restaurant** grow and thrive!



We appreciate your partnership, your trust, and your continued support.

Here's to what's next!



REWIND
— RESTAURANT —



BROADVIEW HEIGHTS,
OHIO



CAMPAIGN PERIOD
LATE MAY 2026 – JULY 22, 2026

THE STORY CONTINUES

*A Strong Foundation.
Endless Possibilities.*

The REWIND Restaurant campaign has proven what's possible with the right strategy, creativity, and community behind it.

Together, we've built awareness, earned trust, and created real connections that have positioned REWIND as a must-visit destination in Broadview Heights and beyond.

But this is just the beginning. With continued consistency and innovation, the possibilities for growth are limitless.

The best is yet to come. ★



WHAT WE'VE ACCOMPLISHED TOGETHER



116K+
COMBINED
ORGANIC VIEWS



10K+
ENGAGEMENTS



921+
NEW FOLLOWERS
& AUDIENCE



**STRONG
LOCAL
AWARENESS**



**A LOYAL
& GROWING
COMMUNITY**



*REWIND isn't just a restaurant.
It's a place where great food brings people together.*

— The REWIND Team

LOOKING AHEAD



BUILD ON AWARENESS



- Continue seasonal promotions and events
- Highlight new menu items and chef specials
- Expand brand visibility across the community



DEEPEN ENGAGEMENT



- Encourage user-generated content and reviews
- Host more community events and collaborations
- Respond, connect, and keep the conversation going



EXPAND VIDEO STRATEGY



- Create more Reels and behind-the-scenes content
- Showcase food, atmosphere, and the REWIND experience
- Use video to reach new audiences and boost engagement



STRENGTHEN PARTNERSHIPS



- Collaborate with local influencers and businesses
- Cross-promote and participate in community initiatives
- Build meaningful connections that last



MEASURE, OPTIMIZE & GROW



- Monitor performance and audience insights
- Test new ideas and content strategies
- Refine and grow for long-term success

Thank You!

To our incredible community, amazing guests, and the REWIND team—thank you for being part of this journey.

YOUR SUPPORT MAKES IT ALL POSSIBLE.



**REAL FOOD.
REAL PEOPLE.
REAL CONNECTIONS.**



*Here's to
what's next! ★*



REWIND
RESTAURANT



**BROADVIEW HEIGHTS,
OHIO**



**CAMPAIGN PERIOD
LATE MAY 2026 – JULY 22, 2026**

SERVICES

BUILT FOR

Restaurants.

At Social Media & Java, LLC, we provide full-service marketing solutions designed specifically for restaurants.

Our goal is simple: to bring more visibility, build stronger connections, and turn followers into loyal guests.

“

We don’t just post content—we build strategies that create relationships, drive traffic, and grow your restaurant’s brand.

— Michelle Zurich



SOCIAL MEDIA
MANAGEMENT

Daily posting, stories, reels, and engagement to build a strong, active online presence.



FOOD
PHOTOGRAPHY

High-quality, mouthwatering photos that showcase your menu, atmosphere, and brand.



BRANDING &
VISUAL IDENTITY

Consistent branding, custom graphics, and visuals that reflect your restaurant’s personality.



CONTENT
CREATION

Strategic content that tells your story, highlights what makes you unique, and attracts new guests.



COMMUNITY
ENGAGEMENT

Responding to comments, messages, and reviews to build trust and create loyal customers.



INFLUENCER
OUTREACH

Connecting with local influencers and partners to expand your reach and credibility.



WEBSITE & SEO
SUPPORT

Website updates, SEO best practices, and local visibility to help guests find you online.



ANALYTICS &
REPORTING

Detailed monthly reports with insights and data-driven recommendations for continued growth.



CAMPAIGN
STRATEGY

Custom marketing campaigns for specials, events, holidays, and seasonal promotions.



PAID AD
STRATEGY

Targeted Facebook & Instagram ads designed to bring in new customers and boost visibility.



EVERY SERVICE IS TAILORED TO HELP RESTAURANTS LIKE YOURS
STAND OUT, CONNECT, AND GROW.



We combine strategy, creativity, and authentic storytelling to help your restaurant thrive in today’s digital world.



10+
INDUSTRIES
SERVED



5+
YEARS OF MARKETING
EXPERIENCE



100%
DEDICATED TO YOUR
SUCCESS



Strategy. Content.
CONNECTIONS THAT CONVERT.



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Brecksville, Ohio

STRATEGIC MARKETING. REAL RESULTS.

For Every Industry. ♥

At Social Media & Java, LLC, I partner with business owners, entrepreneurs, and service providers to build brands that get noticed, connect with the right audience, and drive growth that lasts.

No matter your industry, the goal is the same—more visibility, stronger connections, and measurable results.

“

Every business has a story worth telling. I make sure the right people hear it.

—Michelle Zurich



INDUSTRIES I PARTNER WITH



CONSTRUCTION & REMODELING

Showcasing your work, building trust, and attracting quality leads that turn into projects.



REAL ESTATE AGENTS

Stand out in a competitive market, generate leads, and build a brand that gets referrals.



ENTREPRENEURS & SMALL BUSINESSES

Build your brand, connect with your audience, and turn followers into loyal customers.



MOTIVATIONAL SPEAKERS

Expand your reach, promote your message, and fill more events and bookings.



CLEANING SERVICES

Attract new clients, build trust, and keep your business top-of-mind in your community.



RESTAURANTS & CAFÉS

Highlight your food, ambiance, and story to drive traffic, takeout orders, and repeat customers.



MED SPAS & WELLNESS

Educate, inspire, and convert with content that builds credibility and trust.



FITNESS COACHES & GYMS

Motivate your audience, showcase transformations, and build a community that stays engaged.



E-COMMERCE BRANDS

Increase product awareness, drive traffic to your store, and boost online sales.



ATTORNEYS & PROFESSIONALS

Position yourself as the expert, build trust, and attract high-quality clients.

Customized Strategies.

REAL CONNECTIONS. REAL GROWTH.

Every industry is unique. That's why every strategy is customized to fit your business, your audience, and your goals.

- ✓ Tailored Content Strategies
- ✓ Audience Growth & Engagement
- ✓ Branding That Builds Trust
- ✓ Lead Generation & Sales Support
- ✓ Analytics, Reporting & Optimization



Let's build your brand, connect with your audience, and grow your business—together. ♥



DIFFERENT INDUSTRIES.
SAME GOAL:
YOUR SUCCESS.



READY TO GET STARTED?

Scan the QR code to view my portfolio & case studies or visit my website to learn more.

