



# Smashburger - TikTok Case Study

*Launching a new social media account*

## TikTok - at a glance

TikTok is a social platform that moves quickly, and relies heavily on unique video content, trending video #challenges and audio. Current user database = 1 Billion, Ages: 10-19 = 32.5% 20-29 = 29.5% 30-39 = 16.4% 40-49 = 13.9%, 50+ = 7.1%. *TikTok userbase is aging up, so get on it now!*

## Key metrics

Starting from ground zero on a new account can be challenging! But in 8 weeks, we were able to organically gain 450 new followers, over 21,000 video views and produce over 26 pieces of video content!

 **450+**  
New Followers

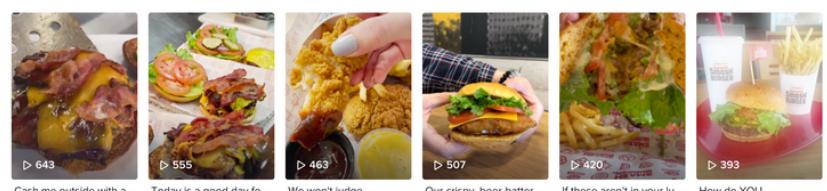
 **21,274**  
Video Views

## CHALLENGES

Smashburger, a well-known nationwide burger chain needed to reach a younger target demographic with its new branding but had yet to launch a TikTok account. They needed strategy, video creatives, UGC, influencer outreach, and a creative video team to launch a winning TikTok feed.

## SOLUTION

We researched trends and used TikTok Creator Marketplace to launch campaigns and source influencers. Once influencers were secured, we went to work on creating branded content with our internal video team. We provided video shoots, editing and calendar scheduling to coincide with the best trending opportunities on TikTok's platform and the best creatives for the Smashburger brand.



## RESULTS

### Brand Awareness

We opened a new door and increases brand awareness for a national restaurant on a brand new platform.

1

### App Installs

Lower-funnel, always-on app installs to increase meal purchasing and new product offerings

2

### Customer Loyalty, UGC

The organic launch created an incredible amount of UGC (user-generated content) and brand awareness that will only grow with time. With paid campaign marketing efforts in the future, we expect the growth rate to quadruple in 2022.

3

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## HIGHLIGHTS



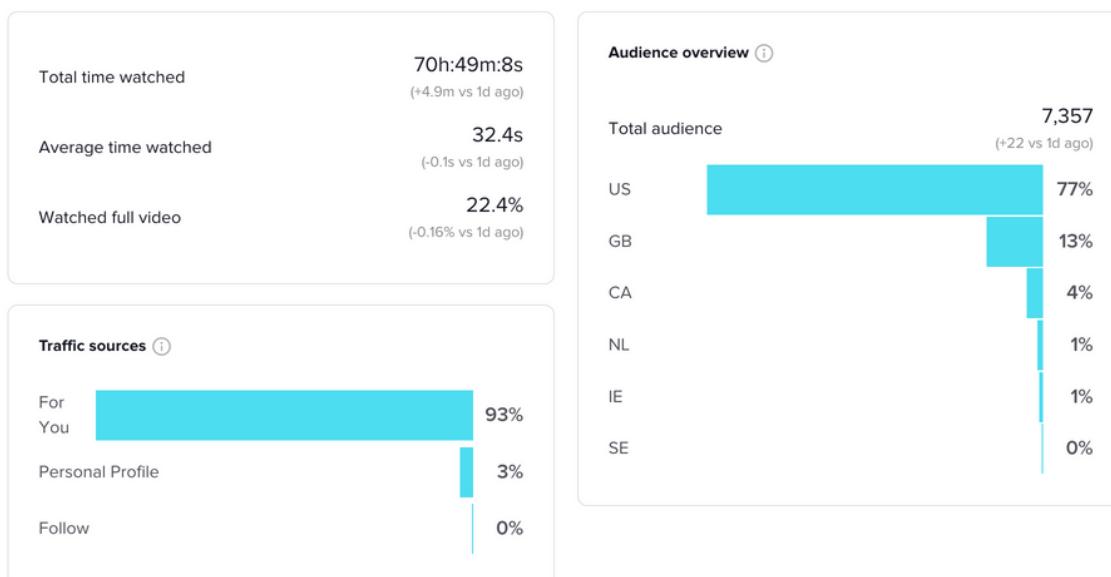
Top-performing (organic) curated UGC garnered over 7,700 views, 524 Likes and 44 Comments



Data since post time: 04-15-2022 6:48 PM ⓘ

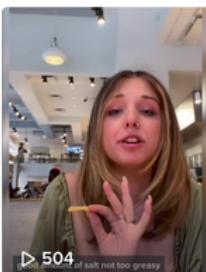
7,788 524 44 7

The data was updated on May 14, 2022. ⓘ



Strawberry Oreo Shake

▷ 2141



The "Mushroom Truffle..."

▷ 504



If u need me I'll be sma...

▷ 298



Are you a Classic or a ...

▷ 477



Dat steam tho 😅 ...

▷ 7788



When you end up treat...

▷ 897



The new fish sandwich ...

▷ 865



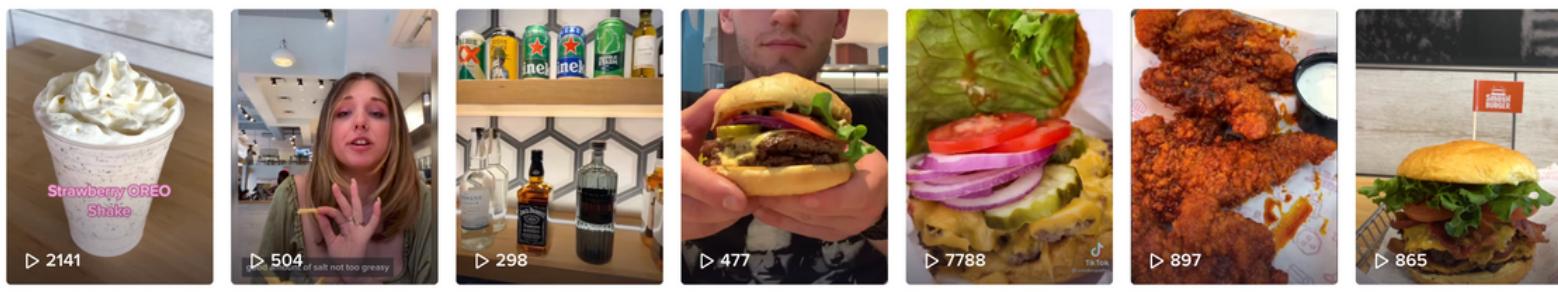
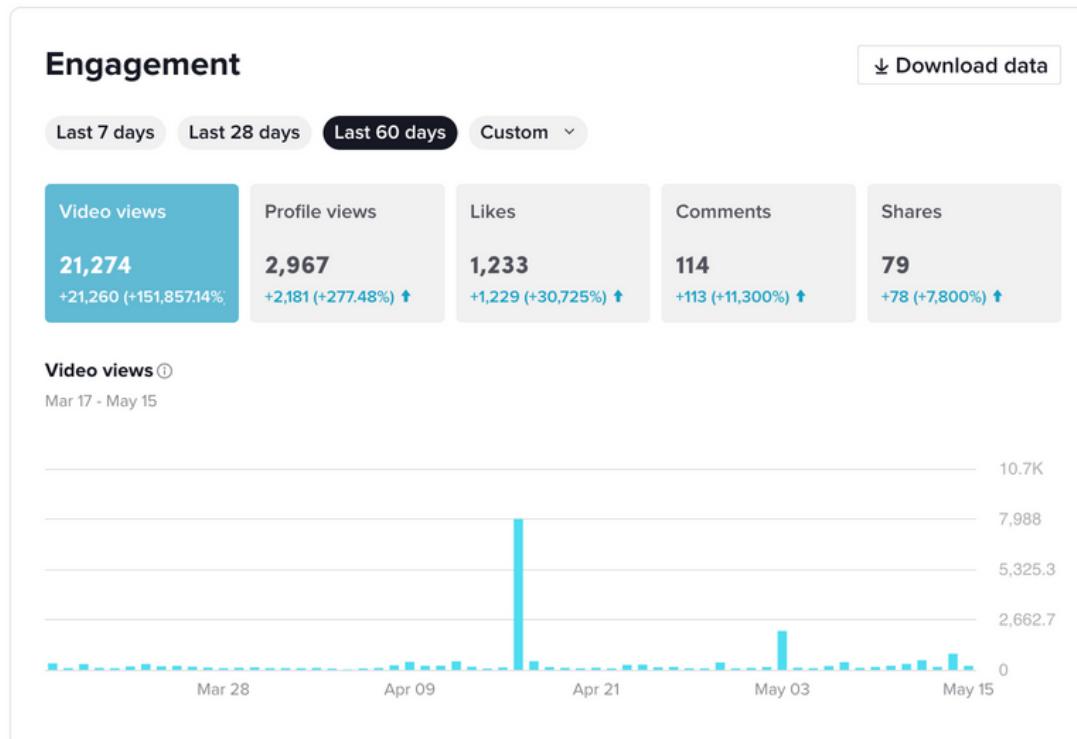
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## HIGHLIGHTS



Overall organic stats - 60 days



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The "Mushroom Truffle..."

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The new fish sandwich ...