



MEATHEADS
BURGER | FRIES | SHAKES

Client Case Study

Meatheads a fast food chain goes viral with Paid, Social, & Influencer campaigns.

GOALS!



7X ROAS

ROAS achieved on Meta ads campaigns



2 Million Views

Monthly Viral social media impressions across Insta & TikTok



35%

Increase in direct marketing revenue from our efforts



5X

Viral social media post challenges with key influencers



Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

Our primary aim was to amplify Meatheads' brand presence and profitability by leveraging untapped opportunities in social media engagement, optimizing advertising strategies, enhancing the cohesive branding experience, and implementing data-driven decision-making.

Strategy

We executed an integrated, multi-faceted marketing strategy that encompassed engaging social media content and influencer collaborations, targeted multichannel advertising across Google, Facebook, and TikTok, a unified branding approach including and website redesign to scale marketing revenue.



Company



Website

meatheadsburgers.com

Company Focus

Meatheads sources ingredients from the best ranches and farms in the country. They slice, dice, mix, fry, and grill everything to order! The little extra time is worth the wait once you experience their quality, freshness, and taste.



Findings

Meatheads had underutilized social media channels. Engaging with a broader audience through creative content and influencer collaborations presented a key opportunity.



Findings

The brand lacked a cohesive visual identity and user-friendly design. A unified branding strategy and website redesign were identified as opportunities to enhance the brand image.



Our Market Strategies for Success

Interactive Social Content Drives Viral Engagement

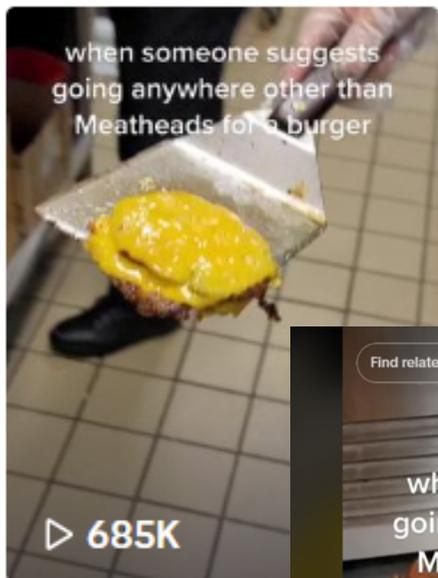
We crafted engaging social media posts and influencer collaborations, deepening customer relationships and boosting engagement.

Amplified Social Reach Through Paid Social Ads

We implemented a targeted advertising strategy across various channels, leading to a 7X ROAS and amplified brand presence.

Crafted Cohesive Branding & User-Centric Design

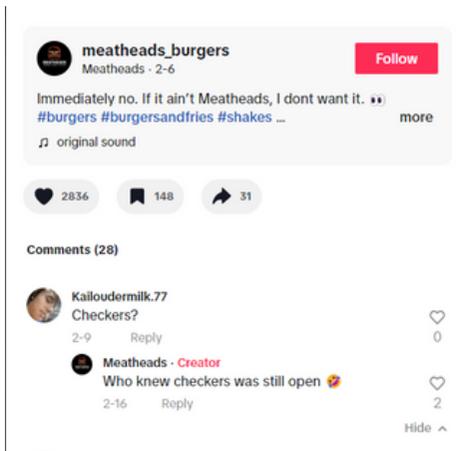
We provided unified branding and a user-friendly website redesign, contributing to a 35% increase in marketing revenue.



Immediately no.



Not to brag, but our food...



Virality Built-in Through Social

Our unique challenges with influencers went viral, generating over +2M social media views each month

Our Paid Social Scales to a

Off/On	Ad set	At set	Results	Reach	Impressions	Cost per result	Amount spent	CTR (all)	CPM (cost per 1,000 impressions)
<input type="checkbox"/>	Competitors All Locations M/F 18+ PL: A...	7...	1,228 Post engagements	6,109	7,307	\$0.06 Per Post Engagem...	\$69.89	2.33%	\$9.56
<input type="checkbox"/>	Broad All Locations M/F 18+ PL: Auto	7...	1,191 Post engagements	4,987	6,524	\$0.06 Per Post Engagem...	\$69.69	3.17%	\$10.68
Results from 2 ad sets			2,419 Post engagements	9,695 People	13,831 Total	\$0.06 Per Post Engagement	\$139.58 Total Spent	2.73% Per Impressi...	\$10.09 Per 1,000 Impressio...

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Landing page views	CTR (all)	CPM (cost per 1,000 impressions)	
<input type="checkbox"/>	BW Traffic All Locations Competitors 221117	169 clicks	10.06%	\$1.27	11.00	\$1.27	\$19.54	6.51%	33.98%	10.06%
Total: All enabled campaigns in your current ...		169 clicks	10.06%	\$1.27	11.00	\$1.27	\$19.54	6.51%	33.98%	10.06%
Total: Account		169 clicks	10.06%	\$1.27	11.00	\$1.27	\$19.54	6.51%	33.98%	10.06%

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Landing page views	CTR (all)	CPM (cost per 1,000 impressions)	
<input checked="" type="checkbox"/>	LAL 1% Purchase - 90 Days All Locations ...	70 Link Clicks	2,123	2,402	\$0.42 Per link click	\$29.66	33	3.62%	\$12.35	
<input checked="" type="checkbox"/>	Engaged Shoppers All Locations M/F 18+ ...	191 Link Clicks	5,374	7,021	\$0.36 Per link click	\$69.39	113	3.77%	\$9.88	
<input checked="" type="checkbox"/>	BFCM All Locations M/F 18+ PL: Auto	263 Link Clicks	4,749	8,432	\$0.40 Per link click	\$104.50	152	3.95%	\$12.39	
<input checked="" type="checkbox"/>	Food and Drinks All Locations M/F 18+ P...	260 Link Clicks	7,608	10,587	\$0.40 Per link click	\$104.72	164	3.18%	\$9.89	
<input checked="" type="checkbox"/>	Generic Interests All Locations M/F 18+ ...	267 Link Clicks	7,522	10,292	\$0.39 Per link click	\$104.73	183	3.40%	\$10.18	
<input checked="" type="checkbox"/>	Competitors All Locations M/F 18+ PL: A...	263 Link Clicks	6,084	9,914	\$0.40 Per link click	\$104.80	147	3.61%	\$10.57	
<input checked="" type="checkbox"/>	Main Broad All Locations M/F 18+ PL: A...	253 Link Clicks	7,668	10,018	\$0.41 Per link click	\$104.86	164	3.61%	\$10.47	
<input type="checkbox"/>	LAL 1% Customer List All Locations M/F 1...	131 Link Clicks	4,143	6,041	\$0.46 Per link click	\$60.61	90	3.33%	\$10.03	
<input type="checkbox"/>	Customer List All Locations M/F 18+ PL: ...	-- Link click	--	--	-- Per link click	\$0.00	--	--	--	
Results from 10 ad sets			1,698 Link Clicks	32,569 People	64,707 Total	\$0.40 Per link click	\$683.27 Total Spent	1,046 Total	3.54% Per Impressio...	\$10.56 Per impressio...

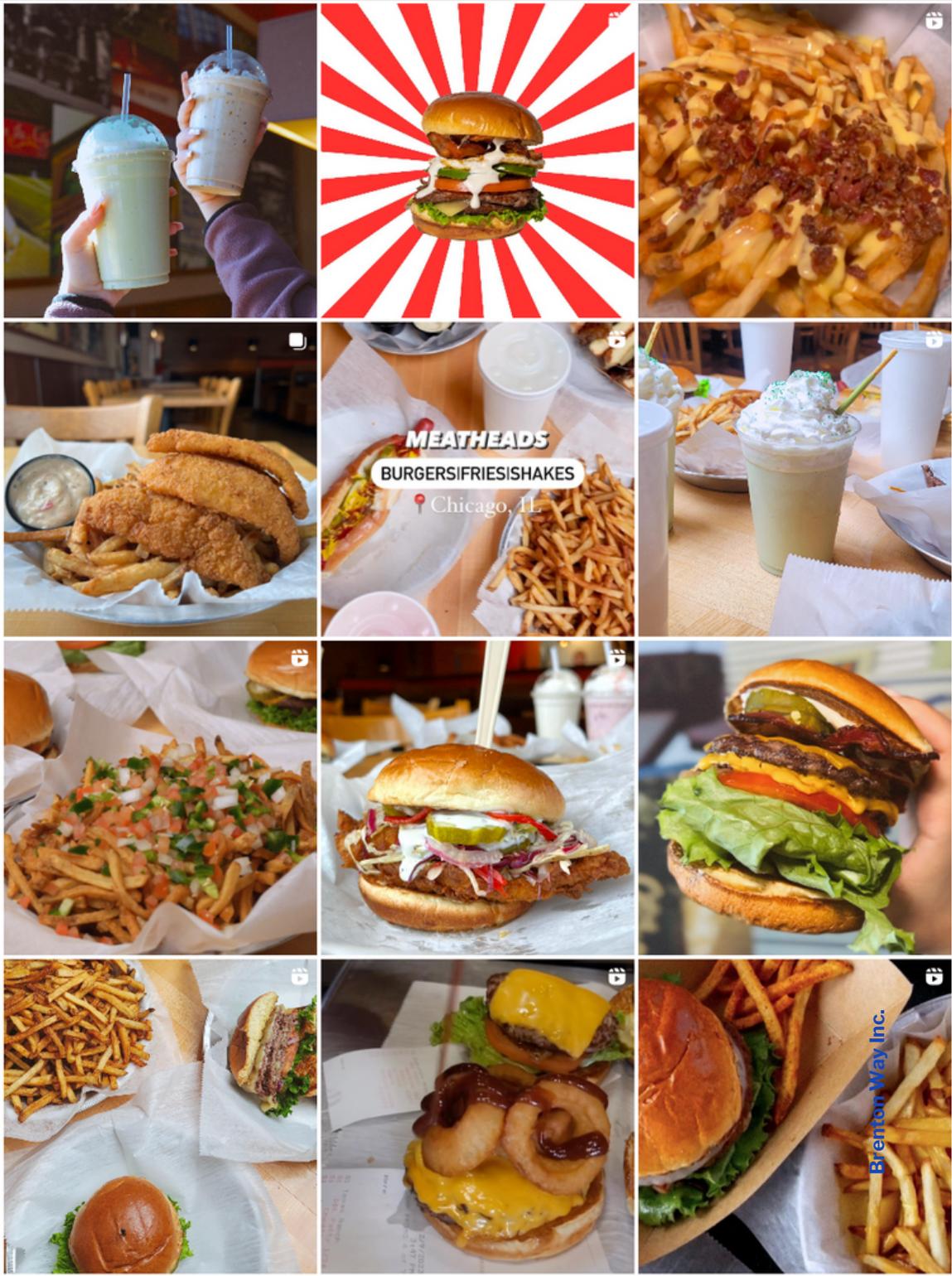


3X Growth In Ads Revenue



Truly Mouth Watering Social Feed

We harnessed the brands main - mouth watering burgers, fries, and shakes that makes any (non-vegan) mouth water, achieving over 8,000 social site visits





Interested? contact us



Website

brentonway.com

Contact

sales@brentonway.com

(424) 208-2521