

## Case Study

# Bagelman

**Project:** Social media and digital marketing

Bagel shops in Brighton. Delicious fresh bagels baked every day for breakfast and lunch and in-between, filled with fresh local produce.



**BAGELMAN**  
Coffee & Bagels

### The Brief

Use social media to generate a strong online presence for the Bagelman brand within Brighton and utilise this to drive instore footfall.



### Activities

Created highly engaging, topical content including video, competitions and graphics

Utilised user generated content to build word of mouth engagement

Support B2B loyalty card campaign through targeted engagement of local businesses

### Successes

**Grew social audiences by 400%**

**Over 2000 engagements** with brand content every month

**5% increase in footfall** to store

Helped Bagelman collect 2 x Bronze Gluten Free GFDining.com 2016 awards through a social media campaign

“Rose Media Group contributed to a 5% increase in footfall to the store during the campaign.”

**Bagelman Brighton**