

Mirko Pasta is a multi-location regional Italian franchise. They needed a cost efficient solution vs hiring talent internally without sacrificing results.



Mirko Pasta came to Uproot after trying to run their campaign internally & working with another agency that didn't have the same expectations as they did. Uproot helped in the content strategy by taking off the creative workload of making and scheduling content across Facebook & Instagram. We also managed to communicate weekly and seasonal specials in a prompt manner towards their followers & fans. In addition to their content strategy, we managed to build up their email list via social media and send a monthly newsletter to their customers on the VIP list of specials. This saved an average of \$35,000 a year in salary costs for a internal employee.

The Results

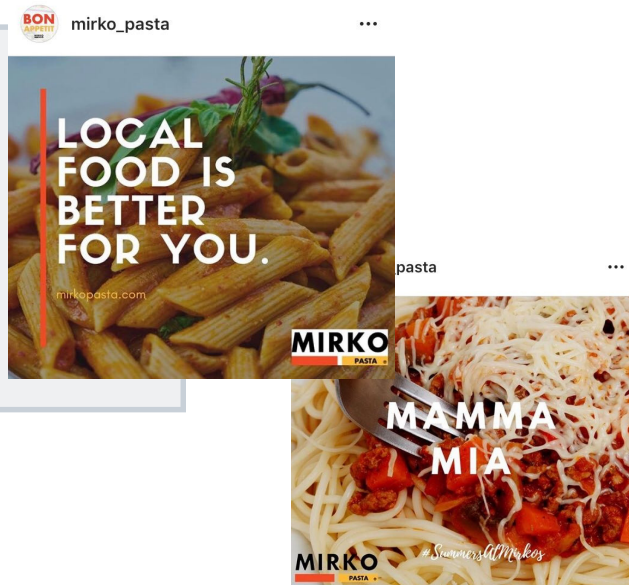
 **\$35,000**
Saved in annual salary

 **1500%**
Increase in FB followers

 **250%**
boost in email subscribers

How we did it:

- Brand guidelines friendly content
- Content approval workflow
- Social media contests
- Holiday specials content



Rather than a set offering, they provide a customizable package and develop budgets to work within a clients' needs. We're very happy to have a long-term relationship with the Uproot team.

Juan M - Financial Controller



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