

Vista Marketing Social Media

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Growing your foodservice business

University of Southampton Catering Facebook Page Case Study

Since October 2011 Vista Marketing have been working with University of Southampton Catering developing and managing a Facebook page that has so far helped generate a 14% increase in sales volume and 9% increase in Net Sales. This has equated to an increase of **£95,225***

James Leeming, Retail Catering Manager at University of Southampton was interviewed by TUCO in January

regarding the outstanding improvements to Southampton University Catering including the impact of Social Media:

Read the full article by scanning the QR code with your phone's QR Code Reader or by visiting the URL:

<http://eclp.se/213>



At the start of October, with the support of some key suppliers, we launched our Facebook page, and we have well over 2,100 likes already, says Leeming. All of our promotions are advertised by Facebook and the feedback we are getting is amazing. In the month of November, over 2,000 items were sold at the Facebook promotion price. The idea is to get people coming into the restaurants for the offers, not giving offers just because people arrive at our counter.

The aim of our Facebook is to have 5,000 likes by the end of the year, to promote branded food items, to pass cost savings onto Facebook customers, and to increase sales.

Caterers take note! Many might not want to admit it, but social networking is how the vast majority of your consumers communicate it's up to you to utilise it in a similar fashion to Leeming and Piazza. The refurbishment of the establishment has done many things for the catering team at Southampton, and the launch of their Facebook page is currently the cherry on top of a soaring success. Why not stop by their page and have a look for yourself?



"Vista set up our social media from nothing and despite my nervousness of the medium the results generated have been outstanding. With Vista's advice, steer and technical know how I am convinced we will go on developing. The feedback from my customers 'the students' has been fantastic saying we have engaged with them and the number of likes currently at over 2,700 likes in 4 months backs this up. I highly recommend."

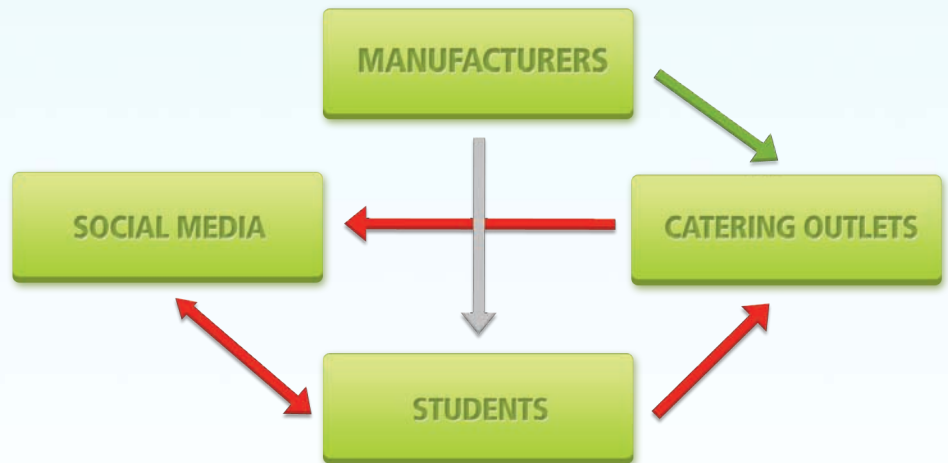
James Leeming
Retail Catering Manager at University of Southampton

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How it works

Vista set up and manage the University of Southampton Catering (USC) Facebook page to engage with the Students and deliver key messages. Vista works with University of Southampton Catering and key manufacturer partners to provide regular deals and offers exclusively to the USC fans.



What are the benefits?

For the University

- Higher footfall
- Increased sales
- Greater awareness of catering outlets
- Increased customer loyalty
- Higher campus retention

"It's a win for everyone involved, especially for us we get great support from the suppliers"

James Leeming, University of Southampton

For the Students

- Reduced food costs
- Access to premium brands
- Nutritional education

"Having discounted food and drink on a daily basis just for liking the page is awesome"

Charlotte S. Student

For the Manufacturers

- Greater brand awareness
- Increased sales
- Deliver messaging direct to students
- Students are the retail consumers of the future

"Fantastic way to communicate the health benefits of Turkey direct to consumers"

Bernard Matthews

Want to know more?

If you would like to discuss how Vista can help you with Social Media please contact any of the following:

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For more information about Vista Foodservice and our Foodservice solutions visit our website www.vistafoodservice.co.uk

*Figures based on first 7 weeks (4th Oct – 22nd Nov 2010 vs. 3rd Oct – 23rd Nov 2011)