



# LITTLE BANGKOK

## A Gr8 Services Social Media Case Study



# 4

restaurants across  
Dubai



LITTLE  
**BANGKOK**  
URBAN THAI CUISINE

Little Bangkok is Dubai's "Most Liked Thai Restaurant".

Gr8 Services has been servicing the Little Bangkok social media accounts since Jan '14, and this chart indicates the traction that the brand has generated over a period of 16 months.

With four outlets across Dubai, and over 1000 customers served on a daily basis, Little Bangkok has built itself a reputation that is reflected in its digital presence.



## Facebook Performance



Strategies Used for  
Facebook Success



Creating  
Empowering  
Content



Strategic  
Use of  
Competitions

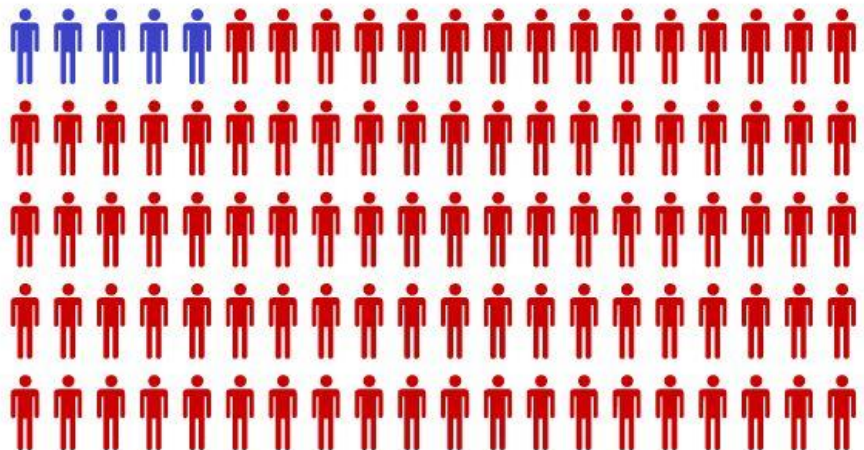
## High Quality Images



# 19.4x

Increase In  
Interaction  
Per Post

Increased from an average  
interaction of 44 to 855 per post.



January 2014 May 2015

Graph shown to percentage scale.



  
**4.1x**

Increase  
In Total  
Fans

Increased from 8.9k to 36.8k UAE-based, engaged fans over the period.



  
**5.0x**

Increase  
In Total  
Reach

Increased from reaching 3.3k people per day to 16.4k per day.



## Instagram Performance

  
**31.7x**

Increase in  
Total  
Followers

Increased from 32 to 1013.



January December

Graph shown to percentage scale.

  
**6.4x**

Increase in  
Interaction Per  
Post

Increased from 4.5 to 29.

*Minimum  
Gross  
Benefit*

**AED 1,080,000**

Gross Estimated Revenue in 16 months from new social media followers.\*



\*Based on the assumption that out of 28,000 new Facebook fans, 30% of them would have dined at the restaurant at least once, bringing along a friend with them. Each individual spends an average of AED 60, contributing to the revenue.