

# Carluccio's

SOCIAL STRATEGY | CONTENT PLANNING | SOCIAL COPYWRITING | COMMUNITY MANAGEMENT  
INFLUENCER ENGAGEMENT | SOCIAL CAMPAIGNS



YesMore Ltd. 2019



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Since 2017 we've been retained with Carluccio's to lead social strategy, run all social channels, create all content plans in line with wider marketing plans, community management, influencer engagement and social ads.

As well as daily content to drive bookings and purchases from the online deli, our remit includes partnership campaigns with the likes of Aperol Spritz, Campari, Tanqueray Gin and many beer & wine brands too.

One recent partnership with Aperol Spritz drove 8k+ website visits and 2k+ new email sign ups to Carluccio's database... in just a week!

We publish an average of 30 posts p/m per platform, gaining an average of 1.1m impressions, 12.9k engagements and 1,157 follower growth per month across Instagram, Facebook & Twitter. In Q1 & Q2 of 2019 we grew Instagram followers by a whopping 27.41% compared to Q3 & Q4 of 2018 through an engagement-led strategy.







2-for-1 Aperol Spritz at Carluccio's!  
Focaccia, parasols, beanbags,  
oranges, deckchairs and SPRITZ!!  
We're bringing the sunshine to you  
🌟 This summer we've teamed up  
with @AperolSpritzUK to host a  
number of #SpritzSocials at our  
restaurants up and down the  
country! 🍊

So grab some friends and head to  
Carluccio's on the following dates  
to enjoy 2 for 1 Aperol Spritz  
#Cincin 🍹 🍹

FATHER'S DAY IS 1 WEEK AWAY and  
we have the perfect treat!

Totally forgot but want to make  
your dad feel the love? Book a  
table at Carluccio's and your dad  
will get a FREE craft beer on us!

Simply book a table using  
Carluccios.com or find the link in  
our bio.

Very exciting (read: tasty) news if  
you're a wine lover 🍷 😍  
We've just introduced 5 additional  
premium Italian wines to our  
drinks menu from wineries such as:

🇮🇹 Vigneti del Vulture

🇮🇹 Massolino

🇮🇹 Cantina Valpantena

🇮🇹 Petra

🇮🇹 Vajra



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Swipe through pics of each winery  
and come try them for yourself!

We've spent the last two evenings  
hosting a lucky few of you at our  
exclusive Negroni Masterclasses.

We flung open the doors and  
welcomed guests inside our  
beautiful Covent Garden Deli where  
they joined us in celebrating our 20th  
Birthday 🍊 AND the very exciting  
arrival of the three special edition  
Negroni cocktails we will be offering  
throughout NegroniWeek > 24th –  
30th June #CinCin



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*"YesMore are forward-thinking, creative and hard-working. I have complete trust in everything they do for us."*

*We have definitely seen a positive 'YesMore effect' in our stats since we started working together."*

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JAMES BACKHOUSE, MARKETING DIRECTOR, CARLUCCIO'S



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