

PRESSMAN'S CASE STUDY

ABOUT THE CLIENT

Pressman's is a well-established restaurant celebrated for its commitment to fresh, healthy food. Our diverse menu includes an array of options such as salads, sandwiches, wraps, and more.

We take pride in sourcing the finest ingredients to create delicious and nutritious meals for our customers. Whether you're looking for a quick bite or a leisurely meal, Pressman's offers something for everyone.

With a focus on quality, flavor, and customer satisfaction, we strive to provide a memorable dining experience every time you visit. Come join us and savor the taste of wholesome goodness at Pressman's!

WE'VE DEVELOPED AN APPROACH TO SHAPING DIGITAL/ ONLINE STRATEGIES FOR OUR CLIENTS

That result in defining prioritized, cost-effective solutions that deliver a measurable Return on Investment (ROI) via paid, owned, earned & shared media channels.

SOCIAL MEDIA HANDLES MANAGED



@PRESSMANSME



@PRESSMANS

SOCIAL MEDIA STRATEGIES & MANAGEMENT

In a competitive digital market, AimGlobal has effectively navigated challenges and devised strategies to build trust and maintain strong customer relationships for Pressman's online.

By providing top-notch solutions and engaging content, we ensure a positive online presence that resonates with the audience. Our focus on delivering quality service reflects in every digital interaction, fostering lasting connections with our customers.

- Managing Influencer Marketing Campaigns
- Developing Content & Marketing Strategy
- Respond to Comments and Messages
- Maintaining a Social Media Calendar
- Management of Followers and Engagement On Various Platforms
- Deliver Monthly Reports
- Run Social Media and Google Ads Campaigns
- Staying Up To Date With Social Media Updates and Trends
- Finding Out the Right Target Audiences
- Analysis of Competitors

SOME SOCIAL MEDIA INSIGHTS

	Reach	Engagement	Followers
February	503	16	2
March	3418	57	42
April	2222	26	17
Total	6143	99	61

SOCIAL MEDIA DESIGNS

Here's a **Tasty Breakfast** for you!

Veg Breakfast Press & Green Powder
Dine In Today!



A social media post for Pressman's featuring a veg breakfast press and green powder. The image shows a sandwich cut in half, revealing a filling of vegetables and cheese, served with french fries and a green smoothie. The Pressman's logo is in the top right corner.

10 dirham dish
WAPIL-12447

DROOOOOO

Swipe Left to Reveal



A social media post for Pressman's featuring a 'Swipe Left to Reveal' interactive design. The text 'DROOOOOO' is written in large, bold letters. Below it, a hand icon is shown swiping left. The Pressman's logo is in the top right corner.

10 dirham dish
WAPIL-12447

OOOOOL...

Sizzling Chicken Platter
Dine-In Today!



A social media post for Pressman's featuring a sizzling chicken platter. The image shows a large, round, sizzling chicken patty, french fries, and a salad on a banana leaf. The Pressman's logo is in the top right corner.

**WE HELP YOU MANAGE YOUR DAILY
DIGITAL/ONLINE PRESENCE & GENERATE
LEADS, CALLS, INQUIRIES, WALK-INS,
ENGAGEMENTS & MORE**

**OUR TEAM OF SPECIALISTS ARE COMMITTED TO
HELPING YOUR BRAND RANK HIGHER ON
GOOGLE SEARCH RESULTS. WE USE CUTTING-
EDGE TECHNOLOGIES AND ADVANCED METHODS
TO ACHIEVE THIS GOAL.**

THANK YOU