



**UNDERDOG
BBQ**



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Case Study:

This is what Underdog BBQ, with guidance from Revox Social, did to gain thousands of followers on social media before officially opening their doors.

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The Beginning...

Our relationship with Underdog BBQ started before Underdog BBQ was even a thing. Revox was sought after and selected to assist in helping build a new local business, under a short timeframe, with a group of local business owners and professionals, all while being led by an out of town entrepreneur (spoiler alert: he wasn't who he said he was).

As prominently featured on the Discovery Channel's hit show, "Undercover Billionaire," Underdog BBQ needed to establish a solid fan base and audience even before officially being open to the public.

Why?

Underdog was entering a local Rib Fest contest (see episode seven, “Trial by Fire”) and hoping to gain the trust of the taste buds of local BBQ connoisseurs. Winning the Rib Fest meant they would position themselves as the experts in smoked meats, thus drawing people to the restaurant as they prepared to open one month later. Plus, it would make for great television!

But how could Underdog BBQ get their name out there before they had even served brisket with a side of mac n cheese?

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With the help of Revox Social, Underdog used the power of social media **to introduce their brand, promote their product, and engage with people online**, building a loyal base of followers to support the new restaurant.

On top of that, Underdog BBQ was racing against the clock to build a business in 90 days that was worth one million dollars.

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The Challenge

When we first started working with Underdog BBQ, they had:

- No logo
- No brand
- No website
- No social media accounts
- No social media followers

These days, you might be living under a rock if you haven't heard of Underdog BBQ.

Now the restaurant has:

- An established restaurant specializing in the best-smoked meats in the tri-state area
- A clean, fresh and recognizable brand
- An active and engaging social media presence
- Over 40k social media followers
- Backed by billionaire Glenn Stearns

How did we get them there?

How did we get Underdog BBQ maximum exposure and build an engaged online fan base before they officially opened?

Much like the craft of smoking meats, the process takes **preparation**, **patience**, and **persistence**. Following this approach, we took Underdog's online presence to the next level using the power of social media.



Gained New Followers



Grew online reach



Built an engaged online fan base

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The Revox Recipe

Here is an outline of the strategy and steps we took them through to build an engaged online audience



START TELLING STORIES

We shared content about what an “Underdog” was and how it connected with the residents and other businesses. We highlighted our new pit-master, and recently hired team members, sharing their underdog stories. We even asked our new followers why they considered themselves Underdogs!

TAKE PEOPLE BEHIND THE SCENES

If you want people to become interested in what you do, you’ve got to make them feel like they have exclusive access. Underdog BBQ did not have a physical restaurant yet, but we gave followers a sneak peek at all the work going on “backstage” to meet their 90-day deadline. Remember, people are more interested in “how it happens” than the highlight reel.

HIGHLIGHT HOW YOU WILL HELP PEOPLE

Notice we didn’t say what you will “sell” to people? That’s because regardless of the type of business, you’re in business to help people, right? Start identifying the pain points of your customers and how your products/services will help them. For Underdog, we wanted to celebrate and support all things local, so we started using social media to like, comment, and share posts from other local businesses.

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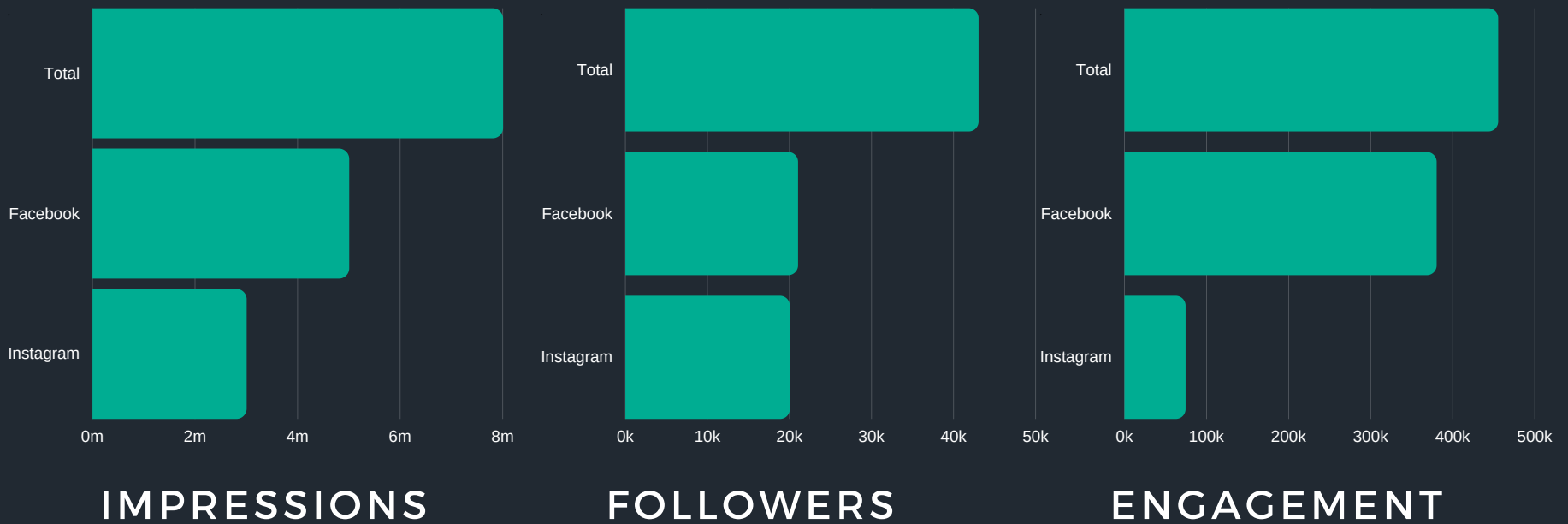


The Results

Since opening their restaurant in the summer of 2019, Underdog BBQ now has an established and successful social media presence:

- Over 40k combined followers between Facebook and Instagram
- 8 million people have seen posts made from the Underdog accounts
- An active and engaged following with 455k total engagements across accounts

Here are some of the analytics that highlights Underdog BBQ's growth through social media since the restaurant's opening and the airing of Discovery's hit reality tv show, "Undercover Billionaire."



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