

# Sushi Ginza Onodera New York

## Sushi Ginza Onodera + MST CREATIVE PR

Sushi Ginza Onodera is a Michelin starred restaurant with three locations in the United States. We have expanded our relationship and are now working with both continental US locations in NYC & LA.



MST CREATIVE PR



## FOLLOWERS

Number of followers is the easiest way to see growth in a social media feed. However, follower count only matters if all followers are real people and not bots.

## INTERACTIONS

Interactions show how your audience is engaging with your brand. This can be visiting the profile, getting directions, or clicking on a website link. Our goal is to get people to engage, not just look at your posts.

## IMPRESSIONS

The total number of impressions allows you to see how many times all of the posts have been seen. Cross referencing this with the interactions helps to evaluate the effectiveness of a post.



# The Metrics

# 17.5%

growth rate  
4th quarter 2019

FOLLOWERS

13,281

FOLLOWERS

1,982

GROWTH

17.5%

GROWTH RATE



FOLLOWER GROWTH

HERE'S HOW



- **engagement**
  - talking to followers
  - responding to questions, direct messages, comments
  - liking & engaging with similar accounts
- **content quality**
  - active social media photos
  - evaluating what the audience wants to see
- **cross promotion**
  - identifying influencers & sharing posts
    - @michelinguide
  - partnering with similar brands for giveaways
    - @oishiiberry

# INTERACTIONS



- **Interactions** are the best way to show how people are connecting with the page
- A **profile view** means someone wants to learn more about your business - make sure you have an enticing profile
- **Website clicks** can potentially lead to reservations - you can link to your website or directly a reservation platform

## PROFILE VIEWS

13,032

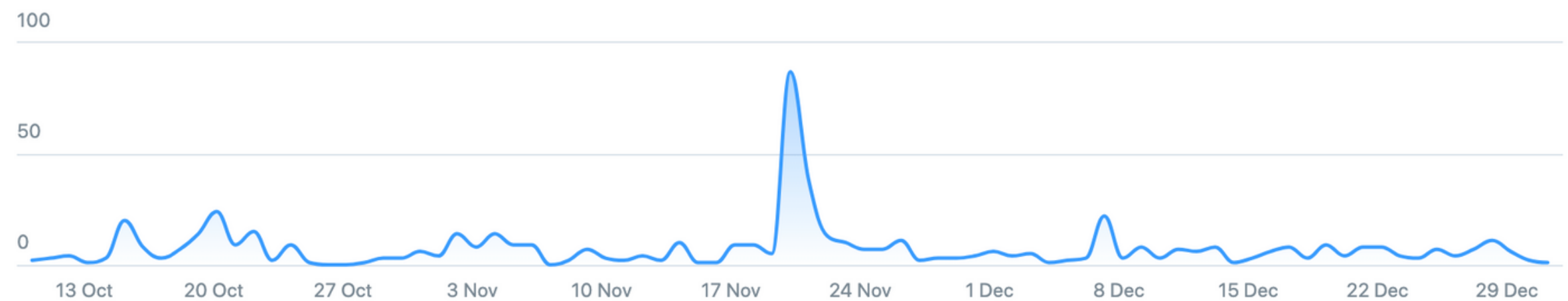
PROFILE VIEWS



## WEBSITE CLICKS

609

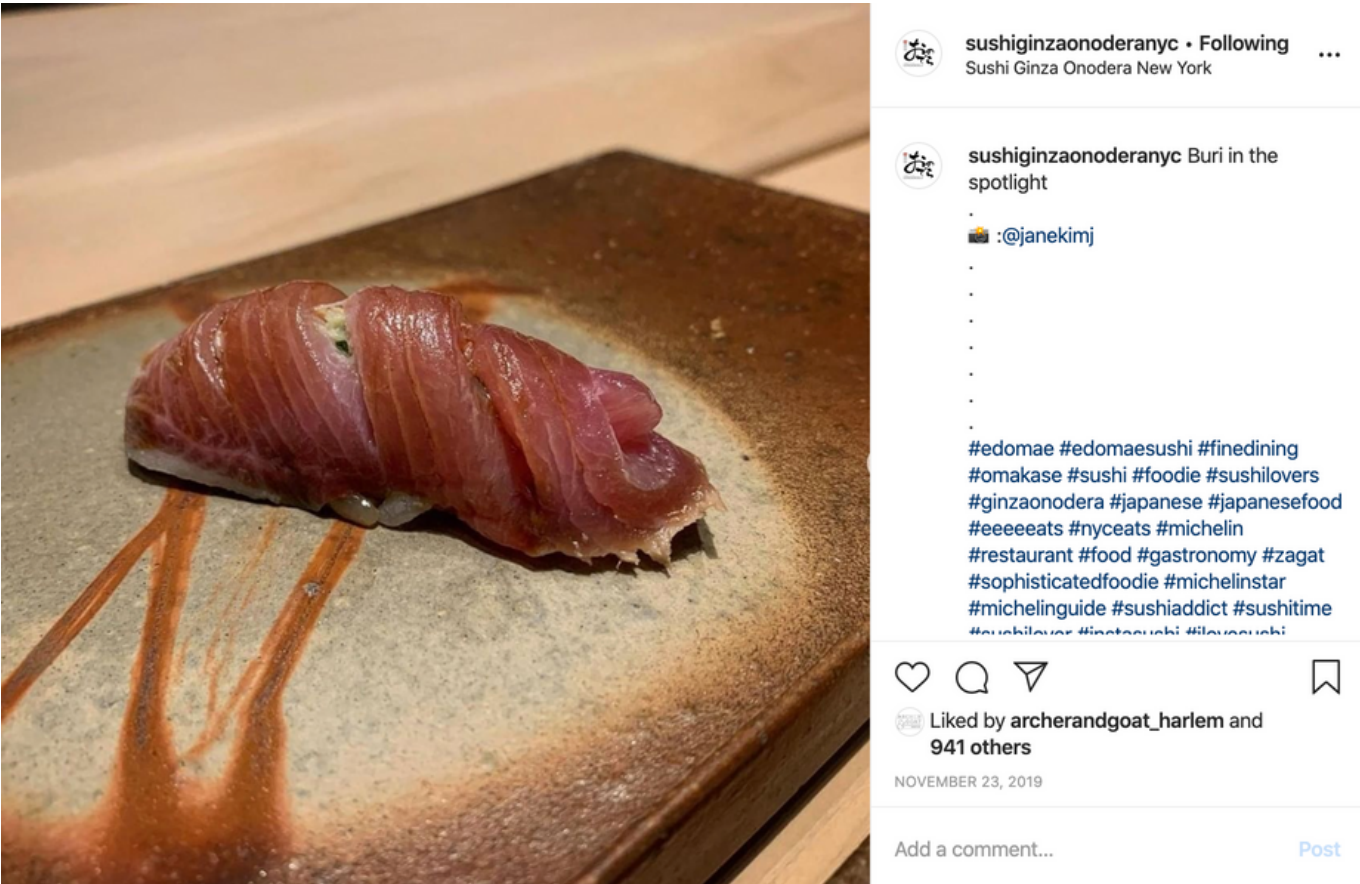
WEBSITE CLICKS



# TRACKING FEED IMPRESSIONS

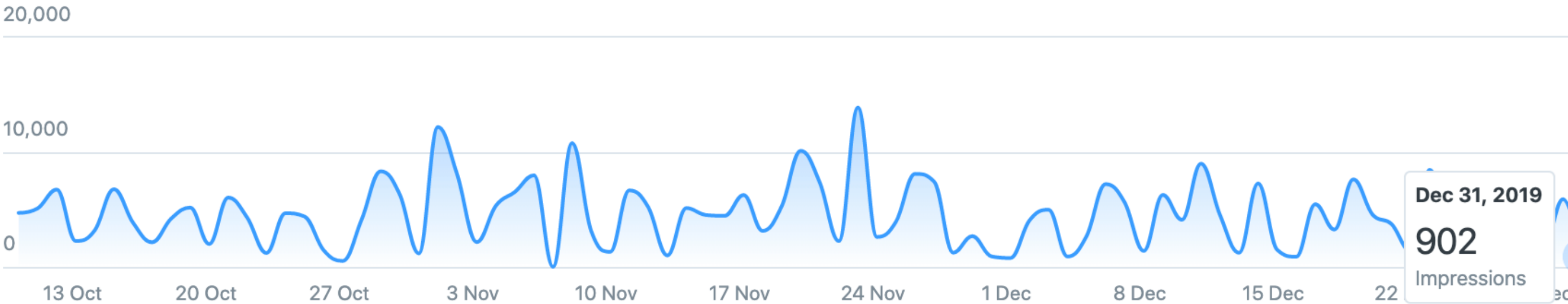


- Over 300,000 impressions over 3 months in late 2019
- Helps us identify which posts do particularly well so we can create more like them and also helps identify the times that followers are online the most
- Example at right: There was a spike on Nov. 23rd where this individual post got over 15,000 impressions



IMPRESSIONS

375,409  
IMPRESSIONS



# Continued Evaluation

The key to a successful social media plan is the constant evolution of the plan. As algorithms change and followers' likes and engagement shift, it is important to constantly evaluate these metrics and change course as necessary.

At MST Creative PR, we conduct weekly analytics in order to stay up to date with all trends and user habits.