

case study

Pentagon Food Group's Social Media Growth (2021-2023)



Pentagon Food Group (PFG) is a major player in the food and beverage distribution industry. To increase brand awareness, foster engagement, and drive business growth, PFG embarked on an ambitious social media strategy starting in 2020. This case study focuses on the company's remarkable performance from 2021 to 2023, highlighting the steps it took to significantly increase its social media reach and engagement.

CHALLENGES:

Before 2021, PFG's social media presence was relatively modest:

- **Low Engagement:** Despite being active on platforms like Facebook, Instagram, and LinkedIn, PFG saw little engagement, with minimal reach and low posting activity.
- **Lack of Consistency:** Prior to 2020, there was no clear or consistent strategy to drive engagement or increase posting frequency, resulting in limited brand visibility.
- **Competition:** The food and beverage distribution sector is highly competitive, with major players dominating social media, leaving PFG with the challenge of standing out.



27.13%
Post Growth



189.22%
Reach Growth



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OBJECTIVE:

PFG aimed to enhance its social media presence through a robust and strategic approach to:

1. Increase brand awareness.
2. Engage a broader audience.
3. Establish stronger connections with potential and existing customers.
4. Increase content quality and consistency across platforms.

STRATEGY:

To overcome these challenges, We implemented a multi-pronged approach to scale its social media presence.

Content Consistency & Volume:

- PFG increased its posting frequency across Facebook, Instagram, and LinkedIn starting in 2020, with a focus on consistent content delivery.
- By 2023, PFG had tripled its post volume compared to 2021, increasing from 468 to 595 posts across platforms.

Targeted Campaigns:

- Focused campaigns were designed around key product launches, seasonal events, and promotional offers, particularly in high-traffic months like April, October, and December.

Content Optimization:

- PFG refined its content strategy to focus on engaging, visually appealing posts tailored to its audience's interests. The content ranged from product highlights to customer testimonials and promotional deals.

Data-Driven Adjustments:

- PFG consistently monitored its performance, analyzing the months and platforms that performed best. This allowed for continuous optimization, ensuring that the posts resonated with the audience while adapting to platform-specific trends and algorithms.



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RESULTS:

2021 Performance:

- Posts: 468 total.
- Reach: 14,846.

2021 marked a turning point, where the number of posts surged compared to previous years. This increase in content translated into better engagement, with the reach growing significantly. April saw the highest reach of 3,392, driven by a focused campaign, while October experienced the highest volume of posts, with 100 posts leading to 3,241 reach.

2022 Performance:

- Posts: 246 total.
- Reach: 16,904.

Despite a 47.44% drop in the number of posts compared to 2021, PFG managed to grow its reach by 13.84%. This shows that PFG focused on creating more impactful, high-quality content that engaged the audience more effectively. The most successful month was March 2022, with 47 posts leading to a reach of 4,788, signaling that content resonated well with the audience.

2023 Performance:

- Posts: 595 total.
- Reach: 42,947.

2023 was a breakthrough year for PFG. Posting frequency increased by 141.87% compared to 2022, and the total reach more than doubled, growing by 154.06%. Notable months like October (94 posts, 5,375 reach) and December (82 posts, 4,871 reach) were driven by strategic campaigns, indicating well-timed promotional pushes, especially towards the end of the year.

