



CASE STUDY – FALL 2024

The Far Out Lounge is a bar and music venue in Austin, TX. Opened in the spring of 2019, the venue blends the old and new, offering a nod to Austin's past while providing drinks, delicious food, and live entertainment.



GOAL

Create a 5-week integrated communication campaign that increases engagement on social media, expands audience, streamlines brand and messaging, and brings new people to FOL events.

STRATEGY

Digital Marketing

- Posted three times a week on Instagram for a 5-week campaign period.
- Highlighted staff members through Instagram spotlight posts.
- Increased engagement through Instagram reels and TikToks that showcase the venue.

Design

- Created a more cohesive Instagram feed using the Far Out Lounge brand color scheme.
- Designed Instagram posts and reels as well as TikTok videos showcasing the venue.

PR

- Featured on The Daily Texan and KVRX's blog, increasing student engagement + awareness.
- Formed relationships with journalist Analise Pickerrell and KVRX blogger Evelyn Martinez.
- Pitched to 10+ outlets on 5 different stories.

OUTCOME

- 74.9% Instagram impression increase with 285,381 impressions.
- 39% Instagram engagement increase with 4,360 engagements.
- 53.1% increase in accounts reached with 58,690 accounts.
- Overall Instagram follower growth of 1,367, doubling the growth rate from 1% to 2.1%, with 45,167 total followers.
- The reel "Austin's Best Live Music" received 764 likes and reached 12,983 accounts, making it the most watched and engaged solo FOL reel.
- Overall follower growth of 53 on TikTok, with 249 total followers.

WORK SAMPLES

