



TMC MARKETING

CASE STUDY

Johnny'Z Animal House

Dominating Social Media in the Bar & Restaurant Space — In Just 90 Days

INDUSTRY

Bar & Restaurant

SERVICES

Social Media Management
Content Strategy & Production

ENGAGEMENT

Started Oct 2025
3 Months

The Starting Point

Johnny'Z Animal House is a bar and restaurant that thrives on energy, personality, and a loyal local following. The brand had a strong in-person reputation, but its social media presence wasn't keeping pace. Content was sporadic, lacked a cohesive strategy, and wasn't designed to drive meaningful engagement or expand reach beyond existing customers.

In October 2025, Johnny'Z brought in TMC Marketing to take over social media management with a clear mandate: build a content strategy that matches the energy of the brand and turns social media into a real growth channel — not just a digital bulletin board.

279K+	7,500+	90%+	42K+
Total Views (90 Days)	Content Interactions	Organic View Rate	Unique Viewers

What TMC Identified

- No consistent posting cadence or editorial calendar in place
- Content was not optimized for short-form video or Reels formats
- No strategy for growing engagement beyond the existing audience
- Social media wasn't being leveraged to drive foot traffic or event attendance
- Brand voice was undefined — posts didn't capture the energy of the venue
- Organic reach potential was untapped due to lack of video-first content

Social Media: 90-Day Results

From October 2025 through February 2026, TMC Marketing built a content engine for Johnny'Z Animal House that delivered results far beyond bar and restaurant industry benchmarks. A strategy centered on high-energy short-form video, community-driven content, and a consistent posting cadence transformed social media into the brand's most powerful marketing channel.

Facebook Performance (Oct 2025 - Feb 2026)

Metric	Result	Industry Benchmark	vs. Benchmark
Total Views	221,891	~45,000	393% Above Avg
3-Second Views	25,000	~15,000	67% Above Avg
Content Interactions	4,500	~1,200	275% Above Avg
Watch Time	4d 5h (101 hrs)	~25 hours	304% Above Avg
Organic Views	200,120 (90.2%)	60-70%	+30% Above Avg
Engagement Rate	2.03%	0.9% - 1.3%	156% Above Avg

Instagram Performance (Oct 2025 - Feb 2026)

Metric	Result	Industry Benchmark	vs. Benchmark
Total Views	57,254	~25,000	129% Above Avg
Reach	33,100	~18,000	84% Above Avg
Content Interactions	3,000	~800	275% Above Avg
Organic Views	54,014 (94.3%)	60-70%	+34% Above Avg
Engagement Rate	5.24%	1.0% - 3.5%	150% Above Avg

Combined Performance

279,145	42,042	7,500+
Total Views Across Platforms	Unique Viewers Reached	Total Content Interactions

Industry Benchmark Context

To put these results in perspective, here's how Johnny'Z Animal House stacks up against current bar and restaurant social media benchmarks. These comparisons are based on 2025 industry data from Meta Business Suite Analytics and third-party restaurant marketing research.

Metric	Industry Average	Johnny'Z Result	Difference
FB Engagement Rate	0.9% - 1.3%	2.03%	+156%
IG Engagement Rate	1.0% - 3.5%	5.24%	+150%
Organic View Rate	60 - 70%	90 - 94%	+30-34%
FB Content Interactions	~1,200 / quarter	4,500	+275%
IG Content Interactions	~800 / quarter	3,000	+275%

These benchmarks are sourced from 2025 food and beverage industry reports including Rival IQ, Dash Social, and Restroworks. The food and beverage industry averages an Instagram engagement rate of approximately 1.9% — making Johnny'Z's 5.24% nearly three times the industry average.

Why This Matters

- **59%** of diners use Facebook to discover new restaurants
- **73%** of diners will choose a competitor if a restaurant doesn't respond online
- Restaurants with strong social media presence are **78%** more likely to succeed
- Average Facebook organic reach is just **1.65%** of followers — making Johnny'Z's organic view rate exceptional

Why TMC Marketing?

TMC Marketing didn't just post content — the team built a social media engine designed to match the energy of Johnny'Z Animal House and convert that energy into measurable growth:

- Built a content strategy from scratch tailored to the bar and restaurant audience
- Delivered 279,145 total views across Facebook and Instagram in just 90 days
- Achieved engagement rates 150-156% above industry benchmarks on both platforms
- Drove 90%+ organic view rates — far exceeding the 60-70% industry standard
- Generated 7,500+ content interactions and reached 42,042 unique viewers
- Established a consistent, high-energy content cadence that captures the brand's personality

In three months, TMC transformed Johnny'Z Animal House from inconsistent posting into a social media powerhouse — and the momentum is just getting started.

"TMC came in and immediately understood what makes our place special. They turned that into a social media strategy that actually works — the numbers in just three months speak for themselves. Our brand has never had this kind of visibility online."

— Johnny'Z Animal House, Ownership

Ready to turn your social media into a growth engine?

Contact TMC Marketing to find out what a strategic, data-driven approach can do for your business.

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