

CASE STUDY

THE CRIMSON HOUSE

Restaurant & Sports Bar — Pottsville, PA

Freelance Social Media Management | Facebook & Instagram | Ongoing

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AT A GLANCE

Client Snapshot

Client: The Crimson House

Type: Restaurant & Sports Bar

Location: Pottsville, PA

Platforms Managed: Facebook, Instagram

Engagement Model: Freelance Social Media Consultant

Services Provided: Content photography, caption writing, hashtag strategy, event promotion, content calendar management, cross-promotional partnerships

RESULTS AT A GLANCE

The following metrics reflect Instagram performance over a 90-day period (January 11 – April 10) compared to the prior 90-day period. All growth is 100% organic — no paid advertising.

+152.1%

Interactions

5,566 total

+64.9%

Views

586K total

11,473

Followers

+2.0% growth

3.4K

Photo Interactions

Top content format

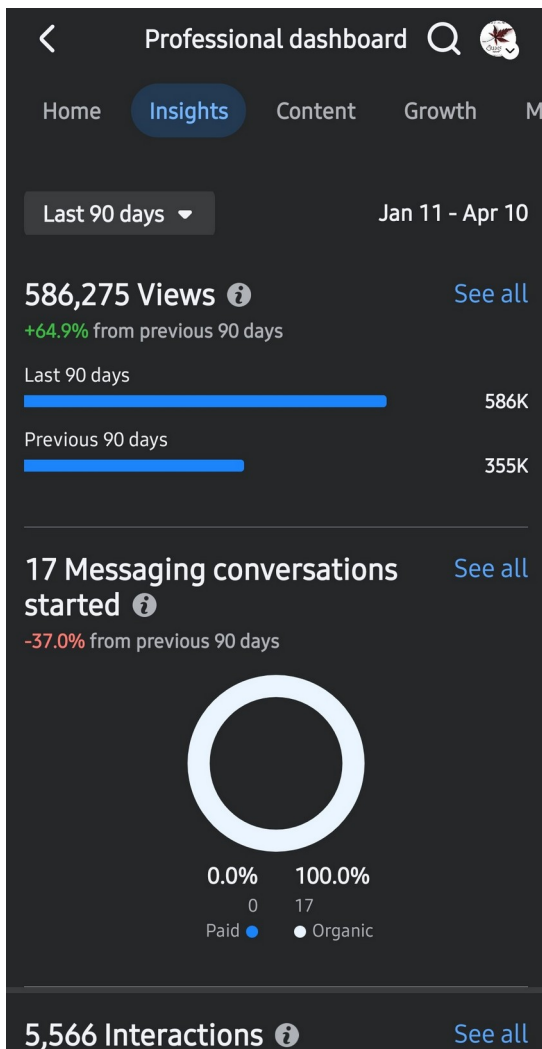
878

Video Interactions

100%

Organic

Zero paid spend



THE SITUATION

The Crimson House is a restaurant and sports bar in Pottsville, PA. When I took over their social media, their Facebook and Instagram presence was inconsistent and underperforming — existing customers and community members reported that they rarely or never saw The Crimson House appear in their social feeds, even though they followed the page.

The owners had clear priorities: promote their events and food and drink specials to drive foot traffic and event attendance. The challenge was building a consistent, visually compelling presence that would re-establish the brand in their audience's feeds and turn passive followers into active guests.

MY APPROACH

Content Photography

I handled original photography for food and drink content — shooting the menu items and specials to create visually engaging posts that showcased the quality of what The Crimson

House offered. Using original photography rather than stock or vendor-supplied images gave the account an authentic, local feel that resonated with the community audience.

Caption Writing & Hashtag Strategy

For every post I wrote captions tailored to the platform: conversational and community-forward for Facebook, punchier and hashtag-optimized for Instagram. Hashtags were chosen to balance local reach (Pottsville-area tags) with category reach (food, nightlife, sports bar) to extend visibility beyond existing followers.

Content Calendar & Posting Schedule

I built and maintained a structured content calendar that separated recurring content types — weekly specials, monthly events, seasonal promotions, and one-off highlights — and assigned each a posting frequency and lead time. This consistency was directly responsible for restoring the brand's presence in followers' feeds, with multiple community members noting they had started seeing The Crimson House on their timelines for the first time.

Event Promotion

Events were the highest-priority content category. I created dedicated promotional posts for each event with enough lead time to build awareness, followed by day-of reminders and post-event recap content to sustain engagement. This strategy drove measurable increases in event attendance.

SPOTLIGHT: THE ALCHEMIST COVE PARTNERSHIP

One of the most impactful initiatives during my tenure was a cross-promotional partnership I conceived and coordinated between The Crimson House and Alchemist Cove, a local comics and hobby shop, to host a monthly Dungeons & Dragons night.

Partnership Overview

Partner: Alchemist Cove (local comics & hobby shop, Pottsville, PA)

Event: Monthly Dungeons & Dragons Night

Venue: The Crimson House

Ticket Incentive: Free appetizer + drink included with each ticket

Total Events Held: 3 (before contract conclusion)

First Event Result: Sold out (~20 tickets)

Subsequent Events: Near-sellout attendance at each following event

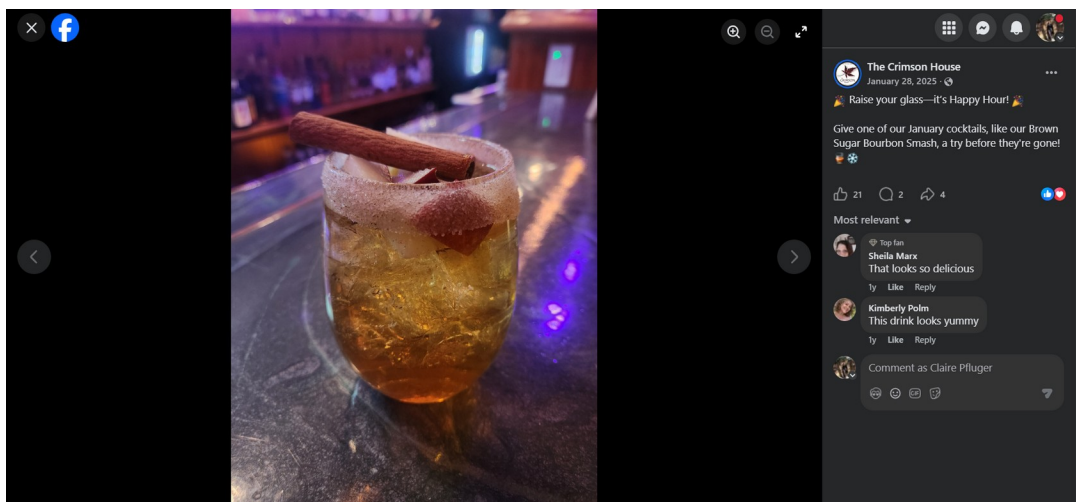
This partnership served multiple strategic goals simultaneously: it created a recurring event that drove monthly foot traffic, it introduced The Crimson House to Alchemist Cove's customer base (and vice versa), and it positioned the venue as a community gathering space beyond a typical sports bar audience. The sold-out first event validated the concept and demonstrated the power of targeted, community-aligned event marketing.

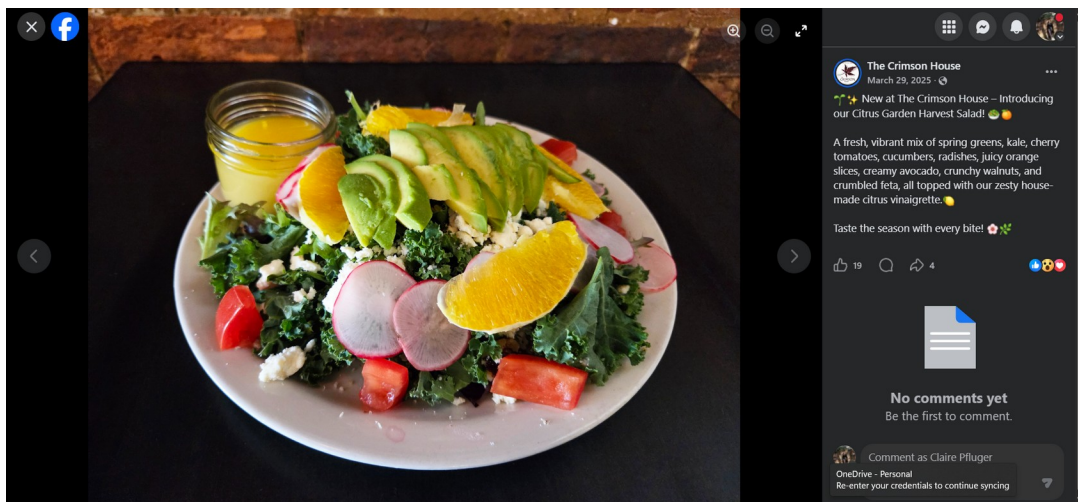
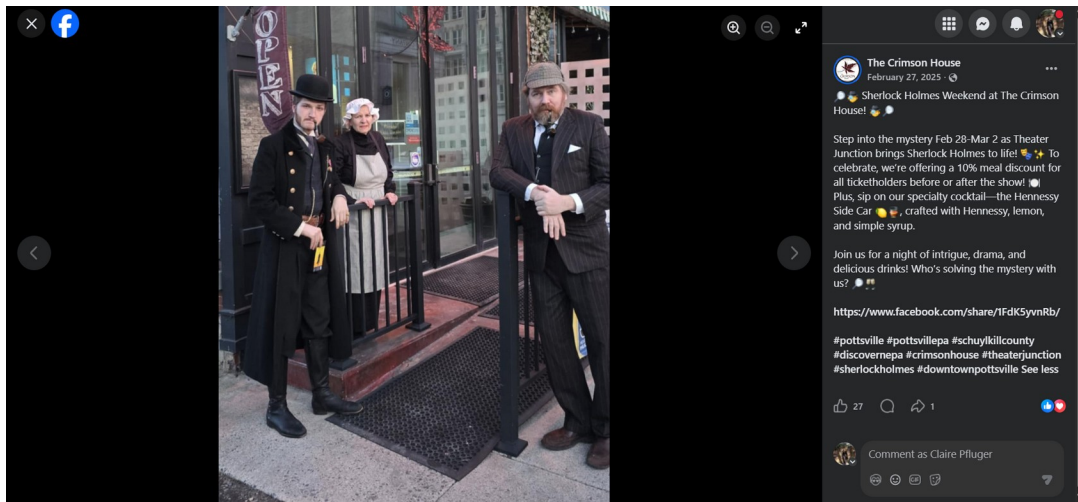
Promotion for the D&D nights included dedicated Facebook and Instagram event posts, cross-posting with Alchemist Cove's channels, and countdown reminders in the week leading up to each event.



SAMPLE CONTENT

The following are representative examples of posts created for The Crimson House's Facebook and Instagram accounts. Screenshots of sample posts can be inserted below.





AUDIENCE PROFILE

Over the 90-day period analyzed, The Crimson House's Instagram audience was predominantly female (73%) with the largest age segments in the 35-44 (26.7%), 45-54 (25.5%), and 55-64 (17.9%) brackets — a community-rooted, adult audience well aligned with a local restaurant and bar.

Audience Demographics	Share of Audience
Women	73%
Men	27%
Ages 35-44	26.7% (largest single segment)
Ages 45-54	25.5%
Ages 55-64	17.9%

SKILLS DEMONSTRATED

Skill Area	How It Was Applied
Content Photography	Original food and drink photography for weekly specials and menu features
Caption Writing	Platform-tailored copy balancing brand voice, community tone, and SEO-friendly hashtags
Content Calendar Management	Built and maintained a structured editorial calendar with recurring content types and event lead times
Event Promotion	Multi-post event campaigns with lead-up, day-of, and recap content driving measurable attendance growth
Partnership Strategy	Conceived and coordinated the Alchemist Cove D&D Night cross-promotion, resulting in a sold-out first event
Performance Analysis	Monitored platform insights to track growth and content performance across Facebook and Instagram

A NOTE ON THIS CASE STUDY

Portfolio Disclosure

This case study documents real work performed for The Crimson House as a freelance social media consultant. All metrics are sourced from Facebook and Instagram Insights screenshots taken during the engagement.

Specific details (event ticket counts, client quotes) are included with the knowledge and permission of the client. Sample post screenshots on the portfolio website represent actual content created during this engagement.