

# #Market2Boqueria

Event Recap

March 08, 2016

baltz &  
company

## PURPOSE

We hosted an event at Boqueria in an effort to promote their seasonal market menu, gain new followers, increase engagement rates, and bank user-generated content. We did so by inviting a curated list of local food Instagram influencers to enjoy a tasting menu, desserts, and drinks in an intimate setting at the kitchen counter.

## RESULTS

@cheatdayeats  
Followers: 100K



Likes: 6,803  
Comments: 293

@indulgenteats  
Followers: 89.4K



Likes: 5,655  
Comments: 72

@foodbabynyc  
Followers: 30.1K



Likes: 1,067  
Comments: 26

## RESULTS

@cheatdayeats  
Followers: 100K

 cheatdayeats  
Boqueria



Likes: 2,030  
Comments: 48

@christinalau\_  
Followers: 17.4K

 christinalau\_  
Boqueria



Likes: 681  
Comments: 36

@foodbabynyc  
Followers: 30.1K

 foodbabynyc  
Boqueria



Likes: 764  
Comments: 15

## RESULTS

@thesweetlifeoflina  
Followers: 35.4K

 thesweetlifeoflina  
Boqueria



Likes: 3,089  
Comments: 129

@thesweetlifeoflina  
Followers: 35.4K

 thesweetlifeoflina  
Boqueria



Likes: 737  
Comments: 16

@nyctoparis  
Followers: 10.3K

 nyctoparis  
Boqueria



Likes: 616  
Comments: 19

## RESULTS

@satisfeed  
Followers: 20.1K



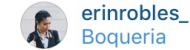
Likes: 667  
Comments: 15

@satisfeed  
Followers: 20.1K



Likes: 386  
Comments: 9

@erinrobles\_  
(@foodbabynyc)  
Followers: 680



Likes: 114  
Comments: 5

RESULTS

@foodbabynyc  
Followers: 30.1K



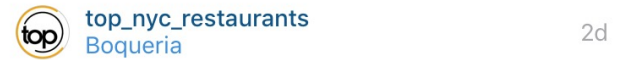
Likes: 735  
Comments: 30

@nyceeeeeats (regrammed @thesweetlifeoflina)  
Followers: 58.5K



Likes: 4,337  
Comments: 180

@top\_nyc\_restaurants (regrammed @cheatdayeats)  
Followers: 111K



Likes: 2,220  
Comments: 275

NEW RESULTS



@cy\_eats  
Followers: 50.2K  
Likes: 1,220  
Comments: 25



@thefatfoody (regrammed @thesweetlifeoflina)  
Followers: 22K  
Likes: 416  
Comments: 14



@satisfeed  
Followers: 20.6K  
Likes: 398  
Comments: 5



@thesweetlifeoflina  
Followers: 36.2K  
Likes: 1,030  
Comments: 15

## RESULTS

**Total Impressions:** *was* 688,100  
*now:* 817,100

**Total Likes:** *was:* 29,901  
*now:* 32,965

**Total Posts:** *was:* 15  
*now:* 19

**New Followers Gained:** 159, now +85



# RESULTS

Total Followers Count  
**4,695** ▲ 3.51%

Followers Change  
**+159**

Max. Followers Change  
**85** Mar 10

Avg. Followers Change per Day  
**+31.80**

## Total Followers

[CSV](#)

The number of profile's Followers during a selected time range.

