

## CASE STUDY

# The Wedgeman Pizzeria

A full rebrand, two websites, three menu boards, 90+ pieces of content, and 30,000 views — in two seasons of work.

Delivered by Warna Downey — Downey Digital · downeydigital.ca

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## Results at a Glance

Two engagements. Two seasons. Zero paid ads. Here's what happened:

### Season 1 — October to November 2024 (1 post per day)

<b>+2,000%</b> Reach increase	<b>+7,364%</b> Engagement	<b>5,554</b> People reached	<b>1x/day</b> Posting frequency
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### Season 2 — October to November 2025 (3 posts per day)

<b>30,027</b> Views in 28 days	<b>+1,000%</b> View increase	<b>933</b> Total followers	<b>3x/day</b> Posting frequency
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<b>+668%</b> Interactions	<b>215</b> Interactions in 28 days	<b>73%</b> Women audience	<b>0</b> Paid ads
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*Season 1 built the foundation. Season 2 proved the model. When you post consistently with a real strategy behind it, the numbers compound.*

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## The Client

The Wedgeman Pizzeria is a locally owned restaurant in Porters Lake, Nova Scotia, serving communities of Porters Lake, Lake Echo, Gaetz Brook, Seaforth, and Chezzetcook with free delivery within 8 km. Their menu covers signature pizzas, donairs, fish and chips, subs, burgers, loaded fries, wings, and dessert pizza.

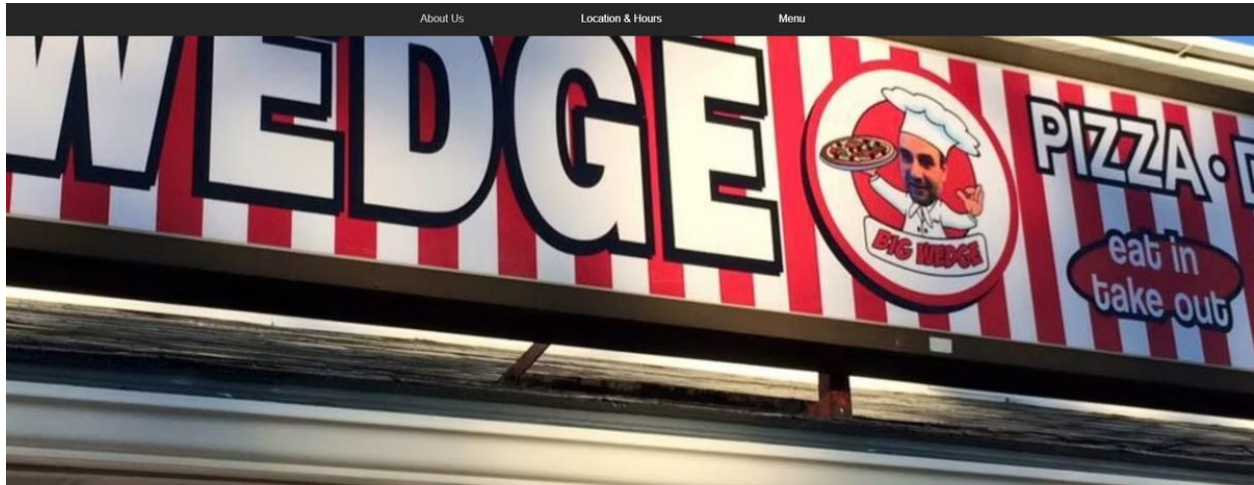
They had loyal customers, a great chef in Jay, and genuinely great food. What they didn't have was a digital presence that matched what they'd built.

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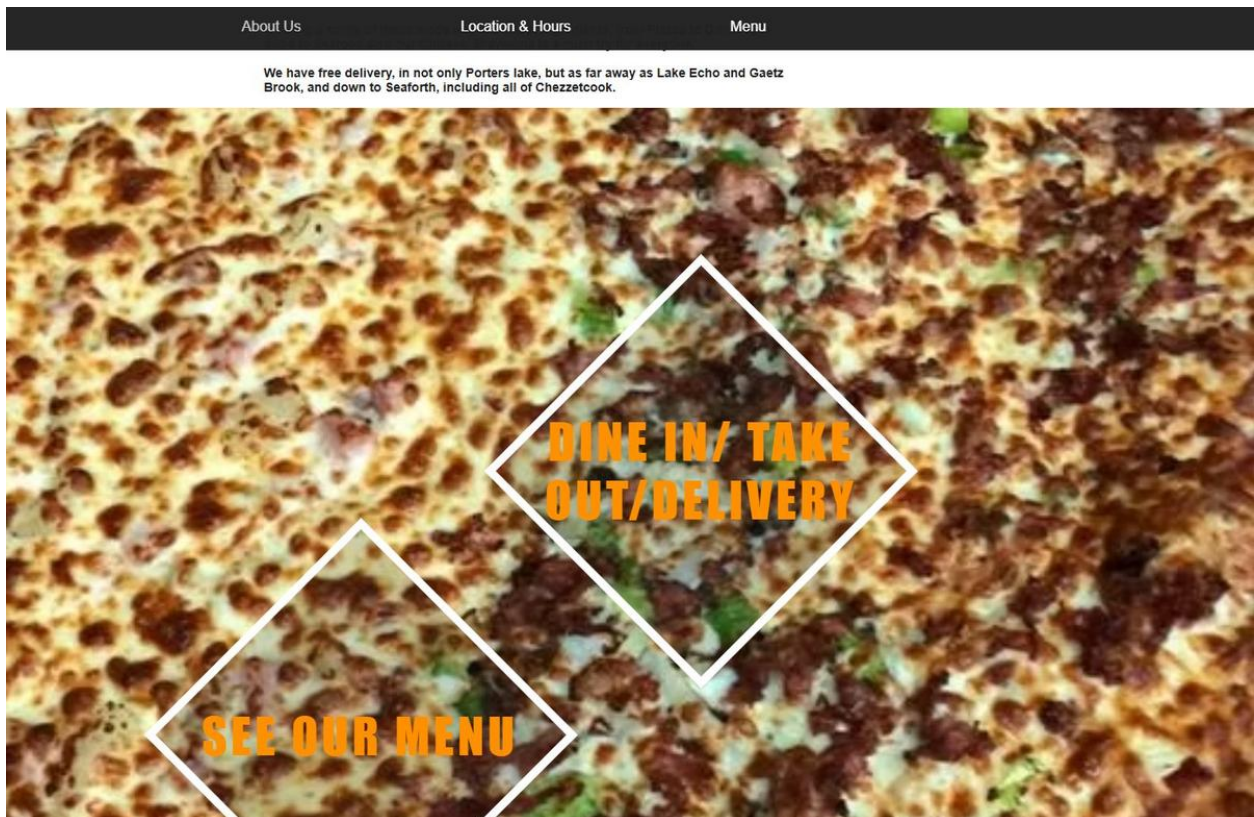
CHAPTER 1—OCTOBER TO NOVEMBER 2024

## The Before: Starting From Scratch

When Downey Digital first engaged with The Wedgeman — then still operating as The Big Wedge — the online presence was holding the business back.



*The original Big Wedge website — a storefront photo, three nav items, no clear entry point.*



*Diamond-shaped overlapping buttons — confusing on desktop, nearly unusable on mobile.*

WIDE VARIETY

# LOOKING FOR MORE THAN JUST PIZZA?

The Big Wedge offers so much more than the finest pizza around. Indulge yourself in one of our many delicious side items, garlic fingers, donairs, delicious flakey fish, or a amazing fresh tossed salad. Our menu items are designed to please, as well provide something for the entire family.

Contact Us

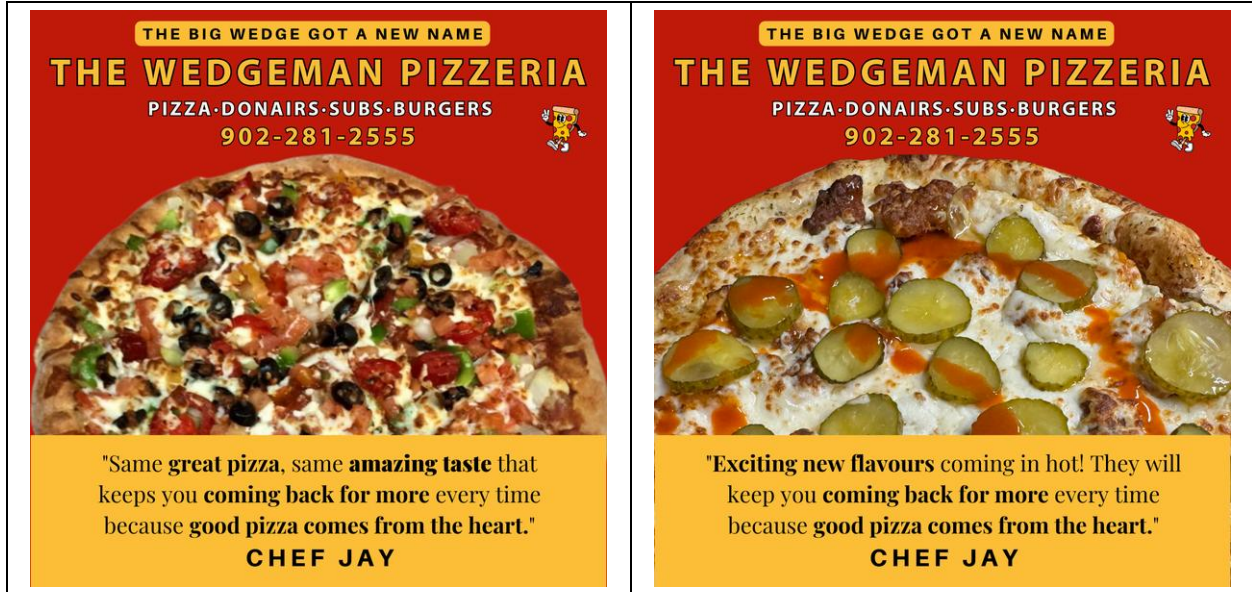
*A content section followed by a massive blank space. Unfinished and untrustworthy.*

## What was missing:

- Only 3 pages — About Us, Location & Hours, one Menu page
  - No individual menu category pages
  - No SEO — no meta descriptions, no keyword structure
  - No testimonials or social proof
  - No brand identity or mascot
  - No video content, no social strategy
  - No digital marketing strategy document
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## The Rebrand

The rebrand from The Big Wedge to The Wedgeman Pizzeria was announced with purpose — not a quiet name change, but a proper launch.



Rebrand launch graphics with Chef Jay quotes and food photography.

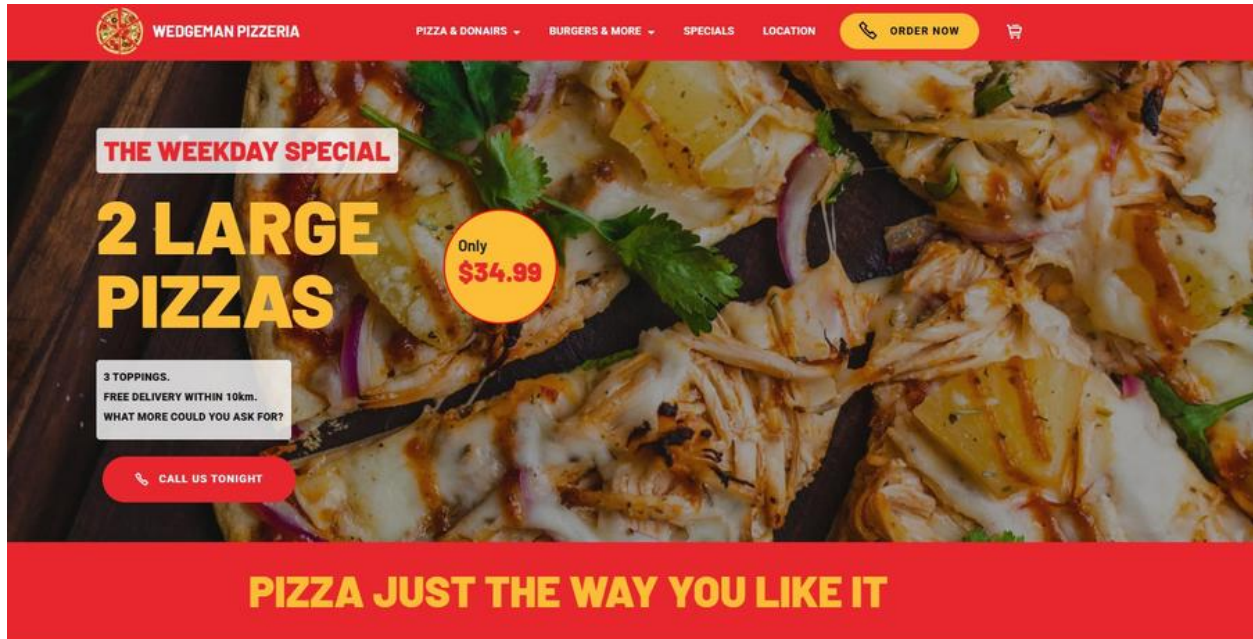


New logo and banner — a complete brand identity built from scratch.

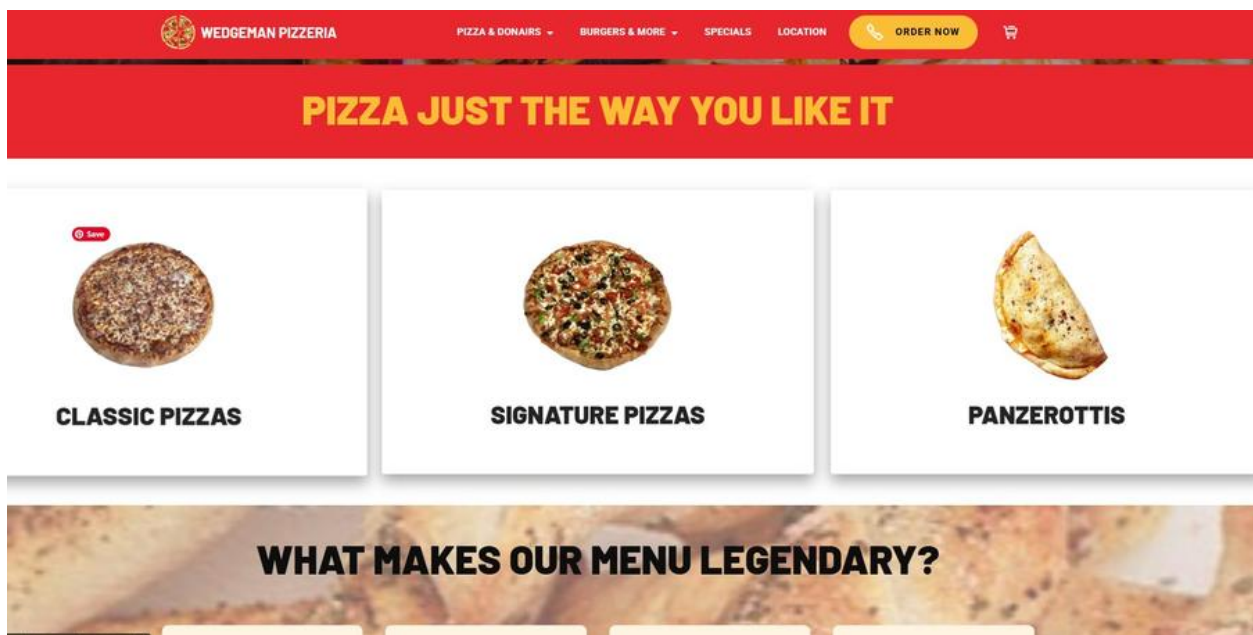
## Website Build 1: The Full Mobirise Site

The primary website build was a complete, multi-page restaurant site built in Mobirise — far more than a basic website. Every menu item was written from scratch with individual descriptions, sizing, pricing, and an Order Now CTA. This site was fully complete but never launched by the client. [thewedgeman.mobirisesite.com](http://thewedgeman.mobirisesite.com)

### Homepage & Navigation



Homepage hero — weekday special deal front and centre, dropdown nav (Pizza & Donairs, Burgers & More), Order Now CTA, and shopping cart icon.



"Pizza Just the Way You Like It" — category cards linking to Classic Pizzas, Signature Pizzas, and Panzerottis. Testimonials section below.

## Menu Pages — Written From Scratch

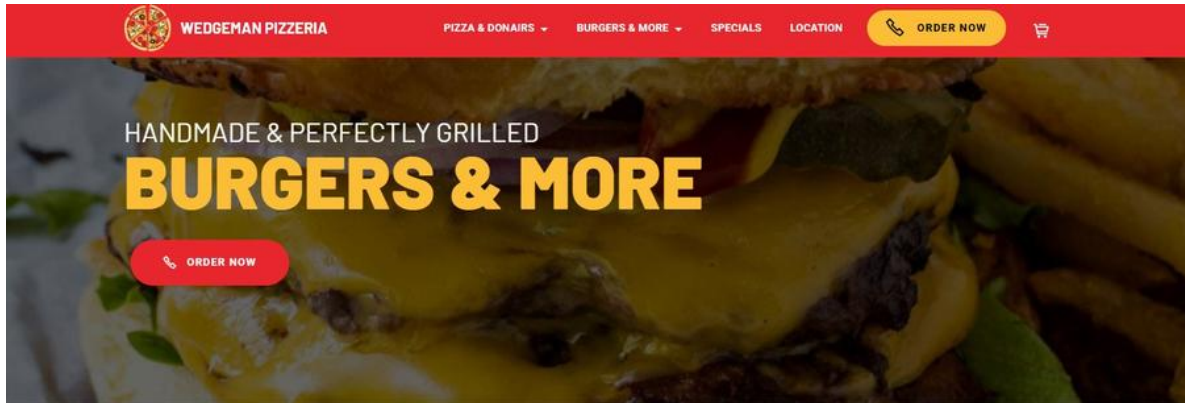


Classic Pizzas page — full-width food photography, individual pizza cards with names and pricing.



Every pizza had its own popup with a full written description, sizing, pricing, and Order Now CTA — written for every item on the menu.

## Burgers & More

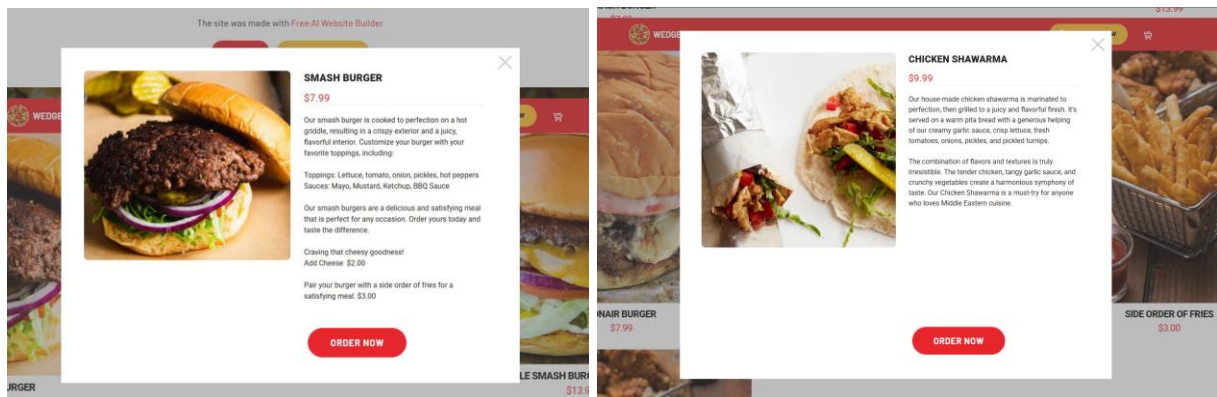


HANDMADE & PERFECTLY GRILLED  
**BURGERS & MORE**

ORDER NOW



Burgers & More page — full-width hero with food photography, individual burger cards.



Smash Burger popup and Chicken Shawarma Wrap — full description with toppings, sauces, and upsell suggestions.

## The Munchie Menu

WEDGEMAN PIZZERIA

PIZZA & DONAIRS | BURGERS & MORE | SPECIALS | LOCATION | ORDER NOW

# THE MUNCHIE MENU


INDULGENT & DELICIOUS  
**FROM THE FRYER**

ORDER NOW

The hero image shows a close-up of golden-brown fried chicken strips and onion rings, with a small bowl of red dipping sauce in the background.

"The Munchie Menu" — dedicated sides and fryer page with hero photography.

Get A! Kit! Remove This Banner



### 6 CHICKEN FINGERS

**\$15.99**

Our chicken fingers aren't just chicken fingers; they're juicy and flavorful southern fried chicken breast halves, battered to perfection and fried to a golden brown.

Choose your dipping sauce:

- Hot:** For those who crave a fiery kick
- Medium:** A balanced blend of heat and flavor
- Mild:** Perfect for those who enjoy a milder taste
- Buffalo:** Tangy and spicy, a classic choice
- Honey Garlic:** Sweet and savory, a crowd-pleasing option
- Creamy Caesar:** A classic Caesar dressing, perfect for dipping chicken

Pair your chicken with a large order of fries for a satisfying meal.

ORDER NOW

The popup card features a close-up photo of six golden-brown chicken fingers on a white plate, garnished with fresh green herbs. The card has a clean, white background with a red 'ORDER NOW' button at the bottom.

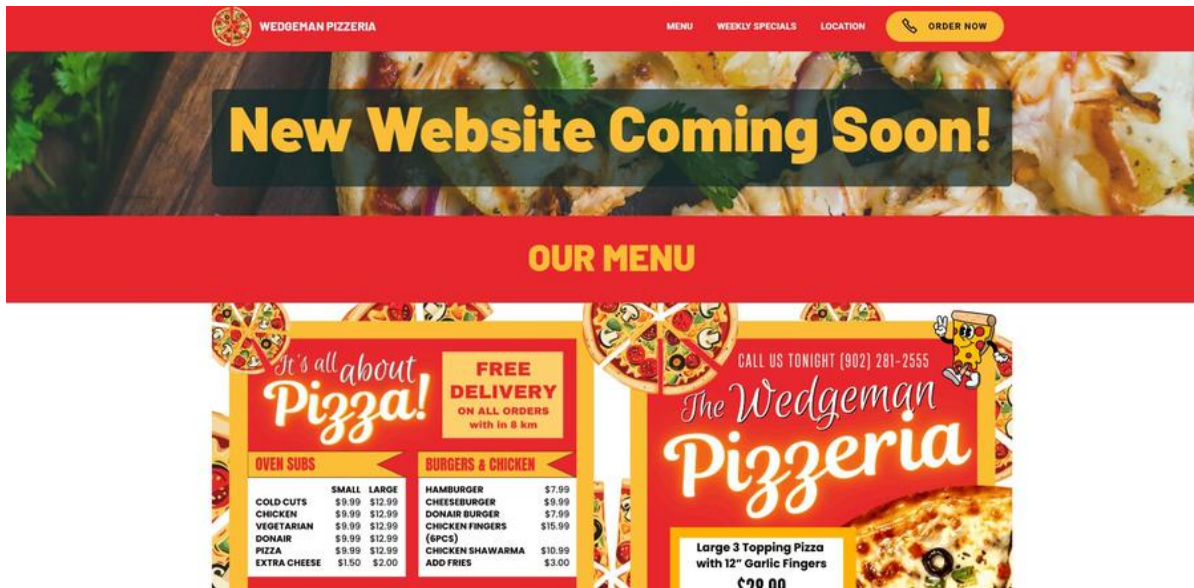
Chicken fingers popup — full sauce descriptions (Hot, Medium, Mild, Buffalo, Honey Garlic, Creamy Caesar) and upsell. Written from scratch.



Customer testimonials section and footer with logo, hours, delivery zone info, and Web Design by Downey & Co. Digital credit.

## Website Build 2: The Placeholder Site

While the full Mobirise site was being developed, a second professional website was designed and launched at [thewedgemanpizzeria.ca](http://thewedgemanpizzeria.ca) as the live online presence. This was not a temporary holding page — it was a fully designed, functional website.



Homepage with menu boards embedded, clean nav, and Order Now CTA.



"What Makes Our Menu Legendary?" — four customer testimonials with food photography.

WEDGEMAN PIZZERIA MENU WEEKLY SPECIALS LOCATION ORDER NOW

# OUR SPECIALS

OUR MOST POPULAR DEAL

## Large Pizza + Garlic Fingers

A large 16" pizza with 3 toppings and a 12" garlic fingers

**\$28.99**

ORDER NOW

Weekly Specials page — hero deal with Order Now CTA.

WEDGEMAN PIZZERIA MENU WEEKLY SPECIALS LOCATION ORDER NOW

# For the Whole Crew

**A Pizza Lover's Dream**

Grab two large, 16-inch pizzas with your choice of 3 toppings each. Perfect for family nights, game day gatherings, or feeding a hungry crowd. Don't miss out on this incredible deal!

Only

**\$31.99**

**Pizza Night, Perfected!**

Elevate your pizza night with our special deal: A medium pizza, a fresh Caesar salad, and crispy garlic puffs. It's the perfect combo to satisfy every craving, making it a complete and delicious meal.

Only

**\$35.99**

**Double the Pizza, Double the Fun!**

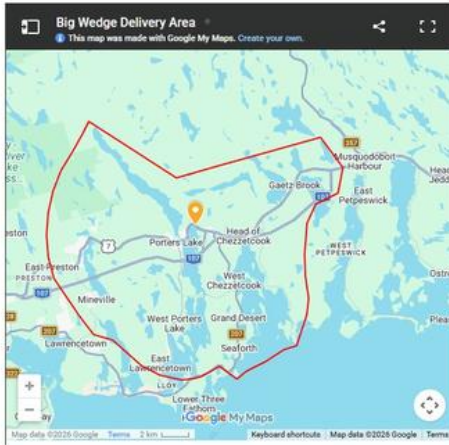
Enjoy two delicious, medium, 3-topping pizzas. Perfect for sharing with friends and family, or for a weeknight feast. A perfect deal to feed the whole gang without breaking the bank!

Only

**\$31.99**

"For the Whole Crew" — three combo deals with real food photography and pricing.

# Free local delivery within 8 km



Our location  
5019 Nova Scotia Trunk 7  
Porters Lake, NS

ORDER NOW

Get in touch  
• (902) 281-2555  
• (902) 827-2233

Location page with embedded Google Map showing the full 8 km delivery zone.

The footer features the Wedgeman Pizzeria logo at the top center. Below it, the address is listed as 5019 Highway 7, Porters Lake, Nova Scotia, Canada. The free delivery information states 'with in 8 km. Serving the communities of Porters Lake, Lake Echo, Gaetz Brook and down to Seaforth, including all of Chezzetcook. See map here.' The opening hours are: Sunday-Wednesday (3:00 PM - 8:00 PM), Thursday (3:00 PM - 9:00 PM), Friday (3:00 PM - 10:00 PM), and Saturday (3:00 PM - 9:30 PM). Contact information includes the email 'thewedgemanpizzeria@outlook.com' and a 'Follow Us On Facebook' link with three small images of pizzas.

Professional footer with logo, address, hours, delivery info, and Web Design by Downey & Co. Digital credit.

## The Deliverables: Season 1

### Summary of what was built and delivered:

- Full Mobirise website — complete multi-page restaurant site with written copy for every menu item
- Placeholder website (thewedgemanpizzeria.ca) — live, professional, fully designed
- Three complete menu boards designed and written
- Full brand identity — name, logo, mascot, banner, visual system
- Complete Digital Marketing Strategy document — professional grade
- 15+ edited videos produced, filmed, and posted

- 90+ pieces of graphic content across four content pillars
- Social media managed for 30 days at 1 post per day

## Menu Boards

*It's all about*  
**Pizza!**

**FREE DELIVERY**  
ON ALL ORDERS  
with in 10 km

CALL US TONIGHT (902) 281-2555

# The Wedgeman Pizzeria

**OVEN SUBS**

	SMALL	LARGE
COLD CUTS	\$9.99	\$12.99
CHICKEN	\$9.99	\$12.99
VEGETARIAN	\$9.99	\$12.99
DONAIR	\$9.99	\$12.99
PIZZA	\$9.99	\$12.99
EXTRA CHEESE	\$1.50	\$2.00

**BURGERS & CHICKEN**

HAMBURGER	\$7.99
CHEESEBURGER	\$9.99
DONAIR BURGER	\$7.99
CHICKEN FINGERS (6PCS)	\$15.99
CHICKEN SHAWARMA	\$10.99
ADD FRIES	\$3.00

**SEAFOOD**

1 PC HADDOCK & CHIPS	\$11.99
2 PC HADDOCK & CHIPS	\$14.99
3 PC HADDOCK & CHIPS	\$18.99
10 PC HADDOCK & CHIPS	\$46.99
EXTRA PIECE OF FISH	\$4.99

**FROM THE FRYER**

FRIES	\$6.99
POUTINE	\$8.99
ONION RINGS	\$6.99
MOZZA STICKS	\$9.99
GARLIC PUFFS	\$8.99

**NACHOS**

Topped with onions, olives, green peppers, hot peppers, and cheese.

REGULAR	\$13.99
CHICKEN	\$14.99
HAMBURGER	\$14.99
EXTRA CHEESE	\$2.00

**SALADS**

CAESAR	\$12.99
CHICKEN CAESAR	\$15.99

**DESSERTS**

NUTELLA PIZZA (M)	\$13.99
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**ORDER NOW**  
(902) 281-2555

**5019 HIGHWAY 7**  
**PORTERS LAKE**

**ORDER ONLINE**  
thewedgemanpizzeria.ca

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**Large 3 Topping Pizza with 12" Garlic Fingers**  
**\$28.99**

**Two Large 3 Topping Pizzas**  
**\$34.99**

**Two Medium 3 Topping Pizzas**  
**\$24.99**

**Medium 3 Topping Pizza Caesar Salad & Garlic Puffs**  
**\$35.99**

Front menu — combo deals, oven subs, seafood, burgers, and fryer items.

### BUILD YOUR OWN PIZZA

	SMALL 9"	MEDIUM 12"	LARGE 16"	XLARGE 18"
<b>CHEESE</b>	\$8.99	\$10.99	\$15.99	\$19.99
<b>1 TOPPING</b>	\$9.99	\$12.99	\$16.99	\$20.99
<b>2 TOPPINGS</b>	\$10.99	\$13.99	\$17.99	\$22.99
<b>3 TOPPINGS</b>	\$11.99	\$14.99	\$19.99	\$24.99
<b>4 TOPPINGS</b>	\$12.99	\$15.99	\$20.99	\$26.99
<b>5 TOPPINGS</b>	\$13.99	\$16.99	\$21.99	\$27.99
<b>EXTRA TOPPINGS / CHEESE</b>	\$2.50	\$3.00	\$4.50	\$6.00
<b>STUFFED CRUST</b>	\$4.00	\$4.50	\$6.00	\$6.50
<b>PANZEROTTI*</b>		\$15.99	\$17.99	

\*all pizzas can be made as panzerottis.

**CLASSIC TOPPINGS**

Pepperoni, Salami, Bacon, Onions, Green Peppers, Mushrooms, Ground Beef, Ham, Sausage, Pineapple, Black Olives, Green Olives, Tomatoes, Hot Banana Peppers

**PREMIUM TOPPINGS**

Chicken, Donair Meat, Feta Cheese, Extra Cheese

**CLASSIC PIZZAS**

**12" GLUTEN FREE CRUST ALSO AVAILABLE FOR \$4.50 EXTRA**

**PEPPERONI**  
\$ \$9.99 M \$12.99 L \$16.99 XL \$20.99  
Tomato sauce, mozzarella cheese, pepperoni.

**THE WORKS**  
\$ \$14.99 M \$17.99 L \$22.99 XL \$28.99  
Tomato sauce, mozzarella cheese, pepperoni, salami, bacon, ground beef, onion, green pepper and mushrooms.

**DONAIR**  
\$ \$14.99 M \$17.99 L \$23.99 XL \$30.99  
Tomato sauce, mozzarella cheese, donair meat, tomato, onion, and a side of our house made donair sauce.

**GARLIC FINGERS**  
\$ \$10.99 M \$12.99 L \$16.99 XL \$19.99  
Garlic butter, mozzarella cheese.

**HAWAIIAN**  
\$ \$10.99 M \$13.99 L \$18.99 XL \$22.99  
Tomato sauce, mozzarella cheese, ham, and pineapple

**VEGETARIAN**  
\$ \$13.99 M \$16.99 L \$22.99 XL \$28.99  
Tomato sauce, mozzarella cheese, mushrooms, onions, tomatoes, green peppers, black olives

**MEAT LOVERS**  
\$ \$14.99 M \$17.99 L \$22.99 XL \$28.99  
Tomato sauce, mozzarella and cheddar cheese, pepperoni, salami, ground beef, ham and bacon.

**HONEY GARLIC FINGERS**  
\$ \$11.99 M \$13.99 L \$17.99 XL \$20.99  
Garlic butter, mozzarella cheese, drizzled with honey.

### SIGNATURE PIZZAS

**12" GLUTEN FREE CRUST ALSO AVAILABLE FOR \$4.50 EXTRA**

**LUMBERJACK**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$32.99  
Tomato Sauce, mozzarella cheese, pepperoni, salami, ham, hamburger, chicken, donair meat, bacon, sausage.

**CHEF JAY**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$32.99  
Tomato sauce, mozzarella cheese, mushrooms, feta, onion, black olives, green peppers, hot peppers, tomato.

**CHICKEN SHAWARMA**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$31.99  
Mozzarella cheese, garlic sauce, chicken, pickles, turnip pickles, tomato. Topped with lettuce and drizzled with garlic sauce.

**HAWAIIAN BBQ CHICKEN**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$31.99  
Mozzarella, BBQ sauce, chicken, pineapple bacon, onions, green peppers.

**NACHO**  
\$ \$14.99 M \$17.99 L \$24.99 XL \$31.99  
Mozzarella cheese, salsa, nacho chips, ground beef, onions, green peppers, black olives, tomatoes, hot peppers, cheddar cheese.

**GREEK VEGETARIAN**  
\$ \$14.99 M \$17.99 L \$22.99 XL \$29.99  
Tomato sauce, mozzarella cheese, crumbled feta, onion, black olives, hot peppers, green peppers, tomato

**BBQ CHICKEN**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$31.99  
Mozzarella, BBQ sauce, chicken, mushrooms, tomato, green peppers.

**BACON CHEESE BURGER**  
\$ \$14.99 M \$19.99 L \$26.99 XL \$31.99  
Tomato sauce, mozzarella and cheddar cheese, ground beef, bacon, tomatoes, onions, and pickles.

**MESSY, DELICIOUS, AND TOTALLY WORTH IT.**

Extra cup of sauce \$ \$3.00 L \$6.00  
Extra cheese \$/M \$2.50 L \$3.50 XL \$4.00

**DONAIR PLATTER**

\$11.99  
French Fries with Onions, Tomatoes, Cheese, and Side Sauce

**DONAIR EGGROLLS**

1 - \$2.00 4 - \$7.50 8 - \$12.50 12 - \$20.99  
Fresh Donair Meat in Egg Roll wrapper and deep fried

**FROM MILD TO WILD, COOKED TO CRISPY PERFECTION.**

**10 WINGS (PLAIN OR BATTERED)**  
\$12.99  
Hot, medium, mild, buffalo sauce, honey garlic

**20 WINGS (PLAIN OR BATTERED)**  
\$22.99  
Hot, medium, mild, buffalo sauce, honey garlic

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Pizza menu — build your own, classics, signature pizzas, donairs, and wings.

### NEW PIZZAS

**12" GLUTEN FREE CRUST ALSO AVAILABLE FOR \$4.00 EXTRA**

**BACON GARLIC FINGERS**  
\$ \$12.49 M \$14.99 L \$18.99 XL \$21.99  
Garlic butter, mozzarella cheese, and bacon.

**PICKLE**  
\$ \$11.99 M \$14.99 L \$19.99 XL \$24.99  
Garlic butter, garlic sauce, mozzarella cheese, pickles, everything bagel seasoning.

**NASHVILLE HOT CHICKEN**  
\$ \$14.99 M \$16.99 L \$21.99 XL \$27.99  
Garlic butter, garlic sauce, mozzarella cheese, southern fried chicken, sweet buffalo sauce, pickles.

**CHICKEN CAESAR**  
\$ \$13.99 M \$15.99 L \$21.99 XL \$27.99  
Mozzarella cheese, chicken breast, bacon, and creamy Caesar dressing. Topped with lettuce and drizzled with Caesar dressing.

**SPICY CHICKEN & JALAPENO**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Tomato Sauce, mozzarella cheese, seasoned chicken breast, jalapenos.

**BUTTER CHICKEN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Butter Chicken Sauce, mozzarella cheese, seasoned chicken breast, onions, mango chutney.

**JALEPENO POPPER**  
\$ \$13.99 M \$15.99 L \$20.99 XL \$24.99  
Garlic butter, mozzarella cheese, jalapenos and bacon.

**PICKLE BACON**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Garlic butter, garlic sauce, mozzarella cheese, pickles, bacon, everything bagel seasoning.

**BUFFALO CHICKEN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Garlic butter, garlic sauce, mozzarella cheese, southern fried chicken, buffalo sauce, with a ranch drizzle.

**CHICKEN BACON RANCH**  
\$ \$14.99 M \$18.99 L \$25.99 XL \$30.99  
Garlic butter, ranch sauce, mozzarella cheese, seasoned chicken breast, onion, green peppers.

**SWEET & HOT PEPPERONI**  
\$ \$11.99 M \$14.99 L \$19.99 XL \$26.99  
Tomato sauce, mozzarella cheese, pepperoni, jalapenos, with a honey drizzle.

**CHICKEN PARMESAN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Tomato sauce, garlic sauce, mozzarella cheese, fried chicken, parmesan cheese crust.

### NEW PIZZAS

**12" GLUTEN FREE CRUST ALSO AVAILABLE FOR \$4.00 EXTRA**

**BACON GARLIC FINGERS**  
\$ \$12.49 M \$14.99 L \$18.99 XL \$21.99  
Garlic butter, mozzarella cheese, and bacon.

**PICKLE**  
\$ \$11.99 M \$14.99 L \$19.99 XL \$24.99  
Garlic butter, garlic sauce, mozzarella cheese, pickles, everything bagel seasoning.

**NASHVILLE HOT CHICKEN**  
\$ \$14.99 M \$16.99 L \$21.99 XL \$27.99  
Garlic butter, garlic sauce, mozzarella cheese, southern fried chicken, sweet buffalo sauce, pickles.

**CHICKEN CAESAR**  
\$ \$13.99 M \$15.99 L \$21.99 XL \$27.99  
Mozzarella cheese, chicken breast, bacon, and creamy Caesar dressing. Topped with lettuce and drizzled with Caesar dressing.

**SPICY CHICKEN & JALAPENO**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Tomato Sauce, mozzarella cheese, seasoned chicken breast, jalapenos.

**BUTTER CHICKEN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Butter Chicken Sauce, mozzarella cheese, seasoned chicken breast, onions, mango chutney.

**JALEPENO POPPER**  
\$ \$13.99 M \$15.99 L \$20.99 XL \$24.99  
Garlic butter, mozzarella cheese, jalapenos and bacon.

**PICKLE BACON**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Garlic butter, garlic sauce, mozzarella cheese, pickles, bacon, everything bagel seasoning.

**BUFFALO CHICKEN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Garlic butter, garlic sauce, mozzarella cheese, southern fried chicken, buffalo sauce, with a ranch drizzle.

**CHICKEN BACON RANCH**  
\$ \$14.99 M \$18.99 L \$25.99 XL \$30.99  
Garlic butter, ranch sauce, mozzarella cheese, seasoned chicken breast, onion, green peppers.

**SWEET & HOT PEPPERONI**  
\$ \$11.99 M \$14.99 L \$19.99 XL \$26.99  
Tomato sauce, mozzarella cheese, pepperoni, jalapenos, with a honey drizzle.

**CHICKEN PARMESAN**  
\$ \$12.99 M \$15.99 L \$20.99 XL \$26.99  
Tomato sauce, garlic sauce, mozzarella cheese, fried chicken, parmesan cheese crust.

### LOADED FRIES

**FRIES GONE WILD! THESE ARE A MUST TRY!!**

Side of Grvy \$ \$3.00 L \$6.00  
Extra cheese L \$3.50

**PIZZA FRIES**  
\$10.99  
Marinara sauce, pepperoni, salami, bacon, onion, green pepper, mozzarella cheese

**BACON CHEESE BURGER FRIES**  
\$10.99  
Marinara sauce, hamburger, bacon, tomato, onion, pickles, mozzarella and cheddar cheese

**BUTTER CHICKEN FRIES**  
\$10.99  
Butter Chicken Sauce, seasoned chicken, mozzarella cheese

**NACHO FRIES**  
\$10.99  
Ground beef, onions, green peppers, tomatoes, jalapeños, mozzarella and cheddar cheese with side of salsa and sour cream

### LOADED FRIES

**FRIES GONE WILD! THESE ARE A MUST TRY!!**

Side of Grvy \$ \$3.00 L \$6.00  
Extra cheese L \$3.50

**PIZZA FRIES**  
\$10.99  
Marinara sauce, pepperoni, salami, bacon, onion, green pepper, mozzarella cheese

**BACON CHEESE BURGER FRIES**  
\$10.99  
Marinara sauce, hamburger, bacon, tomato, onion, pickles, mozzarella and cheddar cheese

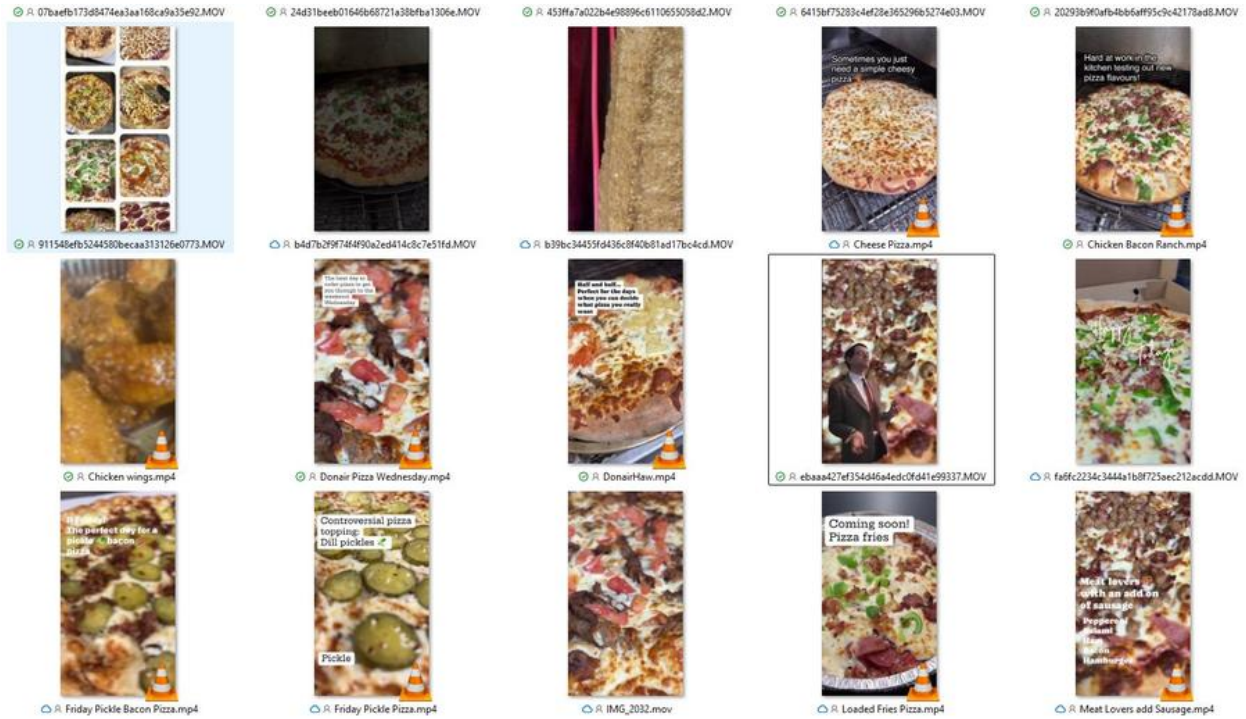
**BUTTER CHICKEN FRIES**  
\$10.99  
Butter Chicken Sauce, seasoned chicken, mozzarella cheese

**NACHO FRIES**  
\$10.99  
Ground beef, onions, green peppers, tomatoes, jalapeños, mozzarella and cheddar cheese with side of salsa and sour cream

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

New pizzas and loaded fries menu.

## Video & Social Content



Video library — 15+ individual edited videos produced in one month.

## Promotional & Launch Content



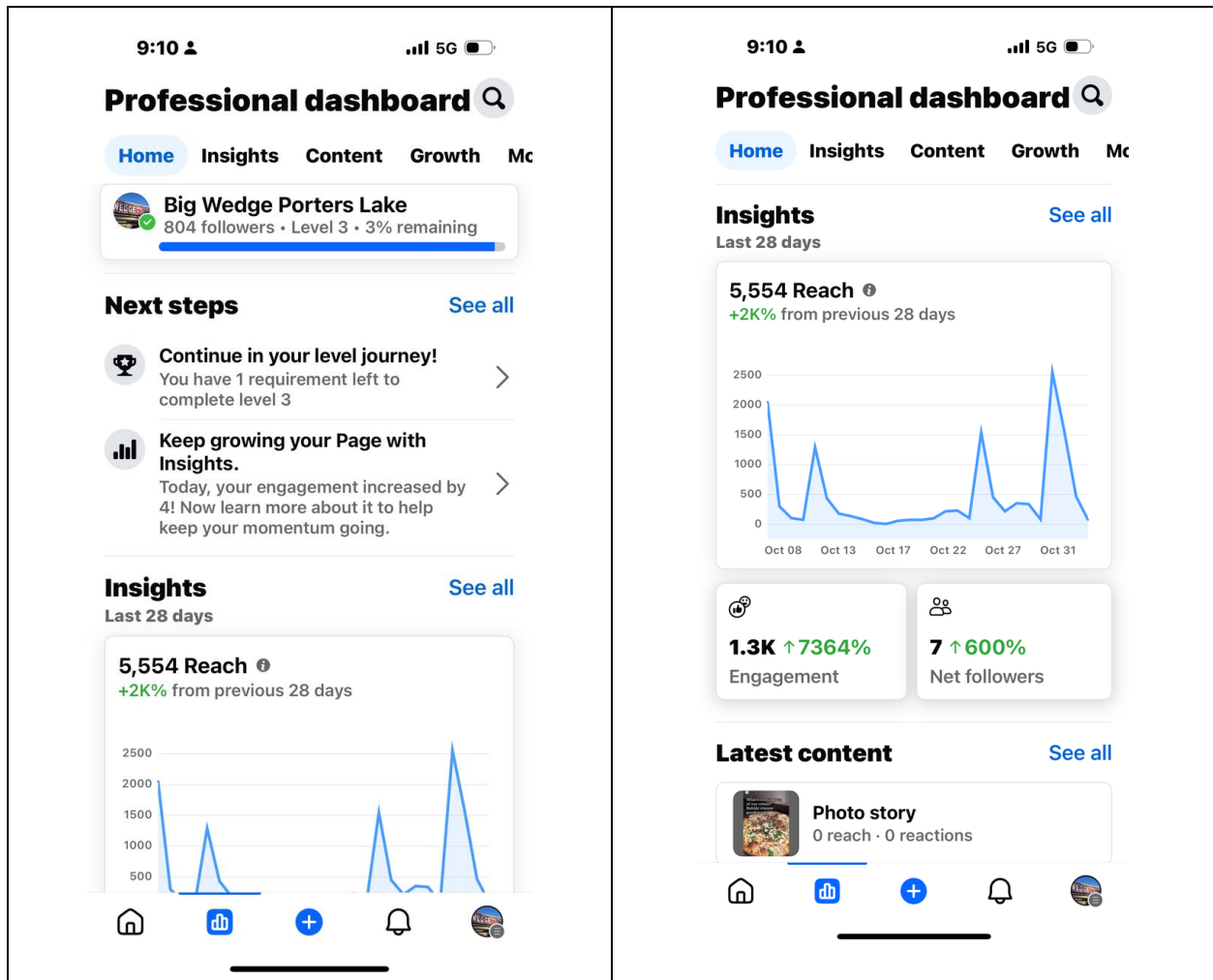
Pickle Day teaser campaign — three posts building anticipation.

## Engagement & Humour Content

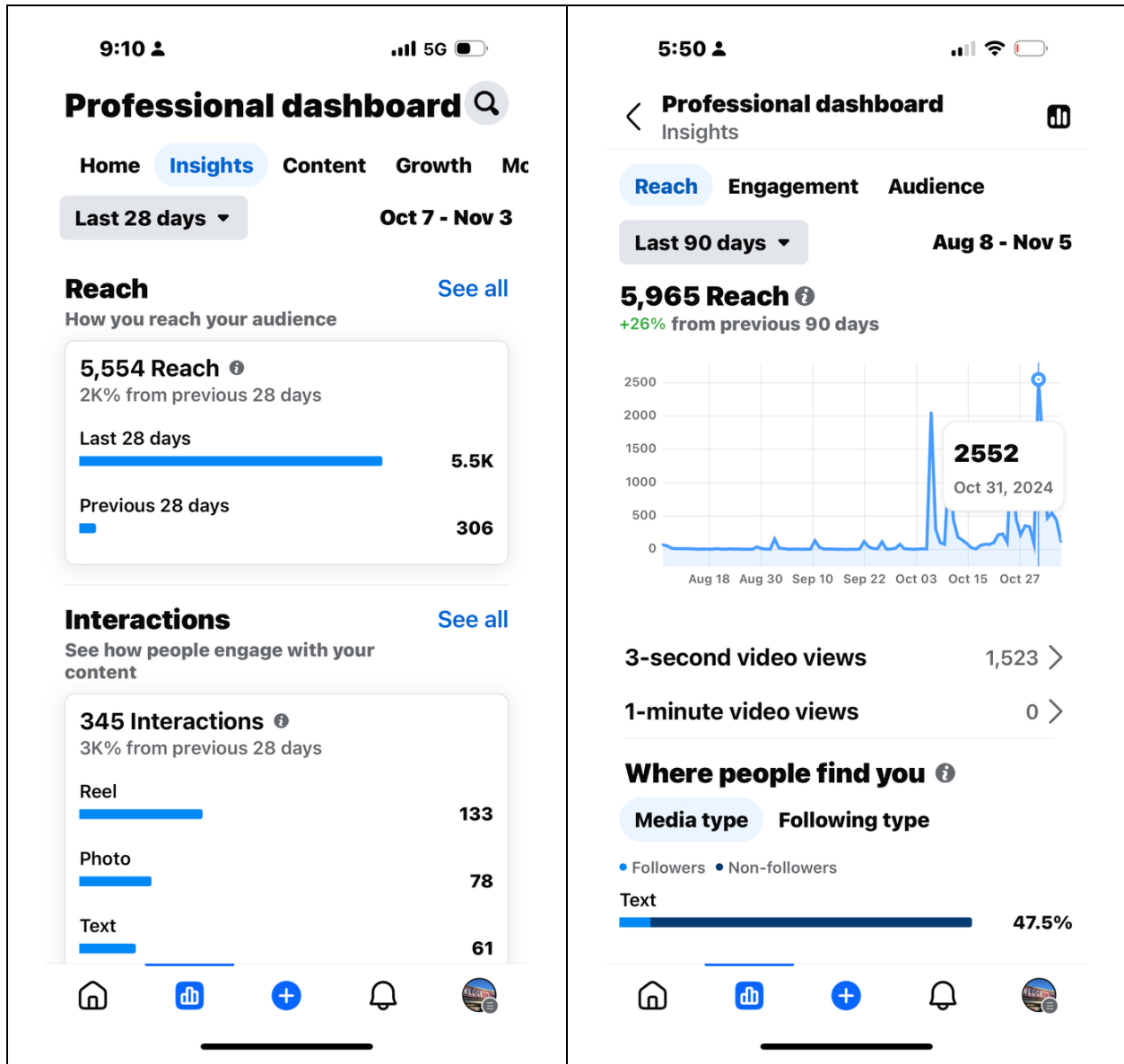


Engagement posts and branded pizza humour driving shares and comments.

## Season 1 Results: October – November 2024



5,554 reach in 28 days, up +2,000%. 1,300+ engagement, up +7,364%.

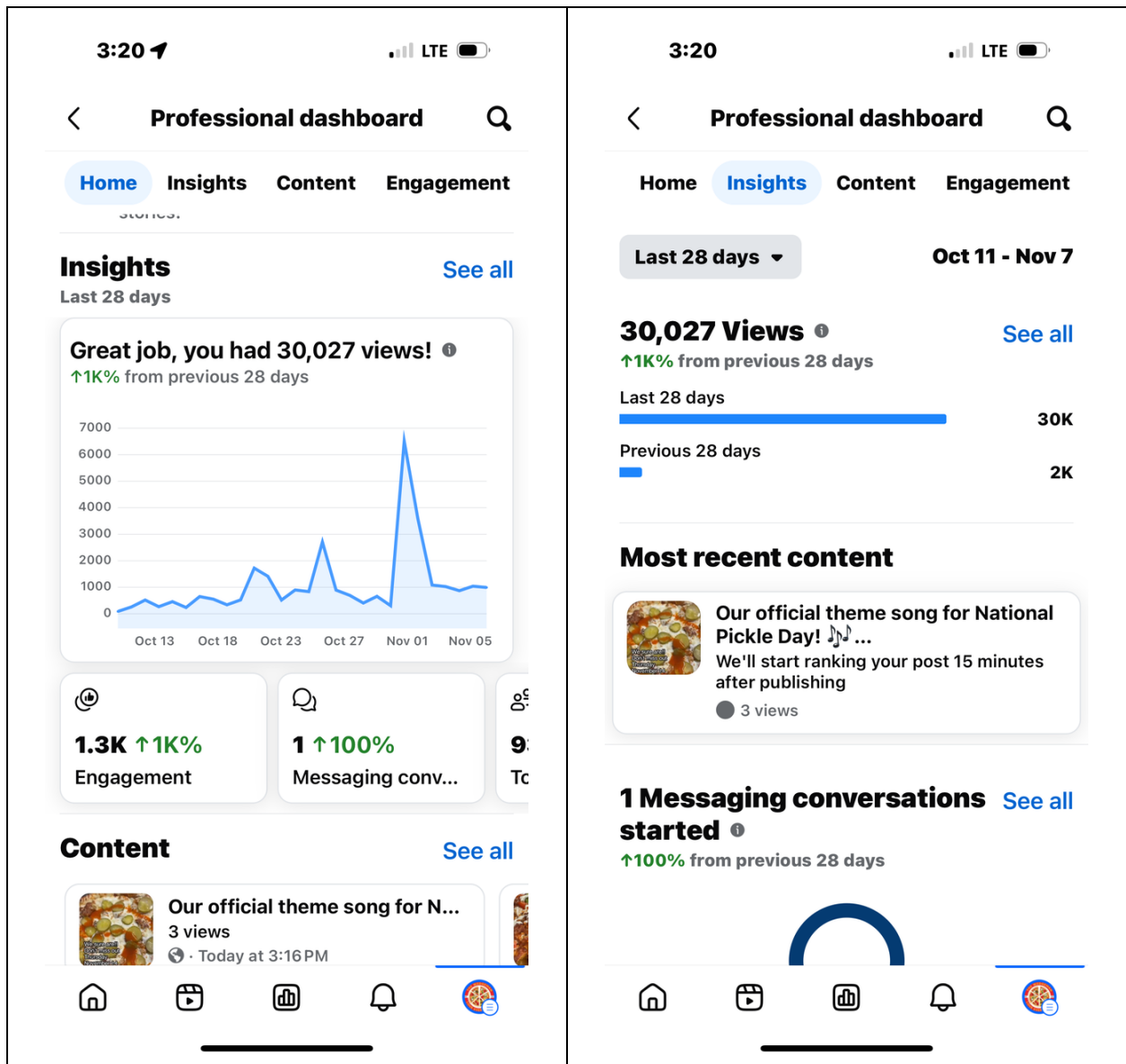


5.5K vs 306 previous period. 90-day reach of 5,965, up +26%.

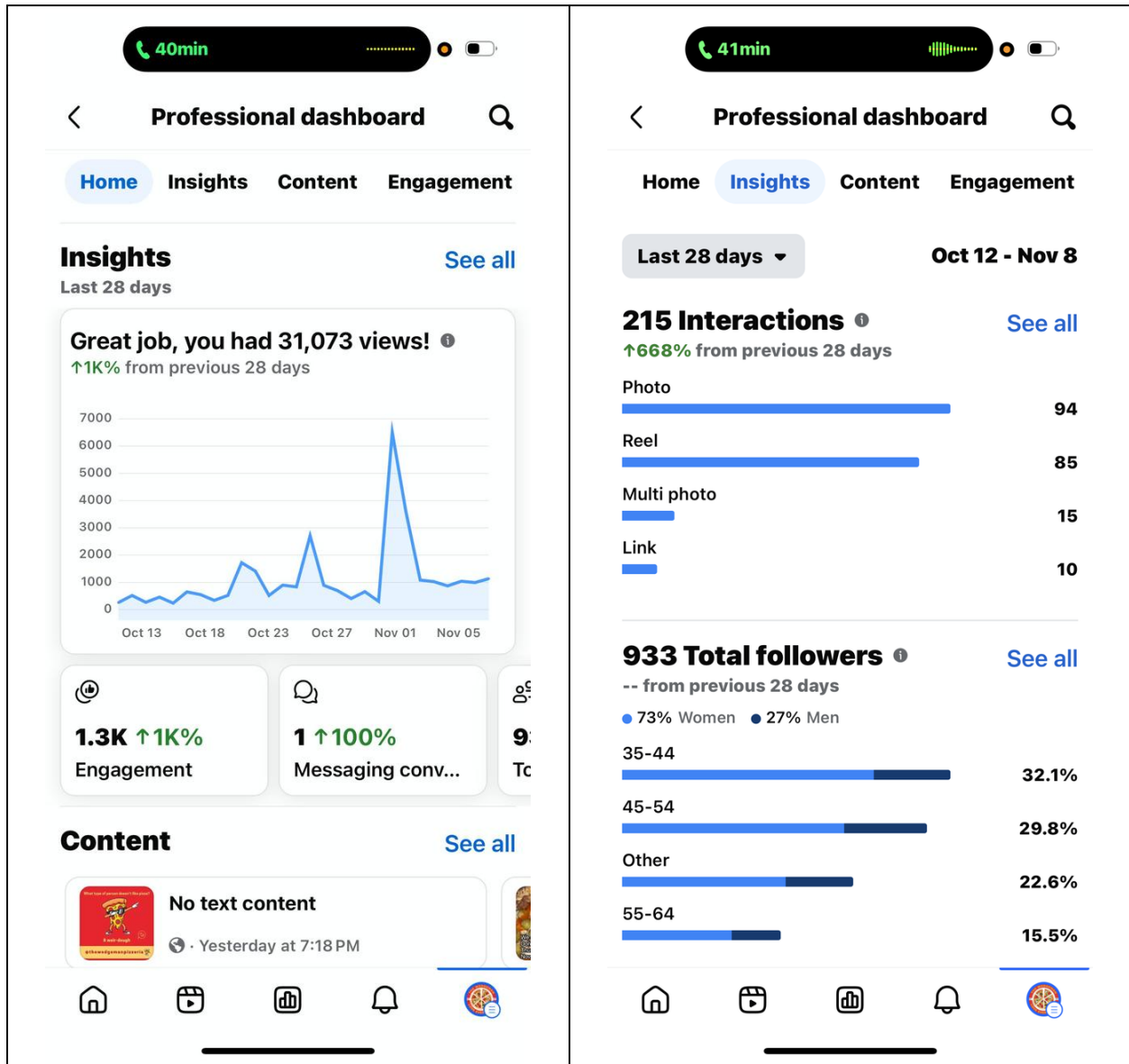
- Reach: 306 → 5,554 — 18x more people seeing the business
- Engagement up 7,364% — people were interacting, not just scrolling
- Audience 72.5% women aged 35–54 — the exact household decision-makers
- Peak single day: 2,552 reach — organic, zero paid ads

## The Return: Tripling the Volume

Downey Digital was re-engaged in October 2025. Posting frequency was tripled to 3 posts per day. The foundation built in 2024 meant the second season hit much harder.



30,027 views in 28 days, up +1,000%. 30K vs 2K previous period.



31,073 views, 1.3K engagement up +1,000%. 215 interactions up +668%, 933 total followers.

- Views: 2,000 → 30,027 — 15x growth from the previous period
- +1,000% view increase in 28 days
- Engagement up +1,000%, interactions up +668%
- 933 total followers — grown from 804 at end of Season 1
- 73% women, 35–54 — same ideal demographic, still growing
- Zero paid ads across both seasons

## The Full Transformation: Before vs. After

B E F O R E	A F T E R
The Big Wedge — 3-page Wix site	Two complete website builds — Mobirise + placeholder site
No written copy anywhere	Full copywriting for every menu item, every page, both sites
No brand identity	Full rebrand: name, logo, mascot, banner, colour system
No menu design	3 professional menu boards designed and written
No individual item descriptions	Every pizza, burger, and side written with its own popup
No testimonials	4 customer reviews placed with food photography
No delivery zone info	Embedded Google Map showing 8 km delivery zone
No SEO	Meta descriptions on every page, local search structure
No social strategy	90+ pieces of content across two seasons
No video content	15+ edited videos produced and posted
306 reach / 28 days (pre-Season 1)	5,554 reach / 28 days (Season 1)
2,000 views / 28 days (pre-Season 2)	30,027 views / 28 days (Season 2)
Near-zero engagement	+7,364% (S1), +1,000% (S2)
No digital marketing strategy	Complete professional-grade DMS delivered

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### A Note on This Case Study

The results in this document were achieved across two engagements, each delivering a complete brand, website, and content strategy from the ground up.

Since this work was completed, The Wedgeman has been taken over by new ownership, who are now charting their own direction for the business.

**This case study exists to show what's possible when the work is done right. If you're a business owner who is ready to invest in your digital presence and follow through — this is what we can do for you.**

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## What This Means for Your Business

The Wedgeman's story is not unique. Most local businesses have great food, loyal customers, and a real reputation — but a digital presence that was set up years ago and never properly built for the social media age.

The pieces are usually all there. A website. A Facebook page. Maybe some posts. But nothing connects. The website doesn't visually close the sale. The socials don't build trust and in the case of pizza a rumble in the tummy. And customers can't figure out what to do and how to get the slice right now they probably aren't going to place that order.

That's not a you problem. That's a strategy problem.

**At Downey Digital, we don't just build websites. We build connected digital presences — where your website, your socials, and your strategy all work together.**

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## Ready for your own glow up?

Visit [downeydigital.ca](https://downeydigital.ca) to start the conversation.

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