

Enhancing Brand Awareness and Driving Sales for Buona Foods

Client Overview

Buona Foods, a fourth-generation family mushroom farm in Chester County, Pennsylvania, is dedicated to producing high-quality, fresh mushrooms using sustainable farming practices. With deep-rooted traditions and a commitment to excellence, Buona Foods has grown into a trusted name in the culinary industry, supplying premium mushrooms to both local and national markets.

Last 90 Days



WEB TRAFFIC
UP 24+%



FACEBOOK
FOLLOWERS
UP 64+%



UNIQUE VISITORS
UP 11%

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CHALLENGES



Buona Foods faced challenges in building brand awareness and recognition in a highly competitive market, making it difficult to stand out among more prominent, well-known competitors. Their social media presence was inconsistent, leading to limited customer engagement and a lack of connection with a younger, digital-savvy audience. As a result, these challenges hindered their ability to convert online interest into sales growth, impacting overall business performance.

SOLUTIONS



Social Media
Marketing



Website
Improvements



Lead
Generation

BENEFITS



1 Increased Brand Awareness and Recognition

Increased brand awareness positioned Buona Foods as a trusted name in the Food & Beverage industry, attracting new customers and enhancing market credibility.

2 Boosted Customer Engagement

Strategic social media campaigns and interactive content helped Buona Foods build brand loyalty, amplify organic reach, and increase customer retention and repeat purchases.

3 Sales Growth

Enhanced website functionality and targeted social media advertising resulted in higher conversion rates and an increase in revenue for Buona Foods.

