

Company: Green Door Co, Sydney, NSW

Company Description: PR FIRM ENTERING MULTIPLE CLIENTS

Nomination Category: Innovation in Social Media Channels Categories

Nomination Sub Category: Social Media Team of the Year

Nomination Title: LickYourPhone Media's Social Media Team



1. If you are providing an essay, enter here up to 625 words describing the innovative achievements of the nominated social media team since July 1 2023:

Total 625 words used.

LickYourPhone Media is an award-winning social media marketing agency founded by 2022 Social Media Marketer of the Year, influencer and food obsessive Rita Agoulian. We create high impact, cost effective social media and marketing strategies for the hospitality industry. Social media is our bread & butter! We are masters in converting followers into customers to such a viral degree it remains unmatched by our competitors.

As a woman led business with an all-female team, we're passionate about what we do and confident in the results we get for our clients. We show up and unapologetically own our space. Staying at the forefront of social media innovation helps our team of foodies and social media strategists deliver exceptional results.

Viral Results

Early on, getting clients to trust our approach was challenging as it ran counter to the traditional media agency advice. However, that trust is rewarded by results irreplicable by traditional industry 'norms'. Achieving a virtually unheard of 100% strike rate for viral campaigns.

- o **L'Auberge du Bout du Monde:** Went from very quiet, to everyday being like a Saturday. Booked out 7 weeks in advance they saw a 40% growth in turnover.
- o **Brooklyn Bridge Deli:** Now regularly has lines out the door and they're on the cusp of opening 4 new venues. They credit us for doubling their business.
- o **Celsius:** Since working with us, their weekly turnover has grown 20% per week.
- o **Salumerie:** Our collaboration for their new location opening promoting \$5 sandwiches for the first 100 customers had people lining up and we sold them out in 25 minutes!
- o **Shadow Baking:** Sold out the first batch of two limited-edition pastries in just 15 minutes, with continued sell-outs throughout the day, thanks to our strategic pre-launch hype videos.
- o **Bistro Nido:** Our strategic buzz reached over 715,247 people organically without ad spend. In their first five weeks of business, Bistro Nido was booked out nearly every day, virtually unheard of for a newly launched restaurant.

Edge of Innovation

Achieving outstanding results through social media means innovating every single day. Algorithms change constantly, so you've got to find creative ways to get the biggest reach and most engagement with potential customers. There's no viral rule book to use, figuring out what works requires great instincts, innovation, perseverance, and experience.

In 2023, the LickYourPhone Media team revolutionised our own social media strategy. Despite a strong follower count, our accounts had stagnated as audience interaction shifted. We moved away from overwhelming frequent posts to a strategic focus on high-quality, targeted, and original content. This transformation sparked a resurgence, adding over 15,000 followers in just a few months and continuing to grow. And in 2024, We launched the "Crumbs of Wisdom" content strategy, an interview series with successful restaurant owners designed to attract our ideal clients, which led to one restaurant group signing on immediately after their feature.

Having already built a successful presence on Instagram, the LickYourPhone Media team tackled the challenge of mastering the rapidly evolving TikTok platform. When we discovered simply reposting Instagram content wasn't enough, the team started developing unique, platform-optimised content designed to engage users more effectively. This shift in strategy paid off, with some videos unexpectedly going viral. One post gained almost a million views in a day, from 10,000 to 956,000.

Dream team

One of the biggest reasons for our success is our people. Mindset, cultural fit, and outcomes are more important to us than hours worked or skill set; you can teach people to carry out a task, but sharing genuine excitement for our work and being committed to excellence is what we believe makes the difference. Taking risks, learning from challenges and being open and honest are critical ingredients for growing a great culture and becoming industry leaders.

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, describing the nominated social media team, OR an essay of up to 625 words? (Choose one):

An essay of up to 625 words

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Attachments/Videos/Links:

[LickYourPhone Media's Social Media Team](#)



[REDACTED FOR PUBLICATION]