

PROVIDENCE  
COLLEGE

# Smith Hill Consulting Group: Bodega on Smith

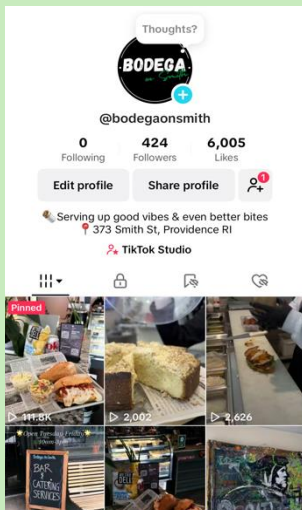
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## Social Media Presence

We focused on enhancing Bodega on Smith's social media presence by launching and growing their TikTok account to increase brand visibility and engagement. Through consistent content

creation and trend-based strategies, the page has continued to grow and reach a wider audience. This effort has laid the foundation for a stronger digital presence and future marketing initiatives.



## Purpose

As a part of the Smith Hill Consulting Group, we're working closely with Bodega On Smith and its three main aspects: the deli, catering, and the speakeasy. Our current focuses are boosting their social media presence, revamping the menus, and assisting in catering outreach. As a team our ultimate goal is to expand Bodega's business and foster deeper community engagement across Providence.

## Catering Outreach

In order to expand customer base, we reached out to clubs and organizations on campus and businesses within the Providence Community. We connected with Learfield, a company that is responsible for advertising local businesses through Providence College athletics and at the AMP.

# Menu Redesign

Our focus was to give the catering and deli menus a more visually appealing layout with updated menu items. We matched the menus with the Bodega's website in order to give a cohesive look.

