

renew.

CLIENT *case study*

Fresh Direct UK

Creating Meaningful Growth...

A 566% Engagement Increase
& 30K Followers Delivered

Key Results

Our collaborative efforts paid off with measurable success:

- **566%** increase in **engagement** across all platforms.
- Grown to **30k cross channel** engaged followers
- **1m+ organic impressions** showing the far-reaching impact of their consistent, strategic content.
- **1k+** pieces of organic **content produced**



Testimonial

"Renu provides a positive and proactive approach to supporting our businesses with a genuine desire to add value to all areas of social media and digital marketing. Their enthusiasm and passion for delivering high-quality content are matched by their subject knowledge, expertise and work ethic. I would highly recommend Renu in this space."

Michael Jordan, Snr Marketing Manager Fresh Direct



Client Overview

Background:

Fresh Direct UK, a leader in the fresh food wholesale industry, came to Reneu in 2023 with a clear problem. After working with multiple agencies, they felt frustrated and misunderstood—no one had been able to truly capture their vision. They needed a partner who could align with their brand, create consistency, and ignite both external engagement and internal enthusiasm among their staff.

The Challenge

Fresh Direct UK wanted a fresh start. Their goals were ambitious but critical:

- Establish a cohesive approach to organic social media
- Dramatically boost engagement across platforms
- Align and inspire their internal team to leverage social tools like LinkedIn
- Build a strong foundation for future growth, expanding their reach and creating meaningful connections

The Approach

We began by listening. At Reneu, our collaboration is rooted in understanding. By immersing ourselves in Fresh Direct UK's mission and values, we were able to craft a tailored strategy to transform their social presence.

Phase 1 (2023): Building Foundations for Consistency and Engagement

- Designed and implemented an organic social media strategy that reinforced their brand identity and voice.
- Delivered high-quality and visually engaging organic content, exceeding 1,000 individual posts in the first year.
- Increased their internal buy-in through a social media masterclass series for employees. These interactive sessions focused on LinkedIn opportunities and personal branding, empowering their team to become active brand ambassadors.

Phase 2 (2024): Scaling Engagement and Reach

- Added targeted paid ads on LinkedIn and Meta to further amplify their message and attract wider audiences.
- Focused on follower growth with a multi-channel approach that emphasized value-driven and authentic content.



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Want Results Like These..?

Let's Work Together!

Inspired by the growth we achieved with Fresh Direct UK? At Reneu, we specialise in turning big ideas into measurable success. Whether you're looking to build your brand, drive bookings, or take your business to the next level, we're here to help.

Get In Touch

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