

Le 208 Café Social Media Marketing

China Market Entry Success Story

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Drove 80 % Foot-Traffic Growth for Le 208 Café in 6 Months

Challenge:

Le 208 Cafe · Restaurant is a new Western-style restaurant brand that has opened in the semi-rural tourist area of Qingpu, Shanghai. It has limited online visibility and monthly footfall below break-even. The goal was to boost brand visibility and drive higher dine-in traffic within six months across Chinese social platforms.



Action:

- Optimised brand presence and profiles on every platform
- Built a content strategy and calendar with seasonal, event-driven themes
- Produced and edited short-form videos for multi-platform distribution
- Planned and executed highly targeted paid social advertising campaigns

Results:

- Tripled follower count on Xiaohongshu
- Achieved a 400% increase in impressions and engagement across social platforms
- Ranked #1 on Dianping's Qingpu District restaurant list in April 2025
- Foot traffic increased by 80% compared to pre-campaign levels

Digital Marketing Campaigns for Le 208 Café



Dianping



Douyin brand account



XHS campaign



Brand website