CASE STUDY · SIMPLY OPERATED SYSTEMS

12.5× the Facebook views in four weeks, no ad spend

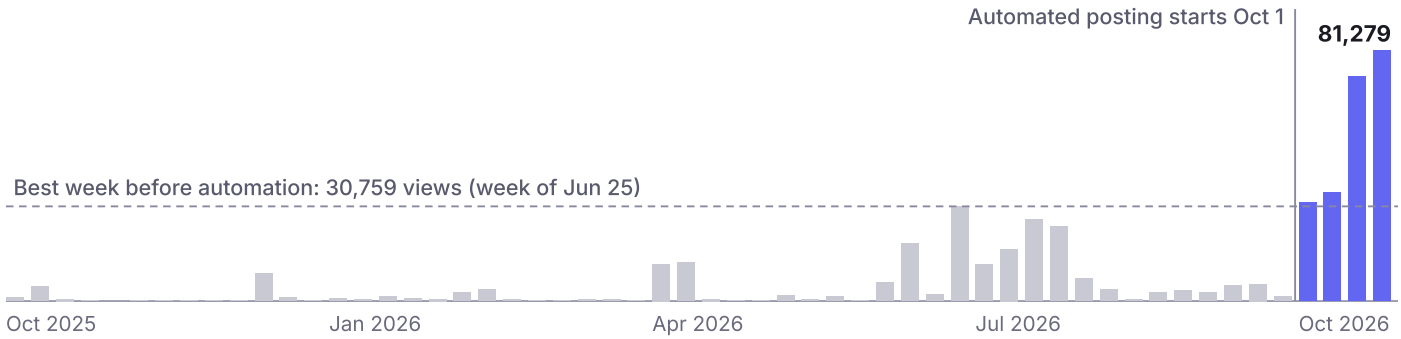
I automated the social media at my own restaurant. In its first four weeks the Page got 96% of the views it had in the whole year before.

Client: Amore Pizzeria, Zionsville, Indiana (my own restaurant) · **Work:** automated posting and comment replies · **Compared:** Oct 1–28, 2026 vs the year before

12.5×	9×	8 min	$0
Facebook views a week	new followers a week	median reply to a comment	spent on ads or boosts
4,435 → 55,383	5.3 → 48.2	315 comments answered	every view organic

Every automated week beat the best week of the year before

Facebook Page views per week, October 2025 to October 2026



The problem

Posting happened when I had time. That averaged 2 posts a week, and nothing at all in 20 of the 52 weeks before.

When I pushed hard in June and July, views climbed. When the restaurant got busy, they fell back to about 3,600 a week. Comments got answered whenever someone saw them.

What I set up

- A post every day at 11:30, Monday to Saturday, on Facebook, Instagram and X.
- A weekly mix built around people and the town: our family, a question, a shout-out to a neighbor business.
- Every caption checked against a list of approved facts. Anything new waits for my OK.
- Comments answered within minutes. Allergy questions, complaints and anything it can't answer reach me.
- A scorecard in my inbox every Monday.

What we learned

- **People beat ads.** A shout-out to a neighbor business averaged 23,953 views. A plain "order now" post averaged 897.
- **A selfie at the neighbor's counter about tripled a shout-out:** 35,035 views on average with one, 12,872 without.
- **So we stopped posting ads.** The order link now rides on the last line of the posts people actually see.

> **Honest scope:** four weeks of data from one restaurant, and two posts carried a lot of it. Sales started rising about two weeks after views jumped; that is timing, not proof. Numbers from the Facebook and Instagram Graph API, pulled Nov 1, 2026.

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