

# CASE STUDY:

## DISPOTINO PIZZERIA

**A handcrafted pizzeria goes viral, and has to hit pause to keep up with the dough.**

Dispotino Pizzeria is a boutique Roman-style pizzeria in North York, Toronto. Known for its airy biga-crust slices and fresh-stacked sandwiches, the business was built around craft, not capacity, open only Monday to Friday, 11AM to 3PM, with a limited daily output.

Orbit Strategies was brought in to build local awareness and boost foot traffic through a focused, high-impact social media campaign. In just eight posts, including two standout carousels and several behind-the-scenes reels, -

the account exploded from local hidden gem to viral hotspot, with the Instagram drawing more than 400,000 views in a single month.

This case study explores how strategic content, authentic influencer engagement, and visual consistency can build buzz quickly, sometimes too quickly. It also reflects on the unexpected challenges of viral growth and how we helped the client pause, recalibrate, and come back stronger.



## Strategy and Execution

Orbit Strategies developed a lean yet highly effective content campaign rooted in three pillars: scroll-stopping visuals, authentic influencer amplification, and hyperlocal discovery tactics.

We focused on showing, not just telling, what made Dispotino special: the bubbling crusts, pillowy dough, rich toppings, and hand-layered Roman-style sandwiches. These visuals created instant appetite appeal, resulting in several posts reaching 15,000 to 20,000 views organically. Two carousel posts, featuring the pizza and sandwich menus, generated a combined 40,000 views with exceptional engagement.

From there, we strategically accepted a small number of local food content creators' requests to video the pizzeria. One reel, posted by a Toronto-based creator, labelled Dispotino a "hidden gem" and pulled in 182,000 views, triggering a ripple effect of reposts and tags. During peak weeks, the brand's Instagram profile generated over 400,000 views per month, despite having only eight total posts.

Metric	Performance
Top Organic Post	182,000+ views
Average Carousel Views	~20,000
Monthly Views	Over 400,000 (while posting)
Daily Engagement	1,000–3,000 interactions/post
Follower Growth	Thousands within 6–8 weeks
Current Profile Activity	8,000+ views/month (no post for 5 months)

What made this performance more remarkable is that it was entirely organic, no paid media was used throughout the campaign. The virality was driven by strong content, authentic creator partnerships, and local relevance.

## Lessons Learned

### 1. Virality is powerful... but must be managed.

Success came so quickly that Dispotino could not meet demand. With only a limited dough batch made daily using a traditional biga starter, they were regularly sold out by 1 PM. The business temporarily shut down after just under a year to restructure production and staffing.

### 2. A few quality posts can outperform frequent posting.

With just a handful of highly curated posts, Dispotino reached more than many larger restaurant chains posting daily. The account still attracts thousands of monthly profile views from saved and reshared content alone.

### 3. The right influencer can change the game.

Instead of investing in dozens of micro-influencers, we focused on building a campaign around a product that would bring the influencer to Dispotino. Their reel ignited a wave of attention, showing that authenticity and timing matter more than follower count.

### 4. Prepare for success before launching.

We now incorporate "scalability readiness" into every campaign we run for food service brands. A line around the block may seem like a dream, but without systems to handle it, it can hurt long-term growth.



## Conclusion

This campaign proved how a small, under-the-radar pizzeria can become a viral success with the right strategy. Orbit Strategies helped Dispotino capture the hearts (and stomachs) of thousands, using nothing more than smart content, local relevance, and influencer storytelling.

Yet, the campaign also served as a wake-up call. Going viral is not always the win it appears to be, it can break operations if not planned for. Today, Dispotino is preparing for its next chapter with a stronger foundation, and Orbit continues to work with restaurants and brands to ensure their marketing success is sustainable, not just sensational.

