



Prepared by: You Squared Media

January Highlights

- **Social Media Strategy**
 - Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
 - Boosted "Whisky Wednesday", influencer, reviews, and whisky food recipe posts.
 - Launched whisky recipes campaign, promoting more food recipes for "Whisky Wednesdays".
 - Optimized posting schedule, utilizing highest times of engagement per analytics.
 - Increased engagement through focus on posts with questions to the audience: "Do beans belong in chili?" and "Tell us your favorite song about whisky".

Digital Takeaways

- **Facebook:**
 - Post Shares increased substantially by 417, which is over 196%!
 - Total Reach increased substantially by 30,693!
 - Page Followers increased by 73.
 - Post Likes increased by 84%!
- **Instagram:**
 - Follower Count increased by 44.
 - Post Comments were 53.
 - Post Likes were 719.
 - Post Engagement was 813.

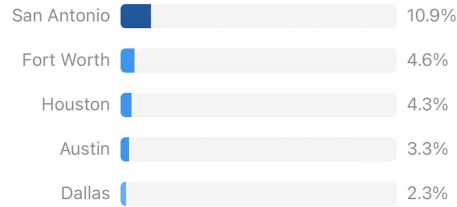
You Squared Media February Plan

- Continue TCC company swag promo.
- Push page-likes increase focused posts.
- Promote recipe posts on social media to increase site traffic.
- Post whisky reviews to social media posts.
- Encourage more fan-created content, and repost.
- Repost more influencer and fan content from social media and TikTok.
- Create "Beginner's Guide to Liking Whisky", and "The Perfect Whisky Pairing Valentine's Day Dinner" blogs, and publish to syndicate networks.

Instagram Demographics

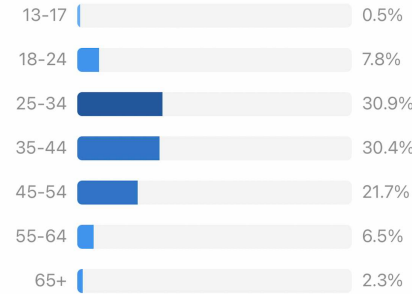
Top Locations

Cities Countries

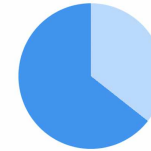


Age Range

All Men Women



Gender

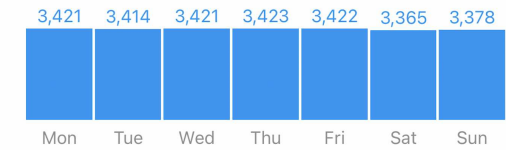


64.4%
Men

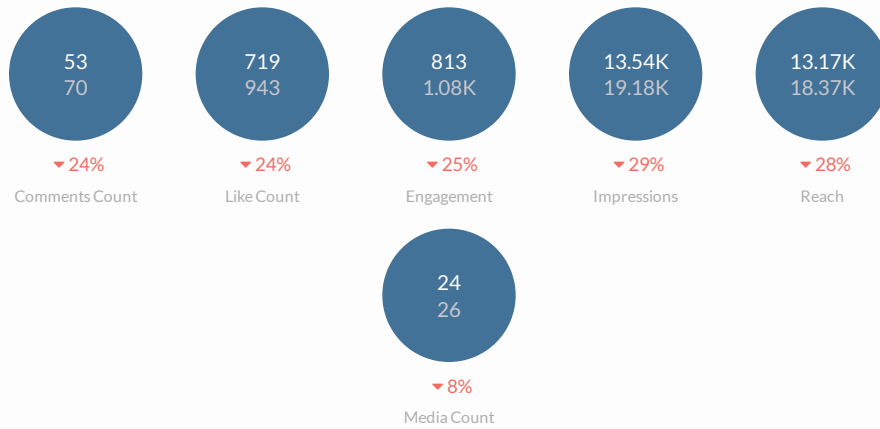
35.6%
Women

Most Active Times

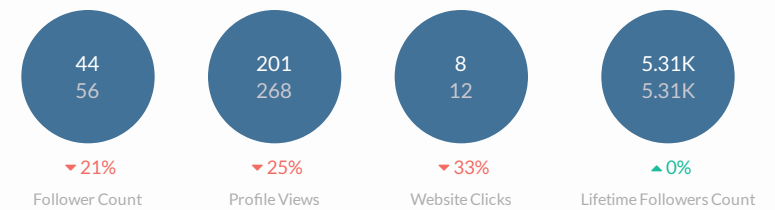
Hours Days



Instagram Post Analytics (Compared to previous month)



Instagram Page Analytics



Top Organic Instagram Post



texascrownclub

259

1

0

4

Discovery ⓘ

483

Accounts reached
10% weren't following texascrownclub

1
Profile Visits

483
Reach

Follows

N/A

Interactions ⓘ

1

Actions taken from this post

Reach

483

Impressions

496

From Home

437

From Explore

31

From Hashtags

20

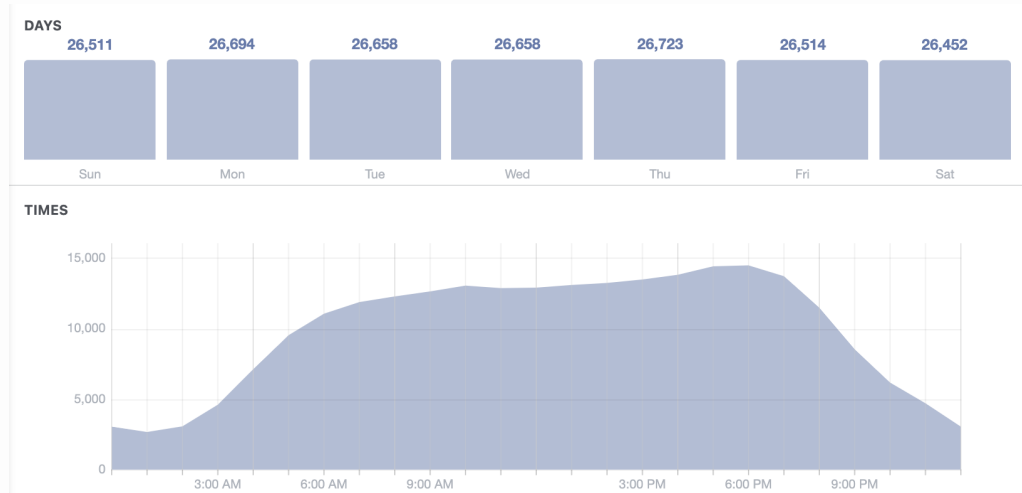
From Other

8

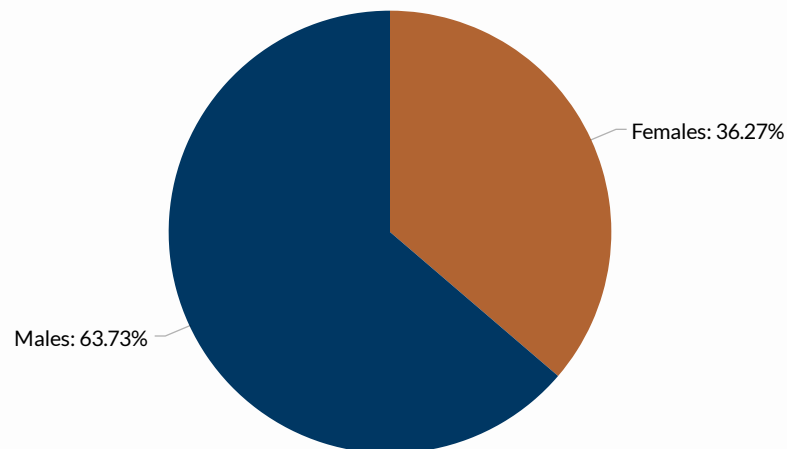
Profile Visits

1

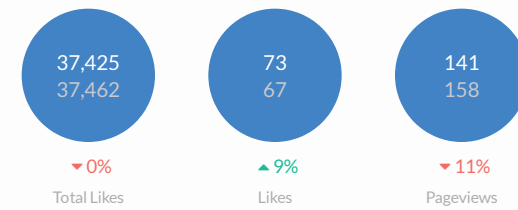
Facebook Best Days to Post



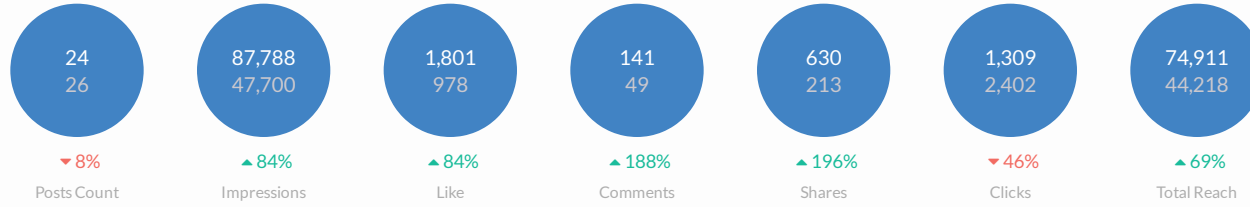
Facebook Demographics Organic



Facebook Page Analytics



Facebook Post Analytics




Top Organic Facebook Post

Texas Crown Club Whisky
Published by Buffer [?] · January 13 · 🌐

Whisky ain't just for cocktails! Try this candied whisky bacon on literally everything 🍷🍴

Pick up your bottle of Texas Crown Club Whisky at any of our vendors: <https://buff.ly/37X58IF>
#texascrownclub #mostwantedwhisky #whiskywednesday



23,097 People Reached **1,823** Engagements [Boost Again](#)

Boosted on Jan 18, 2021 by Buffer AdScheduler Completed

| | | | |
|----------------|-------------|-----------------|-------------|
| People Reached | 8.9K | Post Engagement | 1.3K |
|----------------|-------------|-----------------|-------------|

[View Results](#)

Performance for Your Post

23,097 People Reached

1,085 Reactions, Comments & Shares 🗨️

| Reaction | On Post | On Shares |
|----------|---------|-----------|
| Like | 340 | 143 |
| Love | 38 | 25 |
| Wow | 2 | 2 |
| Wow | 25 | 22 |
| Comments | 29 | 63 |
| Shares | 397 | 0 |

738 Post Clicks

| Click Type | Link Clicks 🗨️ | Other Clicks 🗨️ |
|-------------|----------------|-----------------|
| Photo Views | 13 | 206 |

NEGATIVE FEEDBACK

0 Hide All Posts 1 Hide All Posts


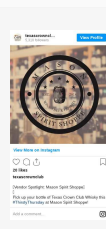

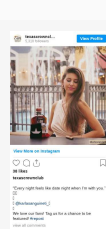

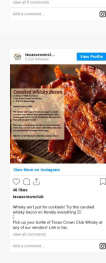
0 Report as Spam 0 Unlike Page


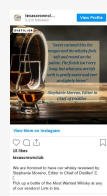
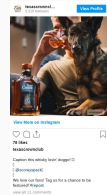

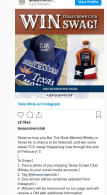
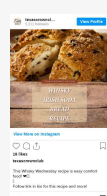
Reported stats may be delayed from what appears on posts

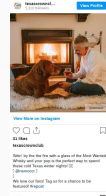


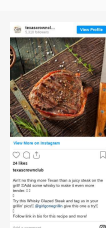


SOCIAL MEDIA - ORGANIC - SUMMARY GRIDS

Social Media Posts

| Caption | Date | Comments Count | Like Count | Engagement | Impressions | Reach | Media Count | Preview |
|--|--------------|----------------|------------|------------|---------------|---------------|-------------|---------|
| Total | | 53 | 719 | 813 | 13,543 | 13,167 | 24 | |
| ☐Happy New Year!☐☐ May your troubles last as long as your resolutions! | Jan 01, 2021 | 2 | 26 | 28 | 494 | 488 | 1 | |
| Our New Years resolution: Make pour decisions ☺☐☐ Say cheers to the new year, and pick up your bottle of Texas Crown Club whisky at any of our vendors! Link in bio. | Jan 01, 2021 | 1 | 21 | 24 | 407 | 392 | 1 | |
| Pick up your bottle of Texas Crown Club at The Forked Vine Wine & Spirits, and have yourself a forking good time ☺☐☐ | Jan 03, 2021 | 1 | 13 | 14 | 441 | 422 | 1 | |
| Joke's on him, she's looking at the whisky ☺☐☐ @jessicanco We love our fans! Tag us for a chance to be featured! #repost | Jan 04, 2021 | 2 | 31 | 34 | 783 | 760 | 1 | |
| Here's our 2021 Diet Tip: A banana has 105 calories, a glass of whisky has 70. The choice is clear ☐ < ☐☐ | Jan 05, 2021 | 3 | 52 | 56 | 738 | 727 | 1 | |

| | | | | | | | | |
|--|---------------------|----------|-----------|-----------|------------|------------|----------|---|
| <p>Did you know that the most popular cocktail in Texas during the Covid-19 pandemic lock-down is a Paloma? We made it better with whisky. Happy Whisky Wednesday, y'all! ☺ https://buff.ly/3cOY5Zk</p> | <p>Jan 06, 2021</p> | <p>1</p> | <p>56</p> | <p>74</p> | <p>990</p> | <p>972</p> | <p>1</p> |  |
| <p>☐ Vendor Spotlight: Mason Spirit Shoppe ☐ Pick up your bottle of Texas Crown Club Whisky this #ThirstyThursday at Mason Spirit Shoppe!</p> | <p>Jan 07, 2021</p> | <p>1</p> | <p>20</p> | <p>21</p> | <p>410</p> | <p>401</p> | <p>1</p> |  |
| <p>Check out our hot and juicy rack ☺☐ BBQ + Ribs + Whisky got us like ☺☐ Try these whisky slow-cooker ribs to get your BBQ fix! https://buff.ly/2LrRc7i</p> | <p>Jan 08, 2021</p> | <p>1</p> | <p>26</p> | <p>28</p> | <p>434</p> | <p>424</p> | <p>1</p> |  |
| <p>“Every night feels like date night when I’m with you.” ☐☐ ☐ @karlasanguineti_ We love our fans! Tag us for a chance to be featured! #repost</p> | <p>Jan 09, 2021</p> | <p>2</p> | <p>38</p> | <p>40</p> | <p>516</p> | <p>493</p> | <p>1</p> |  |
| <p>It’s Texas Trivia Tuesday! Did you know that the state dish of Texas is Chili? ☐☺ Bringing up the beans vs. no beans debate is a surefire way to get a Texan heated. Tell us in the comments below, do beans belong in</p> | <p>Jan 12, 2021</p> | <p>9</p> | <p>23</p> | <p>32</p> | <p>673</p> | <p>656</p> | <p>1</p> |  |
| <p>Whisky ain’t just for cocktails! Try this candied whisky bacon on literally everything ☐☐ Pick up your bottle of Texas Crown Club Whisky at any of our vendors! Link in bio.</p> | <p>Jan 13, 2021</p> | <p>3</p> | <p>46</p> | <p>60</p> | <p>807</p> | <p>786</p> | <p>1</p> |  |

| | | | | | | | |
|--|---------------------|-----------|-----------|-----------|------------|------------|---|
| <p>We hear ya, Cardi, but taste this WAP #WhiskyAndPizza 🍷🍕</p> | <p>Jan 14, 2021</p> | <p>1</p> | <p>26</p> | <p>28</p> | <p>443</p> | <p>415</p> |  |
| <p>We are honored to have our whisky reviewed by Stephanie Moreno, Editor in Chief of Distiller! 🍷 Pick up a bottle of the Most Wanted Whisky at any of our vendors! Link in bio.</p> | <p>Jan 15, 2021</p> | <p>1</p> | <p>15</p> | <p>16</p> | <p>367</p> | <p>347</p> |  |
| <p>Caption this whisky lovin' doggo! 🐶 @scoreyspack We love our fans! Tag us for a chance to be featured! #repost</p> | <p>Jan 16, 2021</p> | <p>11</p> | <p>78</p> | <p>91</p> | <p>845</p> | <p>814</p> |  |
| <p>Words to live by. Take time to build up your community by volunteering.</p> | <p>Jan 18, 2021</p> | <p>1</p> | <p>31</p> | <p>32</p> | <p>580</p> | <p>571</p> |  |
| <p>Show us how you like The Most Wanted Whisky in Texas for a chance to be featured, and win some sweet TCC swag! Happening now through the end of February! 🍷 To Enter: 1. Post a photo of you enjoying Texas Crown Club Whisky</p> | <p>Jan 19, 2021</p> | <p>1</p> | <p>18</p> | <p>20</p> | <p>496</p> | <p>483</p> |  |
| <p>This Whisky Wednesday recipe is easy comfort food! ❤️🍷 Follow link in bio for this recipe and more!</p> | <p>Jan 20, 2021</p> | <p>1</p> | <p>18</p> | <p>20</p> | <p>546</p> | <p>537</p> |  |

| | | | | | | | |
|--|---------------------|----------|-----------|-----------|------------|------------|--|
| <p>Sittin' by the the fire with a glass of the Most Wanted Whisky and your pup is the perfect way to spend these cold Texas winter nights! 🍷❤️ 🍷 @nemoccr We love our fans! Tag us for a chance to</p> | <p>Jan 22, 2021</p> | <p>1</p> | <p>31</p> | <p>32</p> | <p>572</p> | <p>557</p> | <p>1</p>  |
| <p>Ever wondered why Whisk(e)y is spelled with or without the 'e'? 🍷 Check out our latest blog post to learn why! 🍷🍷 Follow link in bio!</p> | <p>Jan 23, 2021</p> | <p>3</p> | <p>23</p> | <p>26</p> | <p>598</p> | <p>588</p> | <p>1</p>  |
| <p>We're in a whisky sippin' and chill kinda mood! 🍷 What are some of your favorite whisky songs? Tell us in the comments below! 🍷</p> | <p>Jan 25, 2021</p> | <p>1</p> | <p>19</p> | <p>20</p> | <p>451</p> | <p>455</p> | <p>1</p>  |
| <p>Ain't no thing more Texan than a juicy steak on the grill! 🍷🍷Add some whisky to make it even more tender. 🍷 Try this Whisky Glazed Steak and tag us in your grillin' pics! 🍷 @girlgonegrillin give this one a</p> | <p>Jan 27, 2021</p> | <p>1</p> | <p>24</p> | <p>26</p> | <p>544</p> | <p>515</p> | <p>1</p>  |
| <p>#ThrowbackThursday to the Houston Livestock Show & Rodeo! 🍷 Can't wait for May 2021! 🍷 @sobsosa We love our fans! Tag us for a chance to be featured! #repost</p> | <p>Jan 28, 2021</p> | <p>2</p> | <p>44</p> | <p>48</p> | <p>604</p> | <p>583</p> | <p>1</p>  |
| <p>Check out veteran-owned and operated, Texas-themed Filo Liquors to pick up your bottle of Texas Crown Club today! 🍷🍷</p> | <p>Jan 29, 2021</p> | <p>1</p> | <p>20</p> | <p>21</p> | <p>387</p> | <p>374</p> | <p>1</p>  |

Thank you Chris for reviewing us on Distiller! 😊
at a liquor store near you! Link in bio.

Pick up a bottle of the Most Wanted Whisky

Jan 30,
2021

2

20

22

417

407

1



Top Paid Ad

Texas Crown Club Whisky
Published by Butler on January 5

Here's our 2021 Diet Tip: A banana has 105 calories, a glass of whisky has 70. The choice is clear 🍌🥃

#mostwantedwhisky #texascrownclub #newyearnewme

Texas Crown Club Whisky [Learn More](#)

Win&Spirits

13,869 People Reached **387** Engagements [Boost Again](#)

Boosted on Jan 6, 2021 by Siobhán Vanugheem Completed

People Reached **11.4K** Link Clicks **32** [View Results](#)

Performance for Your Post

13,869 People Reached

232 Reactions, Comments & Shares

| | | |
|--------------------|-------------------|---------------------|
| 113 Like | 86 On Post | 27 On Shares |
| 6 Love | 5 On Post | 1 On Shares |
| 52 Haha | 24 On Post | 28 On Shares |
| 1 Wow | 0 On Post | 1 On Shares |
| 19 Comments | 14 On Post | 5 On Shares |
| 43 Shares | 43 On Post | 0 On Shares |

155 Post Clicks

| | | |
|-----------------------|-----------------------|------------------------|
| 42 Photo Views | 33 Link Clicks | 80 Other Clicks |
|-----------------------|-----------------------|------------------------|


NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlink Page |

Reported stats may be delayed from what appears on posts

SOCIAL MEDIA - PAID - SUMMARY GRIDS

 Ads Analytics (Paid)

| Campaign | Start Date |  Total Ad Reach | Impressions | Post Engagement | Clicks | Post Comments | Post Shares | Page Likes | CPC |
|--|------------|--|---------------|-----------------|--------------|---------------|-------------|------------|---------------|
| Post: "What's worse? Tag 3 friends, and tell us in the..." | 2020-12-28 | 904 | 906 | 84 | 7 | 1 | 3 | 0 | \$0.71 |
| Post: "Whisky is good for more than just drinking! Try..." | 2020-12-28 | 742 | 754 | 111 | 50 | 0 | 6 | 0 | \$0.05 |
| Post: "Unsure of what whisky mixer to use? Check out our..." | 2020-12-30 | 1,787 | 1,921 | 19 | 37 | 0 | 0 | 0 | \$0.18 |
| Post: "🥂Happy New Year!🥂" | 2021-01-04 | 1,550 | 1,585 | 208 | 78 | 0 | 4 | 0 | \$0.13 |
| Post: "Joke's on him, she's looking at the whisky 😏" | 2021-01-04 | 1,258 | 1,271 | 235 | 27 | 0 | 0 | 0 | \$0.37 |
| Post: "Our New Years resolution: Make pour decisions 😊" | 2021-01-04 | 749 | 763 | 176 | 20 | 1 | 0 | 0 | \$0.50 |
| Post: "This Whisky Wednesday, we're reviving a classic..." | 2021-01-04 | 3,564 | 3,581 | 415 | 32 | 2 | 17 | 0 | \$0.31 |
| Post: "Did you know that the most popular cocktail in..." | 2021-01-07 | 2,841 | 2,887 | 413 | 170 | 5 | 31 | 0 | \$0.06 |
| Post: "“Every night feels like date night when I'm with..." | 2021-01-11 | 2,329 | 2,345 | 549 | 86 | 1 | 0 | 0 | \$0.12 |
| Post: "Check out our hot and juicy rack 😊" | 2021-01-11 | 2,562 | 2,627 | 547 | 209 | 4 | 11 | 0 | \$0.05 |
| Post: "It's Texas Trivia Tuesday! Did you know that the..." | 2021-01-13 | 1,073 | 1,077 | 217 | 30 | 8 | 1 | 0 | \$0.50 |
| Post: "Caption this whisky lovin' doggo! 🐕" | 2021-01-19 | 2,036 | 2,051 | 277 | 49 | 0 | 2 | 0 | \$0.24 |
| Post: "We are honored to have our whisky reviewed by..." | 2021-01-19 | 2,063 | 2,165 | 336 | 91 | 2 | 3 | 0 | \$0.26 |
| Post: "Whisky ain't just for cocktails! Try this candied..." | 2021-01-19 | 8,621 | 9,043 | 1,134 | 957 | 12 | 264 | 0 | \$0.02 |
| Instagram Post: Show us how you like The Most... | 2021-01-21 | 641 | 654 | 103 | 23 | 0 | 3 | 0 | \$0.35 |
| Post: "This Whisky Wednesday recipe is easy comfort..." | 2021-01-21 | 1,800 | 1,859 | 216 | 158 | 1 | 33 | 0 | \$0.06 |
| Total 📊 | | 34,520 | 35,489 | 5,040 | 2,024 | 37 | 378 | 0 | \$0.08 |



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