



Prepared by: You Squared Media

February Highlights

- **Social Media Strategy**
 - Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
 - Boosted lifestyle photo posts, Superbowl themed posts, and new can design posts.
 - Optimized posting schedule, utilizing highest times of engagement per analytics.
 - Increased engagement through focus on lifestyle-centric posts and Frio's low calorie/low carb beer posts.

Digital Takeaways

- **Facebook:**
 - Post Shares increased by 25, which is over 196%!
 - Total Reach increased substantially to 44,719, which is a 437% increase!
 - Page Followers increased by 46, which is a 70% increase!
 - Post Likes increased to 432 from 156, which is a 177% increase!
- **Twitter:**
 - Tweet impressions were 1,734.
 - Profile visits were 68.
- **Instagram:**
 - Follower Count increased by 25.
 - Post Comments were 33.
 - Post Likes were 382.
 - Post Engagement was 419.
 - Website clicks doubled, from 7 to 14.

You Squared Media March Plan

- Promote and boost St. Patrick's Day post.
- Push page-likes increase focused posts.
- Promote Spring Break centric posts.
- Encourage more fan-created content, and repost.
- Repost more influencer and fan content from social media.
- Create blog post focusing on Spring Break beer drinking activities, and publish to syndicate networks.

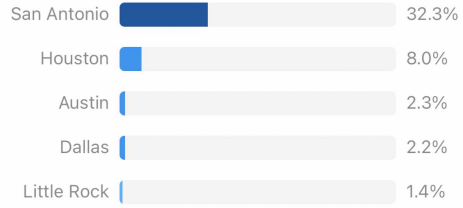
Marketing Recommendations

- Begin Account Verification (blue checkmark) process to verify validity and promote reputability of brand.
- Begin Ambassador/Influencer program to encourage more fan content and reposts.
- Creating more video content and optimizing YouTube channel.
- Creating TikTok account and cross-posting to it from Instagram Reels.

Instagram Demographics

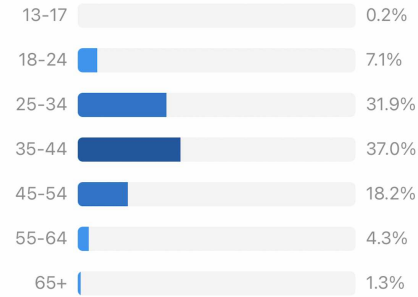
Top Locations

Cities Countries

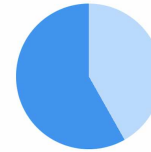


Age Range

All Men Women



Gender

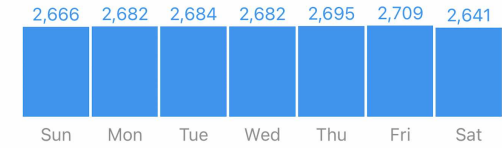


58.2%
Men

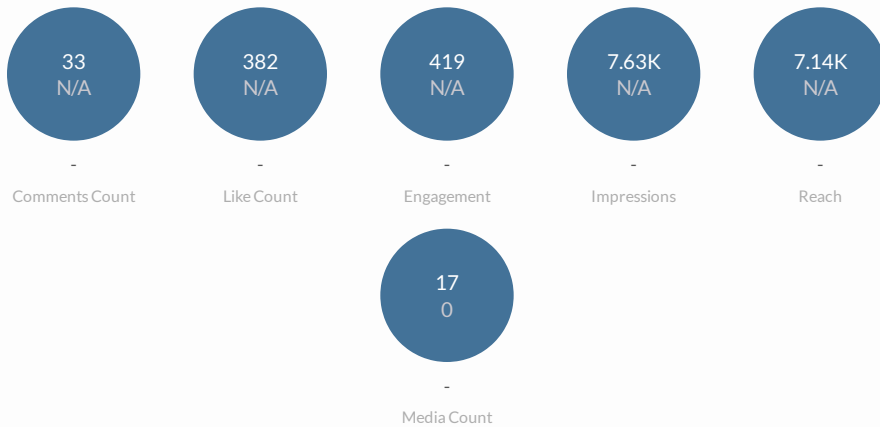
41.8%
Women

Most Active Times

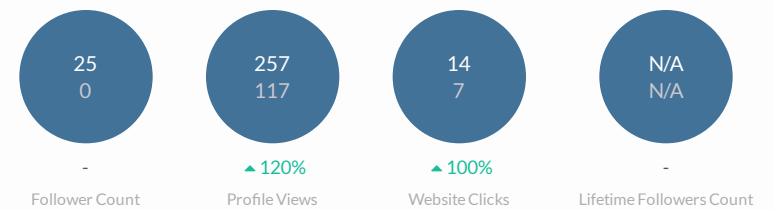
Hours Days



Instagram Post Analytics



Instagram Page Analytics



Top Organic Instagram Post



[View Insights](#)

[Promote](#)

152
1
2
0

3
Profile Visits

506
Reach

Interactions ⓘ

3
Actions taken from this post

Profile Visits

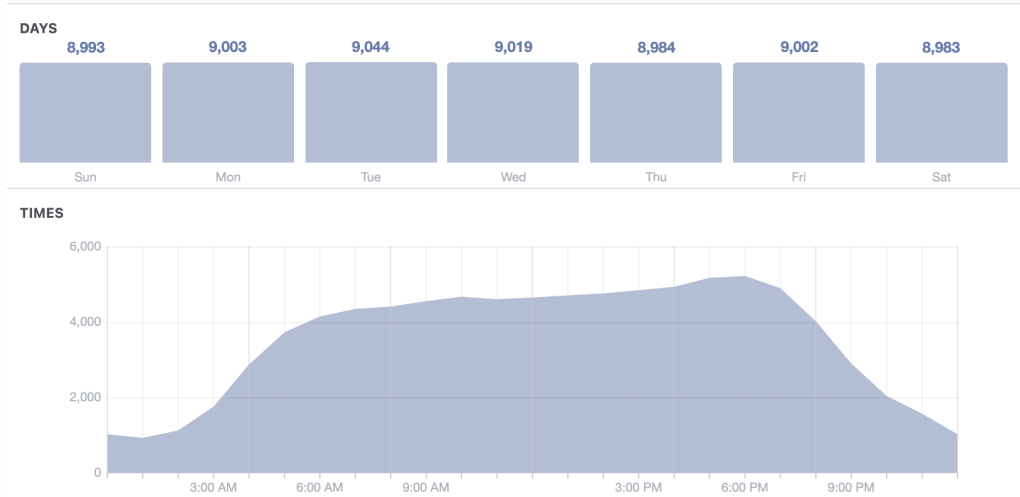
Discovery ⓘ

506
Accounts reached
6% weren't following enjoyfrio

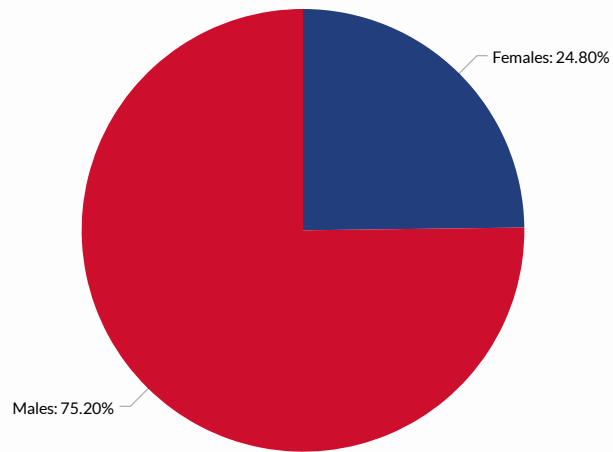
Follows	N/A
Reach	506
Impressions	527
From Home	485
From Profile	16
From Hashtags	15
From Other	11

3

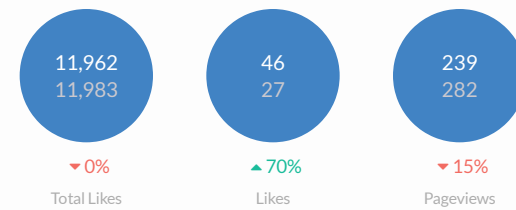
Facebook Best Days to Post



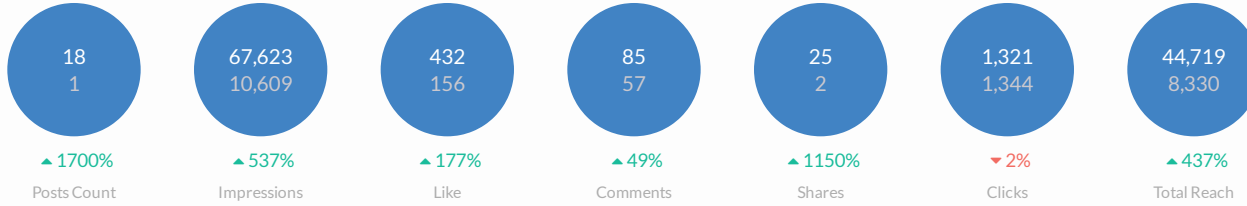
Facebook Demographics Organic



Facebook Page Analytics



f Facebook Post Analytics



Top Organic Facebook Post

Post Details

FRIO American Brewed
Published by Buffer! (1) · February 2 · 🌐

Are you ready for the big game this weekend? Grab your snacks and Frio Beer and you're set! 🍷🍷

FRIO American Brewed
Wine/Spirits [Learn More](#)

7,645 People Reached **891** Engagements [Boost Again](#)

Boosted on Feb 7, 2021 By Santosh Varughese Completed Boosted on Feb 2, 2021 By Santosh Varughese

People Reached	3.2K	Post Engagement	89	People Reached	>
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[View Results](#)

👍🗨️🔗 549 13 Comments 18 Shares

[Like](#) [Comment](#) [Share](#) [🔒](#)

Performance for Your Post

7,645 People Reached

316 Reactions, Comments & Shares (1)

239 Like	228 On Post	11 On Shares
21 Love	21 On Post	0 On Shares
1 haha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
35 Comments	21 On Post	14 On Shares
18 Shares	18 On Post	0 On Shares

275 Post Clicks

65 Photo Views	16 Link Clicks (1)	194 Other Clicks (1)
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Twitter Analytics



New Tweets



Followers



New Followers



Retweet Count



Total Favorites



Mentions

Top Organic Twitter Post

Top Tweet earned 183 Impressions
 It's #ThirstyThursday and we know exactly what will quench your thirst! An ice cold Frio Beer! 🍺 #DrinkFrio
<pic.twitter.com/mUptwudfA>



[View Tweet activity](#) [View all Tweet activity](#)

YouTube Analytics



Views



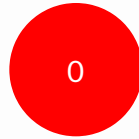
Average Daily View Duration



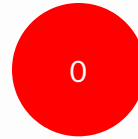
Estimated Hours Watched



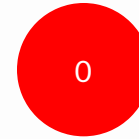
Likes



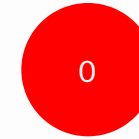
Comments



Shares



Subscribers Gained



Videos Added To Playlists

Social Media Posts

02/28/2021 11:00 AM		Sundays are for Beer and BBQ 🍷🍖🍷 Grilling			207		7 5		Boost Post
02/26/2021 11:00 AM		Who's ready for Spring Break!? Only 1 more			6.5K		113 7		View Promotion
02/24/2021 11:00 AM		Don't worry, Beer Happy. We're halfway through the			165		2 3		Boost Post
02/22/2021 11:01 AM		The perfect beer blanket after the #TexasFreeze ❄️			5.4K		77 15		View Promotion
02/21/2021 11:00 AM		Raise your hand if you love Bacon and Beer! 🍷🥓			3K		107 19		View Promotion
02/19/2021 11:00 AM		Let's pour one up for the start of the weekend!			2.3K		51 11		View Promotion
02/17/2021 11:00 AM		It's Random Act of Kindness Day and we			261		11 9		Boost Post
02/15/2021 11:00 AM		Zero Sugar, Zero Guilt 🍷 🍷 Sit back, crack open a			3.5K		160 11		View Promotion
02/14/2021 10:00 AM		We're better together! ❤️ 🍷 Happy Valentine's Day			366		20 14		Boost Post
02/13/2021 11:00 AM		We followed our heart and it led us to Frio Beer 🍷❤️			2.5K		40 8		View Promotion
02/12/2021 11:01 AM		Introducing...Our new can design for FRIQ 6.0! 🍷			1.9K		123 14		View Promotion
02/10/2021 11:00 AM		New Year, New Can (but same delicious taste) 🍷			6.3K		268 99		View Promotion
02/08/2021 11:01 AM		Legend says that the best cure for a hangover is an			1.8K		27 23		View Promotion
02/07/2021 11:00 AM		Best way to enjoy the big game is with a Frio Beer			127		4 7		Boost Post
02/06/2021 11:00 AM		We have the perfect game day recipe...made			183		1 4		Boost Post
02/04/2021 12:00 PM		It's Thirsty Thursday and we know exactly what will			1.4K		30 16		View Promotion
02/02/2021 11:00 AM		Are you ready for the big game this weekend!?			7.6K		275 316		View Promotion

Top Paid Ad

Post Details
✕

FRIO American Brewed

Published by Buffer [?] · February 2 · 🌐

Are you ready for the big game this weekend!? Grab your snacks and Frio Beer and you're set! 🍷🍷

FRIO American Brewed [Learn More](#)

Wine/Spirits

7,645

People Reached

591

Engagements

Boost Again

<small>Boosted on Feb 7, 2021</small>	<small>Completed</small>	<small>Boosted on Feb 2, 2021</small>
<small>By Santosh Varughese</small>		<small>By Santosh Varughese</small>
<small>People Reached</small>	<small>Post Engagement</small>	<small>People Reached</small>
3.2K	89	>

[View Results](#)

👍❤️👍 249

13 Comments 18 Shares

Like
 Comment
 Share

Performance for Your Post

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275 Post Clicks

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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

f Ads Ads Analytics (Paid)

Campaign	Start Date	Total Ad Reach	Impressions	Post Engagement	Clicks	Post Comments	Post Shares	Page Likes	CPC
Instagram Post: It's Thirsty Thursday and we know...	2021-02-10	1,122	1,225	92	70	3	3	0	\$0.14
Instagram Post: Legend says that the best cure...	2021-02-10	879	994	71	59	3	3	0	\$0.17
Post: "It's Thirsty Thursday and we know exactly what..."	2021-02-10	1,621	1,909	33	33	1	0	0	\$0.30
Post: "Legend says that the best cure for a hangover is..."	2021-02-10	1,912	2,168	29	32	0	1	0	\$0.31
Instagram Post: Introducing...Our new can design...	2021-02-12	685	691	559	0	0	0	0	-
Instagram Post: New Year, New Can (but same...	2021-02-12	949	960	636	0	0	0	0	-
Post: "Introducing...Our new can design for FRIO 6.0! [...]"	2021-02-12	2,286	2,716	419	55	1	1	0	\$0.27
Instagram Post: Let's pour one up for the start...	2021-02-24	738	741	123	15	0	0	0	\$0.67
Instagram Post: Raise your hand if you love Bacon...	2021-02-24	608	617	106	16	2	0	0	\$0.63
Instagram Post: The perfect beer blanket after...	2021-02-24	798	798	125	1	0	0	0	\$10.00
Instagram Post: We followed our heart and it led...	2021-02-24	924	926	163	3	0	1	0	\$3.33
Instagram Post: Zero Sugar, Zero Guilt ☺ Sit...	2021-02-24	763	766	103	12	1	1	0	\$0.83
Post: "Let's pour one up for the start of the weekend!..."	2021-02-24	2,462	2,677	38	50	0	0	0	\$0.30
Post: "Raise your hand if you love Bacon and Beer! [...]"	2021-02-24	2,996	3,143	47	100	2	0	0	\$0.15
Post: "The perfect beer blanket after the #TexasFreeze [...]"	2021-02-24	5,477	5,736	47	51	0	0	0	\$0.29
Post: "We followed our heart and it led us to Frio Beer [...]"	2021-02-24	2,420	2,506	25	28	0	0	0	\$0.54
Post: "Zero Sugar, Zero Guilt ☺"	2021-02-24	3,774	4,069	60	153	2	1	0	\$0.10
Instagram Post: Who's ready for Spring Break!?...	2021-02-26	722	724	144	8	0	0	0	\$2.50
Post: "Who's ready for Spring Break!? Only 1 more week..."	2021-02-26	6,861	7,491	47	98	1	0	0	\$0.31
Total		37,997	40,857	2,867	784	16	11	0	\$0.32

