



Prepared by: You Squared Media

## March Highlights

- **Social Media Strategy**
  - Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
  - Created Texas Tea recipe video.
  - Created "Texas Tell Me Challenge" graphic to encourage engagement and tags.
  - Boosted "Whisky Wednesday", influencer, reviews, Texas Tea video, and whisky food recipe posts.
  - Primarily boosted Texas Tea video, and highest engagement Texas-themed posts.
  - Optimized posting schedule, utilizing highest times of engagement per analytics.

## Digital Takeaways

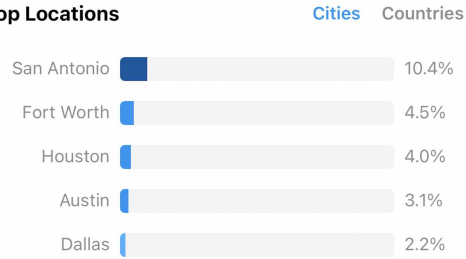
- **Facebook:**
  - Post Comments increased by 17%.
  - Total Reach is over 22k!
  - Page Followers consistently remain over 37k.
  - Post Likes were 735.
- **Instagram:**
  - Follower Count increased by 32.
  - Post Comments increased substantially by 194%!
  - Post Likes were 571.
  - Post Engagement increased by 24%!
  - Had the highest rates of engagement for Texas-themed posts.

## You Squared Media April Plan

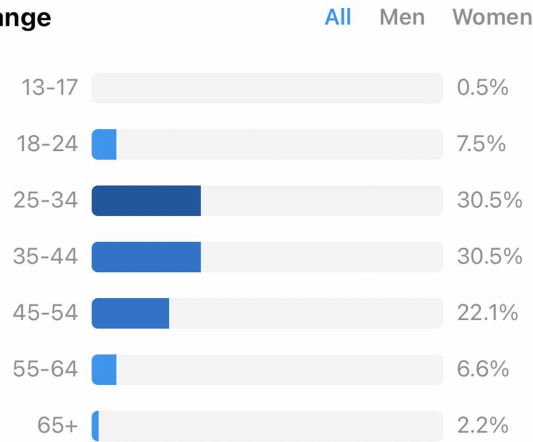
- Push page-likes increase focused posts, and questions to increase comments and engagement.
- Create and promote recipe videos on social media to increase site traffic.
- Encourage more fan-created content, and repost.
- Repost more influencer and fan content.
- Create "Light and Refreshing Spring Cocktails", and "Should You Add Ice to your Whisky" blogs, and publish to syndicate networks.

Instagram Demographics

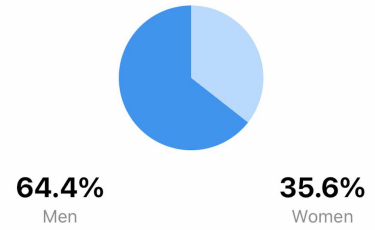
Top Locations



Age Range



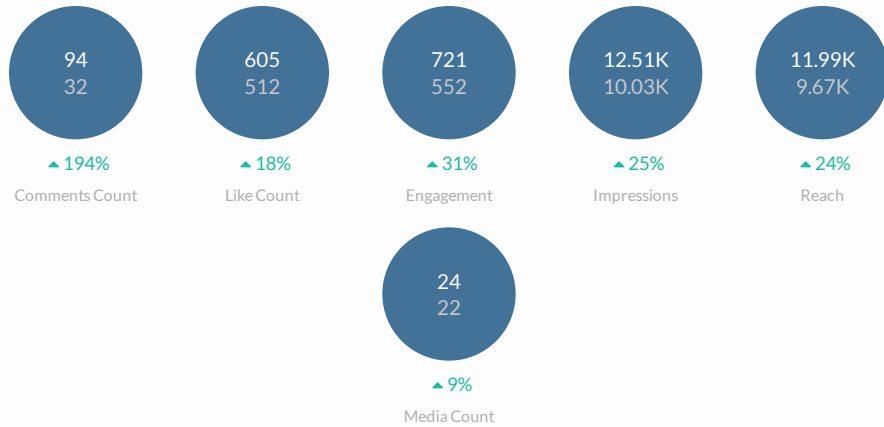
Gender



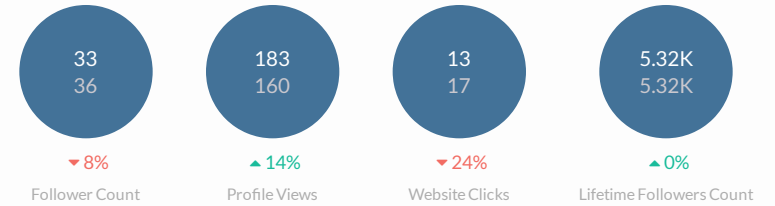
Most Active Times

Hours Days

Instagram Post Analytics (Compared to previous month)



Instagram Page Analytics



Top Organic Instagram Post



Post Insights

107 Likes, 56 Comments, 3 Shares, 3 Saves

7 Profile Visits, 2,681 Reach

Interactions ⓘ

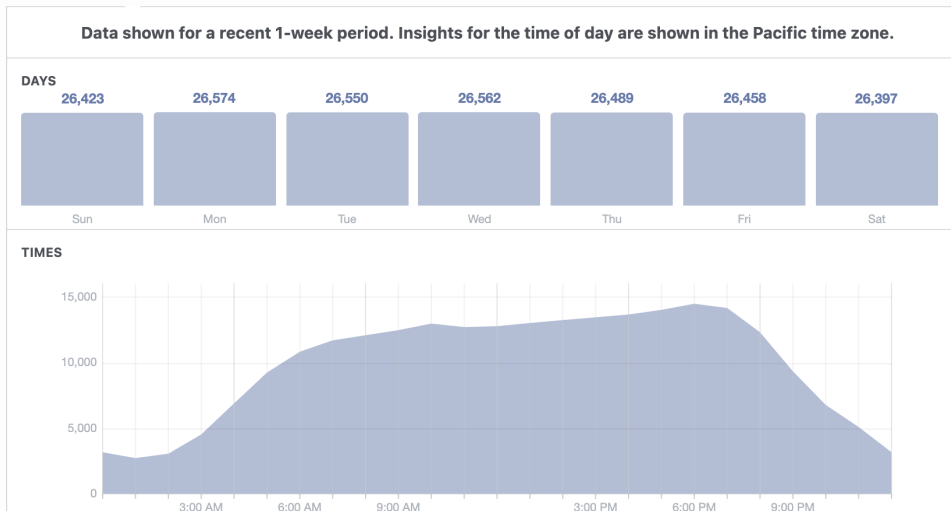
7 Actions taken from this post  
 Profile Visits 7

Discovery ⓘ

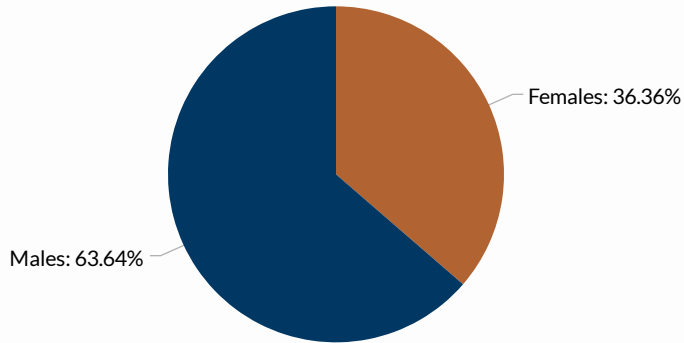
2,681 Accounts reached  
 65% weren't following texascrownclub

Follows	N/A
Reach	2,681
Impressions	2,751
From Hashtags	1,642
From Home	932
From Explore	150
From Other	27

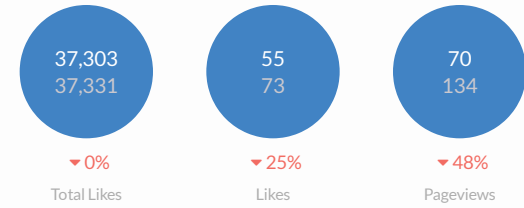
Facebook Best Days to Post



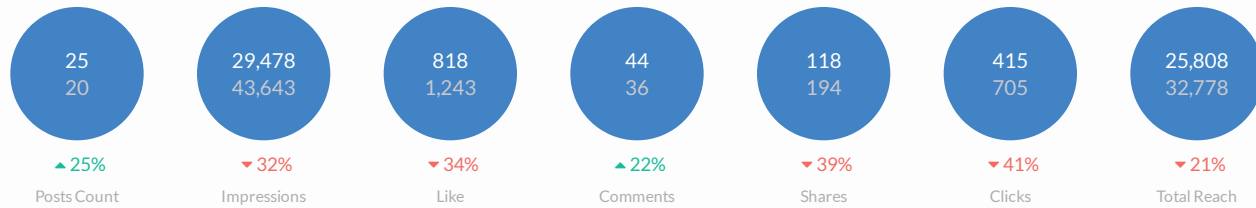
### Facebook Demographics Organic



### Facebook Page Analytics



### Facebook Post Analytics



Top Organic Facebook Post

Post Details
✕

**Texas Crown Club Whisky**

March 3 · 🌟

⋮

This is gone be one heckin' last stand. Check out our original recipe for "The Alamo"! It doesn't get more Texas than this 🤠

Check out the recipe here: <https://buff.ly/2ZBdTty>  
 #texascrowclub #mostwantedwhisky #whiskywednesday

*The Alamo*

1/2 oz Texas Crown Club Whisky  
 6 oz Topo Chico  
 2 Dashes hot sauce

Build into rocks glass and stir.  
 Yell out "Remember the Alamo!"  
 for full Texas effect.

**2,563**

People Reached

**170**

Engagements

Boost Again

Boosted on Mar 8, 2021 Completed  
 By Fariba Arabghani

People Reached	<b>1.7K</b>	Post Engagement	<b>294</b>
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[View Results](#)

👍❤️👏 90

👍 Like
💬 Comment
➦ Share
📷

2 Comments 23 Shares

**Performance for Your Post**

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**2,563** People Reached

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**127** Reactions, Comments & Shares ⓘ

<b>88</b> 👍 Like	<b>81</b> 📄 On Post	<b>7</b> 📄 On Shares
<b>3</b> ❤️ Love	<b>2</b> 📄 On Post	<b>1</b> 📄 On Shares
<b>8</b> 😂 Haha	<b>8</b> 📄 On Post	<b>0</b> 📄 On Shares
<b>1</b> 😮 Wow	<b>0</b> 📄 On Post	<b>1</b> 📄 On Shares
<b>4</b> 💬 Comments	<b>2</b> 📄 On Post	<b>2</b> 📄 On Shares
<b>23</b> 📄 Shares	<b>23</b> 📄 On Post	<b>0</b> 📄 On Shares

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**43** Post Clicks

<b>15</b> 📄 Photo Views	<b>4</b> 📄 Link Clicks ⓘ	<b>24</b> 📄 Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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Reported stats may be delayed from what appears on posts




Top Paid Ad

Post Details
✕

**Texas Crown Club Whisky**

March 20 · 🌐

Tell us you're from Texas without telling us! 😊  
Here's ours: "It's a 3 hour drive."  
Pour yourself a glass of Texan-owned whisky, and tell us your answer in the comments below! 🍷👉  
#texascrownclub #mostwantedwhisky #texashumor



**6,248**

People Reached

**105**

Engagements

Boost Again

Boosted on Mar 22, 2021  
By Fariba Arabghani

Completed

People Reached **5.8K**

Post Engagement **858**

[View Results](#)

**Performance for Your Post**

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**6,248** People Reached

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**49** Likes, Comments & Shares 📊

40 Likes	40 On Post	0 On Shares
9 Comments	9 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

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**56** Post Clicks

1 Photo Views	0 Link Clicks <small>📊</small>	55 Other Clicks <small>📊</small>
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**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

👍 40
💬 9 Comments

👍 Like
💬 Comment
🔗 Share
⋮



## SOCIAL MEDIA - PAID - SUMMARY GRIDS

### f<sub>Ads</sub> Ads Analytics (Paid)

Campaign	Start Date	Total Ad Reach	Impressions	Post Engagement	Clicks	Post Comments	Post Shares	Page Likes	CPC
Post: "An apple a day covered in whisky caramel sure..."	2021-02-25	118	121	4	5	0	0	0	\$0.19
Post: "Got that whisky state of mind ☑"	2021-03-09	1,341	1,355	237	22	0	1	0	\$0.68
Post: "This is gone be one heckin' last stand. Check out..."	2021-03-09	1,779	1,822	294	104	2	20	0	\$0.14
Post: "Texas Tuesday Trivia time! ☑ We all know Dr..."	2021-03-10	1,606	1,721	100	108	9	5	0	\$0.23
Post: "Boots off, sittin' in the grass, and a glass of..."	2021-03-11	1,404	1,429	258	98	1	1	1	\$0.15
Post: "It's almost St. Patty's Day! ☑ This Whisky..."	2021-03-11	585	591	194	34	1	7	0	\$0.44
Post: "It's Texas Trivia Tuesday! Pour yourself a glass..."	2021-03-16	714	726	174	41	1	2	0	\$0.61
Post: "The most interesting man drinking the most..."	2021-03-16	695	704	107	11	0	0	0	\$1.36
Post: "What's your favorite: whisky neat or whisky on..."	2021-03-18	705	714	146	44	3	0	0	\$0.34
Post: "Tell us you're from Texas without telling us! ☑"	2021-03-22	6,581	6,608	858	65	29	2	0	\$0.62
Post: "It's Texas Trivia Tuesday! ☑ What is the official..."	2021-03-23	1,284	1,362	134	153	1	4	0	\$0.07
Post: "For a taste as big as Texas, try making this..."	2021-03-25	2,157	2,312	1,207	88	0	24	0	\$0.17
Post: "Cheers to our fans! ☑ Pour yourself a glass of..."	2021-03-26	705	749	78	77	2	0	0	\$0.19
Post: "For a taste as big as Texas, try making this..."	2021-03-30	575	630	408	58	1	16	0	\$0.12
Post: "It's bluebonnet season, y'all! And it's a..."	2021-03-30	466	471	85	15	0	0	0	\$0.40
<b>Total</b>		<b>20,715</b>	<b>21,315</b>	<b>4,284</b>	<b>923</b>	<b>50</b>	<b>82</b>	<b>1</b>	<b>\$0.25</b>





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