



Prepared by: You Squared Media

November 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 trivia posts.
 - Launched "give the gift of Texas Crown" campaign.
 - Created "Whisky Wednesdays" drink recipe campaign.
 - Launched weekly social media influencer repost campaign.
 - Created bi-weekly "Whisky Trivia" post campaign.
 - Created bi-weekly whisky review repost campaign.
 - Optimized social media descriptions on Facebook and Instagram.
 - Optimized posting schedule, utilizing highest times of engagement per analytics.
- **Blogging**
 - Launched "Thanksgiving Whisky Cocktails" blog post to website, published to content syndicates.
 - Launched "Whisky Mixers" blog post to website, published to content syndicates.

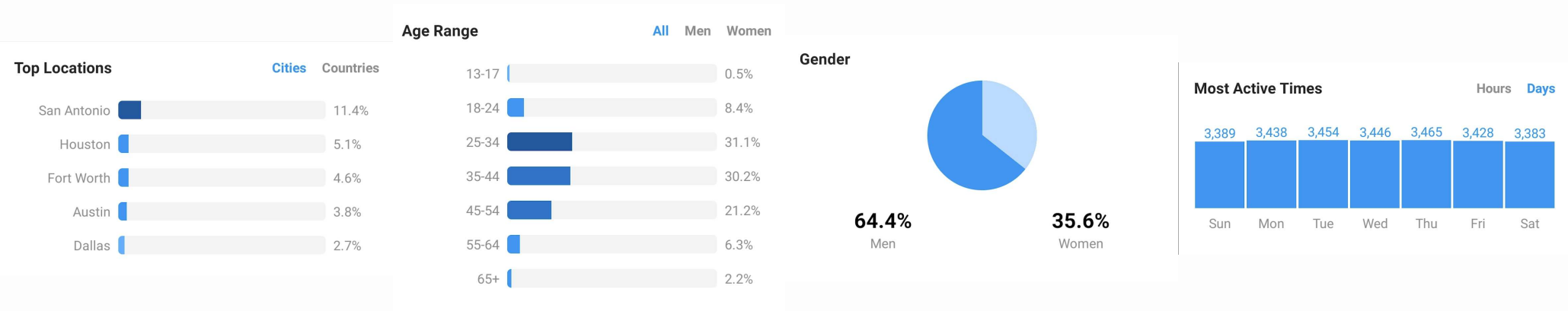
Digital Takeaways

- **Facebook:**
 - Post Shares **increased** by **124%**
 - Post Comments **increased** by **44%**
 - Post Clicks **increased** by **25%**
 - Total Reach **increased** by **51%**
 - Page Followers **increased** by **53**
- **Instagram:**
 - Follower Count **increased** by **42**
 - Post Comments **increased** by **50**
 - Post Likes **increased** by **50%**
 - Post Engagement **increased** by **53%**
 - Post Reach **increased** by **35%**

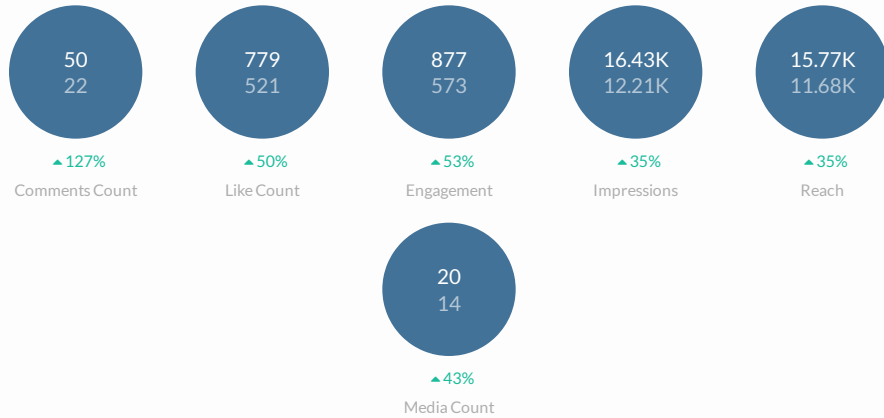
You Squared Media December Plan

- Launch TCC company swag promo.
- Push page-likes increase focused posts.
- Publish blogs to content syndicates after posted to website.
- Create LinkTree account and incorporate with website and social media accounts.

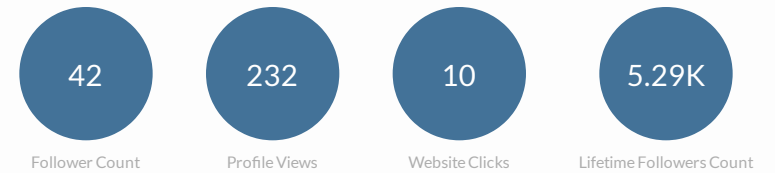
Instagram Demographics



Instagram Post Analytics (Compared to previous month)



Instagram Page Analytics



Top Organic Instagram Post

Texan Starter Pack

- ✓ Buc-ee's
- ✓ BlueBell ice cream
- ✓ Kolaches
- ✓ Whataburger
- ✓ H-E-B
- ✓ Family pictures in bluebonnets
- ✓ Breakfast tacos
- ✓ Texas Crown Club Whisky

texascrownclub It's a Texas thing 🤠

Our whisky is Texan-owned and Texas proud. Pick up your bottle of the Most Wanted Whisky in Texas!

Show us some of your Texas traditions, and tag us in your Texas AF pics!

3w

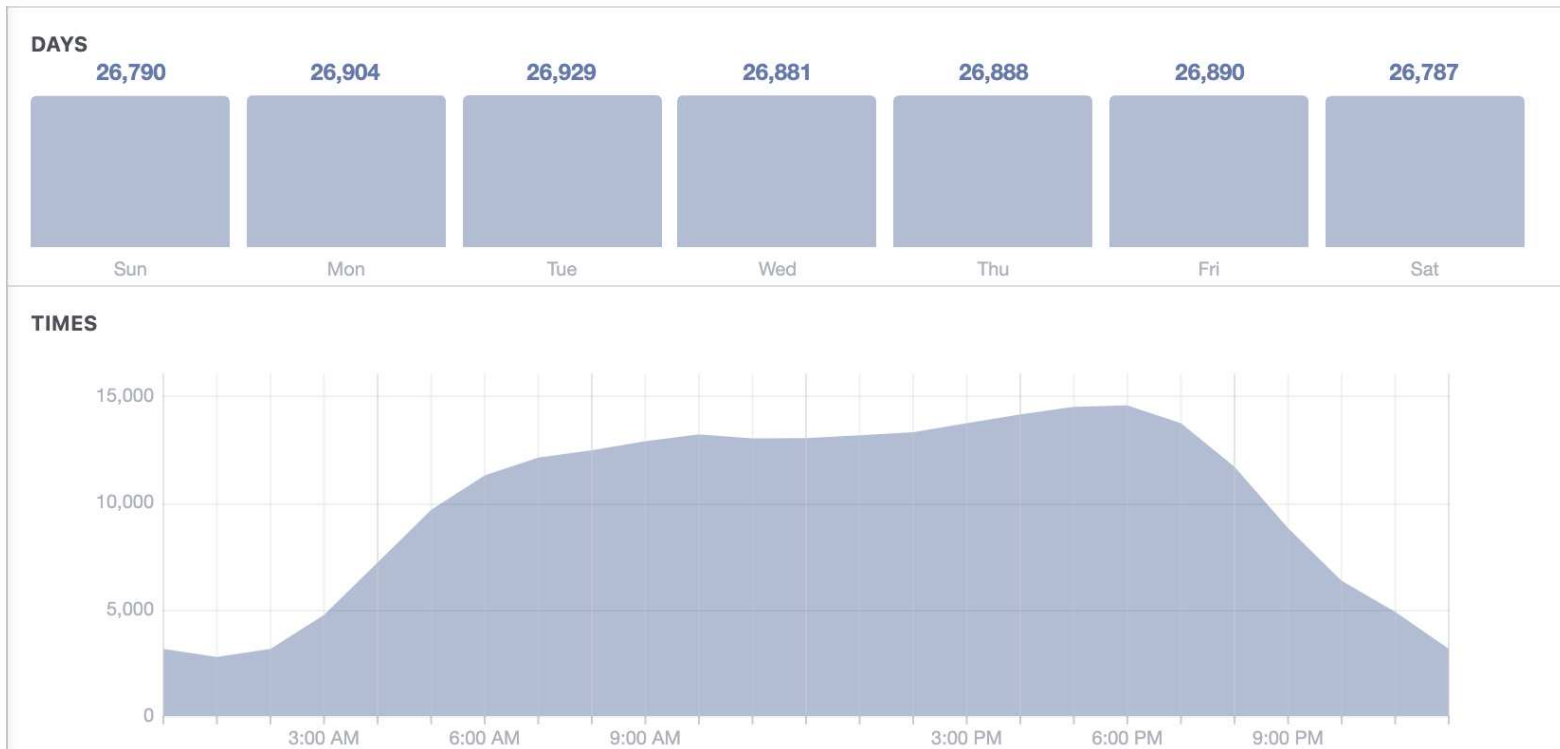
chrisleigh74 This maybe an unpopular opinion but...Blue Bell is good but have y'all tried Creamy Creations Ice Cream from HEB???? Soooo great!

Liked by paigenaumann99 and 478 others

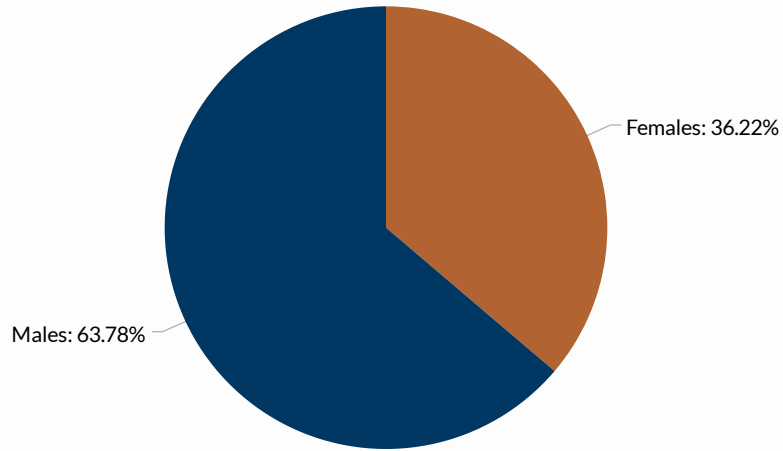
NOVEMBER 13

Add a comment... [Post](#)

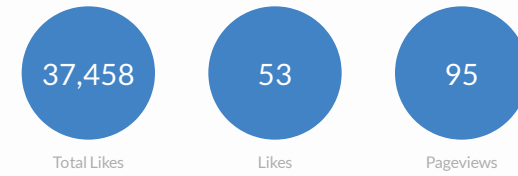
Facebook Best Days to Post



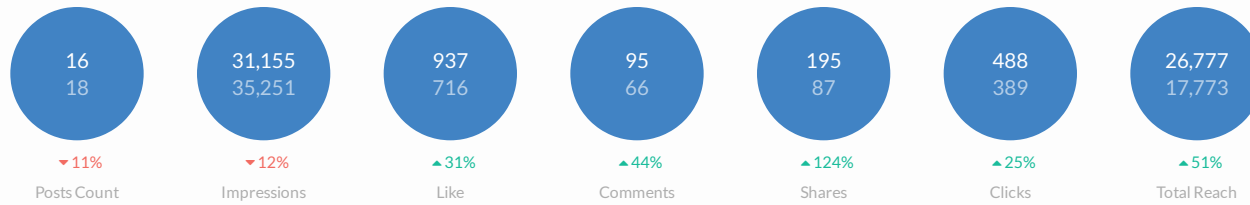
f Facebook Demographics Organic




f Facebook Page Analytics



f Facebook Post Analytics (Compared to Previous Month)



Top Organic Facebook Post




Texas Crown Club Whisky
Published by Buffer [?] · November 4 · 🌐

It's Whisky Wednesday and we've got an amazing cocktail for you to try! 🍷

The whisky smash was invented in 1862 and is (and always was) shaken, not stirred.

Shake it up, and tag us in your drink pics! 🍷📸... [See More](#)



Whisky Smash

- 2 oz Texas Crown Club Whisky
- 3/4 oz Simple syrup
- 3 Lemon wedges
- Mint leaves and mint sprig

Muddle the lemon in a shaker. Add the rest of the ingredients, shake and strain into rocks glass over ice. Garnish with mint sprig. Enjoy!

🌱 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

493 People Reached **24** Engagements [Boost Post](#)

👤 Charmaine Odums, Joe Diaz and 4 others 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share 📷

SOCIAL MEDIA - ORGANIC - PAGE 5
Social Media Posts

11/30/2020 1:48 PM		Thank you, DDW, for reviewing us on Total			849		4 28	
11/28/2020 6:04 PM		It's Small Business Saturday, and Gabriel's			384		2 1	
11/27/2020 6:04 PM		The way she can't keep her hands off us and that			209		2 3	
11/26/2020 12:48 PM		We are thankful for this Thanksgiving Clapback: If			1.1K		12 55	
11/25/2020 6:04 PM		This Whisky Wednesday cocktail of the week is a			185		2 4	
11/23/2020 6:04 PM		Our Monday Mantra is Texas AF. Pick up a bottle			2.4K		12 105	
11/21/2020 6:04 PM		Did you know that whisky develops its color and			1.6K		38 77	
11/20/2020 6:04 PM		"Love this whisky! It's low priced and smooth." -			105		1 0	
11/19/2020 6:04 PM		Riding off into the sunset with a man < Riding off			1.3K		4 9	
11/18/2020 6:04 PM		It's Whisky Wednesday, ya'll!			1.2K		78 7	

Social Media Posts

11/16/2020 7:55 AM		Don's and Ben's Liquor has been locally family-			124		0 0	
11/14/2020 6:04 PM		The election is finally over, and no matter who			384		0 5	
11/13/2020 7:55 AM		It's a Texas thing 🏠 Our whisky is Texan-owned			2.7K		76 224	
11/12/2020 6:04 PM		You're not drinking alone if the dog is home! 🐶 Curl			2.4K		8 20	
11/11/2020 3:40 PM		It's Whisky Wednesday, y'all! 🍷❤️ Texas Crown			16.6K		357 774	
11/09/2020 7:55 AM		Family-owned and operated, WB Liquors has			255		1 2	
11/08/2020 7:55 AM		It's "whisky steal your girl". 🤔🍷 Sorry, Chad.			8.5K		170 626	
11/06/2020 7:55 AM		Did you know that Charles Joughin, the			366		2 10	
11/05/2020 7:55 AM		Such a sweet girl! 🐶 Enjoy the Doggo			157		0 4	
11/04/2020 7:55 AM		It's Whisky Wednesday and we've got an amazing			493		8 16	
11/01/2020 6:04 PM		Fiesta and Fiesta Beverage have been			278		0 4	

Top Paid Ad



Texas Crown Club Whisky
Published by Buffer · November 11 ·

It's Whisky Wednesday, y'all! 🍷❤️
Texas Crown Club Whisky's creamy caramel notes make this Apple Cider Whisky Smash an adult caramel apple 🍏🍂
Get all up on these Fall vibes, and tag us in your drink pics! 🍂🍷📸
[#texascrownclub](#) [#mostwantedwhisky](#) [#fallcocktails](#)



Apple Cider Whisky Smash

- 1 oz Texas Crown Club Whisky
- 1/2 oz Lemon juice
- 4 oz Apple cider
- Cinnamon stick

Pour whisky, lemon juice, and apple cider into a cocktail shaker of ice. Shake and pour over ice, garnish with cinnamon stick.

Enjoy!

16,575
People Reached

1,131
Engagements

[Boost Again](#)

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
Instagram Post: Did you know that whisky develops...	2020-11-25	1,087	1,105	160	36	0	2	0	\$0.42
Instagram Post: It's a Texas thing ☐ Our...	2020-11-25	2,425	2,429	409	43	0	12	0	\$0.35
Instagram Post: It's Whisky Wednesday, y'all! ☐...	2020-11-25	1,712	1,756	293	151	2	49	0	\$0.10
Instagram Post: It's Whisky Wednesday, ya'll! ☐...	2020-11-25	3,577	3,591	2,025	9	0	0	0	\$1.67
Instagram Post: Our Monday Mantra is Texas AF. ...	2020-11-25	2,897	2,918	552	147	0	17	0	\$0.10
Post: "Did you know that whisky develops its color and..."	2020-11-25	1,357	1,379	176	89	3	0	0	\$0.17
Post: "It's a Texas thing ☐"	2020-11-25	1,389	1,421	184	182	0	20	0	\$0.05
Post: "It's Whisky Wednesday, y'all! ☐ ♥"	2020-11-25	2,090	2,111	291	180	3	58	0	\$0.08
Post: "It's Whisky Wednesday, ya'll! ☐ ☐☐"	2020-11-25	1,162	1,223	375	46	0	2	0	\$0.33
Post: "Our Monday Mantra is Texas AF. "	2020-11-25	2,153	2,167	323	105	4	8	0	\$0.14
Post: "Riding off into the sunset with a man < Riding..."	2020-11-25	1,295	1,304	159	8	0	0	0	\$1.25
Post: "You're not drinking alone if the dog is home! ☐..."	2020-11-25	1,227	1,228	118	2	0	0	0	\$5.00
[11/24/2020] Promoting Texas Crown Club Whisky	2020-11-25	2,519	2,743	34	74	2	2	53	\$0.47
Instagram Post: Thank you, DDW, for reviewing us...	2020-11-30	64	64	2	2	0	1	0	\$0.30
Instagram Post: We are thankful for this...	2020-11-30	94	96	10	4	0	0	0	\$0.33
Post: "Thank you, DDW, for reviewing us on Total Wine &..."	2020-11-30	72	73	1	2	0	0	0	\$0.34
Post: "We are thankful for this Thanksgiving Clapback:..."	2020-11-30	50	51	6	3	0	0	0	\$0.33
Total 📊		25,170	25,659	5,118	1,083	14	171	53	\$0.19

Blog 1 - Thanksgiving Whisky Cocktails

Blog URL: <https://www.texasclubwhisky.com/thanksgiving-whisky-cocktail>

Blog 1 - Content Syndicates

Website	Link
Medium.com	https://texasclubwhisky.medium.com/5-thanksgiving-whisky-cocktails-to-impress-your-friends-or-help-you-make-new-ones-4c89aeae1675
Vocal.media	https://vocal.media/proof/5-thanksgiving-whisky-cocktails-to-impress-your-friends-or-help-you-make-new-ones
Plurk.com	https://www.plurk.com/texasclubwhisky
Mix.com	https://mix.com/!NWsNYoxe:thanksgiving-whisky-cocktail?utm_source=copy&utm_medium=web&utm_campaign=article_profile&utm_term=button
Tumblr.com	https://texasclubwhisky.tumblr.com/post/636957336267800576/thanksgiving-whisky-cocktail
Minds.com	https://www.minds.com/newsfeed/1183107842689757184?referrer=texasclubwhisky
pearltrees.com	https://www.pearltrees.com/texasclubwhisky/item338326735

Blog 2 - Whisky Mixers

Blog URL: <https://www.texasclubwhisky.com/12-whisky-mixer>

12 Whisky Mixers and How They Can Dramatically Change or Enhance the Flavors of Your Whisky



Don't get us wrong, whisky is a fantastic spirit that can be enjoyed on its own, but it's also a fantastic mixer. The right whisky mixer can make a world of difference in the way you enjoy your whisky. In this article, we'll explore 12 different whisky mixers and how they can dramatically change or enhance the flavors of your whisky. We'll also provide some tips on how to choose the right mixer for your taste and the occasion. So, grab your favourite whisky and get ready to mix up some delicious drinks.

There are many different types of whisky mixers, and each one has its own unique flavor profile. Some are sweet, some are tart, some are spicy, and some are simply refreshing. The key is to find the one that complements your whisky and the occasion. For example, a sweet mixer like orange juice might be perfect for a relaxing evening at home, while a tart mixer like lemonade might be better for a social gathering.

When choosing a mixer, it's also important to consider the quality of the ingredients. Opt for fresh, natural ingredients whenever possible, and avoid artificial flavors and preservatives. This will ensure that your whisky mixer is not only delicious but also healthy and safe to drink.

Finally, remember that whisky is a versatile spirit, and it can be mixed in many different ways. Don't be afraid to experiment and try new combinations. You might just discover your favorite mixer and create a new signature drink.

- Orange Whisky**


This classic mixer is a perfect choice for a refreshing and slightly sweet whisky drink. The natural sweetness of the orange juice complements the rich, smoky flavors of the whisky, creating a balanced and enjoyable taste. To make this mixer, simply combine equal parts of whisky and orange juice in a glass, garnish with a slice of orange and a sprig of fresh dill, and enjoy.

- Cherry/Blackberry Whisky**


This combination is a fantastic choice for a more sophisticated and slightly tart whisky drink. The natural sweetness of the cherry and blackberry mixers complements the rich, smoky flavors of the whisky, creating a complex and enjoyable taste. To make this mixer, simply combine equal parts of whisky and either cherry or blackberry mixer in a glass, garnish with a slice of the fruit and a sprig of fresh dill, and enjoy.

- Cola**


This is a classic choice for a simple and refreshing whisky drink. The natural sweetness of the cola complements the rich, smoky flavors of the whisky, creating a balanced and enjoyable taste. To make this mixer, simply combine equal parts of whisky and cola in a glass, garnish with a slice of lime and a sprig of fresh dill, and enjoy.



Whisky is a versatile spirit that can be enjoyed in many different ways. One of the most popular ways to enjoy whisky is by mixing it with other ingredients to create a cocktail. There are many different types of whisky mixers, and each one has its own unique flavor profile. Some are sweet, some are tart, some are spicy, and some are simply refreshing. The key is to find the one that complements your whisky and the occasion.

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- Orange Juice**


This classic mixer is a perfect choice for a refreshing and slightly sweet whisky drink. The natural sweetness of the orange juice complements the rich, smoky flavors of the whisky, creating a balanced and enjoyable taste. To make this mixer, simply combine equal parts of whisky and orange juice in a glass, garnish with a slice of orange and a sprig of fresh dill, and enjoy.

- Sparkling Juice**


This combination is a fantastic choice for a more sophisticated and slightly tart whisky drink. The natural sweetness of the sparkling juice complements the rich, smoky flavors of the whisky, creating a complex and enjoyable taste. To make this mixer, simply combine equal parts of whisky and sparkling juice in a glass, garnish with a slice of grapefruit and a sprig of fresh dill, and enjoy.

- Cucumber Juice**


This combination is a fantastic choice for a more sophisticated and slightly tart whisky drink. The natural sweetness of the cucumber juice complements the rich, smoky flavors of the whisky, creating a complex and enjoyable taste. To make this mixer, simply combine equal parts of whisky and cucumber juice in a glass, garnish with a slice of cucumber and a sprig of fresh dill, and enjoy.

- Tea**


This combination is a fantastic choice for a more sophisticated and slightly tart whisky drink. The natural sweetness of the tea complements the rich, smoky flavors of the whisky, creating a complex and enjoyable taste. To make this mixer, simply combine equal parts of whisky and tea in a glass, garnish with a slice of lemon and a sprig of fresh dill, and enjoy.



Whisky is a versatile spirit that can be enjoyed in many different ways. One of the most popular ways to enjoy whisky is by mixing it with other ingredients to create a cocktail. There are many different types of whisky mixers, and each one has its own unique flavor profile. Some are sweet, some are tart, some are spicy, and some are simply refreshing. The key is to find the one that complements your whisky and the occasion.

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Blog 2 - Content Syndicates

Website	Link
Medium.com	https://texascrownclub.medium.com/12-whisky-mixers-and-how-they-can-drastically-change-or-enhance-the-flavors-of-your-whisk-e-y-19d7cae97a07
Vocal.media	https://vocal.media/proof/12-whisky-mixers-and-how-they-can-drastically-change-or-enhance-the-flavors-of-your-whisk-e-y
Plurk.com	https://www.plurk.com/texascrownclub
Mix.com	https://mix.com/!QiOw781l:12-whisky-mixer?utm_source=copy&utm_medium=web&utm_campaign=article_profile&utm_term=button
Tumblr.com	https://texascrownclub.tumblr.com/post/636957379137830912/12-whisky-mixer
Minds.com	https://www.minds.com/newsfeed/1185735425820921856
pearltrees.com	https://www.pearltrees.com/texascrownclub#item338326873



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