



Prepared by: You Squared Media

December 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, blogs, and whisky food recipe posts.
 - Launched "give the gift of Texas Crown" campaign.
 - Launched "How-to Drink Whisky" campaign, with infographic on Whisky Neat and video on smoking a glass.
 - Optimized posting schedule, utilizing highest times of engagement per analytics.
 - Created and optimized Linktree account.
- **Blogging**
 - Published "Thanksgiving Cocktails", "Whisky Mixers", and "Whisky or Whiskey" blogs to content syndicates, shared again within the syndicates' network.

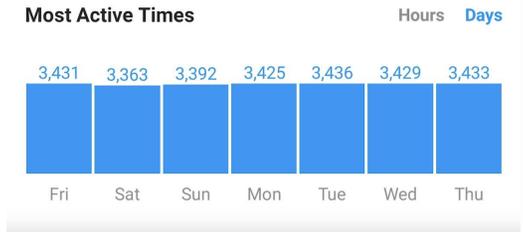
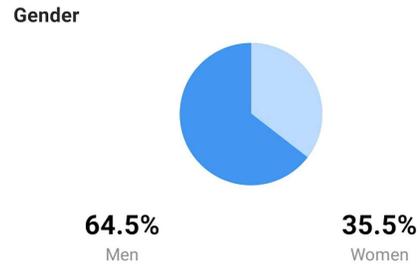
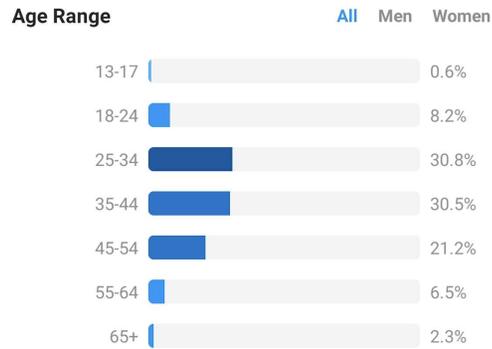
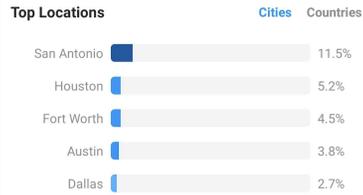
Digital Takeaways

- **Facebook:**
 - Post Shares decreased slightly by 83 shares.
 - Website Clicks increased by 209%
 - Total Reach increased by 2,540
 - Page Followers increased by 44
- **Instagram:**
 - Follower Count increased by 56
 - Post Comments increased by 20
 - Post Likes increased 17%
 - Post Engagement increased by 18%
 - Post Reach increased by 14%

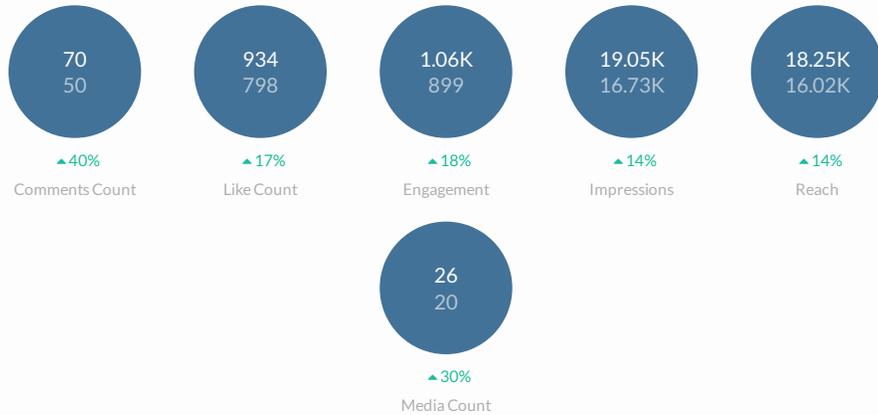
You Squared Media January Plan

- Launch TCC company swag promo.
- Push page-likes increase focused posts.
- Create more whisky food recipes for social media postings.
- Post whisky reviews to social media posts.
- Create TikTok account and content, begin advertising campaign.
- Create "How-to Start Liking Whisky", and "Whisky Food Pairing" blogs, and publish to syndicate networks.

Instagram Demographics



Instagram Post Analytics (Compared to previous month)



Instagram Page Analytics



Top Organic Instagram Post



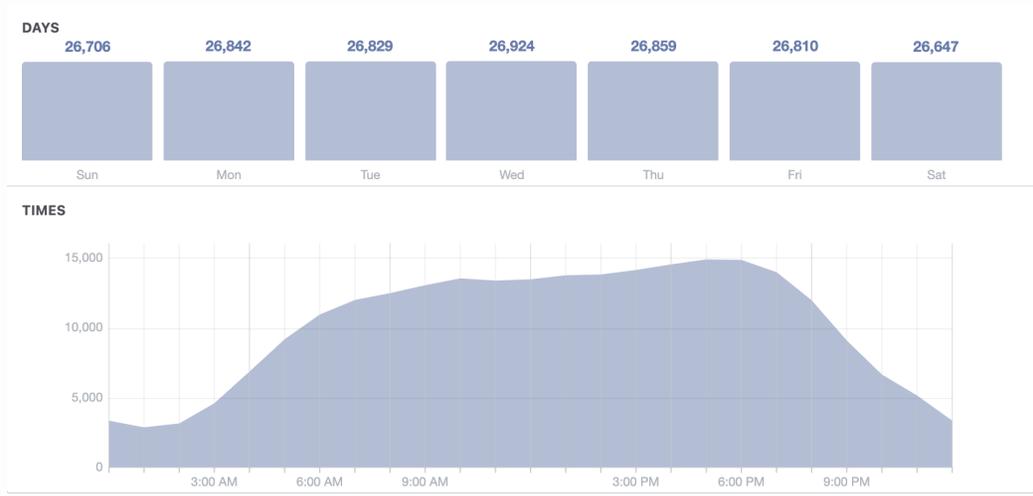
[View Insights](#)

[Promote](#)

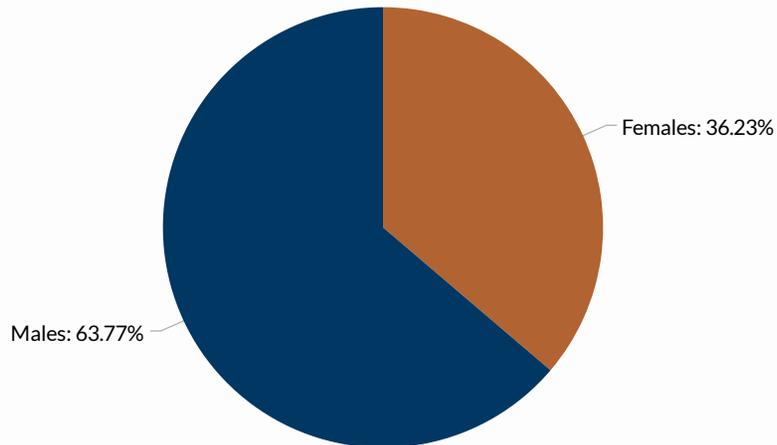


| | | | |
|--------------------------------------|-------|-------|---|
| 71 | 25 | 39 | 7 |
| 6 | 3,023 | | |
| Profile Visits | Reach | | |
| Interactions ⓘ | | | |
| 6 | | | |
| Actions taken from this post | | | |
| Profile Visits | | 6 | |
| Discovery ⓘ | | | |
| 3,023 | | | |
| Accounts reached | | | |
| 68% weren't following texascrownclub | | | |
| Follows | | 0 | |
| Reach | | 3,023 | |
| Impressions | | | |
| 3,170 | | | |
| From Hashtags | | | |
| 1,999 | | | |
| From Home | | | |
| 1,010 | | | |
| From Explore | | | |
| 127 | | | |
| From Other | | | |
| 34 | | | |

Facebook Best Days to Post



Facebook Demographics Organic



Facebook Page Analytics



f Facebook Post Analytics



Top Organic Facebook Post

Post Details
✕

Texas Crown Club Whisky

Published by Buffer [?] · December 26, 2020 · 🌟

⋮

Whisky is good for more than just drinking! Try making this whisky bread pudding to impress your girlfriend more than you do 🍷🍴👩🏻💕👩🏻💕👩🏻💕

#texascrownclub #mostwantedwhisky #whiskyrecipes

<https://buff.ly/2.Jab8ep>

4,188

People Reached

474

Engagements

Boost Again

Boosted on Dec 28, 2020
By Fariba Arabghani

Completed

People Reached

2.0K

Post Engagement

445

[View Results](#)

👍❤️👩🏻💕 272 5 Comments 64 Shares

👍 Like
💬 Comment
➦ Share
⋮

Performance for Your Post

4,188 People Reached

397 Reactions, Comments & Shares 📊

| | | |
|------------|------------------|--------------------|
| 285 | 253 | 32 |
| 👍 Like | 👍 On Post | 👍 On Shares |
| 20 | 17 | 3 |
| ❤️ Love | ❤️ On Post | ❤️ On Shares |
| 1 | 0 | 1 |
| 😂 Haha | 😂 On Post | 😂 On Shares |
| 10 | 4 | 6 |
| 😲 Wow | 😲 On Post | 😲 On Shares |
| 1 | 0 | 1 |
| 😡 Angry | 😡 On Post | 😡 On Shares |
| 15 | 6 | 9 |
| Comments | Comments On Post | Comments On Shares |
| 65 | 64 | 1 |
| Shares | Shares On Post | Shares On Shares |

77 Post Clicks

| | | |
|-------------|---------------|----------------|
| 6 | 19 | 52 |
| Photo Views | Link Clicks 📊 | Other Clicks 📊 |

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

Social Media Posts

| | | | | | | |
|-----------------------|--|---|--|--|------|--|
| 12/31/2020 6:30 PM | | Our New Years resolution: Make pour decisions 🥳🍷 | | | 1K | |
| 12/30/2020 6:45 PM | | This Whisky Wednesday, we're reviving a classic | | | 3.8K | |
| 12/29/2020 6:26 PM | | Unsure of what whisky mixer to use? Check out | | | 2.4K | |
| 12/27/2020 7:32 PM | | What's worse? Tag 3 friends, and tell us in the | | | 2.3K | |
| 12/26/2020 6:15 PM | | Whisky is good for more than just drinking! Try | | | 4.2K | |
| 12/25/2020 9:16 AM | | Why is Santa so jolly? He knows where all the | | | 336 | |
| 12/24/2020 7:12 PM | | Happy #ThirstyThursday Christmas Eve! 🎄 Leave | | | 340 | |
| 12/23/2020 6:49 PM | | It's Whisky Wednesday and we're going classic, | | | 1.2K | |
| 12/22/2020 6:40 PM | | The children were nestled all snug in their beds, | | | 1.6K | |

Social Media Posts

| | | | | | | | | | |
|------------------------|--|---|--|--|------|--|------------|--|--------------------------------|
| 12/20/2020 6:02 PM | | We guarantee the Most Wanted Whisky won't be | | | 1.7K | | 13 99 | | View Promotion |
| 12/19/2020 5:48 PM | | "Stand and deliver, or the devil he may take ya..." | | | 116 | | 1 2 | | Boost Post |
| 12/18/2020 8:20 PM | | A Texas-sized mug for a Texas-owned Whisky! 🍷 | | | 3.3K | | 356 27 | | View Promotion |
| 12/17/2020 3:29 PM | | @JohnnysEastEndLiquor We gotta know, how's | | | 244 | | 0 3 | | Boost Post |
| 12/16/2020 6:10 PM | | It's Whisky Wednesday and we're getting festive | | | 2.3K | | 36 86 | | View Promotion |
| 12/14/2020 12:24 PM | | Thank you, Pazuzu, for reviewing us on Total | | | 217 | | 0 0 | | Boost Post |
| 12/13/2020 10:54 AM | | Whisky Trivia! How are whisky barrels made? 🍷 | | | 401 | | 1 4 | | Boost Post |
| 12/12/2020 6:04 PM | | The art of enjoying whisky neat doesn't have to be | | | 1.1K | | 11 35 | | View Promotion |
| 12/11/2020 12:40 PM | | Add Stetson hat for full Texas effect 🤠 | | | 2.2K | | 13 91 | | View Promotion |
| 12/10/2020 6:04 PM | | This holiday season, give your wife something that | | | 1.2K | | 12 75 | | View Promotion |
| 12/09/2020 6:04 PM | | It's Whisky Wednesday! This whisky hot cocoa is | | | 3.5K | | 72 165 | | View Promotion |
| 12/07/2020 12:55 PM | | We took a bit o' Texas to Graceland! 🎸 Gaslight | | | 273 | | 0 4 | | Boost Post |
| 12/06/2020 6:04 PM | | This holiday season, give the gift of Texas Crown | | | 940 | | 8 84 | | View Promotion |
| 12/05/2020 6:00 PM | | We took a little bit o' Texas to Colorado, They | | | 259 | | 0 3 | | Boost Post |
| 12/04/2020 6:04 PM | | Those are some nice looking...boots 🍷 | | | 6.3K | | 1.6K 48 | | View Promotion |
| 12/04/2020 8:53 AM | | Texas Crown Club Whisky updated their info in the | | | 262 | | 1 6 | | Boost Post |
| 12/03/2020 6:45 PM | | This Throwback Thursday, we throw it | | | 1.4K | | 56 6 | | View Promotion |
| 12/02/2020 6:04 PM | | On Wednesdays we drink whisky! This Blushing | | | 2.2K | | 22 61 | | View Promotion |

Top Paid Ad

Post Details
✕

Texas Crown Club Whisky

Published by Buffer [?] · December 4, 2020 · 🌐

Those are some nice looking...boots 🤠👀

Enjoy the Most Wanted Whisky neat or on the rocks. We know we want it 🤠

girlgonegrilling ... See More




6,342
People Reached

1,670
Engagements

Boost Again

Boosted on Dec 13, 2020 By Fariba Arabghani Completed

| | |
|-----------------------------------|------------------------------------|
| <p>People Reached 5.9K</p> | <p>Post Engagement 1.9K</p> |
|-----------------------------------|------------------------------------|

View Results

👍❤️ Maurice Christopher, Ike Garza and 42 others 2 Comments 1 Share

👍 Like
💬 Comment
➦ Share
🔗

Performance for Your Post

6,342 People Reached

48 Reactions, Comments & Shares 📊

| | | |
|------------------------------|------------------------------|-------------------------------|
| <p>38 Like</p> | <p>38 On Post</p> | <p>0 On Shares</p> |
| <p>6 Love</p> | <p>6 On Post</p> | <p>0 On Shares</p> |
| <p>3 Comments</p> | <p>3 On Post</p> | <p>0 On Shares</p> |
| <p>1 Shares</p> | <p>1 On Post</p> | <p>0 On Shares</p> |

1,622 Post Clicks

| | | |
|-------------------------------------|------------------------------------|--------------------------------------|
| <p>1,380 Photo Views</p> | <p>28 Link Clicks 📊</p> | <p>214 Other Clicks 📊</p> |
|-------------------------------------|------------------------------------|--------------------------------------|

NEGATIVE FEEDBACK

| | |
|--------------------------------|--------------------------------|
| <p>0 Hide Post</p> | <p>0 Hide All Posts</p> |
| <p>0 Report as Spam</p> | <p>0 Unlike Page</p> |

Reported stats may be delayed from what appears on posts

SOCIAL MEDIA - PAID - SUMMARY GRIDS

f Ads Ads Analytics (Paid)

| Campaign | Start Date | Total Ad Reach | Impressions | Post Engagement | Clicks | Post Comments | Post Shares | Page Likes | CPC |
|--|------------|----------------|---------------|-----------------|--------------|---------------|-------------|------------|---------------|
| Instagram Post: Thank you, DDW, for reviewing us... | 2020-11-30 | 682 | 694 | 60 | 24 | 0 | 1 | 0 | \$0.39 |
| Instagram Post: We are thankful for this... | 2020-11-30 | 754 | 766 | 152 | 64 | 3 | 4 | 0 | \$0.21 |
| Post: "Thank you, DDW, for reviewing us on Total Wine &..." | 2020-11-30 | 551 | 557 | 58 | 26 | 0 | 2 | 0 | \$0.36 |
| Post: "We are thankful for this Thanksgiving Clapback:..." | 2020-11-30 | 607 | 613 | 126 | 25 | 0 | 1 | 0 | \$0.56 |
| Post: "Add Stetson hat for full Texas effect ☑" | 2020-12-14 | 2,130 | 2,152 | 324 | 96 | 1 | 4 | 0 | \$0.21 |
| Post: "It's Whisky Wednesday! This whisky hot cocoa is..." | 2020-12-14 | 2,001 | 2,022 | 393 | 156 | 1 | 81 | 0 | \$0.10 |
| Post: "On Wednesdays we drink whisky! This Blushing..." | 2020-12-14 | 1,659 | 1,676 | 275 | 58 | 0 | 19 | 0 | \$0.26 |
| Post: "The art of enjoying whisky neat doesn't have to..." | 2020-12-14 | 682 | 700 | 78 | 31 | 0 | 3 | 0 | \$0.32 |
| Post: "This holiday season, give the gift of Texas Crown..." | 2020-12-14 | 700 | 719 | 113 | 77 | 1 | 3 | 0 | \$0.13 |
| Post: "This holiday season, give your wife something..." | 2020-12-14 | 692 | 710 | 93 | 53 | 2 | 2 | 0 | \$0.19 |
| Post: "This Throwback Thursday, we throw it back to the..." | 2020-12-14 | 1,167 | 1,209 | 23 | 45 | 0 | 0 | 0 | \$0.22 |
| Post: "Those are some nice looking...boots 😊☑" | 2020-12-14 | 6,009 | 6,080 | 1,954 | 1,487 | 5 | 0 | 0 | \$0.01 |
| Post: "It's Whisky Wednesday and we're getting festive..." | 2020-12-17 | 1,745 | 1,760 | 301 | 86 | 1 | 36 | 0 | \$0.17 |
| Post: "A Texas-sized mug for a Texas-owned Whisky! ☑" | 2020-12-21 | 3,353 | 3,410 | 388 | 330 | 0 | 2 | 0 | \$0.05 |
| Post: "We guarantee the Most Wanted Whisky won't be..." | 2020-12-21 | 1,559 | 1,605 | 193 | 95 | 0 | 5 | 0 | \$0.16 |
| Post: "The children were nestled all snug in their beds,..." | 2020-12-23 | 1,559 | 1,571 | 244 | 13 | 1 | 1 | 0 | \$1.15 |
| Post: "It's Whisky Wednesday and we're going classic,..." | 2020-12-24 | 710 | 730 | 158 | 45 | 1 | 3 | 0 | \$0.22 |
| Post: "What's worse? Tag 3 friends, and tell us in the..." | 2020-12-28 | 1,335 | 1,343 | 124 | 20 | 0 | 2 | 0 | \$0.50 |
| Post: "Whisky is good for more than just drinking! Try..." | 2020-12-28 | 1,466 | 1,507 | 334 | 238 | 3 | 42 | 0 | \$0.03 |
| Post: "Unsure of what whisky mixer to use? Check out our..." | 2020-12-30 | 689 | 743 | 12 | 19 | 0 | 1 | 1 | \$0.18 |
| Total | | 30,050 | 30,567 | 5,403 | 2,988 | 19 | 212 | 1 | \$0.08 |

Content Syndicates - Blog 3: Whisky or Whiskey? (written by client)

| Website | Link |
|----------------|---|
| Medium.com | https://texascrownclub.medium.com/whisky-or-whiskey-does-it-matter-e5e094480233 |
| Vocal.media | https://vocal.media/proof/whisky-or-whiskey-does-it-matter |
| Plurk.com | https://www.plurk.com/texascrownclub |
| Mix.com | https://mix.com/!5YIWf5lx:whisky-or-whiskey-%E2%80%93-does-it-matter%3F?utm_source=copy&utm_medium=web&utm_campaign=article_profile&utm_term=button |
| Tumblr.com | https://texascrownclub.tumblr.com/post/636957452458491904/whisky-or-whiskey-does-it-matter |
| Minds.com | https://www.minds.com/newsfeed/1196134613023281152?referrer=texascrownclub |
| Pearltrees.com | https://www.pearltrees.com/texascrownclub#item341772929 |



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