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February Highlights

Social Media Strategy

- Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
- Launched Whisky Swag promo.
- Created "Man Bouquet" graphic to encourage engagement and tags.
- Boosted "Whisky Wednesday", influencer, reviews, DIY projects, and whisky food recipe posts.
- Primarily boosted Whisky Swag promo posts, with emphasis on Instagram.
- Optimized posting schedule, utilizing highest times of engagement per analytics.

Digital Takeaways

• Facebook:

- Post Shares were 192.
- Total Reach is over 32k!
- Page Followers consistently remain over 37k.
- Post Likes were 1,239.

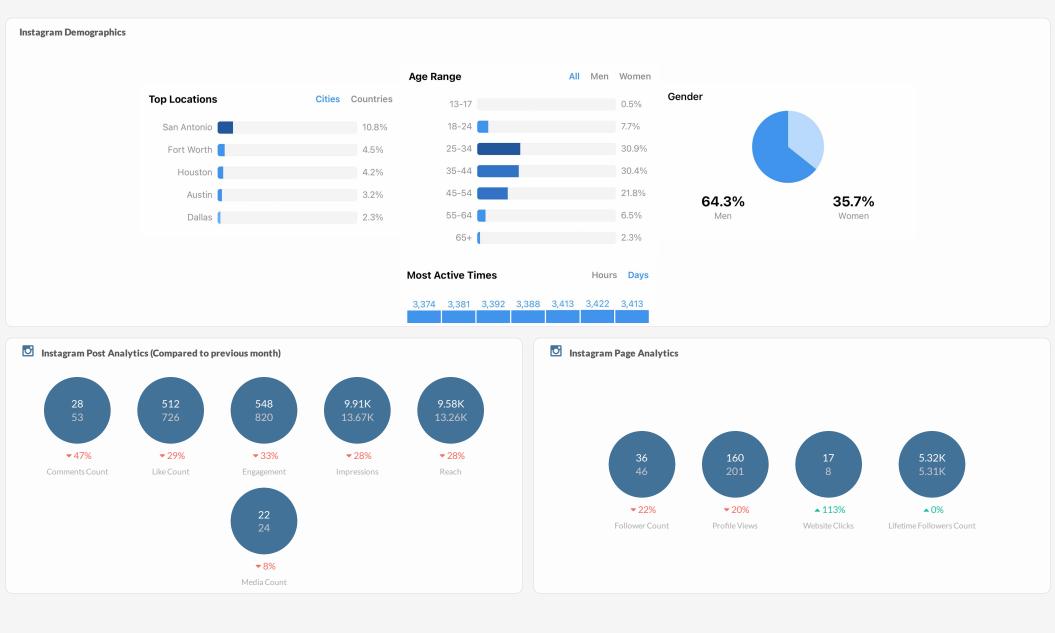
Instagram:

- Follower Count increased by 36.
- Post Comments were 28.
- Post Likes were 511.
- Post Engagement was 547.
- Had the highest rates of engagement for the Whisky Swag promo.

You Squared Media March Plan

- Change Whisky Swag promo to be monthly, with prizes to include gift cards from Rudy's BBQ, a grill, etc.
- Push page-likes increase focused posts, and questions to increase comments and engagement.
- · Promote recipe posts on social media to increase site traffic.
- Post whisky reviews to social media posts.
- Encourage more fan-created content, and repost.
- $\cdot\,$ Repost more influencer and fan content from social media and TikTok.
- Create "How-to Host a Whisky and Cigar Party", and "Whisky Glassware: What to Choose and Why" blogs, and publish to syndicate networks.





Top Organic Instagram Post

texascrownclub	Post Ir	nsights			
WIN SWAG!	♥♥♥4731	▼ 0	7	Discovery ④ 312	
	1	312		Accounts reached 11% weren't following texascrownclub	
Crom.	Profile Visits	Reach		Follows	N/A
WHIST COUNT	Interactions (i)			Reach	312
MOSTRO		2		Impressions	322
WANTED	Actions taken	from this post		From Home	282
				From Explore	23
and lexas	Profile Visits		1	From Hashtags	9
				From Other	8
ONE WINNER PER WEEK!	Website Clicks		1		
#TEXASCROWNCLUB					

Facebook Best Days to Post





Posts Count



Comments

Shares

Clicks

Total Reach

Like

Impressions



SOCIAL MEDIA - ORGANIC - PAGE 4

Top Organic Facebook Post

0				
Texas Crown Published by Bu	Club Whisky ffer [?] · February 17 · ✿			4,227
CALIFORNIA DE DESERVICIÓN DE LOS	lay recipe is perfect for Ma what really gets you those I		!	238 R
Wanted Whisky!	XT0yd to shop online for a ostwantedwhisky #whiskyw		t	140
			Ę	6 ○ Love 1 ĕ Haha
	1.25 oz Texas C 1 oz Amaretto 1 oz. Cranberry Ice	ras Flasher rown Club Whisky juice	-	3 Wow 1 Comment
No.	Mint sprig		1	87 Shares
- Pas	HE ACCOUNTS AND A DOWN	maretto, and n a cocktail shaker vith mint. Enjoy!		174 Po 140 Photo Vie
	cranberry juice i of ice.	n a cocktail shaker		174 Po 140 Photo Vie
	cranberry juice i of ice.	n a cocktail shaker		174 Po 140 Photo Vie NEGATIV O Hide Po
4,227 People Reached	cranberry juice i of ice.	n a cocktail shaker	Again	174 ₽₀ 140
	cranberry juice i of ice. Strain, garnish v A12 Engagements	n a cocktail shaker vith mint. Enjoy! Boost	Again	174 Po 140 Photo Vie NEGATIV O Hide Po O Report
People Reached Boosted on Feb 17, 202 By Fariba Arabghani	cranberry juice i of ice. Strain, garnish v 412 Engagements complete 7K Post Engagement 40	n a cocktail shaker Vith mint. Enjoy! Boost ted 8	Again	174 Po 140 Photo Vie NEGATIV O Hide Po O Report
People Reached Boosted on Feb 17, 202 By Fariba Arabghani People	cranberry juice i of ice. Strain, gamish w Lingagements complexation complexation Post	n a cocktail shaker Vith mint. Enjoy! Boost ted 8		174 Po 140 Photo Vie NEGATIV O Hide Po O Report

238 Reactions,	Comments & Shares	Ð
140	133	7
🕐 Like	On Post	On Shares
6	3	3
O Love	On Post	On Shares
1	1	0
ݢ Haha	On Post	On Shares
3	3	0
Wow	On Post	On Shares
1	1	O
Comments	On Post	On Shares
87	87	O
Shares	On Post	On Shares
174 Post Clicks		
140	1	33
Rhoto Views	Link Clicks (i)	Other Clicks

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page gain Reported stats may be delayed from what appears on posts



Created On Mar 09, 2021

02/27/2021 10:55 AM	You be my glass of wine and I'll be your shot of	G	0	259	I	0 5	Boost Post	02/13/2021 6:04 PM	Ever wonder where whisky gets its color?	ē	۲	381		1 5		Boost Post
02/26/2021 6:04 PM	Did you know that you can have the Most		0	281	I	2 13	Boost Post	02/12/2021 6:04 PM	Texans know how to have fun! How many other		۲	295		0 6	}	Boost Post
02/25/2021 10:17 AM	It's the Most Wanted Whisky!		0	109]	2 4	Boost Post	02/11/2021 7:32 PM	"If a man's from Texas, he'll tell you. If he's not,	ē	۲	1.7K	L	18 44		C View Promotion
02/24/2021 6:04 PM	An apple a day covered in whisky caramel sure		0	2.7K		118 42	🖒 View Promotion	02/11/2021 4:32 PM	It's Whisky Wednesday and Valentine's Day is		۲	2.8K		42 370		C View Promotion
02/20/2021 12:04 PM	It's Black History Month! Did you know that African	6	۲	369	1	7 13	Boost Post	02/09/2021 6:04 PM	We have a winner!! Pattersonfamilybullies		۲	275		2 8		Boost Post
02/19/2021 6:04 PM	Ever wondered what to do with an empty bottle of	6	0	307	1	3 7	Boost Post	02/07/2021 12:55 PM	This gift doubles as a Valentine's Day present	ē	۲	9.7K		290 571		View Promotion
02/18/2021 6:04 PM	Game day may be over, but the drink goes on		0	2.7K		4 9	C View Promotion	02/06/2021 6:04 PM	Thank you StacyH78 for reviewing us on Total		۲	1.2K	1	6 55		C View Promotion
02/17/2021 4:24 PM	This Whisky Wednesday recipe is perfect for Mardi		0	4.2K		174 238	🖒 View Promotion	02/05/2021 1:15 PM	Did you know that Texas cowboys drank whisky,		۲	193		0 11		Boost Post
02/17/2021 4:17 PM	We have a winner!! Pattersonfamilybullies	6	۲	346	1	6 7	Boost Post	02/04/2021 6:04 PM	Pretty girl in a red dress with a bright smile and	6	۲	2.6K		13 47		C View Promotion
02/14/2021 9:00 AM	Happy Valentine's Day from all of us at Texas	6	۲	161		1 6	Boost Post	02/03/2021 12:04 PM	It's Whisky Wednesday and this Whisky Bacon	ē	۲	2K	•	16 89		C View Promotion



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Top Paid Ad

Texas Crown Club Whisky Crown whisky Published by Buffer [?] · February 7 · 🌣

9,636

People Reached

People

Reached

498

Boosted on Feb 10, 2021

By Santosh Varughese

This gift doubles as a Valentine's Day present AND Single's Awareness Day present! 💝

Pick up some bottles of the Most Wanted Whisky at a liquor store near you: https://buff.ly/37jXSff #mostwantedwhisky #texascrownclub #valentinesdaygift



Post

Engagement

View Results

7 Comments 36 Shares

8.2K

C Love	On Post
1 😝 Haha	1 On Post
3 Wow	3 On Post
15 Comments	8 On Post
36 Shares	36 On Post
290 Post Clicks	
64 Photo Views	23 Link Click
NEGATIVE FEEDBACI	к
O Report as Spam	
Reported stats may	be delayed f
	1 Haha 3 Wow 15 Comments 36 Shares 290 Post Clicks 64 Photo Views NEGATIVE FEEDBACC 0 Hide Post 0 Hide Post 0 Report as Spam

Performance for Your Post

9,636 People Reached

571 Reactions, Comments & Shares (i) 489 🖒 Like 475 On Post 14 On Shares 28 25 3 On Shares 0 On Shares 0 On Shares 7 On Shares 0 On Shares

203 Other Clicks (i) cks i

0 Hide All Posts **0** Unlike Page

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
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 $\ensuremath{}$]"	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



Created On Mar 09, 2021

Feb Blog #1

The Perfect Whisky Pairing Valentine's Day Dinner



A service of the serv

allons. Thuế thai white basil lawars in between the cheese and formato sideos. Distribution white white allow all and projection and basil and property che allowed in the folgo up one day prior, just distribution with value oil and sprinkle on the salar and property digits before see 2. Main Centre - Peach and White Orien BBQ Chicken, White Wilder Glazed Steak, or White y Gr



Too thread to make densent? Well It's a good thing that just plan walks to around makes for a perfect which yaining? Add a little for a salt of Thesa Chene CLD which yaining to a couple of accoups of a coum'no 4 animpts. The Add allowed and sense the "Was don't have to be a purchastional chef to a this up an impression which yaining dimension within these incluses a supressional chef to a this up to impress your partner and make to a comantic regist.

Pick up your bottle of Texas Crown Club at a location near your bitos in even beaucrown club whicky come find deals, crown near you

Feb Blog #2

The Beginner's Guide to Liking Whisky



The wonderful world of whisky drinking can be intimidiating for someone new to whisky. Between different lypes, flavors, blends or single malts, casks, ages, regions and ways to drink it, it's hard to know where to start 50, if you're new to whisky. Look no further! We've created this beginner's guide for how to start drinking (and liking) whisky.

1. Learn About It, But Start Small

It's easy for someone new to whisky to go all in with trying to learn everything there is to know about it, and get overwhelmed. Start with learning about the different flavor profiles, because it's easy to know what you're likely to enjoy based on the flavors you already like in food and drinks.

Typically, if you're new to whisky, you're going to want softer flavors and probably won't like anything casked or heavily peaty. Start with a blended whisky, they're softer on the palate and easier to drink. One of our favorites is Texas Crown Club. It's got a buttery caramel finish that's good on its own, and mixes really well with just about anything. Plus, it's affordable and easy to find, so you can experiment with lots of different ways to enjoy whisky to see what you like! 2. Add Water - Altitel Or A Lot

Depending on how much you add, water can either enhance or subdue the more robust flavors of whisky. For those new to whisky, start with a 70/30 ratio of water to whisky, which will help soften the drink. Sip it slowy, and try to identify the individual flavor notes. Since they're toned down, it won't be quite as jarring and you can work your way up to liking them. Adding just a few drops of cool water will help a whisky "bloom", which brings out some of the citrus and barrel spice notes, giving it time of a bile.

In Texas Crown Club, the 70/30 ratio will bring out the buttery finish, and a few drops of water will bring out the spicy caramel notes. Play around with the amounts to see what you like!

3. Soften The Body And Finish With Ice

For a lot of people who are new to whisky, drinking it at room temperature is the hardest part. The flavors tend to be heavier on the eak, and the finish is more earthy. Chilling your whisky is one option, though it can mask the delicious flavors you're trying to bring out! Add ice instead. **4. Make A Cocktail!**

No, it's not cheating if you're new to whisky, you're new to liking the distinct bold flavors and sometimes that takes covering some of them up! Whisky mixers are by far your most flexible medium for manipulating the flavors of whisky, and can be a lot of fun to play with!

Be careful, however. Not all mixers work with whisky and can clash flavors, taking you from delicious to disgusting. Here's a fantastic article on popular whisky mixers. how they affect the flavors of your whisky, and cocktall suggestions for each: https://www.teasscrownclubwhisky.com/1z-whisky-mixer. Our personal favorite is Texas

Crown Club and cream soda.

5. Jump In With Both Feet, And Drink It Neat!

This is a bold move for someone new to whisky, but you're a bold person, aren't you?! Drink it neat. until you don't hate it! Start by smelling the whisky, then sip it slowly. Let it roll across your tongue, and pay attention to the body and flavor notes that jump out at you. Look for these flavors with each sip, and with each new whisky you try.

Joking aside, once you get past the initial shock and acquire the taste, you're bound to love it!

Don't let whisky scare you! With this guide, the wonderful world of whisky is now your oyster.

Pick up your bottle of Texas Crown Club at a location near you: https://www.texascrownclubwhisky.com/find-texas-crown-near-you

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