



# BREWINGZ

RESTAURANT & BAR

Prepared by: You Squared Media

## Summary

## January 2020

### Highlights

- Social Media: Updated Profile pictures and covers with general branding image.
- Organized social media budget to maximize spending.
- Launched Boneless Bundle Special ad.
- Launched Keto Buffalo Wingz ad.

### Digital Takeaways

- Website visitors are up year-to-year with 49,754 users, up almost 3,000 from January 2019!
- Total Google My Business Views increased substantially by 240,738!
- Google searches up month-to-month.
- Google My Business Views on Google Maps up 21%!
- Instagram followers increased by 78.
- Facebook page likes increased by 104.

### You Squared Media February Action Plan

- Promote Super Bowl party packages.
- Promote new sauces and menu items.
- Promote Valentine's Day menu.
- Organize social media budget for the new month.
- Launch new minimalist design aesthetic of images focused on ingredients.

### Marketing Recommendations:

- **Yelp Advertising:** We can do a trial run of one or two locations at \$300 and 2 business controlled profile pages at \$95 each. We've seen very strong growth with our restaurants on Yelp.
- **PPC Marketing:** Start doing Google Ads again for a minimum budget of \$1,500. CPP was always very low, so we can get a lot out of it and substantially increase traffic to the site.
- Start adding content to the website to bolster Search Engine Optimization (SEO). Content can be blog posts, and/or text added to targeted pages with a minimum of 300 words.
- **YouTube Videos:** Videos on channel show the food being made. We can take the videos via a cellphone for a more casual and approachable look.

### Website Visitors

Users  
**49,754**



### Google Analytics - Website Data



Sessions



Avg. Session Duration



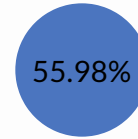
Pages / Session



New Users

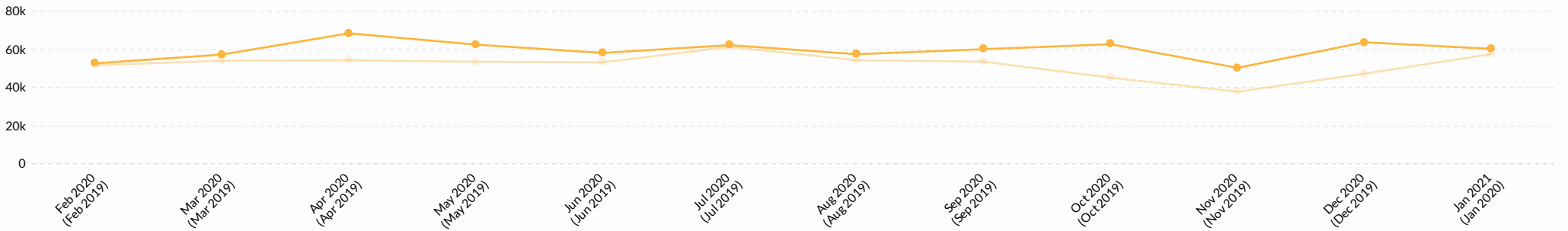


Pageviews

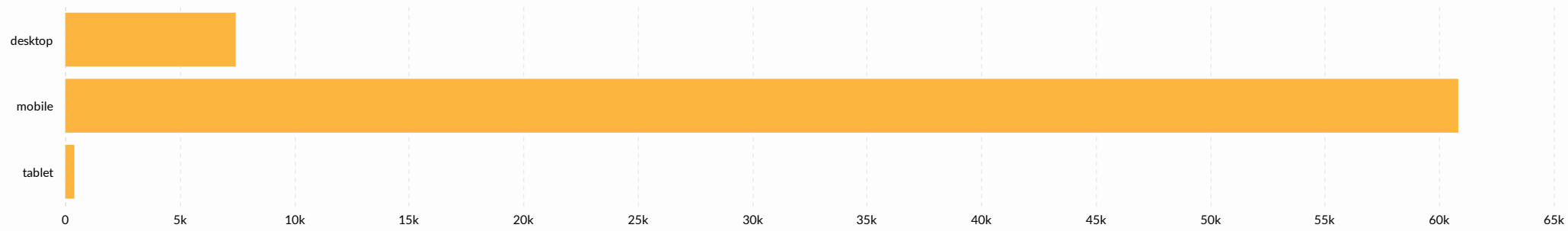


Bounce Rate

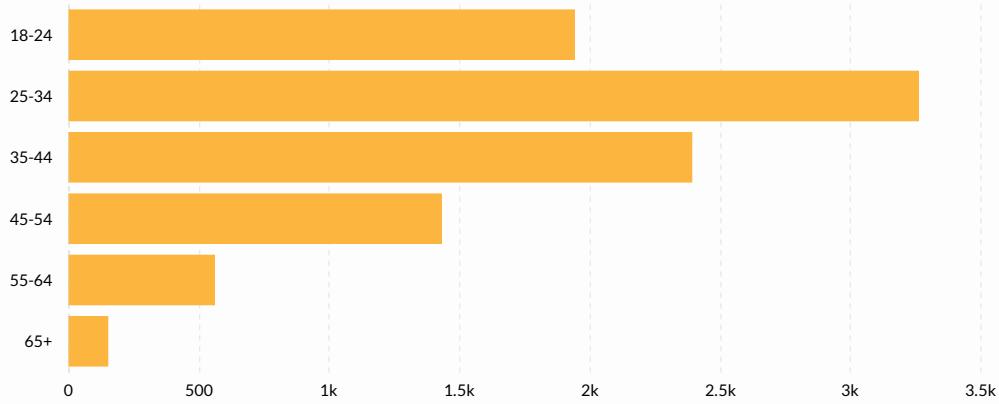
### Users by Year



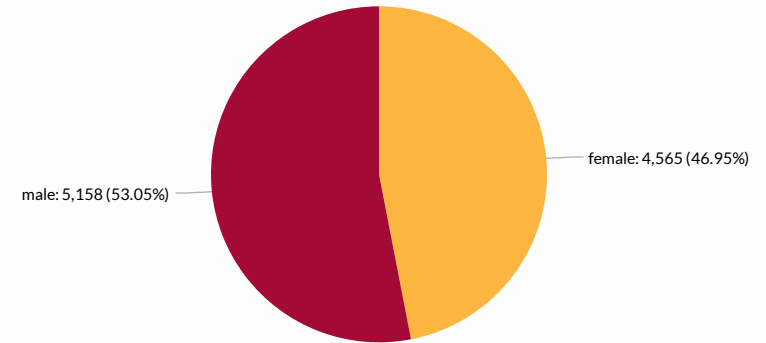
### Users by Device



## Users by Age



## Gender Breakdown



## Top Sources

Source	Users
google	72,264
(direct)	26,595
bing	1,232
m.facebook.com	784
sailplay.com	724
yahoo	512
m.yelp.com	289
instagram.com	164
l.facebook.com	159
duckduckgo	139

## Top Pages Viewed



Page Path	Users
/	26,141
/specials/	15,772
/locations/	8,583
/rewards/	4,669
/friday/	2,700
/tuesday/	2,686
/thursday/	2,150
/wp-content/uploads/2020/10/updated-grayscale-menu-10.12.20-2.pdf	2,147
/humble/	2,025
/lunch-specials/	1,832

## Google My Business

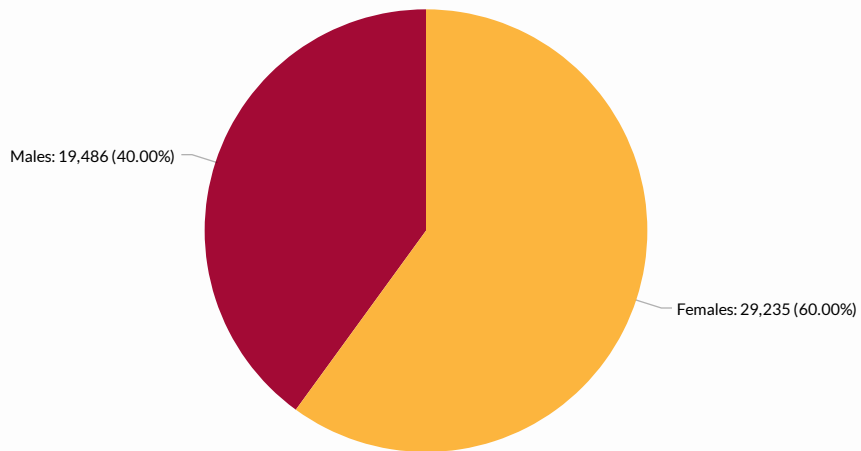
3.87 3.75 ▲ 3%	1,599,066 1,358,328 ▲ 18%	1,175,364 973,838 ▲ 21%	1,247,497 1,096,949 ▲ 14%	124,614 112,222 ▲ 11%	48,999 47,345 ▲ 3%	10,400 10,006 ▲ 4%	17,466 17,932 ▼ 3%
AVERAGE REVIEW RATING	TOTAL VIEWS	VIEWS ON GOOGLE MAPS	TOTAL SEARCHES	DIRECT SEARCHES	TOTAL CLICKS	CLICKS TO DRIVING DIRECTIONS	CLICKS TO PHONE NUMBER
			21,133 19,407 ▲ 9%				
			CLICKS TO WEBSITE				

## | WEBSITE ANALYSIS - SUMMARY GRIDS |

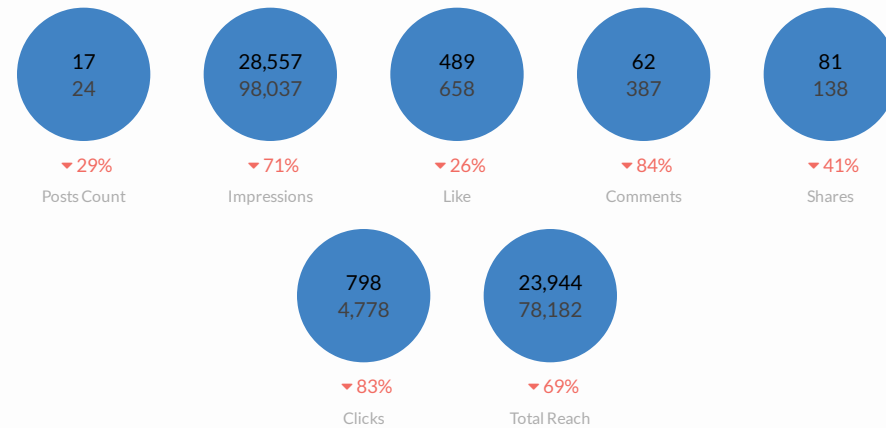
### Google My Business Views & Clicks

Location Name	 Address Lines	Local Post Views Search	Total Clicks
Brewingz	5598B North Freeway	6,899	3,575
BreWingZ Restaurant & Bar	28320 U.S. 290	1,440	1,219
BreWingZ Restaurant and Bar	1126 Silber Road	3,217	2,416
BreWingZ Restaurant and Bar	11388 Fountain Lake Drive #910	2,894	1,624
BreWingZ Restaurant and Bar	12001 East Freeway Bldg C	4,781	2,782
BreWingZ Restaurant and Bar	12250 Gulf Freeway	6,751	2,793
BreWingZ Restaurant and Bar	13516 East Freeway	4,228	2,750
BreWingZ Restaurant and Bar	13816a Northwest Freeway	3,614	2,698
BreWingZ Restaurant and Bar	22503 Texas 249 #400	3,820	2,515
BreWingZ Restaurant and Bar	24103 Southwest Freeway	1,312	1,115
BreWingZ Restaurant and Bar	24445 Katy Freeway #500	3,669	2,335
BreWingZ Restaurant and Bar	25629 Highway 59N	2,401	2,543
BreWingZ Restaurant and Bar	3541 Business Center Dr.	2,468	2,074
BreWingZ Restaurant and Bar	5007 Fairmont Parkway	3,067	2,153
BreWingZ Restaurant and Bar	6006 Gulf Freeway	2,385	1,883
BreWingZ Restaurant and Bar	6954 Garth Road	2,534	2,106
Brewingz Restaurant and Bar	8125 Jones Rd.	1,799	1,033
BreWingZ Restaurant and Bar	8150 Southwest Freeway	3,896	2,139
BreWingZ Restaurant and Bar	8490 South Sam Houston Parkway East	3,115	1,959
BreWingZ Restaurant and Bar	8740 Spencer Highway	2,008	1,587
BreWingZ Restaurant and Bar	9410 North Freeway	4,890	2,387
BreWingZ Restaurant and Bar	9717 Farm to Market 1960 Bypass Road West	4,036	3,313
<b>Total</b> 		<b>75,224</b>	<b>48,999</b>

### f Facebook Demographics



### f Facebook Post Analytics (Compared to Previous Month)



### f Top Facebook Organic Post

**Post Details**

BrewingZ Restaurant & Bar  
Published by Hostable (1) January 9

Our Buy 10 Get 10 means you get all this for under \$21! 🍷🍔🍟

For locations, online ordering, and specials, visit:  
<https://www.brewingz.com/locations/>  
<https://www.brewingz.com/specials/> - See More

**OUR BUY TEN GET TEN SPECIAL MEANS YOU ALL THIS FOR UNDER \$21.00**

\*Price is based on items in picture.

3,391 People Reached    286 Engagements    [Boost Again](#)

Boosted on Jan 11, 2021 By Fariba Arabghani    Completed

People Reached	1.7K	Post Engagement	239
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View Results

79    7 Comments 17 Shares

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

**Performance for Your Post**

3,391 People Reached

116 Reactions, Comments & Shares (f)

76 Like	71 On Post	5 On Shares
11 Love	9 On Post	2 On Shares
11 Comments	9 On Post	2 On Shares
18 Shares	17 On Post	1 On Shares

170 Post Clicks

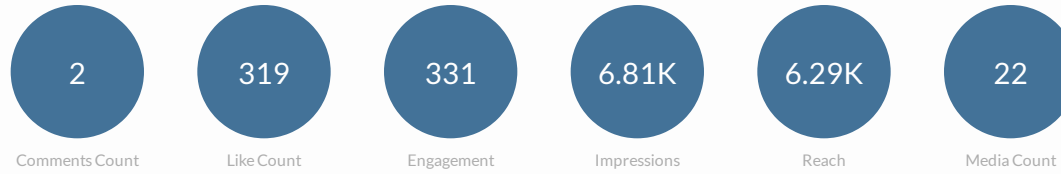
34 Photo Views	22 Link Clicks (f)	114 Other Clicks (f)
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**NEGATIVE FEEDBACK**

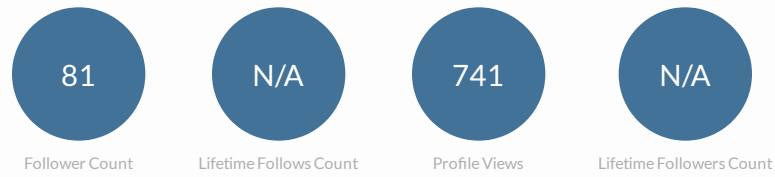
0 Hide Post	0 Report as Spam	0 Unlike Page
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Reported stats may be delayed from what appears on posts

 IG Professional Posts



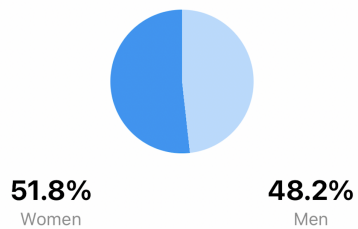
 IG Professional Posts



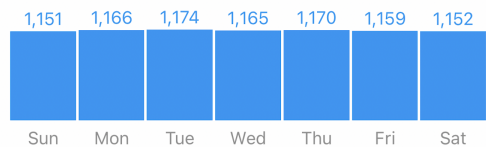


## Instagram Demographics

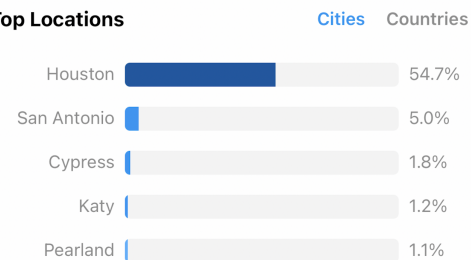
## Gender



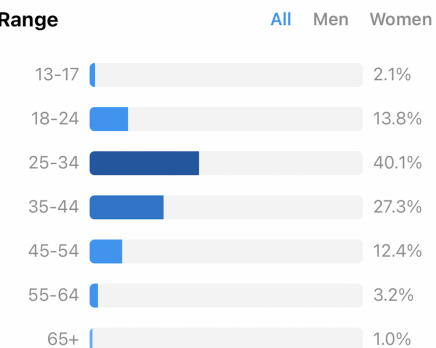
## Most Active Times



## Top Locations



## Age Range



## Top Instagram Organic Post


[View Insights](#)
[Promote](#)


Liked by [yousquaredmedia](#) and 22 others  
 brewingzrestaurantandbar Have a new resolution this year? Here's a tip: Our traditional wings with Buffalo Sauce are keto friendly! 🍷

## Post Insights



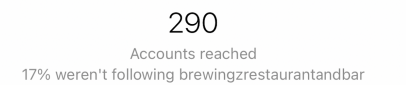
## Interactions



Profile Visits

Website Clicks

## Discovery



Follows N/A

Reach 290

Impressions 305

From Home 236

From Profile 54

From Hashtags 11

From Other 4

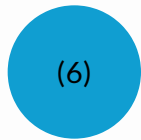
## Twitter Analytics



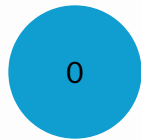
New Tweets



Followers



New Followers



Retweet Count



Total Favorites



Mentions

## Top Twitter Organic Posts

**Top Tweet** earned 338 impressions

Happy New Year! We are open regular hours! Come in and start 2021 off with 50 Boneless wingz for \$20.21!

Offer ends Monday Jan. 4!  
[brewingz.com/locations/](#)  
[brewingz.com/specials/](#)  
[pic.twitter.com/jkWgXDVpuu](#)



👍 3

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

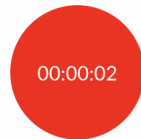
## YouTube Analytics



Views



Estimated Hours Watched



Average View Duration



Likes



Comments



Shares



Subscribers Gained

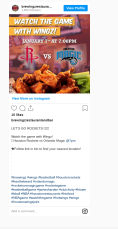
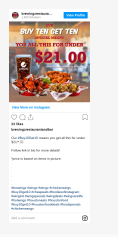
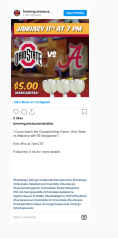
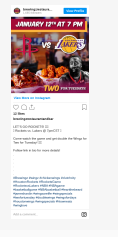
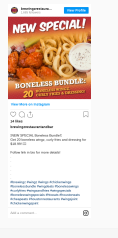
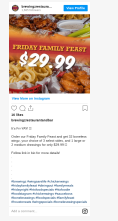



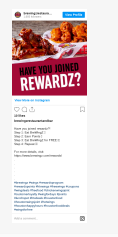
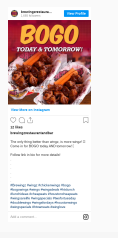
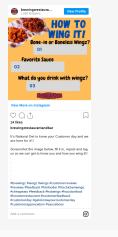
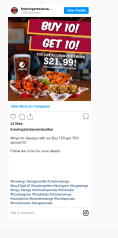
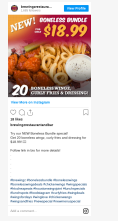
Videos Added To Playlists

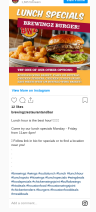


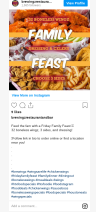
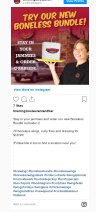
SOCIAL MEDIA - SUMMARY GRIDS

Social Media Posts

Caption	Date	Comments Count	Like Count	Engagement	Impressions	Reach	Media Count	Preview
Happy New Year! We are open regular hours! Come in and start 2021 off with 50 Boneless wingz for \$20.21! Offer ends Monday Jan.4! Find your nearest Brewingz in the link in our bio!	Jan 01, 2021	0	20	21	386	362	1	
You need it, we need it, we all deserve it. Join us for Happy Hour ☺☺☺ - \$1 wells - \$2 Small Margarita - \$3 Ziegenbock Pilsner - \$4 Long Island - \$5 Hurricane - \$1 any glass of wine Check out our happy hour specials in the link in	Jan 02, 2021	0	14	15	335	300	1	
☑️LAST DAY to get this awesome deal!🔥 50 boneless for \$20.21! ☺️🔗 Follow link in bio for more details!..... #brewingz #wingz #wings #chickenwings #houstonwings #houstonwingsjoint #houstonlunchspots #htowneats	Jan 04, 2021	1	21	23	399	359	1	
We've got BOGO today AND tomorrow! ☺️🔗 Follow link in bio for more details!..... #brewingz #wings #wingz #chickenwings #bogo #bogowings #foodiesofinstagram #buyonegetonefree #buyonegetone #wingspecials #wingdeals #wingsarelif	Jan 05, 2021	0	21	21	302	278	1	
Have a new resolution this year? Here's a tip: Our traditional wings with Buffalo Sauce are keto friendly! ☺️🔗 Follow link in bio to find your nearest location!..... #brewingz #wings #keto #ketoonabudget #ketoeats #ketowings	Jan 07, 2021	0	23	23	307	292	1	

<p>LET'S GO ROCKETS! 🚀🚀🚀 Watch the game with Wingz! 📺 Houston Rockets vs Orlando Magic @7pm 📍 Follow link in bio to find your nearest location! ..... #brewingz #wings #basketball #houstonrockets #fearthe</p>	<p>Jan 08, 2021</p>	<p>0</p>	<p>15</p>	<p>15</p>	<p>281</p>	<p>259</p>	<p>1</p>	
<p>Our #Buy10Get10 means you get all this for under \$21!* 📺📺 Follow link in bio for more details! *price is based on items in picture. .... #brewingz #wings #wingz #chickenwings #buy10get10 #cheapeats #foodiesofinstagram #w</p>	<p>Jan 09, 2021</p>	<p>0</p>	<p>23</p>	<p>24</p>	<p>373</p>	<p>338</p>	<p>1</p>	
<p>📺 Come watch the Championship Game: Ohio State vs Alabama with \$5 Margaritas! 📺 Kick off is at 7pmCST Follow link in bio for more details! ..... #brewingz #wings #nationalchampionship #htbwings #ohiostate #alabamacrimsonstide #bucke</p>	<p>Jan 11, 2021</p>	<p>0</p>	<p>9</p>	<p>9</p>	<p>295</p>	<p>267</p>	<p>1</p>	
<p>LET'S GO ROCKETS! 🚀🚀🚀 Rockets vs. Lakers @ 7pmCST 📺 Come watch the game and get double the Wingz for Two for Tuesday! 📺 Follow link in bio for more details! ..... #Brewingz #wingz</p>	<p>Jan 12, 2021</p>	<p>0</p>	<p>12</p>	<p>12</p>	<p>346</p>	<p>314</p>	<p>1</p>	
<p>📺 NEW SPECIAL Boneless Bundle! 📺 Get 20 boneless wingz, curly fries and dressing for \$18.99! 📺📺 Follow link in bio for more details! ..... #brewingz #wingz #wings #chickenwings #bonelessbundle #wingdeals #bone</p>	<p>Jan 14, 2021</p>	<p>1</p>	<p>14</p>	<p>16</p>	<p>273</p>	<p>251</p>	<p>1</p>	
<p>It's Fri-YAY! 📺 Order our Friday Family Feast and get 32 boneless wingz, your choice of 3 select sides, and 1 large or 2 medium dressings for only \$29.99 📺📺 Follow link in bio for more details! ..... #brewin</p>	<p>Jan 15, 2021</p>	<p>0</p>	<p>16</p>	<p>17</p>	<p>320</p>	<p>307</p>	<p>1</p>	

<p>Why limit happy to an hour? We've got \$10.99 select pitchers all day! ☐ Follow link in bio for more details! . . . . #brewingz #beerandwings #beerspecials #beerpitchers #houstonhappyhour #htxhappyhour #pourmeanother #beerpitcher #draf</p>	<p>Jan 16, 2021</p>	<p>0</p>	<p>10</p>	<p>11</p>	<p>263</p>	<p>249</p>	<p>1</p>	
<p>Have you joined rewardz?! Step 1: Eat BreWingZ ☺ Step 2: Earn Points ☺ Step 3: Eat BreWingZ for FREE ☺ Step 4: Repeat ☺ ☐ For more details, visit: <a href="https://www.brewingz.com/rewards/">https://www.brewingz.com/rewards/</a> . . . . #brewingz #wi</p>	<p>Jan 18, 2021</p>	<p>0</p>	<p>10</p>	<p>10</p>	<p>294</p>	<p>268</p>	<p>1</p>	
<p>The only thing better than wingz, is more wingz! ☐ ☐ Come in for BOGO today AND tomorrow! ☺ Follow link in bio for more details! . . . . #Brewingz #wingz #chickenwings #bogo #bogowings #wings #wingsdeals #htxlunch #lunchideas #</p>	<p>Jan 19, 2021</p>	<p>0</p>	<p>12</p>	<p>13</p>	<p>328</p>	<p>300</p>	<p>1</p>	
<p>It's National Get to know your Customer day and we are here for it! ☐ Screenshot the image below, fill it in, repost and tag us so we can get to know you and how you wing it! ☐ . . . . #brewingz #wingz #wings #customerreviews #r</p>	<p>Jan 21, 2021</p>	<p>0</p>	<p>14</p>	<p>15</p>	<p>319</p>	<p>296</p>	<p>1</p>	
<p>Wings for daaaays with our Buy TEN get TEN special ☺☺☺ Follow link in bio for more details! . . . . #brewingz #wingsarelife #chickenwings #buy10get10 #buytengetten #diningout #bogowings #bogo #wings #htxfoodspecials #</p>	<p>Jan 22, 2021</p>	<p>0</p>	<p>13</p>	<p>13</p>	<p>350</p>	<p>320</p>	<p>1</p>	
<p>Try our NEW Boneless Bundle special! Get 20 boneless wingz, curly fries and dressing for \$18.99! ☐☐☐ Follow link in bio for more details! . . . . #brewingz #bonelessbundle #bonelesswings #bonelesswingsdeals #chickenwings #win</p>	<p>Jan 24, 2021</p>	<p>0</p>	<p>18</p>	<p>19</p>	<p>392</p>	<p>366</p>	<p>1</p>	

<p>Lunch hour is the best hour! ☺👉👉 Come try our lunch specials Monday - Friday from 11am-4pm! 📄📄 Follow link in bio for specials or to find a location near you! . . . . . #brewingz #wings #outtolunch #lunch #lunchhour #!</p>	<p>Jan 25, 2021</p>	<p>0</p>	<p>12</p>	<p>12</p>	<p>235</p>	<p>222</p>	<p>1</p>	
<p>You don't have to pick just boneless or traditional with BOGO Two for Tuesday! 📄📄 Get double the wingz at half the price ☺👉👉 Follow link in bio to find a location near you! . . . . . #Brewingz #wingz #</p>	<p>Jan 26, 2021</p>	<p>0</p>	<p>15</p>	<p>15</p>	<p>349</p>	<p>329</p>	<p>1</p>	
<p>We're thirsty this Thursday for 99 cents drafts all day long!📄📄📄📄 Follow link in bio to find your nearest location! . . . . . #brewingz #wingz #wings #thirstythursday #tbt #draftbeer #beerspecials #beer #cheapeats #beeran</p>	<p>Jan 28, 2021</p>	<p>0</p>	<p>11</p>	<p>11</p>	<p>224</p>	<p>211</p>	<p>1</p>	
<p>Feed the fam with a Friday Family Feast 📄📄 32 boneless wingz, 3 sides, and dressing! 📄📄 Follow link in bio to order online or find a location near you! . . . . . #brewingz #wingsarelife #chickenwings #fridayfamilyfeast #familydin</p>	<p>Jan 29, 2021</p>	<p>0</p>	<p>9</p>	<p>9</p>	<p>211</p>	<p>196</p>	<p>1</p>	
<p>Stay in your jammies and order our new Boneless Bundle curbside! ☺📄📄 20 boneless wingz, curly fries and dressing for \$18.99! 📄📄 Follow link in bio to find a location near you! . . . . . #brewingz #bonelessbundle #bonelesswings #bo</p>	<p>Jan 30, 2021</p>	<p>0</p>	<p>7</p>	<p>7</p>	<p>225</p>	<p>207</p>	<p>1</p>	

**f New and Total Facebook Page Likes**

Page	Likes	Total Likes
Brewingz Restaurant & Bar	104	12,792
Brewingz Restaurant & Bar (5598 North Fwy, Houston)	8	2,733
Brewingz Restaurant & Bar (13516 East Fwy, Houston)	8	2,666
Brewingz Restaurant & Bar (6006 Gulf Fwy, Houston)	3	2,528
Brewingz Restaurant & Bar (Baytown, TX)	8	2,430
Brewingz Restaurant & Bar (12250 Gulf Fwy, Houston)	8	2,334
Brewingz Restaurant & Bar (Humble, TX)	5	2,238
Brewingz Restaurant & Bar (13816 Northwest Fwy, Houston)	2	1,884
Brewingz Restaurant & Bar (8490 S Sam Houston Pkwy E, Houston)	7	1,847
Brewingz Restaurant & Bar (8150 Southwest Fwy, Houston)	18	1,786
Brewingz Restaurant & Bar (Katy, TX)	1	1,669
Brewingz Restaurant & Bar (1126 Silber Rd, Houston)	7	1,574
Brewingz Restaurant & Bar (Pasadena, TX)	3	1,558
Brewingz Restaurant & Bar (Kingwood, TX)	2	1,549
Brewingz Restaurant & Bar (9410 North Fwy, Houston)	8	1,506
Brewingz Restaurant & Bar (Stafford, TX)	5	1,471
Brewingz Restaurant & Bar (22503 State Highway 249, Houston)	3	1,435
Brewingz Restaurant & Bar (1850 Nasa Pkwy, Houston)	39	1,176
Brewingz Restaurant & Bar (La Porte, TX)	17	1,165
Brewingz Restaurant & Bar (Mason at 290)	31	758
Brewingz Restaurant & Bar (Jones Road)	76	744
Brewingz Restaurant & Bar (Pearland, TX)	19	556
Brewingz Restaurant & Bar (Rosenberg, TX)	13	522
Brewingz Restaurant & Bar (Federal)	0	93
<b>Total</b>	<b>395</b>	<b>49,014</b>


Top Paid Post

**Post Details**

**BrewingZ Restaurant & Bar**  
Published by Hostsuite (7) · January 14

**NEW SPECIAL: Boneless Bundle!**  
Get 20 boneless wings, curly fries and dressing for \$18.99! 🍗🍟🥗

For locations, online ordering, and specials, visit:  
📍 <https://www.brewingz.com/locations/> ... See More



**13,505**  
People Reached

**854**  
Engagements

**Boost Again**

Boosted on Jan 21, 2021 By Fariba Araghiani    Completed    Boosted on Jan 14, 2021 By Fariba Araghiani

People Reached	<b>10.9K</b>	Post Engagement	<b>639</b>
People Reached	<b>10.9K</b>	People Reached	<b>639</b>

[View Results](#)

👍❤️👏 103    13 Comments 15 Shares

[Like](#)   [Comment](#)   [Share](#)

**Performance for Your Post**

**13,505** People Reached

**213** Reactions, Comments & Shares (👍)

<b>151</b> Like	<b>150</b> On Post	<b>1</b> On Shares
<b>14</b> Love	<b>13</b> On Post	<b>1</b> On Shares
<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>29</b> Comments	<b>19</b> On Post	<b>10</b> On Shares
<b>16</b> Shares	<b>15</b> On Post	<b>1</b> On Shares

**641** Post Clicks

<b>36</b> Photo Views	<b>60</b> Link Clicks (👍)	<b>545</b> Other Clicks (👍)
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**NEGATIVE FEEDBACK**

Hide Post     Hide All Posts

Report as Spam     Unlink Page

Reported stats may be delayed from what appears on posts



## SOCIAL MEDIA - PAID - SUMMARY GRIDS

 Ads Analytics (Paid)

Campaign	Start Date	Total Ad Reach	Impressions	Post Engagement	Clicks	CPC (Cost per Link Click)	Post Comments	Post Shares	Page Likes
Post: "We're ringing in 2020 with our favorite deal..."	2019-12-31	0	-	0	-	-	0	0	0
Post: "On the hunt for a great deal? Come enjoy our..."	2020-01-14	0	-	0	-	-	0	0	0
[01/15/2020] Promoting Brewingz Restaurant & Bar	2020-01-15	0	-	0	-	-	0	0	0
Post: "We'd swipe right on this one ☺"	2020-02-07	0	-	0	-	-	0	0	0
Post: "Buffalo Hot Wingz won't break your heart ☐"	2020-02-09	0	-	0	-	-	0	0	0
Post: "Lunch doesn't have to be boring, check out our..."	2020-02-13	0	-	0	-	-	0	0	0
Post: "SHARE THE LOVE AND YOU CAN WIN!"	2020-02-13	0	-	0	-	-	0	0	0
[02/13/2020] Promoting Brewingz Restaurant & Bar	2020-02-13	0	-	0	-	-	0	0	0
Post: "Saturday's are for our XFL Roughnecks! Stop by..."	2020-03-08	0	-	0	-	-	0	0	0
Post: "☐ Free Wingz for a year when you donate \$2 to..."	2020-03-12	0	-	0	-	-	0	0	0
Post: "☐ March Madness is almost here, and so is..."	2020-03-13	0	-	0	-	-	0	0	0
Post: "Cheer on The Rockets vs Portland at BreWingZ with..."	2020-03-15	0	-	0	-	-	0	0	0
Post: "☐WE ARE OPEN☐"	2020-03-17	0	-	0	-	-	0	0	0
Post: "Our famous Two for Tuesday is still available to..."	2020-03-17	0	-	0	-	-	0	0	0
Post: "You can still get your favorites when you order..."	2020-03-18	0	-	0	-	-	0	0	0
Post: "Brewingz Delivery has taken flight! In efforts..."	2020-03-25	0	-	0	-	-	0	0	0
Post: "Brewingz Delivery strikes again, now in HUMBLE!..."	2020-03-26	0	-	0	-	-	0	0	0
[03/27/2020] Promoting <a href="https://www.brewingz.com/locations/">https://www.brewingz.com/locations/</a>	2020-03-27	0	-	0	-	-	0	0	0
Post: "☐ BREAKING NEWS ☐ This is official news from your..."	2020-04-01	0	-	0	-	-	0	0	0
Post: "☐ INTRODUCING 69 CENT WINGZ!☐"	2020-04-10	0	-	0	-	-	0	0	0
Post: "☐ITS BACK! 69 CENT WINGZ☐"	2020-04-18	0	-	0	-	-	0	0	0
[04/22/2020] Promoting <a href="https://www.brewingz.com/locations/">https://www.brewingz.com/locations/</a>	2020-04-22	0	-	0	-	-	0	0	0
Post: "Let us be your FIRST ROUND PICK! Have you been..."	2020-04-23	0	-	0	-	-	0	0	0
Post: "You asked, we listened! 69 Cent Wingz are BACK!"	2020-04-26	0	-	0	-	-	0	0	0
Post: "What's your calendar looking like these days?..."	2020-04-30	0	-	0	-	-	0	0	0
Post: "Whether you share or don't share, that's none of..."	2020-04-30	0	-	0	-	-	0	0	0
Post: "☐For a limited time grab our famous Traditional..."	2020-05-01	0	-	0	-	-	0	0	0
Post: "We don't know what day of quarantine this is, but..."	2020-05-08	0	-	0	-	-	0	0	0
Event: Brewingz Virtual Trivia Night - Lone Star Edition. Win a \$20 GC	2020-05-11	0	-	0	-	-	0	0	0
Event: Brewingz Virtual Trivia Night - The Office Edition. Win a \$20 GC	2020-05-18	0	-	0	-	-	0	0	0
Post: "Needing some comfort food? Needing a good deal?..."	2020-05-20	0	-	0	-	-	0	0	0

Post: "TGIF! You know what that means? 69 Cent..."	2020-05-22	0	-	0	-	-	0	0	0
Event: Brewingz Virtual Trivia Night - Fresh Prince Edition. Win \$20 GC	2020-05-25	0	-	0	-	-	0	0	0
[06/10/2020] Promoting <a href="https://secure.jobappnetwork.com/apply/c_brewingz/l_en/#s">https://secure.jobappnetwork.com/apply/c_brewingz/l_en/#s</a>	2020-06-10	0	-	0	-	-	0	0	0
[06/16/2020] Promoting Local Business Brewingz Restaurant & Bar	2020-06-16	0	-	0	-	-	0	0	0
Post: "STAFF FAVORITE for a reason! Check out our..."	2020-06-25	0	-	0	-	-	0	0	0
[06/25/2020] Promoting <a href="https://www.brewingz.com/brewingz-gift-card/">https://www.brewingz.com/brewingz-gift-card/</a>	2020-06-25	0	-	0	-	-	0	0	0
Post: "Brewingz has everything from ☐ to ☐ to ☐ to ☐"	2020-07-16	0	-	0	-	-	0	0	0
Post: "It's Friday, time to FEAST☐☐"	2020-07-16	0	-	0	-	-	0	0	0
Post: "Just dropping in to remind you that you can..."	2020-07-16	0	-	0	-	-	0	0	0
Post: "NEW SPECIAL: BUY TEN, GET TEN!☐ That's right, TEN!"	2020-07-27	0	-	0	-	-	0	0	0
Post: You love WINGZ, We l...	2020-07-27	0	-	0	-	-	0	0	0
Post: "☐DO YOU WANT TEN FREE WINGZ?☐"	2020-08-05	0	-	0	-	-	0	0	0
Post: "Your favorite drinks⇒now TO GO! "	2020-08-05	0	-	0	-	-	0	0	0
Ongoing Local Business Promotion Brewingz Restaurant & Bar	2020-08-17	0	-	0	-	-	0	0	0
Post: "☐GIVEAWAY ALERT☐"	2020-08-25	0	-	0	-	-	0	0	0
Post: "BREWINGZ MID-WEEK PICK-ME-UP: Your favorite..."	2020-08-25	0	-	0	-	-	0	0	0
Post: "Bud just made out BUY TEN GET TEN even better!..."	2020-09-10	0	-	0	-	-	0	0	0
Post: "☐Buy 10 Get 10 Bud Made it Better☐"	2020-09-23	0	-	0	-	-	0	0	0
Post: "You crave it? We got it! ☺☐☐☐"	2020-09-23	0	-	0	-	-	0	0	0
<b>Total 📊</b>		<b>95,299</b>	<b>104,601</b>	<b>5,138</b>	<b>5,148</b>	<b>\$0.76</b>	<b>117</b>	<b>236</b>	<b>0</b>



Email Marketing

Send Date	Subject	Sent	Opened	Open Rate	Clicks	Click Rate	Bounces
2021-01-03	Reminder:	62,377	3,608	6.48%	284	7.87%	6,721
2021-01-16		62,298	3,167	5.70%	202	6.38%	6,744
2021-01-20	Reminder:	62,298	3,167	5.70%	202	6.38%	6,744
2021-02-01		62,200	3,199	5.79%	275	8.60%	6,966
<b>Total</b>		<b>249,173</b>	<b>13,141</b>	<b>5.92%</b>	<b>963</b>	<b>7.33%</b>	<b>27,175</b>

Email Contacts

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Mon, Feb 1, 2021, 11:08 AM	01.2021 Eblast #2	62,200	4,761 9%	397 8%	7,062 11%	67 0.1%
<input type="checkbox"/>	Sat, Jan 16, 2021, 11:03 AM	01.2021 Eblast #1	62,298	5,177 9%	367 7%	6,802 11%	93 0.1%

Email Marketing Creatives: Jan e-Blast #1

**NEW SPECIAL!** FOR ONLY **\$18.99**

**BONELESS BUNDLE:**  
20 BONELESS WINGZ,  
CURLY FRIES & DRESSING!

[VIEW DETAILS](#)

**\$1.00 WELLS!**

EVERYDAY FROM 11:00 AM - 7:00 PM

**HAPPY HOUR SPECIALS**

**JUDGE FREE ZONE**

**STAY IN YOUR JAMMIES & ORDER CURBSIDE!**

[ORDER ONLINE NOW](#)

**JOIN US FOR THE GAME!**

**JOIN US FOR THE GAME!**

**FRIDAY 1/22 AT 6:00 PM**

**JOIN OUR TEAM!**

[APPLY NOW!](#)

[22 LOCATIONS](#) [VIEW MENU](#) [ORDER ONLINE](#)

Email Marketing Creatives: Jan e-Blast #2



**PRE-ORDER YOUR PARTY PACKAGE FOR THE BIG GAME!**  
SKIP THE WAIT, PRE-ORDER YOUR GAME DAY MEAL NOW FOR DELIVERY OR PICK UP ON SUNDAY!



**BASKETBALL FEAST!**

**ORDER ONLINE**

**22 HOUSTON LOCATIONS FOR CONVENIENCE!**




**FIND YOUR LOCAL BREWINGZ**

**NEW SPECIALS!**

**BUY 10 GET 10!**  
BUY 10 TRADITIONAL WINGZ, A STARTER, AND A DRINK AND GET 10 BONELESS WINGZ **FREE!**

**BONELESS BUNDLE!**  
20 BONELESS WINGZ, CURLY FRIES, & DRESSING **\$18.99!**

**VIEW SPECIALS**

**JOINING US FOR THE BIG GAME?**



**COME IN FOR PITCHER SPECIALS & ALL DAY HAPPY HOUR!**

**HAPPY HOUR SPECIALS**

**DON'T FORGET REWARDZ!**  
SIGN UP NOW AND GET POINTS FOR YOUR GAME DAY ORDER!

**JOIN NOW**

**22 LOCATIONS**   **VIEW MENU**   **ORDER ONLINE**

