



Prepared by: You Squared Media

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.

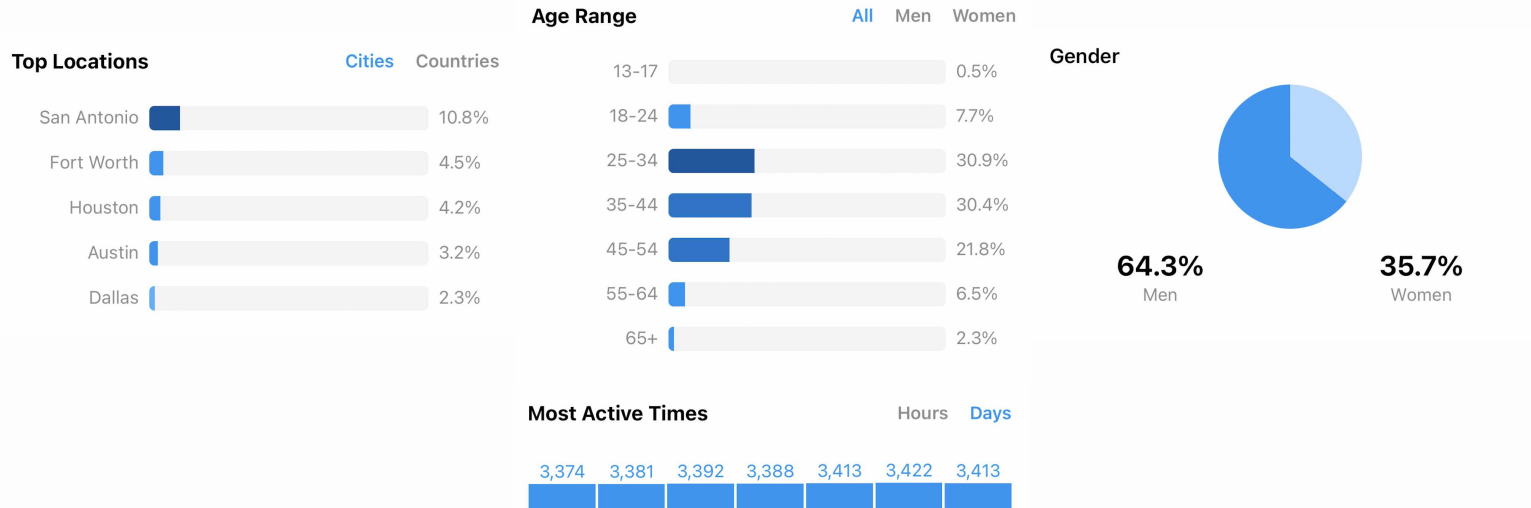
Digital Takeaways

- **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.

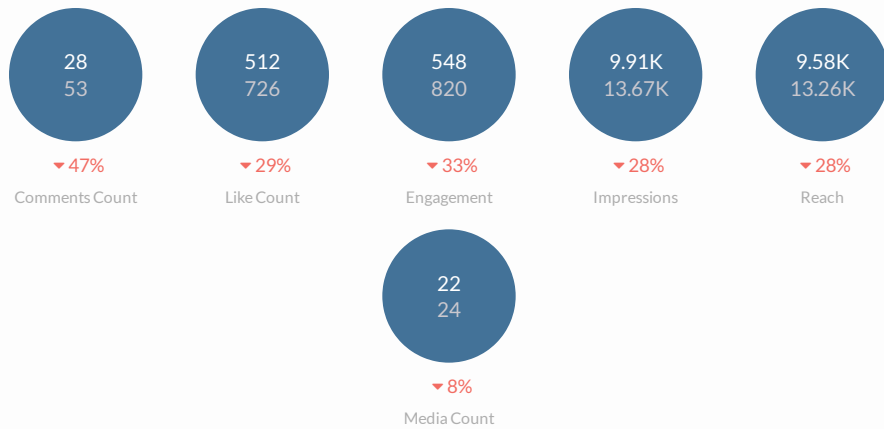
You Squared Media March Plan

- 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.
- 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.

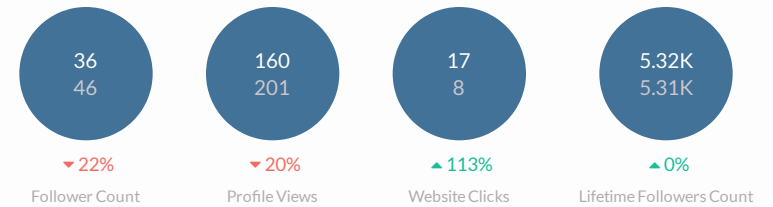
Instagram Demographics



Instagram Post Analytics (Compared to previous month)



Instagram Page Analytics



Top Organic Instagram Post



texascrownclub

Post Insights

473 Likes, 1 Comment, 0 Shares, 7 Saves

1 Profile Visits

312 Reach

Interactions

2 Actions taken from this post

1 Profile Visits

1 Website Clicks

Discovery

312

Accounts reached
11% weren't following texascrownclub

Follows

N/A

Reach

312

Impressions

322

From Home

282

From Explore

23

From Hashtags

9

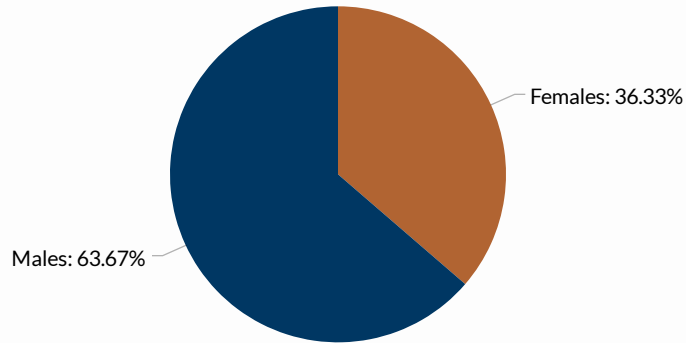
From Other

8

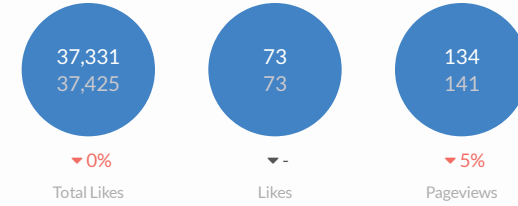
Facebook Best Days to Post



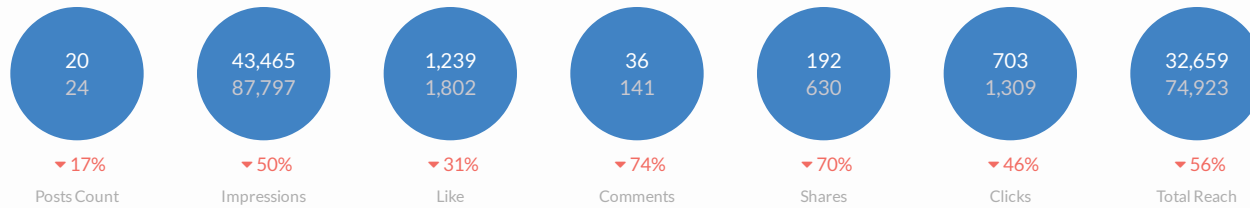
f Facebook Demographics Organic



f Facebook Page Analytics



f Facebook Post Analytics



Top Organic Facebook Post

Texas Crown Club Whisky
Published by Buffer [?] · February 17 · 🌐

⋮

This Whisky Wednesday recipe is perfect for Mardi Gras weekend! Because we all know what really gets you those beads 🥰

Visit <https://buff.ly/3aXT0yd> to shop online for a bottle of the Most Wanted Whisky!

#texascrownclub #mostwantedwhisky #whiskywednesday

Mardi Gras Flasher

1.25 oz Texas Crown Club Whisky
1 oz Amaretto
1 oz. Cranberry juice
Ice
Mint sprig

Shake whisky, Amaretto, and cranberry juice in a cocktail shaker of ice.

Strain, garnish with mint. Enjoy!

4,227
People Reached

412
Engagements

Boost Again

Boosted on Feb 17, 2021
By Fariba Arabghani

Completed

People Reached **2.7K**

Post Engagement **408**

[View Results](#)

👍❤️😂 140
1 Comment 87 Shares

👍 Like
💬 Comment
➦ Share
📄

Performance for Your Post

4,227 People Reached

238 Reactions, Comments & Shares 📊

140 👍 Like	133 On Post	7 On Shares
6 ❤️ Love	3 On Post	3 On Shares
1 😂 Haha	1 On Post	0 On Shares
3 😮 Wow	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
87 Shares	87 On Post	0 On Shares

174 Post Clicks

140 Photo Views	1 Link Clicks 📊	33 Other Clicks 📊
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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

Social Media Posts


02/27/2021 10:55 AM	You be my glass of wine and I'll be your shot of			259	0 5	Boost Post	02/13/2021 6:04 PM	Ever wonder where whisky gets its color? 🤔			381	1 5	Boost Post
02/26/2021 6:04 PM	Did you know that you can have the Most			281	2 13	Boost Post	02/12/2021 6:04 PM	Texans know how to have fun! How many other			295	0 6	Boost Post
02/25/2021 10:17 AM	It's the Most Wanted Whisky! 🍷 The science			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,			1.7K	18 44	View Promotion
02/24/2021 6:04 PM	An apple a day covered in whisky caramel sure			2.7K	118 42	View Promotion	02/11/2021 4:32 PM	It's Whisky Wednesday and Valentine's Day is			2.8K	42 370	View Promotion
02/20/2021 12:04 PM	It's Black History Month! Did you know that African			369	7 13	Boost Post	02/09/2021 6:04 PM	We have a winner!! 🏆 Pattersonfamilybullies			275	2 8	Boost Post
02/19/2021 6:04 PM	Ever wondered what to do with an empty bottle of			307	3 7	Boost Post	02/07/2021 12:55 PM	This gift doubles as a Valentine's Day present			9.7K	290 571	View Promotion
02/18/2021 6:04 PM	Game day may be over, but the drink goes on 🍷🍷			2.7K	4 9	View Promotion	02/06/2021 6:04 PM	Thank you StacyH78 for reviewing us on Total			1.2K	6 55	View Promotion
02/17/2021 4:24 PM	This Whisky Wednesday recipe is perfect for Mardi			4.2K	174 238	View Promotion	02/05/2021 1:15 PM	Did you know that Texas cowboys drank whisky,			193	0 11	Boost Post
02/17/2021 4:17 PM	We have a winner!! 🏆 Pattersonfamilybullies			346	6 7	Boost Post	02/04/2021 6:04 PM	Pretty girl in a red dress with a bright smile and			2.6K	13 47	View Promotion
02/14/2021 9:00 AM	Happy Valentine's Day from all of us at Texas			161	1 6	Boost Post	02/03/2021 12:04 PM	It's Whisky Wednesday and this Whisky Bacon			2K	16 89	View Promotion

Top Paid Ad

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

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



9,636 People Reached **861** Engagements [Boost Again](#)

Boosted on Feb 10, 2021 Completed
 By Santosh Varughese

People Reached	8.2K	Post Engagement	807
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[View Results](#)

👍❤️👎 498 7 Comments 36 Shares

Performance for Your Post

9,636 People Reached

571 Reactions, Comments & Shares ⓘ

489 👍 Like	475 On Post	14 On Shares
28 ❤️ Love	25 On Post	3 On Shares
1 😂 Haha	1 On Post	0 On Shares
3 😮 Wow	3 On Post	0 On Shares
15 Comments	8 On Post	7 On Shares
36 Shares	36 On Post	0 On Shares

290 Post Clicks

64 Photo Views	23 Link Clicks ⓘ	203 Other Clicks ⓘ
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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

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
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 😏"	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



Feb Blog #1

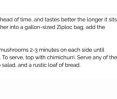
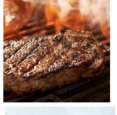
The Perfect Whisky Pairing Valentine's Day Dinner



There's nothing more romantic than a home-cooked meal for your sweetie with Valentine's Day creeping up on you and impress them with a home-cooked three-course dinner and whisky pairing (whisky pairing is a super fun thing).

- 1. First Course - Corvose Salad
2. Main Course - Peach and Whisky Oven-Baked Chicken, Whiskey Glazed Steak, or Whisky Grilled Pork Tenderloin
3. Dessert - Whiskey Apple Bundt Cake, 4-Ingredient Whiskey Chocolate Cake, Whisky Over Ice Cream

It doesn't get any easier than this, and it can be made ahead of time to save you time. Here are the recipes for the three courses, the salad, and the dessert. Each recipe includes a list of ingredients, a list of instructions, and a list of tips and tricks.



1. First Course - Corvose Salad
2. Main Course - Peach and Whisky Oven-Baked Chicken, Whiskey Glazed Steak, or Whisky Grilled Pork Tenderloin
3. Dessert - Whiskey Apple Bundt Cake, 4-Ingredient Whiskey Chocolate Cake, Whisky Over Ice Cream

Heat a large skillet over medium heat. Cook mushrooms 2-3 minutes on each side until caramelized.
2. Main Course - Peach and Whisky Oven-Baked Chicken, Whiskey Glazed Steak, or Whisky Grilled Pork Tenderloin
3. Dessert - Whiskey Apple Bundt Cake, 4-Ingredient Whiskey Chocolate Cake, Whisky Over Ice Cream

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Content Syndication: Blog #1

Table with 2 columns: Content Syndicate, Link. Lists various syndication links for the 'The Perfect Whisky Pairing Valentine's Day Dinner' blog.

Feb Blog #2

The Beginner's Guide to Liking Whisky



The wonderful world of whisky drinking can be intimidating for someone new to whisky. With different types, flavors, blends or single malts, casks, ages, regions and ways to drink it, it's hard to know where to start!

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.

2. Add Water - A Little 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 whisky to water, which will help soften the drink.

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.

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 oak, and the finish is more earthy.

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!

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 cocktail suggestions for each.

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.

Just kidding, 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

Content Syndication: Blog #2

Table with 2 columns: Content Syndicate, Link. Lists various syndication links for the 'The Beginner's Guide to Liking Whisky' blog.



800 Town & Country Blvd.
Ste. 312
Houston, TX 77024

713.880.3387

yousquaremedia.com