



Prepared by: You Squared Media

Summary

March 2021

Highlights

- Launched e-blast interactive memory game.
- Changed aesthetic of social media images and e-blasts to more minimalist with white backgrounds and focus on food.
- Promoted March Madness boneless wings special.
- Shared more memes for social media posts.

Digital Takeaways

- Website users are 56,464, up 2,913 from Feb 2021.
- Top website pages viewed are the home page at 22,727, specials at 12,972, and locations at 8,928.
- Google searches up month-to-month.
- Google My Business direct searches up 31%.
- Instagram followers increased by 36.
- Facebook pages likes increased by 431.

You Squared Media April Action Plan

- Promote baseball and Astros-themed posts and games.
- Promote new Tennessee Twist cocktail.
- Add more "real" photos and reposts of fan content to social media.
- Organize social media budget for the new month.
- Continue minimalist design aesthetic of images focused on ingredients and more real photos.
- Promote page likes in ads focus to increase Instagram and Facebook followers.

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.

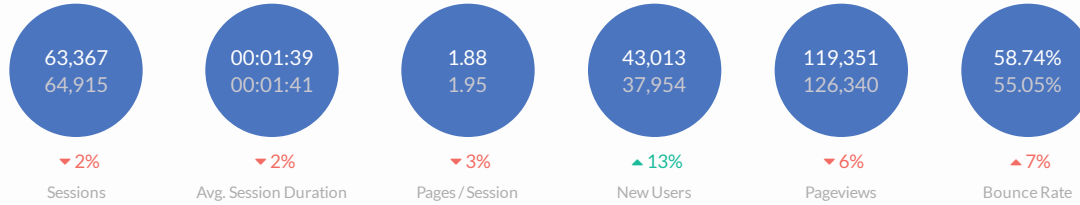
Website Visitors

Users

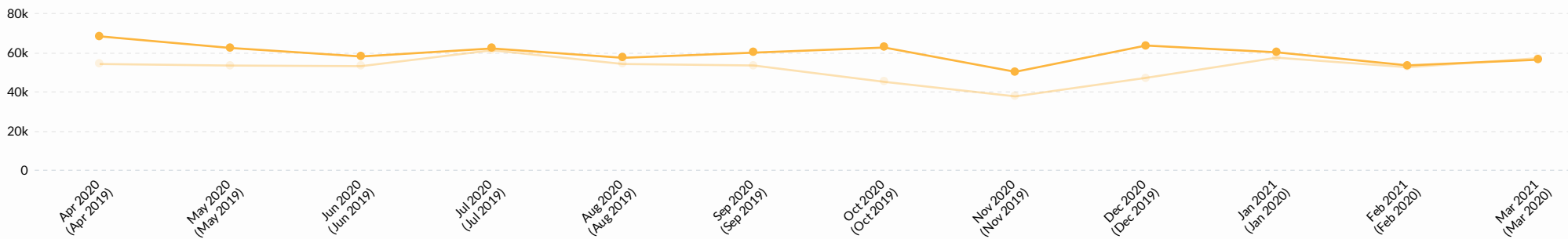
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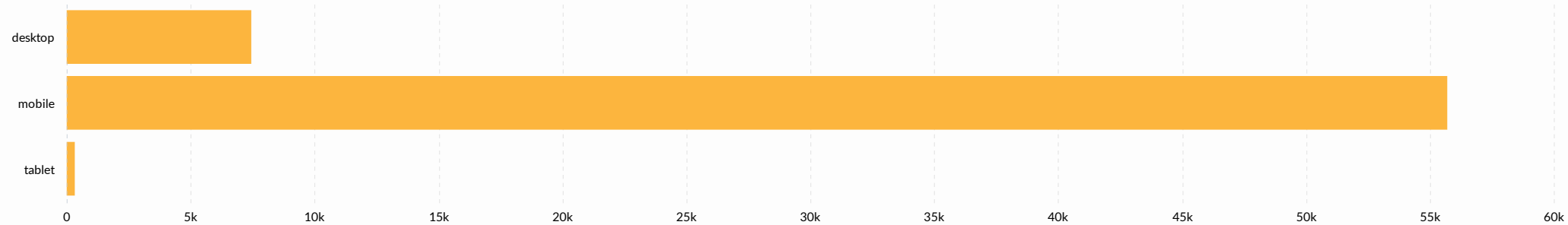
Google Analytics - Website Data



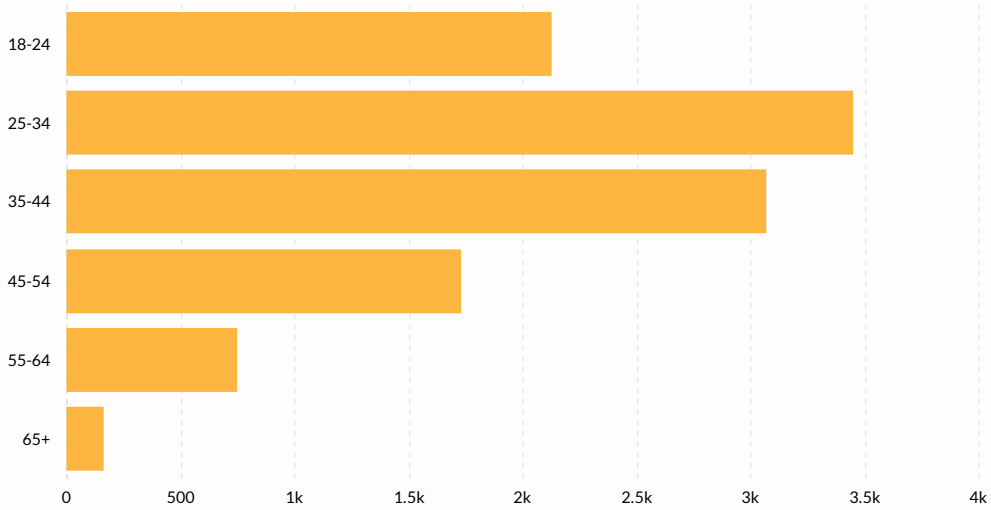
Users by Year



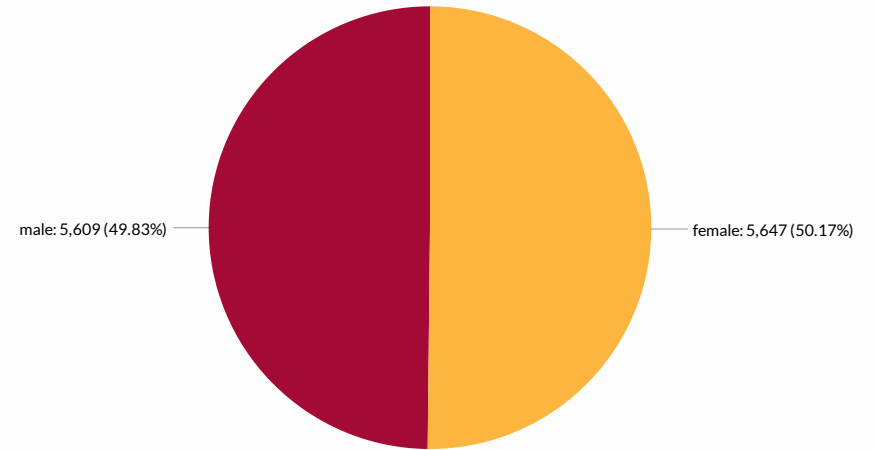
Users by Device



Users by Age



Gender Breakdown



Top Sources

Source	Users
google	64,922
(direct)	24,350
bing	1,388
sailplay.com	528
yahoo	488
m.facebook.com	428
m.yelp.com	331
duckduckgo	126
orderfood.google.com	75
l.facebook.com	67

 Top Pages Viewed

Page Path	Users
/	22,727
/specials/	12,972
/locations/	8,928
/menu/	4,183
/tuesday/	2,634
/rewards/	2,556
/humble/	2,043
/thursday/	1,727
/lunch-specials/	1,641
/katy/	1,484

Google My Business Posts

Posted Mar 2, 2021

NEW FLAMING HOT CHEETOS!
NEW SAUCE!
EXTRA SPICY AND EXTRA CRUNCHY!

NEW Sauce Spotlight: Flaming Hot Cheetos!🔥🔥
Get it on our NEW Flaming Hot Cheetos sandwich or our famous WingZ!

[Order online](#)

1.81K views 0 clicks [Share post](#)

Posted Mar 15, 2021

GET SAUCED!
ENCHILADA WING SAUCE
FLAMING HOT CHEETOS
NASHVILLE HOT SAUCE

GET SAUCED with our three new sauces!! 🍴🍴
Enchilada 🌶️
Nashville Hot 🌶️🌶️
Flaming Hot Cheetos 🌶️🌶️🌶️

[Order online](#)



867 views 0 clicks [Share post](#)

Google My Business

3.80 3.84 ▼ 1%	1,877,839 1,409,109 ▲ 33%	1,418,125 1,034,452 ▲ 37%	1,421,632 1,074,736 ▲ 32%	150,161 112,179 ▲ 34%	51,013 47,851 ▲ 7%	12,117 8,419 ▲ 44%	18,221 21,295 ▼ 14%
AVERAGE REVIEW RATING	TOTAL VIEWS	VIEWS ON GOOGLE MAPS	TOTAL SEARCHES	DIRECT SEARCHES	TOTAL CLICKS	CLICKS TO DRIVING DIRECTIONS	CLICKS TO PHONE NUMBER
20,675 18,137 ▲ 14%							
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	6,634	3,252
BreWingZ Restaurant & Bar	28320 U.S. 290	1,344	1,277
BreWingZ Restaurant and Bar	1126 Silber Road	3,574	2,506
BreWingZ Restaurant and Bar	11388 Fountain Lake Drive #910	3,121	1,773
BreWingZ Restaurant and Bar	12001 East Freeway Bldg C	5,658	2,813
BreWingZ Restaurant and Bar	12250 Gulf Freeway	5,759	2,844
BreWingZ Restaurant and Bar	13516 East Freeway	4,765	3,009
BreWingZ Restaurant and Bar	13816a Northwest Freeway	3,734	2,790
BreWingZ Restaurant and Bar	22503 Texas 249 #400	3,986	2,535
BreWingZ Restaurant and Bar	24103 Southwest Freeway	1,260	1,172
BreWingZ Restaurant and Bar	24445 Katy Freeway #500	3,698	2,472
BreWingZ Restaurant and Bar	25629 Highway 59N	2,413	2,651
BreWingZ Restaurant and Bar	3541 Business Center Dr.	2,625	2,163
BreWingZ Restaurant and Bar	5007 Fairmont Parkway	3,253	2,304
BreWingZ Restaurant and Bar	6006 Gulf Freeway	2,310	1,620
BreWingZ Restaurant and Bar	6954 Garth Road	2,611	2,269
Brewingz Restaurant and Bar	8125 Jones Rd.	1,859	1,004
BreWingZ Restaurant and Bar	8150 Southwest Freeway	3,241	2,302
BreWingZ Restaurant and Bar	8490 South Sam Houston Parkway East	3,663	2,182
BreWingZ Restaurant and Bar	8740 Spencer Highway	1,647	1,639
BreWingZ Restaurant and Bar	9410 North Freeway	6,182	2,802
BreWingZ Restaurant and Bar	9717 Farm to Market 1960 Bypass Road West	4,303	3,633
Total 		77,640	51,012

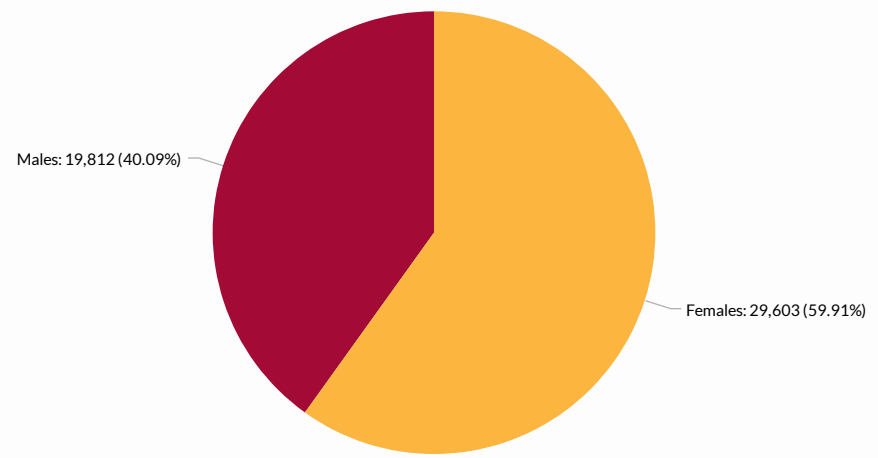
Social Media Posts

03/18/2021 11:01 AM	WE'VE GONE MAD!!! 🤪 🤪 50 Boneless wingz for			45.8K	4.5K 1.4K	View Promotion
03/17/2021 11:02 AM	Did you know that BREWINGZ is Irish for			544	13 12	Boost Post
03/16/2021 11:01 AM	GET SAUCED with our three new sauces!! 🤪🤪			580	9 11	Boost Post
03/13/2021 11:00 AM	Wingz, curly fries, dressing, oh my! 🤪🤪			2.1K	48 66	View Promotion
03/11/2021 11:00 AM	The reviews are in and the Nashville Hot chicken			2.3K	23 86	View Promotion
03/09/2021 11:00 AM	Might as well mention it one more time! IT'S TWO			347	2 2	Boost Post
03/08/2021 11:01 AM	Chase away the Mondays with \$5 Premium			460	1 5	Boost Post
03/06/2021 11:00 AM	Happy Hour is our favorite time of day, so we have it			2.3K	66 116	View Promotion
03/04/2021 11:01 AM	It's Pre-Friday, and we've got 99 cent drafts			449	0 6	Boost Post
03/03/2021 11:01 AM	Our BOGO wingz party goes on, with Double			365	0 1	Boost Post
03/02/2021 11:00 AM	Everything's bigger in Texas, including the			682	3 14	Boost Post
03/01/2021 11:01 AM	NEW Sauce Spotlight: Flaming Hot Cheetos!🔥			9K	250 190	View Promotion

Social Media Posts

03/31/2021 11:57 AM		We're in the #finalfour days of this awesome			592		3 9		Boost Post
03/31/2021 11:01 AM		This bracket is almost as hot as our Flaming Hot			423		0 5		Boost Post
03/30/2021 11:01 AM		Two for Tuesday is always a winner! 🍷 Get			473		1 2		Boost Post
03/29/2021 11:01 AM		We've got EIGHT ELITE Margaritas to get you			561		1 10		Boost Post
03/28/2021 11:00 AM		SUNDAY FUNDAY FEATURE: Blue Bulldog			461		1 3		Boost Post
03/26/2021 11:01 AM		Forecast this weekend: PATIO WEATHER 🌞🍷🍹			2.3K		55 71		View Promotion
03/25/2021 11:01 AM		A taste of Italy at home 🇮🇹 🍷❤️ Try our NEW			465		0 5		Boost Post
03/24/2021 11:01 AM		This special is our bracket pick - 50 boneless wingz			1.6K		109 104		View Promotion
03/22/2021 11:00 AM		GAME TIME = Tequila Time! 🍷 Join us for \$5			1.3K		26 60		View Promotion
03/20/2021 11:01 AM		Check in on your brackets, and enjoy all			838		6 34		View Promotion

f Facebook Demographics



f Top Facebook Organic Post

Post Details

BrewingZ Restaurant & Bar
March 18 · 🌐

WE'VE GONE MAD!!! 🤪🤪🤪
50 Boneless wingz for \$20.99 - available through April 5th! 🍗🍷
Order Now: <https://www.brewingz.com/locations/...> See More

WE'VE GONE MAD!!!
50 BONELESS WINGZ FOR \$20.99
AVAILABLE THROUGH 4/5

45,842 People Reached **5,903** Engagements [Boost Again](#)

Boosted on Mar 18, 2021 By Fariba Arabghani Completed

People Reached	13.9K
Post Engagement	887

View Results

👍❤️👏 229 148 Comments 244 Shares

[Like](#) [Comment](#) [Share](#) ⋮

Performance for Your Post

45,842 People Reached

1,435 Reactions, Comments & Shares 🗨️

361 Like	197 On Post	164 On Shares
101 Love	30 On Post	71 On Shares
17 Haha	3 On Post	14 On Shares
80 Wow	4 On Post	76 On Shares
1 Sad	0 On Post	1 On Shares

633 Comments	261 On Post	372 On Shares
245 Shares	244 On Post	1 On Shares

4,468 Post Clicks

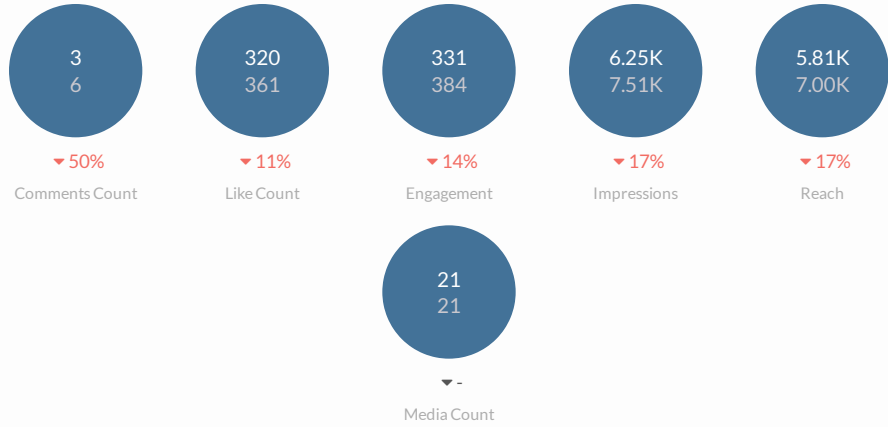
191 Photo Views	368 Link Clicks 🗨️	3,909 Other Clicks 🗨️
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NEGATIVE FEEDBACK

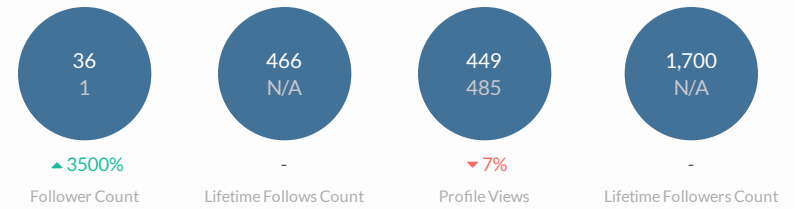
1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

IG Post Analytics

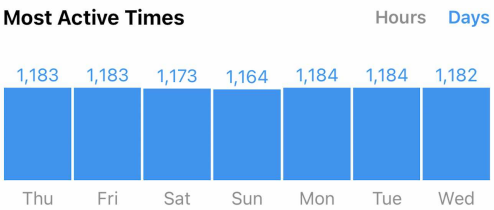


IG Page Analytics

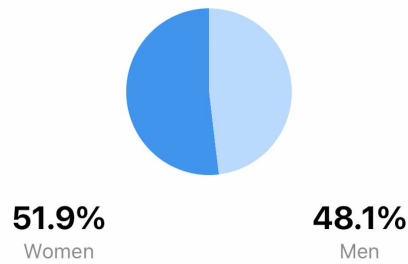


Instagram Demographics

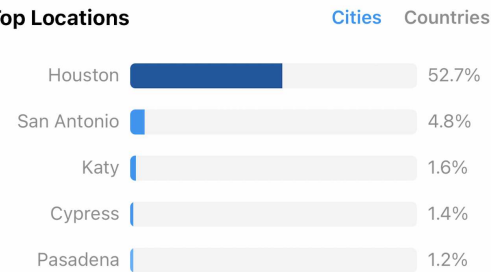
Most Active Times



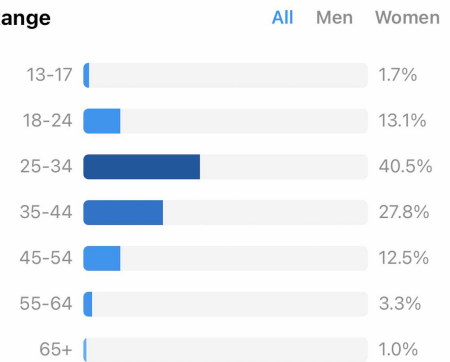
Gender



Top Locations



Age Range



Top Instagram Organic Post



brewingzrestaurantandbar



[View Insights](#)

[Promote](#)

23
 0
 0
 2

Discovery ⓘ

5
Profile Visits

393
Reach

393

Accounts reached
20% weren't following brewingzrestaurantandbar

Follows N/A

Reach 393

Impressions 418

From Home 331

From Hashtags 57

From Profile 29

From Other 1

Interactions ⓘ

6

Actions taken from this post

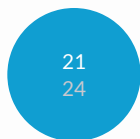
Profile Visits

5

Website Clicks

1

Twitter Analytics



▼ 13%

New Tweets



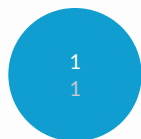
▼ 0%

Followers



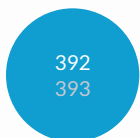
▼ 200%

New Followers



▼ -

Retweet Count



▼ 0%

Total Favorites



▼ 75%

Mentions

Top Twitter Organic Posts

Top Tweet earned 1,206 impressions

We've got EIGHT ELITE Margaritas to get you through this #eliteeight 🍹 only \$5 every Monday 🍷

For more details, visit:

 📍 brewingz.com/locations/

 🍹 brewingz.com/specials/

 #brewingz #margaritas #eliteeight
pic.twitter.com/mQxeWkmVyp

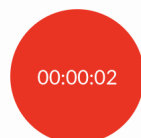

YouTube Analytics



Views



Estimated Hours Watched



Average View Duration



Likes



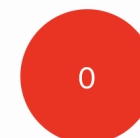
Comments



Shares



Subscribers Gained



Videos Added To Playlists

SOCIAL MEDIA - SUMMARY GRIDS

New and Total Facebook Page Likes

Page	Likes	Total Likes
Brewingz Restaurant & Bar	85	12,826
Brewingz Restaurant & Bar (5598 North Fwy, Houston)	7	2,737
Brewingz Restaurant & Bar (13516 East Fwy, Houston)	12	2,686
Brewingz Restaurant & Bar (6006 Gulf Fwy, Houston)	9	2,525
Brewingz Restaurant & Bar (Baytown, TX)	11	2,436
Brewingz Restaurant & Bar (12250 Gulf Fwy, Houston)	8	2,342
Brewingz Restaurant & Bar (Humble, TX)	8	2,239
Brewingz Restaurant & Bar (13816 Northwest Fwy, Houston)	12	1,888
Brewingz Restaurant & Bar (8490 S Sam Houston Pkwy E, Houston)	7	1,842
Brewingz Restaurant & Bar (8150 Southwest Fwy, Houston)	11	1,792
Brewingz Restaurant & Bar (Katy, TX)	2	1,661
Brewingz Restaurant & Bar (1126 Silber Rd, Houston)	9	1,569
Brewingz Restaurant & Bar (Pasadena, TX)	6	1,561
Brewingz Restaurant & Bar (Kingwood, TX)	6	1,549
Brewingz Restaurant & Bar (9410 North Fwy, Houston)	14	1,516
Brewingz Restaurant & Bar (Stafford, TX)	27	1,516
Brewingz Restaurant & Bar (22503 State Highway 249, Houston)	3	1,432
Brewingz Restaurant & Bar (1850 Nasa Pkwy, Houston)	32	1,228
Brewingz Restaurant & Bar (La Porte, TX)	12	1,187
Brewingz Restaurant & Bar (Jones Road)	52	881
Brewingz Restaurant & Bar (Mason at 290)	28	871
Brewingz Restaurant & Bar (Pearland, TX)	57	721
Brewingz Restaurant & Bar (Rosenberg, TX)	12	534
Brewingz Restaurant & Bar (Federal)	1	93
Total	431	49,632

Top Paid Post

Post Details
✕

BrewingZ Restaurant & Bar

March 18 · 🌐

⋮

WE'VE GONE MAD!!! 🤪🤪

50 Boneless wingz for \$20.99 - available through April 5th! 🍗🍷

Order Now: [https://www.brewingz.com/locations/...](https://www.brewingz.com/locations/) See More

Performance for Your Post

45,842 People Reached

1,435 Reactions, Comments & Shares 📊

361 👍 Like	197 On Post	164 On Shares
101 ❤️ Love	30 On Post	71 On Shares
17 😂 Haha	3 On Post	14 On Shares
80 😮 Wow	4 On Post	76 On Shares
1 😞 Sad	0 On Post	1 On Shares

633 Comments	261 On Post	372 On Shares
245 Shares	244 On Post	1 On Shares

4,468 Post Clicks

191 Photo Views	368 Link Clicks 📊	3,909 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

45,842

People Reached

5,903

Engagements

Boost Again

Boosted on Mar 18, 2021 Completed

By Fariba Arabghani

People Reached	13.9K	Post Engagement	887
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View Results

👍❤️🤪 229

148 Comments 244 Shares

👍 Like
💬 Comment
➦ Share
🌐

| 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
Total		34,860	37,745	2,642	2,276	\$1.83	59	140	0
Post: "NEW Sauce Spotlight: Flaming Hot Cheetos!"	2021-03-02	8,825	9,186	799	253	-	14	64	0
Post: "Happy Hour is our favorite time of day, so we..."	2021-03-09	2,206	2,483	238	152	\$2.73	2	7	0
Post: "The reviews are in and the Nashville Hot chicken..."	2021-03-11	2,483	2,708	287	95	\$5.00	1	3	0
Post: "Wingz, curly fries, dressing, oh my! 🍷"	2021-03-16	2,220	2,436	222	95	\$7.50	2	2	0
Post: "WE'VE GONE MAD!!! 🤪🤪"	2021-03-18	16,235	17,743	701	1,394	\$0.69	36	56	0
Post: "Check in on your brackets, and enjoy all day..."	2021-03-22	431	485	82	37	\$10.00	0	2	0
Post: "GAME TIME = Tequila Time! 🍷 Join us for \$5..."	2021-03-23	611	672	90	69	-	2	2	0
Post: "This special is our bracket pick - 50 boneless..."	2021-03-24	698	780	81	88	\$5.00	1	1	0
Post: "Forecast this weekend: PATIO WEATHER ☀️"	2021-03-26	1,151	1,252	142	93	\$2.00	1	3	0

Email Marketing

Send Date	Subject	Sent	Opened	Open Rate	Clicks	Click Rate	Bounces
2021-03-01	Reminder: Flaming Hot Cheetos Sandwich?!	62,058	3,335	6.08%	198	5.94%	7,193
2021-03-18	TEST YOUR MEMORY & REVEAL OUR BIGGEST DEAL. EVER!	61,984	3,455	6.31%	872	25.24%	7,260
2021-03-21	Reminder: TEST YOUR MEMORY & REVEAL OUR BIGGEST DEAL. EVER!	61,984	3,455	6.31%	872	25.24%	7,260
2021-03-26	Who offers 50 wings for 20.99? WE DO!	54,977	3,713	6.80%	378	10.18%	342
2021-03-29	Reminder: Who offers 50 wings for 20.99? WE DO!	54,977	3,713	6.80%	378	10.18%	342
Total		295,980	17,671	6.46%	2,698	15.27%	22,397

Email Contacts

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Fri, Mar 26, 2021, 11:08 AM	03.2021 Eblast #2	54,977	5,745 11%	510 9%	370 0.7%	46 0.1%
<input type="checkbox"/>	Thu, Mar 18, 2021, 10:32 AM	03/2021 Eblast 1	61,984	5,121 9%	1,238 24%	7,292 12%	64 0.1%

Email Marketing Creatives: Mar e-Blast #1

BREWINGZ
RESTAURANT & BAR

CAN YOU WIN?

HOW GOOD IS YOUR MEMORY?
TEST YOUR MEMORY BY CLICKING THE IMAGES BELOW AND FIND A MATCHING PAIR!
FIND THEM ALL AND YOU'LL REVEAL OUR BEST DEAL OF THE YEAR!

PLAY NOW

22 LOCATIONS VIEW MENU ORDER ONLINE

[f](#) [t](#) [@](#)

Email Marketing Creatives: Mar e-Blast #2

BREWINGZ 22 LOCATIONS

WE'VE GONE MAD!

50 BONELESS WINGZ FOR \$20.99

ORDER ONLINE

NEED SOMETHING TO WASH DOWN YOUR 50 WINGZ?

Blue Bulldog

VIEW MENU

DO YOU HAVE WHAT IT TAKES?

JOIN OUR TEAM

REWARD YOURSELF!

JOIN REWARDZ

[f](#) [t](#) [@](#)

