



Prepared by: You Squared Media

## March Highlights

- **Social Media Strategy**
  - Promoted Page Likes and Post Engagement through Organic Posts and Paid Ads strategy on social media.
  - Boosted lifestyle photo posts, St. Paddy's themed posts, video of can production, and video content posts.
  - Optimized posting schedule, utilizing highest times of engagement per analytics.
  - Increased engagement through focus on lifestyle-centric posts and Frio's low calorie/low carb beer posts.
  - Wrote "Choose a Light Beer This Spring" blog post.

## Digital Takeaways

- **Facebook:**
  - Total Clicks increased to 2,149, which is a 63% increase!
  - Page Likes increased to 81, which is 76%!
  - Post Likes increased to 432 from 156, which is a 177% increase!
- **Twitter:**
  - Tweet impressions are steadily increasing, for a total of 1,871.
  - Profile visits were 164, which is over a 50% increase!
- **Instagram:**
  - Follower Count increased by 26.
  - Post Comments were 29.
  - Post Likes continue to increase, for a total of 414.
  - Post Engagement steadily increase, for a total of 446.

## You Squared Media April Plan

- Create more videos and lifestyle-centric content.
- Push page-likes increase focused posts.
- Promote Springtime and outdoors centric posts.
- Encourage more fan-created content, and repost.
- Repost more influencer and fan content from social media.
- Write blog about Beer, Baseball, and Hotdogs.

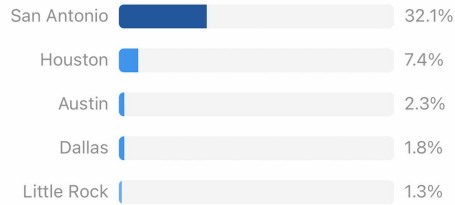
## Marketing Recommendations

- Begin Account Verification (blue checkmark) process to verify validity and promote reputability of brand.
- Begin Ambassador/Influencer program to encourage more fan content and reposts.
- Creating more video content and optimizing YouTube channel.
- Creating TikTok account and cross-posting to it from Instagram Reels.

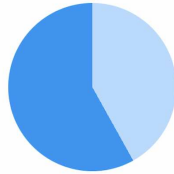
Instagram Demographics

Top Locations

Cities Countries

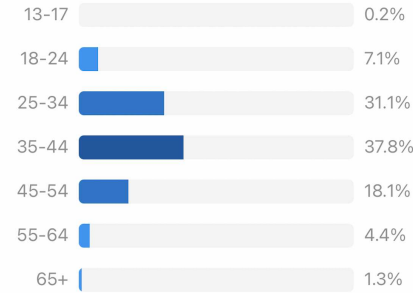


Gender



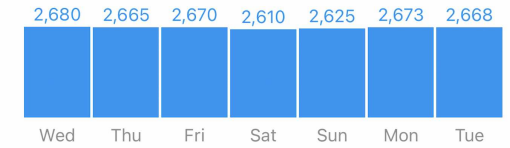
Age Range

All Men Women

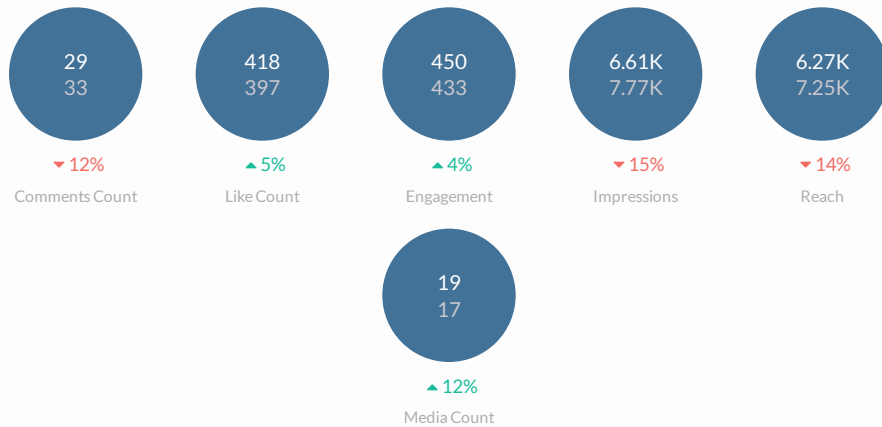


Most Active Times

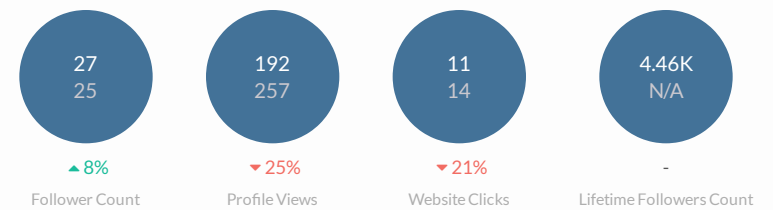
Hours Days



Instagram Post Analytics



Instagram Page Analytics



Top Organic Instagram Post

enjoyfrio

View Insights

Promote

Discovery ⓘ

353  
Accounts reached  
6% weren't following enjoyfrio

Follows

Reach

Impressions

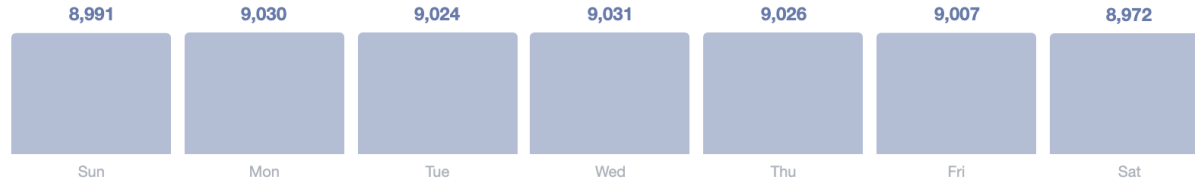
- From Home
- From Explore
- From Hashtags
- From Other

Post Insights

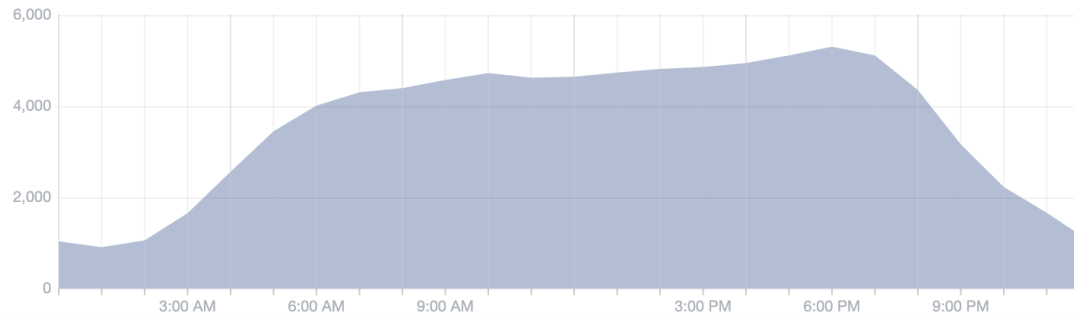
	186	1	11	3
N/A	8	353		
	Profile Visits	Reach		
353				
366	Interactions ⓘ			
340	8			
10	Actions taken from this post			
8				
8	Profile Visits			8

Facebook Best Days to Post

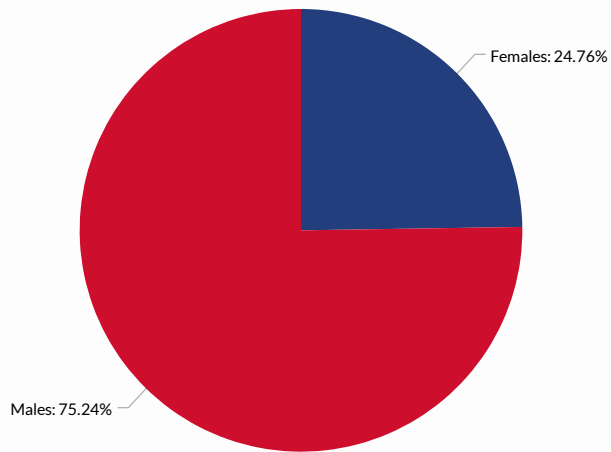
DAYS



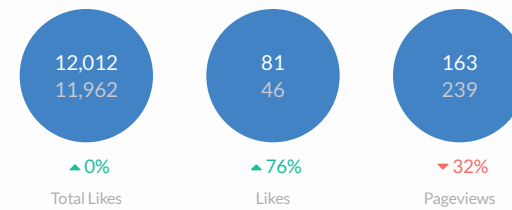
TIMES



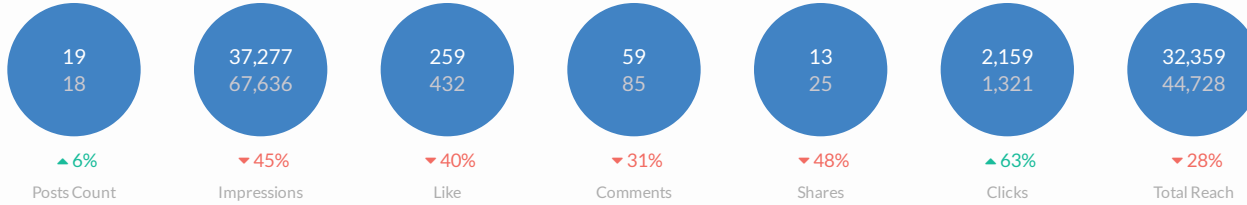
Facebook Demographics Organic



Facebook Page Analytics




f Facebook Post Analytics



Top Organic Facebook Post

**FRIQ American Brewed**  
March 22 · 🌐

The most epic Groom's Cake we've ever seen. Now that's true Frio love. Find your nearest Frio at enjoyfrio.com #CelebrateEveryMoment #EnjoyFrio



**2,074** People Reached

**118** Reactions, Comments & Shares 🗨️

86 Like	14 On Post	72 On Shares
17 Love	4 On Post	13 On Shares
3 Wow	1 On Post	2 On Shares
11 Comments	2 On Post	9 On Shares
3 Shares	3 On Post	0 On Shares

**189** Post Clicks

21 Photo Views	3 Link Clicks 📄	165 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

**2,074** People Reached

**307** Engagements

[Boost Again](#)

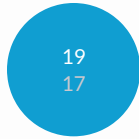
Boosted on Mar 22, 2021      Completed

By Marlene Pruett

People Reached	<b>756</b>	Post Engagement	<b>80</b>
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View Results

Twitter Analytics



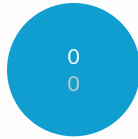
▲ 12%  
New Tweets



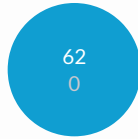
Followers



New Followers



Retweet Count



Total Favorites



Mentions

Top Organic Twitter Post

**Top Tweet** earned 102 Impressions

Grab your brackets and Frio Beer because #MarchMadness begins tonight! 🏀🍺

Comment who you're cheering for below! 🗣️  
#CelebrateEveryMoment #EnjoyFrio  
[pic.twitter.com/7jemBzXYSq](https://pic.twitter.com/7jemBzXYSq)

♥️ 2

YouTube Analytics



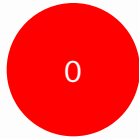
Views



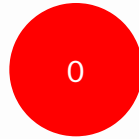
Average Daily View Duration



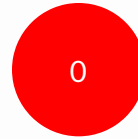
Estimated Hours Watched



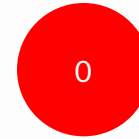
Likes



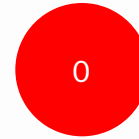
Comments



Shares



Subscribers Gained



Videos Added To Playlists


Social Media Posts

03/29/2021 12:00 PM		Tag a person who owes you a 30 pack of Frio			3.2K		109 13		<a href="#">View Promotion</a>
03/28/2021 11:00 AM		Grandma always knows best 😊 Find your nearest			1.8K		11 5		<a href="#">View Promotion</a>
03/27/2021 4:46 PM		Frio family... We hear you. Demand for FRIO Beer			6.2K		1.3K 33		<a href="#">View Promotion</a>
03/27/2021 11:00 AM		Watch the Sweet Sixteen with a Frio Beer in your			480		48 14		<a href="#">Boost Post</a>
03/25/2021 11:00 AM		Red Solo Cup + Frio Beer Name a better duo, we'll			2.3K		69 16		<a href="#">View Promotion</a>
03/23/2021 11:00 AM		The best time of the day! 🍷 Find your nearest Frio			1.2K		92 8		<a href="#">View Promotion</a>
03/22/2021 12:30 PM		The most epic Groom's Cake we've ever seen.			2.1K		189 118		<a href="#">View Promotion</a>
03/18/2021 1:11 PM		Grab your brackets and Frio Beer because			2.5K		12 2		<a href="#">View Promotion</a>
03/17/2021 11:00 AM		Happy St. Patrick's Day #FrioFam! 🍀 Grab a			160		0 9		<a href="#">Boost Post</a>



Top Paid Ad

Video Details
✕



**FRIO American Brewed...**  
Frio family... We hear you. Demand for FRIO Beer blew up in the last 6 months. Our team has been working as hard as we can to meet that demand. We are getting our hands on more and more cans. We are brewing more FRIO Beer... and we are gettin...

0:52 · Uploaded on 03/27/2021 · Owned · Appears Once · View Permalink · Copy Video ID

**Total Video Performance**

- 🕒 Minutes Viewed 1,321
- 📺 1-Minute Video Views --
- 📺 10-Second Video Views 3,466
- 📺 3-Second Video Views 4,994
- 🕒 Average Video Watch Time 0:10
- 📊 Audience Retention
- 👤 Audience and Engagement

**This video is used in 1 post**

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
<b>FRIO American Brewed</b> Frio family... We hear you. Dema...	● 03/27/2021 4:45 PM	6.2K	4.9K 100%	3.4K 100%	4.1K	33	0:10 / 0:52

**Total 3-second video views on Facebook: 4.9K**


Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.


🍻 Create Watch Party With Video
📄 Create Post With Video


**Total Video Performance**


← Post Engagement **33**


👍 **21 Total Reactions - 1 from Shares**


  
19

  
0

  
2

  
0

  
0

  
0

💬 **8 Total Comments - 3 from Shares**

➦ **4 Total Shares**

Facebook Ads (Paid)

Ad Name	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Date Created
Post: "The best time of the day! 🍷"	Lowest cost Link Clicks	Using campaign...		7-day click or...	24 Link Clicks	1,109	1,205	\$0.42 Per Link Click	Above average	Above average	Average	\$10.00	Mar 31, 2021	Mar 29
Instagram Post: The best time of the day! 🍷 ...	Lowest cost ThruPlay	Using campaign...		7-day click or...	1,806 ThruPlays	4,987	5,259	\$0.01 Cost per ThruPlay	Average	Average	Above average	\$20.00	Mar 31, 2021	Mar 29
Instagram Post: Tag a person who owes you a ...	Lowest cost Post Engagement	Using campaign...		7-day click or...	108 Post Engagements	626	641	\$0.09 Per Post Engagement	Below average Bottom 20% of ...	Above average	Above average	\$10.00	Mar 31, 2021	Mar 29
Post: "Tag a person who owes you a 30 pack o...	Lowest cost Link Clicks	Using campaign...		7-day click or...	81 Link Clicks	2,849	3,555	\$0.25 Per Link Click	Below average Bottom 20% of ...	Above average	Above average	\$20.00	Mar 31, 2021	Mar 29
Instagram Post: Grandma always knows best ...	Lowest cost Post Engagement	Using campaign...		7-day click or...	80 Post Engagements	426	431	\$0.11 Per Post Engagement	-	-	-	\$8.74	Apr 1, 2021	Mar 29
Post: "Grandma always knows best 🍷"	Lowest cost Link Clicks	Using campaign...		7-day click or...	7 Link Clicks	1,298	1,433	\$1.26 Per Link Click	Above average	Average	Below average Bottom 20% of ...	\$8.80	Apr 1, 2021	Mar 29
Post: "Red Solo Cup + Frio Beer"	Lowest cost Link Clicks	Using campaign...		7-day click or...	15 Link Clicks	1,638	1,924	\$0.59 Per Link Click	Above average	Above average	Below average Bottom 20% of ...	\$8.92	Apr 1, 2021	Mar 29
[03/29/2021] Promoting FRIO American Brewed	Lowest cost Page Likes	Using campaign...		7-day click or...	60 Page Likes	1,915	2,178	\$0.33 Per Page Like	Above average	Above average	Above average	\$20.00	Mar 31, 2021	Mar 29
Instagram Post: Red Solo Cup + Frio Beer Na...	Lowest cost Post Engagement	Using campaign...		7-day click or...	100 Post Engagements	373	390	\$0.09 Per Post Engagement	-	-	-	\$8.98	Apr 1, 2021	Mar 29
Instagram Post: The most epic Groom's Cake ...	Lowest cost Post Engagement	Using campaign...		7-day click or...	94 Post Engagements	654	683	\$0.11 Per Post Engagement	Below average Bottom 35% of ...	Average	Average	\$10.00	Mar 28, 2021	Mar 22
Post: "Grab your brackets and Frio Beer becau...	Lowest cost Link Clicks	Using campaign...		7-day click or...	11 Link Clicks	2,378	2,522	\$0.91 Per Link Click	Above average	Average	Below average Bottom 35% of ...	\$10.00	Mar 26, 2021	Mar 22
Post: "The most epic Groom's Cake we've ever ...	Lowest cost Post Engagement	Using campaign...		7-day click or...	80 Post Engagements	756	800	\$0.13 Per Post Engagement	Below average Bottom 35% of ...	Above average	Above average	\$10.00	Mar 28, 2021	Mar 22
Instagram Post: Grab your brackets and Frio B...	Lowest cost Post Engagement	Using campaign...		7-day click or...	90 Post Engagements	266	272	\$0.11 Per Post Engagement	-	-	-	\$10.00	Mar 26, 2021	Mar 22
Post: "Just a lil' reminder on this #ThirstyThur...	Lowest cost Link Clicks	Using campaign...		7-day click or...	8 Link Clicks	1,863	1,988	\$1.25 Per Link Click	Above average	Average	Below average Bottom 10% of ...	\$10.00	Mar 22, 2021	Mar 16
Instagram Post: Yes, green beer does count as...	Lowest cost Post Engagement	Using campaign...		7-day click or...	195 Post Engagements	1,246	1,341	\$0.05 Per Post Engagement	Above average	Above average	Above average	\$10.00	Mar 20, 2021	Mar 16
Post: "Yes, green beer does count as a vegetab...	Lowest cost Link Clicks	Using campaign...		7-day click or...	49 Link Clicks	1,995	2,432	\$0.20 Per Link Click	Above average	Above average	Below average Bottom 35% of ...	\$10.00	Mar 20, 2021	Mar 16
Instagram Post: Just a lil' reminder on this...	Lowest cost Post Engagement	Using campaign...		7-day click or...	110 Post Engagements	724	745	\$0.09 Per Post Engagement	Below average Bottom 35% of ...	Average	Average	\$10.00	Mar 20, 2021	Mar 16
Post: "We've found the low-calorie beer you've ...	Lowest cost Link Clicks	Using campaign...		7-day click or...	28 Link Clicks	1,614	2,109	\$0.36 Per Link Click	Above average	Above average	Below average Bottom 20% of ...	\$10.00	Mar 14, 2021	Mar 10
Post: "Frio Beer in one hand, two feet in the sa...	Lowest cost Link Clicks	Using campaign...		7-day click or...	8 Link Clicks	2,106	2,388	\$1.25 Per Link Click	Below average Bottom 20% of ...	Above average	Below average Bottom 35% of ...	\$10.00	Mar 14, 2021	Mar 10
Instagram Post: Frio Beer in one hand, two feet...	Lowest cost Post Engagement	Using campaign...		7-day click or...	77 Post Engagements	388	410	\$0.13 Per Post Engagement	-	-	-	\$10.00	Mar 14, 2021	Mar 10
Post: "Weekend Forecast: 100% chance of Cor...	Lowest cost Link Clicks	Using campaign...		7-day click or...	28 Link Clicks	1,871	2,092	\$0.36 Per Link Click	Above average	Above average	Below average Bottom 20% of ...	\$10.00	Mar 7, 2021	Mar 5
Instagram Post: Weekend Forecast: 100% cha...	Lowest cost Post Engagement	Using campaign...		7-day click or...	133 Post Engagements	669	709	\$0.08 Per Post Engagement	Average	Above average	Average	\$10.00	Mar 9, 2021	Mar 5

## Blog #1

**Choose a Light Beer this Spring**

Spring is here, and if you're wondering what to do with these longer days, We've got you covered!

The best way to amp up the fun is with a light beer. Before you judge us for that, hear us out! The best Spring beer is light and refreshing, so you can keep enjoying it through these longer daylight hours, but light beer doesn't have to taste bad! Our favorite is Frio Light. It's the perfect light beer for Spring. It's tasty, refreshing, and the most keto-friendly beer we've found at only 0g sugar, 2.8g carbs, and under 100 calories.

So, grab a Frio, and check out this list for the best Spring activities to really live it up this season. These tips are meant for just fun - and remember to always drink responsibly.

**1. The Beach**

The classic Spring getaway! It's not too hot, and it's the best way to soak up the sun and party it up with friends! A light beer will keep you refreshed throughout your beach day, and you won't have to worry about your summer bod goals.

**2. Fishing**

Nice and relaxing, and nothing pairs better with the sport of fishing than a cold beer! Make it a light beer, and you can reward each hard-earned catch with an ice-cold beer.

**3. Sporting Events**

For many of us, watching sports and drinking an ice-cold beer goes hand-in-hand. As March Madness is in full swing, it's time to start stocking up on Frio

Light Beer and your favorite snacks to watch the game.

**4. Watching TV or a Movie**

If you're planning on a staycation this spring, the best way to relax is to kick your feet up, crack open a light beer, and curl up with a movie! Light beer goes best with popcorn and watching Netflix (pants optional).

**5. Camping**

Picture this: you're getting some outdoor therapy sitting under the starry sky by the fire. You're roasting marshmallows, drinking a refreshing light beer, and rejuvenating your soul. Camping makes for the perfect Spring trip! The weather is perfect, the crickets are singing, and you're soaking it all in.

So, this Spring, enjoy Frio Light Beer and give these tips a try to have fun and make memories to last!

To find Frio Light Beer near you, visit: <https://www.enjoyfrio.com/home>

