**White Claw TikTok Strategy in Spain**

# Data Collection

I have used some of my Backend knowledge in extracting the data from TikTok website, by observing the Network Tab of the Inspect element, I got the API, which brings the tiktok reel information.

I have included the script to download the data in the repository. The repository also consists of a notebook, which has some analysis on the extracted data.

# Analysis Overview

## Data Analysis

* **Engagement Metrics:** Focused on Digg Count, Share Count, Comment Count, Play Count, and Engagement Rate.
* **Key Trends Identified**
  + **Popular Hashtags:** #whiteclaw, #whiteclawchallenge, #fyp, #spain, #hardseltzer
  + **Common Keywords:** whiteclaw, fyp, spain, alcohol, seltzer
  + **Popular Music**: "Monkeys Spinning Monkeys"
  + **Geographic Mentions:** Spain, Malaga, Europe
* **Common Hashtags and Locations:**
  + **Top Hashtags:** #whiteclaw (64 mentions), #fyp (27 mentions), #whiteclawchallenge (14 mentions), #spain (12 mentions).
  + **Top Locations:** Spain (17 mentions), Malaga (10 mentions), Europe (5 mentions).

## Trend Analysis for Spain

### Popular Beverage Trends in Spain:

1. **Creative Cocktails and Mixology:** Featuring unique and visually appealing cocktails.

2. **Local and Traditional Drinks:** Highlighting traditional Spanish beverages with modern twists.

3. **Sustainability and Eco-Friendly Practices:** Promoting sustainable beverage practices.

4. **Home Brewing and DIY Kits:** Rise in home brewing and DIY beverage kits.

5. **Coffee Culture:** Innovative coffee recipes and experiences.

6. **Alcohol-Free and Health-Conscious Drinks:** Popularity of mocktails and health-conscious beverages.

7. **Interactive and Engaging Content:** Drink-making challenges and user engagement.

## Recommendations

### Content Creation:

1. Challenges and Trends:
   1. #WhiteClawDanceChallenge: Users perform dance routines featuring White Claw.
   2. #WhiteClawMixologyChallenge: Creative White Claw cocktail recipes.
   3. ​​#SeltzerSaturdays: Create a recurring theme, where users are encouraged to post content related to White Claw.
   4. #WhiteClawSummer: Create Seasonal and Holiday Theme challenges, which can last for the whole season.
2. Recipes and Mixology:
   1. Tutorials on tropical White Claw cocktails.
   2. Close-up shots and vibrant presentations.
3. Lifestyle and Travel:
   1. Videos showcasing White Claw in various settings like beach trips and barbecues.
   2. Scenic and lifestyle visuals.
   3. Highlight local events or festivals where White Claw can be enjoyed.
4. Behind-the-Scenes:
   1. Brewery tours and event preparations.
   2. Raw and genuine footage.
5. Educational Content:
   1. Facts about White Claw’s ingredients and benefits.
   2. Infographics and animations.
6. Influencer Content
   1. One influencer can collab with other to create challenges
   2. The mutual tiktok can increase the engagement.
   3. Use the Whiteclaw Merch to showcase in the Reels.
   4. Allow influencers to take over White Claw’s TikTok account for a day, creating a series of engaging and authentic content pieces.
   5. Some influencers with a high engagement rates are @[lorynpowell](https://www.tiktok.com/@lorynpowell?lang=en), @[kaysquad\_](https://www.tiktok.com/@kaysquad_?lang=en), @britchesdancebar

### Captions and Hashtags:

* Captions: Short, engaging, friendly tone with a call-to-action (CTA).
* Hashtags: Brand-specific (#WhiteClaw, #WhiteClawChallenge), engagement (#fyp, #ForYouPage), location/event-specific (#BeachDay, #SummerVibe, #spain).

## Strategic Planning

**Integration with Broader Social Media Strategy:**

1. Cross-Platform Promotion:
   1. Share TikTok videos on Instagram, Facebook, and Twitter.
   2. Use Instagram Stories and Reels for TikTok challenges.
2. Consistency in Branding:
   1. Maintain consistent visual and tonal style across platforms.
   2. Prominent brand colors, logo, and imagery.
3. Engage with the Community:
   1. Respond to comments, participate in conversations.
   2. Run cross-platform contests and challenges.
   3. Host Q&A sessions or live streams with influencers or brand representatives to engage directly with the audience.
4. Collaborate with Influencers:
   1. Extend influencer collaborations to other platforms.
   2. Utilize influencer content for sponsored posts.
5. Track and Analyze Performance:
   1. Monitor engagement metrics.
   2. Refine content strategy based on insights.

### Successful Trend Integrations by Other Brands

1. Red Bull:
   1. Integration: Extreme sports, stunts, and adventure activities.
   2. Example: #GivesYouWings challenge showcasing daring stunts.
   3. Results: High engagement and strong brand association with adventure.
2. Pepsi:
   1. Integration: Music and pop culture references.
   2. Example: #PepsiChallenge featuring creative content with celebrity endorsements.
   3. Results: High engagement and strong brand association with pop culture.
3. Coca-Cola:
   1. Integration: Storytelling and emotional connections.
   2. Example: #ShareACoke campaign with personalized Coke bottles.
   3. Results: Enhanced brand loyalty and widespread participation.

### Implementation Plan

1. Content Planning:
   1. Identify key trends and challenges aligning with White Claw’s brand.
   2. Plan a content calendar with user-generated content, influencer collaborations, and brand-led challenges.
2. Influencer Outreach:
   1. Select influencers with a strong following in key markets.
   2. Develop collaboration briefs with campaign objectives and content guidelines.
3. Content Creation and Distribution:
   1. Produce high-quality, engaging content aligned with current trends.
   2. Distribute content across TikTok and other social media platforms.
4. Engagement and Interaction:
   1. Actively engage with users by responding to comments and featuring user-generated content.
5. Monitoring and Adaptation:
   1. Track campaign performance using TikTok analytics.
   2. Gather feedback and adapt strategies based on audience response.

By leveraging these insights and strategic recommendations, White Claw can create a dynamic presence on TikTok, driving brand awareness and fostering a loyal community of followers in Spain.

# **Challenges Faced**

Some of the challenges which I have faced during this is, most of the third party libraries and techniques, which helps in extracting/scraping data from the TikTok are not working. So I had to follow a different approach in getting the live data from TikTok.