Social Media Strategy

1. Objective
   1. Increase craft beer sales at Border X Brewery by Bell residents and residents of surrounding cities.
2. Goals of Social Media

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| Business Goals | Social Media Goals | Corresponding Metrics |
| Increase number of beverages sold by Border X Brewery at the Bell CA location | 1. Content engagement 2. Follower increase from Bell residents and people in surrounding cities. | 1. Number of customers tagging others in the comments section on Facebook and Instagram following posts 2. Increase in followers following event promotion 3. Increase in likes on social media posts 4. Mentions in Instagram stories 5. Facebook and Yelp Check-Ins |
| Increase the number of community events hosted by Border X Brewery | 1. Content Engagement 2. Follower increase from community organizations and other businesses (food vendors, artisanal vendors) | 1. An increase in number of community orgs following any of the social accounts. 2. Increase in following by other business and creatives. |

* 1. Monthly Social Media Goals:
     1. 20%-30% follower increase on twitter, Instagram, and Facebook
     2. 20%-30% reach increase on twitter, Instagram, and Facebook

1. Target Customer
   1. Millennials and Older Generation Z (typically 21-35)
   2. Income level ~ 38,000 – 60,000+
   3. Should focus on Latinx populations

* Should consider
  + Running survey in Bell CA and surrounding cities to better define the actual target customer.
  + Running survey with existing customers to reveal what cities they are coming from and how often they consume craft beer.
  + Should keep track of data analytics coming from existing social media platforms and website
    - Can reveal age demographics of people engaging with the content.
    - can reveal what cities our customers are in.
    - Should use tools like google analytics to track how people are coming to the Border X Brewing website

1. Channels

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| Social Network | Instagram |
| Primary Purpose | Inform followers and potential customers of upcoming events and promotions occurring at the brewery. |
| Secondary Purpose | Showcase new products such as beer launches and beers on tap. |
| Content Types, Owned | Images, flyers, short videos, beer specials updates, product launches and previews |
| Content Types, Shared | Videos and images shared by customers. |
| Publishing Frequency | Twice a day on weekdays, once in the afternoon while most folks are out during their lunch break and once again in the evening when folks are coming out of work.  Three times a day on Friday, Saturday, and Sunday. Morning, afternoon, and evening.  Should also post the same day as events to remind people that the event is occurring. |

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| Social Network | Twitter |
| Primary Purpose | Engage with fans and customers of Border X Brewing by responding to feedback and complaints. |
| Secondary Purpose | Stay current on trends happening around the craft beer scene in Los Angeles and food events. |
| Content Types, Owned | Beer special updates, curated images, short blog posts on beers on tap and upcoming products. |
| Content Types, Shared | Positive opinions and tweets shared by fans in surrounding Bell locations and images shared to us during events. |
| Publishing Frequency | Twice a day on weekdays, once in the afternoon while most folks are out during their lunch break and once again in the evening when folks are coming out of work.  Three times a day on Friday, Saturday, and Sunday. Morning, afternoon, and evening.  Should also post the same day as events to remind people that the event is occurring. |

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| --- | --- |
| Social Network | Facebook |
| Primary Purpose | Inform followers of upcoming events and beer promotions. |
| Secondary Purpose | Engage with customers and respond to their feedback. |
| Content Types, Owned | Images, flyers, short videos, beer specials updates, product launches and previews.  Content series on present and future directions of border x brewing. |
| Content Types, Shared | Videos and images shared by customers. |
| Publishing Frequency | Publish on Sunday nights the events that will occur that week.  Publish and share events that will be occurring that day to remind customers.  On weekends post in the afternoon and in the evening. |

1. Resource Allocation
   1. Internal Content Creation
      1. Camera
         1. Proposed Budget: One-time purchase ~ $250-$400
      2. Original Posts
         1. Will need Adobe Creative Cloud software
         2. Proposed Budget: Monthly ~ $60
      3. Flyers
         1. Can be created using Adobe Creative Cloud Software
   2. Paid Social Media
      1. Budget allocations can be discussed depending on how big the event will be and how much we want to publicize.
      2. Objective: increase reach and increase the number of customers who will show up to an advertised event
         1. Proposed Budget: $50 for Facebook ads and $50 for Instagram Ads per event.
   3. Social Media Manager
      1. Social media manager will oversee content creation and maintaining editorial calendar.
      2. Monthly review of social media plan.
      3. Will engage with customers on social media platforms and will respond to customer concerns.
      4. will report on social media platform analytics
         1. will determine demographics of who is engaging with the breweries’ content
         2. will forecast following and engagement
         3. will report back on reach of posts and follower increase or decrease.
      5. Budget: ~ 3300 Monthly

\*Proposed social media plan is a living document that can and should be updated based on social media platform analytics. Should be reviewed monthly.