

# Texas Beer Co.

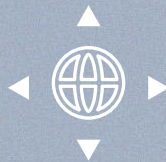
# Final Recommendations

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UT Marketing Team

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# OBJECTIVES

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## IDENTIFY

follower demographics  
within Instagram and  
Facebook

## CREATE

content strategy around  
**Houston & Dallas**  
customers

## INCREASE

IG followers by **3%** and  
average FB reach from  
**2k to 3k**

**01**



**02**



**03**



# RESEARCH METHODOLOGY

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## IG + FB ANALYTICS

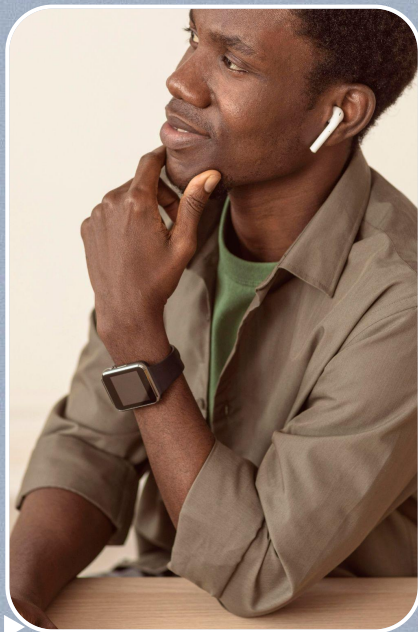
- Current demographics
- Trends in reach, likes, & engagement



## SURVEY

- TBC hat giveaway, posted on IG & FB
- 215 respondents
- 207 are followers of TBC





03

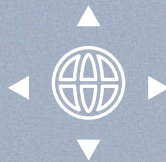
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# SURVEY RESULTS

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TEXAS  
BEER  
CO





# SURVEY RESULTS OVERVIEW

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**01**

**DEMOGRAPHICS**

**02**

**BEER  
HABITS**

**03**

**SOCIAL  
MEDIA**

**04**

**TBC  
PRODUCTS**

**05**

**BRAND  
PERCEPTION**

**06**

**TAPROOM  
VISITS**

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# AUDIENCE DEMOGRAPHICS

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## GENDER

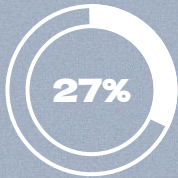


MALE



FEMALE

## LOCATION



AUSTIN

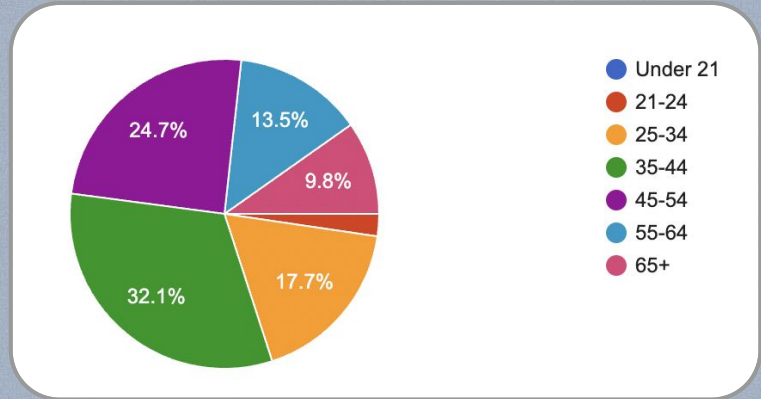


TAYLOR



ROUND ROCK

## AGE

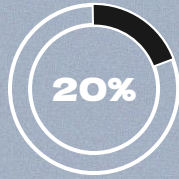


# BEER HABITS

## BEER DRINKING HABITS



2-3 TIMES  
A WEEK



ONCE A  
WEEK

## BRANDS THAT COME TO MIND

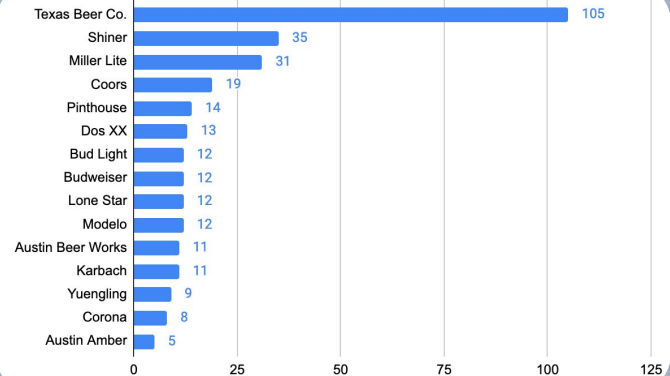
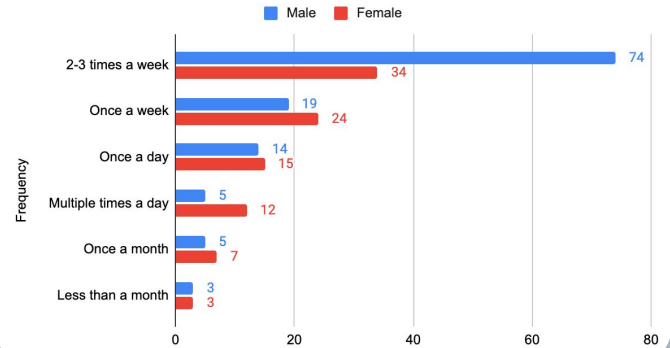


TEXAS BEER CO



SHINER

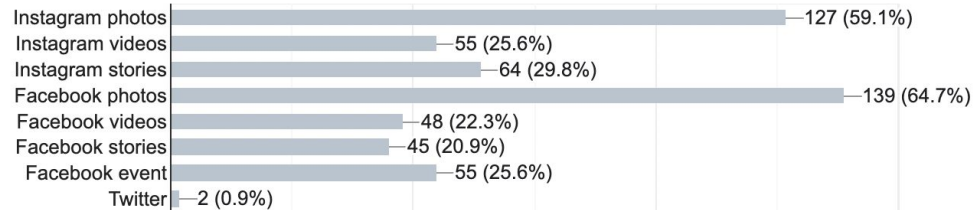
Beer Drinking habits: Male vs. Female





# PREFERRED CONTENT FORMAT

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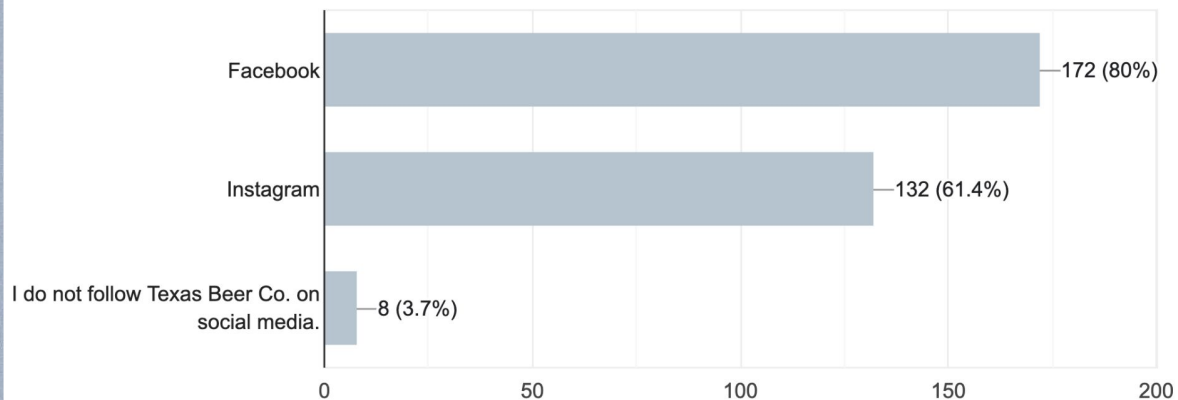


# Where do respondents follow TBC?

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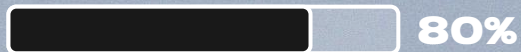
Where do you follow Texas Beer Co.? Select all that apply.

215 responses

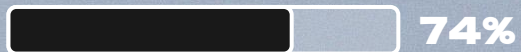


# What content do they want to see?

**TBC-HOSTED  
EVENTS**



**FUTURE FLAVOR  
SNEAK PEEKS**

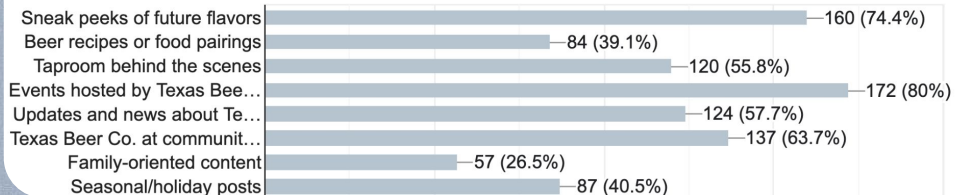


**TBC AT  
COMMUNITY  
EVENTS**



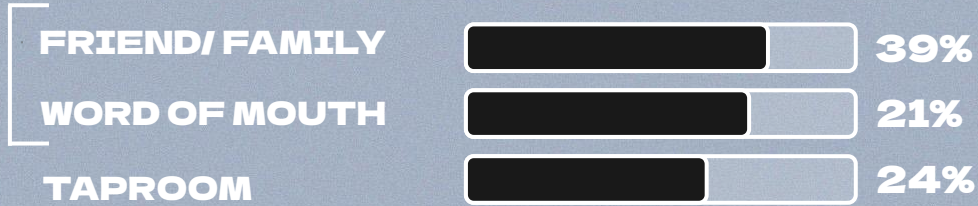
What type of content would you like to see from Texas Beer Co.? Select all that apply.

215 responses



# How did they hear about TBC?

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## Thoughts on TBC Products

- 96% of respondents have tried TBC
- Favorite drink:
  - 25% said K9 Lager
  - 19% said Wild Texas Kolsch
  - 16% said Hop Rodeo Hazy IPA
  - Other notable mentions: 12 pack (9%) & Pecos Amber (7%)

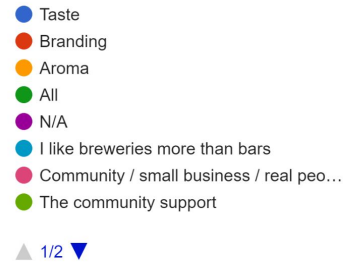
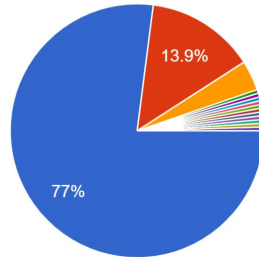


# What about TBC do respondents enjoy?

- **Most enjoyable factor was taste (77%)**
  - Around 80% of respondents chose taste and aroma
- **Second most enjoyable was branding (13.9%)**
  - Community oriented branding

What did you enjoy most about our beer?

209 responses



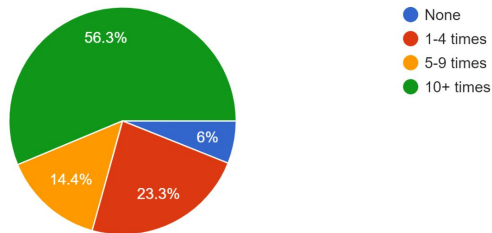
# PURCHASING HABITS

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- **Most people bought TBC 10+ times (56%)**
  - Higher customer retention
  - Loyalty
  - Must account for bias, as people that fill out this survey are more likely to buy beer more than one time

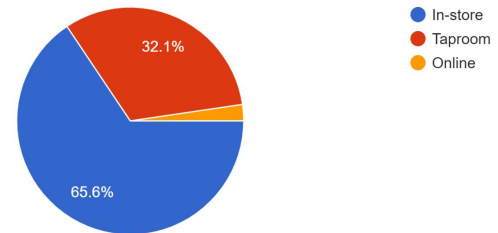
How many times have you bought Texas Beer Co. beer?

215 responses



Where do you usually buy Texas Beer Co. beer?

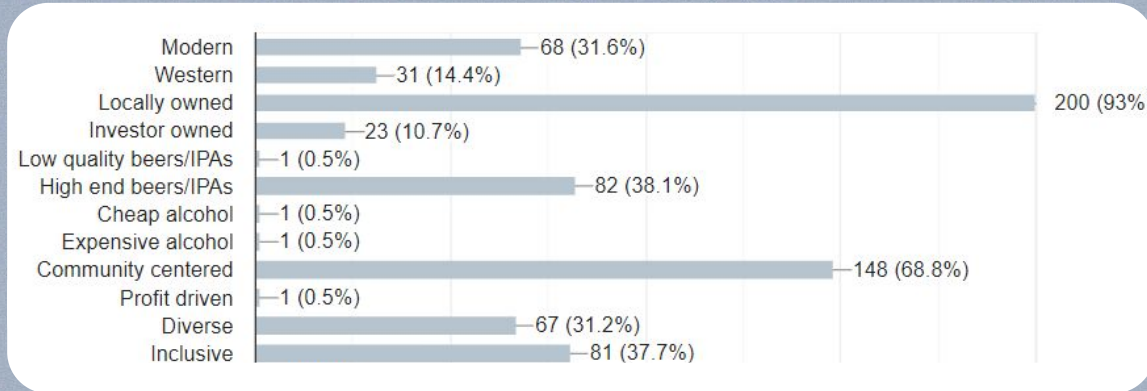
215 responses



# WORDS TO DESCRIBE BRAND

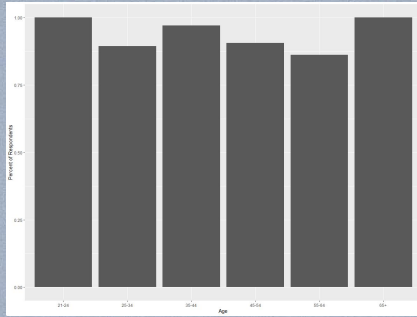
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- **Top 2 descriptors were “locally owned” and “community centered”**
- Other notable descriptors:
  - High end beers/IPAs
  - Inclusive
  - Modern
  - Diverse

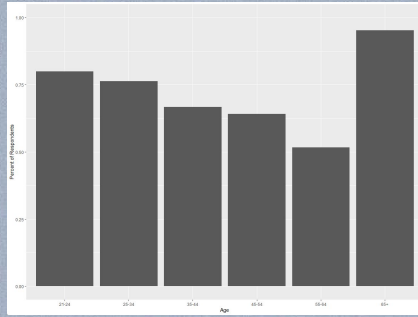


# BREAKDOWN BY AGE GROUP

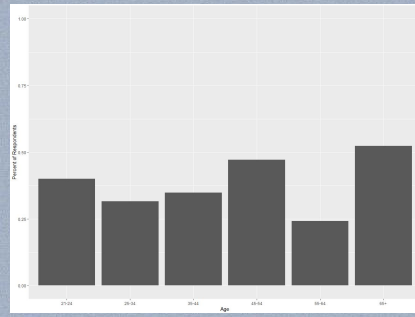
## Locally owned



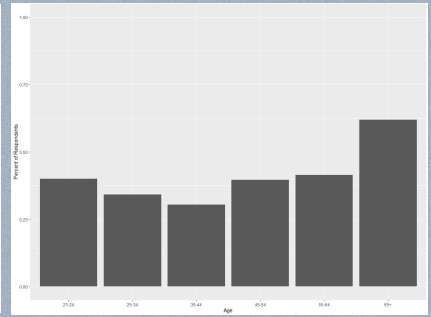
## Community Centered



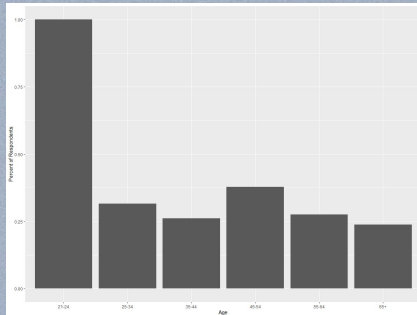
## Inclusive



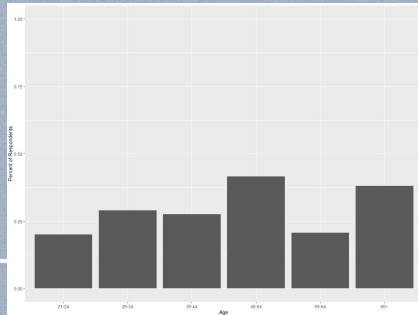
## High end



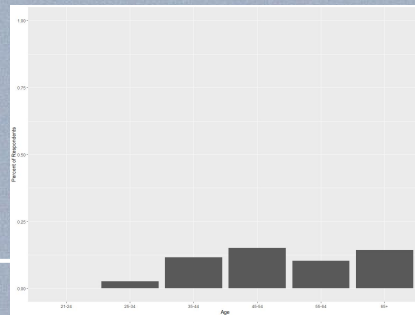
## Modern



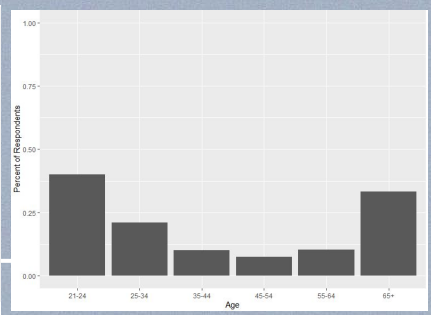
## Diverse



## Investor owned



## Western





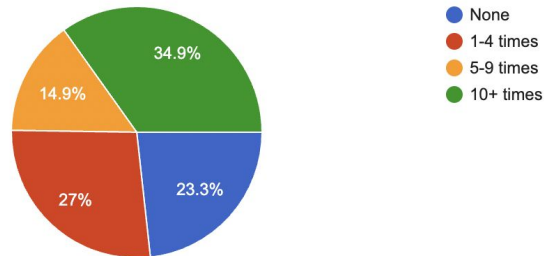
# VISITS TO TAPROOM

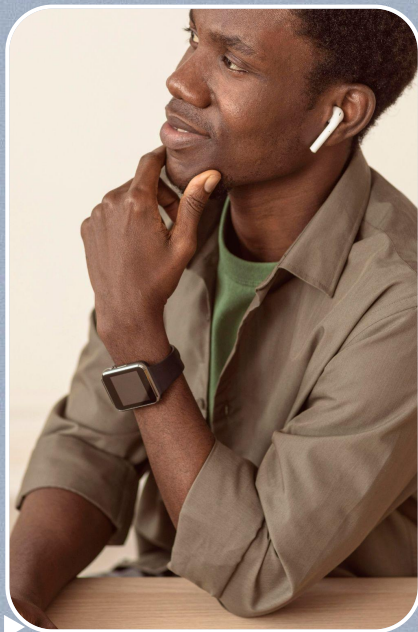
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- **Visits to taproom**
  - 35% of respondents have visited the taproom 10+ times
  - Over 75% of respondents have visited the taproom before
- **Majority of people enjoyed their visit**
  - 66% rated it a 7 (highest rating)
  - 22% rated it a 6

How many times have you visited our Taylor taproom?

215 responses





04

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**FINAL  
STRATEGY**

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# STRATEGY RECOMMENDATIONS

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**1. ESTABLISH  
BRAND IDENTITY**

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**2. CREATE  
DRINKING  
OCCASIONS**

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**3. LESS CONTENT,  
HIGHER QUALITY**

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**4. ADDITIONAL  
RECS**

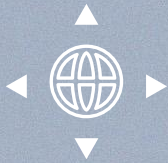
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# 1. Establish Brand Identity

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Having a clear brand identity, both visually and thematically, will help Texas Beer Co. distinguish itself from other beer brands.

1. **VISUALS:** Choose a color scheme or visual moodboard for posts
2. **THEME:** Establish types of content to post
3. **BRAND STORY:** Use IG highlights to introduce TBC to new followers



# BRAND IDENTITY EXAMPLES

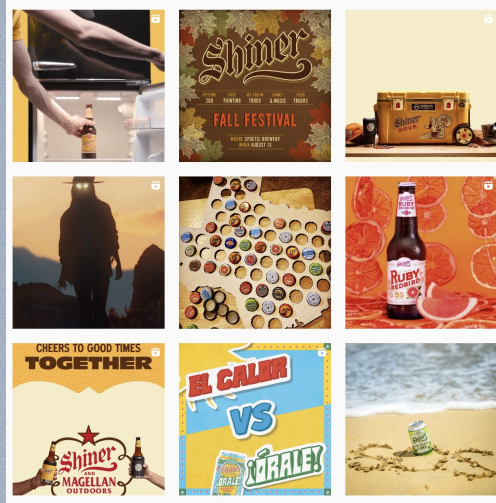
## Lone Star Beer

simple, clean photography;  
warm colors w/ pops of color



## Shiner

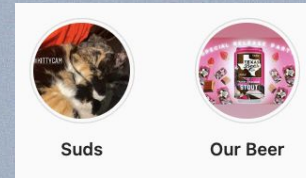
Color palette varies by season  
(ex: gold for fall); graphics heavy



## POTENTIAL THEMES:

- Community
- Inclusivity
- TBC Products

Adding an “Our Story” or  
“People of TBC” highlight



## 2. Create Drinking Occasions

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Take advantage of occasions to push content around beer and the community.

1. **Micro holidays:** People love a reason to celebrate!
2. **Sports events:** Showcase TBC's relevance in local sports events and tailgating



# DRINKING OCCASION EXAMPLES

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## MICRO HOLIDAYS: LINK

- **Feb 24th:** World Bartender Day
- **March 8th:** International Women's Collaboration Brew Day
- **March 20th:** National Bock Beer Day
- **April 7th:** National Beer Day
- **May 16-22:** American Craft Beer Week
- **Dec 10th:** National Lager Day

... And many more!

Images of people drinking TBC beer or the beer itself while watching sports events



## 3. Post Less Content, with High Quality

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Establish a posting schedule, spreading out posts to once a day or a few times a week. Create reminders on Google calendar, or schedule on Facebook creator studio!

1. **Condense:** Create a once-a-week event recap post, and graphics of upcoming events for the next week/two weeks/month
2. **Utilize IG stories:** 24-hour stories allow you to post quick updates without overwhelming followers
3. **Utilize FB events:** Allows followers to RSVP and keep track of taproom events





# LESS CONTENT, HIGHER QUALITY

Continuing to  
use FB events!

## Past events



WED, NOV 16

### TBC Pint Night @ Elsewhere Garden Bar & Kitchen

Texas Beer Company - Elsewhere - Garden Bar & Kitchen



FRI, NOV 11

### Jake Waylon Live

Texas Beer Company - Texas Beer Company



SAT, NOV 5

### Taylor Veterans 5K Beer Run

American Legion, Graham D Luhn Post 39 - American Legion, Graham D Luhn Post 39

texasbeerco  
Fiesta Gardens

TEXAS BEER CO  
Wild Texas Kolsch  
Hop Rodeo Texas IPA

49 likes

texasbeerco Y'all come say hey to Bill and Patty at the @txcraftbrewers Festival today! Max and Rob are there now and Megan and JD will see you this afternoon! Cheers!

October 1

Updates  
like this can  
be placed in  
stories!

# Additional Recommendations

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## EXPANDING TO OTHER CITIES

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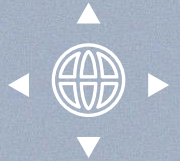
- Creating a beer with Houston/Dallas taprooms (ex: St. Arnolds, Karbach)
- Sampling beer at HEBs or taproom events in Houston & Dallas



## REACH & ENGAGEMENT

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- Giveaways with other companies
- Use pre-existing hashtags, when relevant (ex: #texasbeerco, #craftbeer, #localbeer)



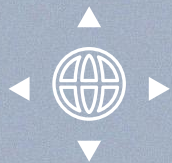
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**THANK  
YOU!**

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# APPENDIX

Additional graphs, expanded strategy, etc.

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