

# Buddha's Brew Social Media

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# Table of Contents

1 GOALS

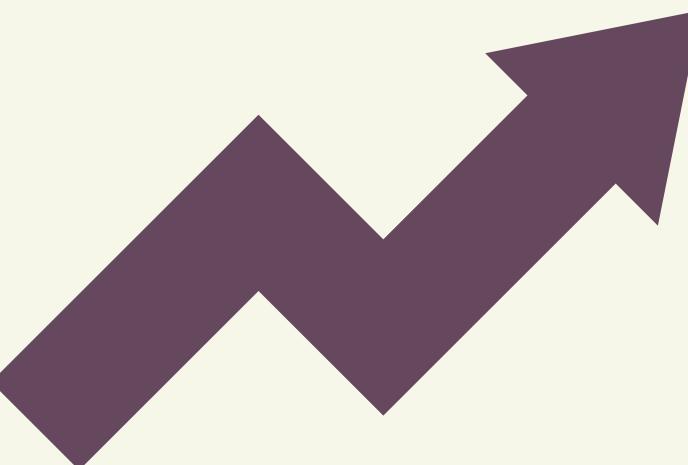
2 KEY RESEARCH  
TAKEAWAYS

3 SOCIAL MEDIA  
SWOT ANALYSIS

4 BRAND  
AWARENESS  
STRATEGY

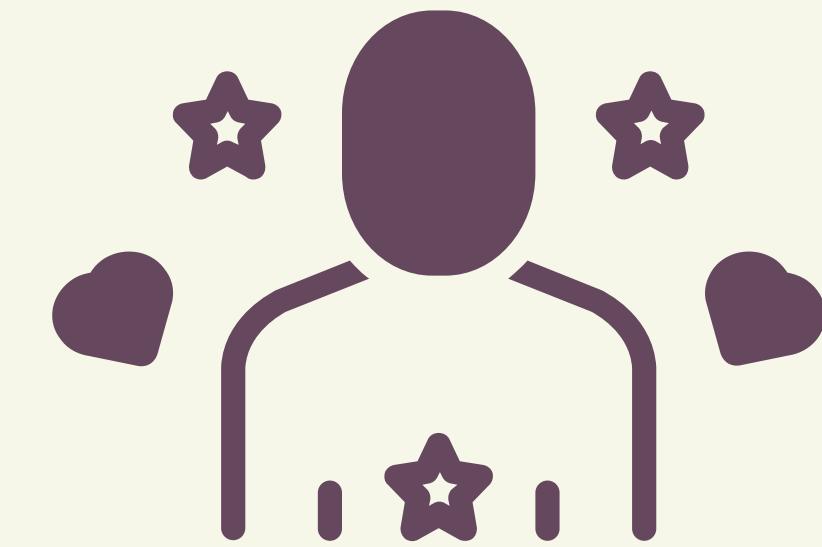
4 SUMMARY OF  
FINAL  
RECOMMENDATIONS

# Our Goals



## Goal 1

Develop a brand awareness strategy to increase Instagram Followers by 5% by end of Summer 2022



## Goal 2

Increase social media engagement through a campaign on one of Buddha's Brew's Social Media Platforms.

# Methodology

Research





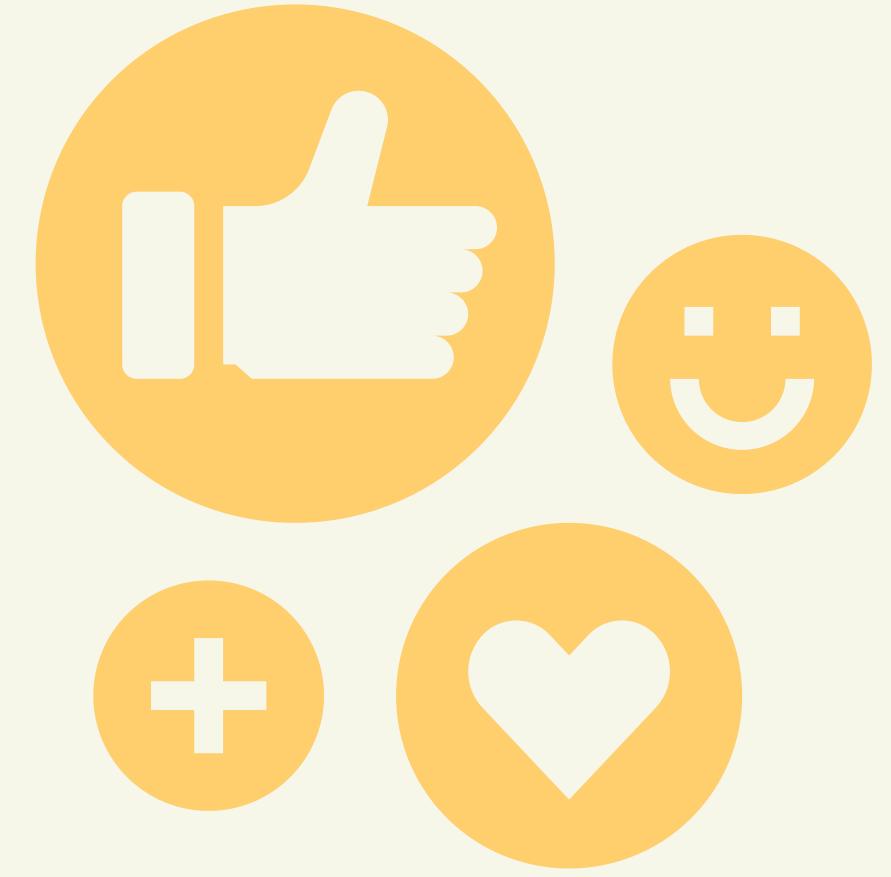
## 76 Survey Responses

Conducted a brand and product awareness survey with a majority of respondents in the target demographic of 18-24



## 10 Interviews

Learned more on customer social media preferences and trends



## Social Media Data

Extracted and stratified data from the Meta Business Suite and Sales Data from stores

# Key Takeaways

Research



# Primary Research Takeaways

40% OF INTERVIEWEES HIGHLY VALUE THE VARIETY OF FLAVOR OVER HEALTH BENEFITS OF KOMBUCHA

75% OF OUR SURVEY RESPONDENTS KNOWS WHAT KOMBUCHA IS BUT DOES NOT RECOGNIZE THE BUDDHA'S BREW NAME

90% OF SURVEY RESPONDENTS SHOPPED AT STORES THAT SELL BUDDHA'S BREW

60% OF INTERVIEWEES ARE EASILY INFLUENCED BY SOCIAL MEDIA ADS AND TRENDS

90% OF INTERVIEWEES AGREED THAT A CLEAN AND COHESIVE FEED MADE THEM MORE INCLINED TO FOLLOW AND ENGAGE WITH A BRAND

40% OF INTERVIEWEES FOLLOW F&B BRANDS TO ENGAGE WITH THEIR GIVEAWAYS OR INFORMATIVE CONTENT

# Primary Research Takeaways

INSTAGRAM REACH DECREASED BY ~10% SINCE JANUARY 2022

6 OF THE BEST PERFORMING POSTS ARE ABOUT SEASONAL FLAVOR RELEASES

THE AVERAGE REACH ON INSTAGRAM IS ROUGHLY 450

AVERAGE ENGAGEMENT RATE OF 5% ON INSTAGRAM IN THE LAST SIX MONTHS

PINEAPPLE SUPER GREENS, PEACH MINT, AND STRAWBERRY LEMONADE ARE THEIR BEST-SELLING FLAVORS IN STORE.

75% OF THEIR FOLLOWING ON SOCIAL MEDIA IS WOMAN BETWEEN 18-45

# Social Media SWOT Analysis



# SWOT Analysis

## STRENGTHS

- Lots of communication with community
- Established Facebook presence
- Advertise their large variety of flavors for locally brewed kombucha

## WEAKNESS

- Low engagement on Instagram
- Lacks cohesiveness and a general theme on Instagram
- Lack of education on posts
- Website link not in Bio

## OPPORTUNITIES

- Giveaways
- Lifestyle Content
- Leverage loyal customers
- Expand into Tik Tok
- Collaborating with influencers or local brands

## THREATS

- Highly saturated market
- Decrease in Experience Marketing content
- Shift to more digital marketing
- Not enough content

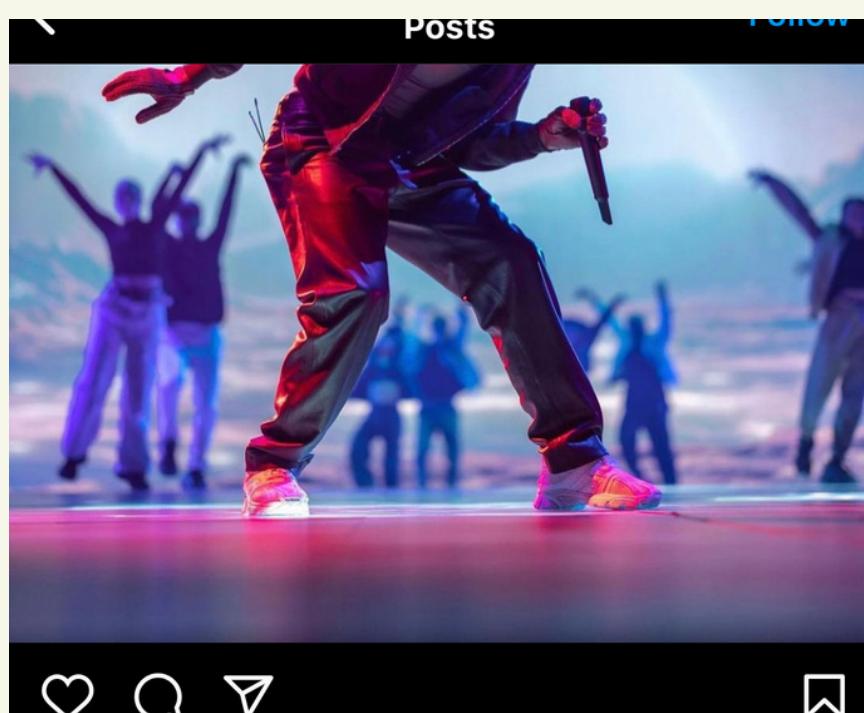
# Brand Awareness

## Strategy



# User-Generated Content

Instagram, TikTok, Facebook



Liked by amazongurl and 576 others

austinmymouth CLOSED. WINNER SELECTED.  
GIVEAWAY TIME: CALLING ALL BEILIBERS. Hold On, I'm Off My Face and fully Unstable from this Holy giveaway with @themodyfoundation Anyone want 2 tickets to @justinbieber at the new @moodycenteratx on 4/27? Is that 2 Much? I'm a Ghost.

## Increase Brand Awareness

One way to create brand awareness and loyalty is the engagement between the business and the users. With giveaways, we would help generate leads, engage our customers and increase our audience reach. Giveaways creates a wide network and encourages users to participate due to their peers.

- In an interview we conducted one of the interviewees claimed, “Yes, I would participate in giveaways when my friends tag me!” Many others expressed the same enthusiasm with other giveaways or promotion posts.

# User-Generated Content

Instagram, TikTok, Facebook



synergykombucha • Follow

synergykombucha Curious About Kombucha?

Whether it's coffee in the morning or herbal tea at night, beverages often tie themselves to parts of our daily routine. Where does Kombucha fit into the mix? Is there an optimal time of day to enjoy it? The timing all comes down to what occasion you're looking to use the probiotic-packed elixir to support.

In the morning, drinking Kombucha on an empty stomach is the best way to maximize the potency of the probiotics. The probiotics can balance your gut bacteria to aid digestion without the disruption of food in the gut.

During lunchtime, you can enjoy Kombucha for a low-caffeine, natural boost of energy without the crash.

Kombucha can also be a more mindful swap for alcohol when the evening rolls around - you can enjoy it with dinner or when catching up with a friend. Although the caffeine content is low, do be mindful if you're sensitive to caffeine and find your sleep

•

## Lifestyle Marketing

It helps create a connection between our product and the user's daily life. It helps us to better align our brand, products and services according to the different lifestyles of our consumers. This creates a better brand message and personalizes customer's needs.

- This captures the essence of lifestyle marketing, allowing users to feel included or as if it was “speaking to them.”

# Cohesive Aesthetic & Content

## Instagram

- makes a brand more visually appealing to a customer, leading to more inclination to purchase from that company
- photography shots and editing style should be taken in a clean, refreshing manner
- having a color scheme makes a page look more united
  - bright colors are more attractive and capture attention



# KOMBUCHA POP-UP

Mueller Farmers Market on Sunday @10am-2pm



BUY LOCAL

@buddhasbrew

FREE  
SAMPLES



clean·drink clean, eat clean,  
clean, eat clean, drink clean



@buddhasbrew

# Local Hashtags

## Current Hashtags are very General

Hashtags create great visibility for a campaign and help you reach your target audience by using relevant hashtags that you know your audience is already following. Your hashtags not only connect you with your audience but also your audience with each other!

## More Effective Hashtags

#AustinHealth #AustinLife #AustinKombucha  
#ShopAustin #BuddhasBrew #AustinYoga  
#AustinDrinks #Health #CleanEating #EatClean  
#MealPrep #Diet #Nutrition #HealthyEating #Vegan



**buddhasbrew** Pineapple and good veggies! One of the reasons we love our Pineapple Greens Kombucha.

#Kombucha #Fermented #vegan #dairyfree #Probiotics  
#LiveCultures #vegan #kefir #BeWild #HealthyGut #Foodie  
#LocalFlavor #LoveAustin #HealthyLiving #GutHealth #Brewery  
#OnTap #EatDrinkLocal #EatHealthy #love #loveyourgut

1w



**kosmickombucha** #friday #drinks #kombucha #love #drinkup  
#beverages #nutrition #austintx #austin #texas #houston  
#weekend #cheers #nohangover #drinkstagram #bottle  
#bubbles #scoby #fermented #kombuchalife #probiotics  
#fermenteddrinks #booch #glutenfree #supportlocal #fitness  
#greentea #healthyclink

8w Reply ...



buddhasbrew We can't get enough of our Prickly Pear Kombucha, now at Whole Foods! A perfect spring flavor.

#Kombucha #Fermented #vegan #dairyfree #Probiotics #LiveCultures #vegan #kefir #BeWild #HealthyGut #Foodie #LocalFlavor #LoveAustin #HealthyLiving #GutHealth #Brewery #OnTap #EatDrinkLocal #EatHealthy #love #loveyourgut #guava

Edited · 2w

beans\_tagram I thought guava is not equal to prickly pear? 2w 1 like Reply ... Hide replies

buddhasbrew @beans\_tagram 🙈 embarrassing typo. Thank you! 2w Reply

beans\_tagram @buddhasbrew no worries! Prickly pear is one of my faves 😊 2w 1 like Reply

buddhasbrew @beans\_tagram 🍋🍋🍋 2w

Liked by thekombuchaco.india and others

APRIL 5



synergykombucha • Follow ...

synergykombucha Peaches aren't just rich in nutrients and antioxidants – they're rich in history, too. This stone fruit has been popular in literary and cultural representations for centuries as a signal of Spring and a symbol for health, prosperity, and nirvana.

In ancient China, peaches were seen as a sign of the beginning of Spring and the fruit of immortality. Chinese legend says that a group of enlightened ancient beings would gather every 3,000 years to eat the magic fruit, which ensures eternal life.

In modern society, peaches are celebrated for aiding digestion and benefitting the skin. In addition to their anti-inflammatory effects and antioxidants, peaches have beta carotene and vitamin C, which help protect skin from sun damage and build collagen. Peaches are also hydrating, as over 85% of a fresh peach is water.

Have you tried Peach Paradise? Tell us what you think!

2w

# Improve Captions

A caption is a description that accompanies a photo on social media. These captions can include text, hashtags, @ mentions, and emojis. Captions are an important part of telling your post's story on social media and are a key driver of engagement.

Captions are also a great way to ask your target market if they have any questions!

# Website



## Update Website

### More Modern & Cohesive Aesthetic

Social Media and Consumer Trends show increased interest in a clean and modern brand image



[Shop](#) [About](#) [FAQs](#)

 Find A Store   

## SYNERGY Raw Kombucha

SYNERGY is authentic raw Kombucha for anyone seeking better health. Fully fermented for 30 days in small batches, this probiotic powerhouse is potent with organic acids, active enzymes, and aminos to support the gut, aid digestion, and boost immune health. Perfect for new and experienced Kombucha drinkers alike, every bottle is 100% organic with elegant natural effervescence and a bright crisp bite.



The Flavas | Our Story | Where to Buy

 Merch | Contact | The Word on the Street

What is Kombucha?



**MULLIGANS PHARMACY**  
SINCE 1957

SKINCARE VITAMINS MAKEUP & BEAUTY FRAGRANCE MOTHER & BABY PPE

**Boost your Immune System**

Vitamin and Mineral supplements during key times throughout the year is the best practice to boost your immune system

Free Home Delivery on online orders over €50  
Free Click & Collect available to your nearest Mulligans store

Tips to Keep You and Your Family Healthy in 2021

Whether you are working, taking care of children, looking after yourself - now more than ever it is important to keep our minds and our bodies active through movement and boost the body's natural defences to protect our family and ourselves...

[Read More...](#)

Revive Active Range [Shop Now](#) 20% OFF Swedish Nutra Range [Shop Now](#) DailyD Vitamin D Range [Shop Now](#)

Optibac Probiotic Range [Shop Now](#) 25% OFF Solgar Range [Shop Now](#) Sambucol Range [Shop Now](#)

Sona Zinc and Vitamin C Chewable 30's [Shop Now](#) Aqua Biome Fish Oil Range [Shop Now](#) Oxygent Multivitamin Range [Shop Now](#)

Peter before yesterdays haircut!

An update about our **Re-opening!**

**PETER THOMAS**

We are re-opening on April 30th

At last we have a date to re-open! On the 30th April we will open the doors again - we are looking forward to the sounds of pets, families and babies as we make and capture memories together.

We've copied a list of our most popular services below with links to our website. Most of these shoots can be booked online.

If we can help you in anyway let us know!

We can't wait to see you soon.  
The team at Peter Thomas Photography

**Baby Face** Our stunning black and white kids photography [View more](#)

**Little White Box** A really fun and unique family photograph [View More](#)

**Family** Beautiful photography for your family [View more](#)

**Pets** Capture your dog, cat or any other pet! [View more](#)

**Newborns** Remember these early days! [View more](#)

**Couples** Our love shoots are a great way to celebrate! [View more](#)

**Clearance Sale - almost all gone!**

During lockdown we did a clearance sale of frames that had accumulated over the years.

There are only a few still available as follows:

**WHITE**  
37in (30in image) - shown left  
25in (16in image)  
**LIMED WHITE**  
15in (10in image)  
**BRUSHED BRONZE**  
29in (19in image)  
41in (40x19in image collage)

**BLACK**  
We have a few small black frames, mostly for desks in a variety of sizes - mostly 8x6in, 8x8in.

If you want one, we'll print your chosen image from your photoshoot and will have our framer clean and mount it for you.

[Contact us here](#) for pricing

# Email Newsletter

- Use email to inform loyal customers on Farmer's Market Locations
- Increase education
- Frees up valuable caption space
- New way to interact with customers and get feedback

# Final Recommendations

USE USER GENERATED CONTENT & MARKET A LIFESTYLE AS A PART OF THE BRAND

UPDATE SOCIAL MEDIA AESTHETIC TO BE MORE COHESIVE & MODERN

UTILIZE MORE LOCAL HASHTAGS TO INCREASE AUSTIN AUDIENCE & USE INFORMATIVE CAPTIONS TO ENGAGE & TELL STORIES



# Future Steps

UPDATE WEBSITE UX AND DESIGN

EMAIL NEWSLETTER/GCAL OF FARMER'S MARKET DATES & TIMES





The background features a light beige color with abstract decorative elements. There are several curved, semi-transparent bands in various colors: a large yellow band on the left, a teal band at the bottom left, a blue band on the right, an orange band at the bottom right, and a red band near the bottom center. Small, solid-colored circles in matching colors are scattered across the surface, particularly around the text area.

# Thank you!

# Appendix



# Photos

Having a cohesive aesthetic allows for a brand to be more visually appealing to the consumer, and makes them more inclined to purchase from that company. The increasing usage of social media, especially in the age 18-24 demographic, has made consumers pickier about the businesses they choose to invest time in because of the vast amount of accounts to look at. By cultivating an appealing page, younger audiences will find Buddha's Brew more trendy and attractive.

Long-term goals: To maintain an aesthetic, **having photo presets can make a feed tie together. Apps, such as Adobe Lightroom or VSCO**, have filters that can be added to pictures to make them look similar to each other. Make sure a photo is not overly saturated or overexposed, or it will look dated. Slanted shots also look unprofessional, and compositions with things that are related to the brand will cause association with those objects. For example, if Buddha's Brew promotes relaxation with their kombucha by posting a picture of someone peacefully sitting outside with their drink, viewers will start to want Buddha's Brew kombucha when they relax. Easy ways to create posts can be to edit photos in a photo editing app and then transfer them to Canva. Canva is user-friendly and intuitive to understand, and can easily elevate a future post. In addition, having a color scheme makes a page look united. When you want to change a color scheme, slowly transition to another color to look pleasing while still shifting the theme. Having bright, captivating colors will capture attention the best.

# User Generated Content

For the first strategy we are recommending, is having more user generated content. One way to create brand awareness and brand loyalty is the engagement between the business and the users. A few ways we can accomplish this are through giveaways and lifestyle marketing. With giveaways, we would help generate leads, engage our customers and increase our audience reach. Giveaways creates a wide network and encourages users to participate due to their peers. Lifestyle marketing helps create a connection between our product and the user's daily life. Lifestyle segmentation would help us to better align our brand, products and services according to the different lifestyles of your consumers. This creates a better brand message and personalizes customer's needs.

- Utilize questions in captions
- Ask people to follow and post their experience at the farmer's market
- Photo contest from followers on when they drink kombucha in their daily lives