

**A social media pitch for...**



**Katie Mone**

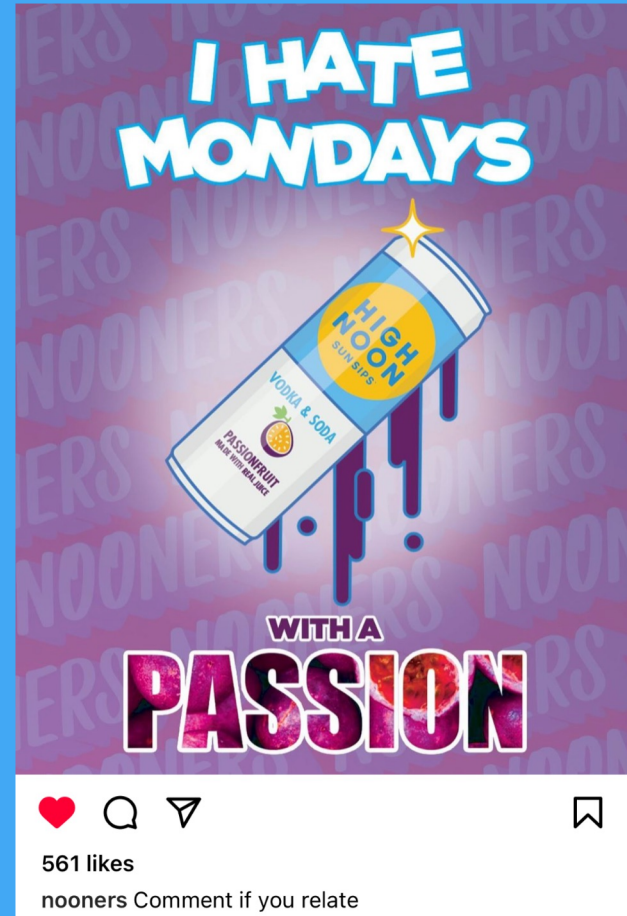
# High Noon's Goals and Strategies



- **Building long-term consumers who choose High Noon as their go-to**
- **Making High Noon stand out in the vast hard seltzer market**
  - Highlights unique attributes (real fruit juice, real vodka vs malt)
- **Creating authentic content in line with current trends**

# Key Findings

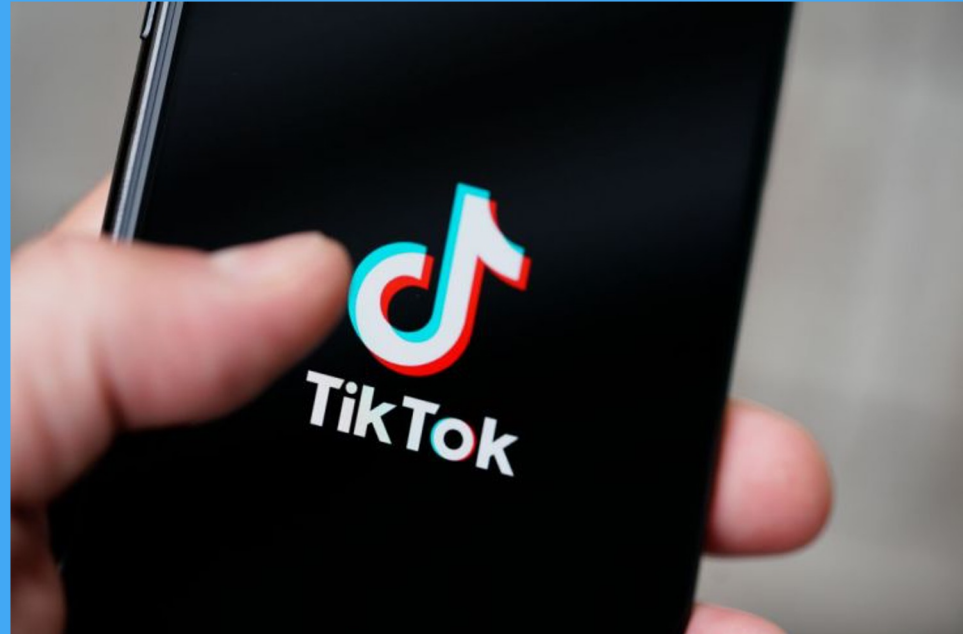
- **Strong presence on Instagram and Twitter**
  - Between both profiles: 135K Instagram followers & 19K Twitter followers
  - Loyal fanbase with engagement
  - Authentic, relatable, and genuine content
- **Partnership with Barstool Sports**
- **Less than ideal Twitter activity**



# The Big Idea

## Create a TikTok account for High Noon

- **@nooners**
- **Increase brand awareness**
- **Follow trends**
  - **Carry relatable content & social strategies over**
- **Build an already-strong brand image**
- **Collaboration opportunities**
- **Grow omnichannel marketing**
- **Start a trend that other brands may follow**

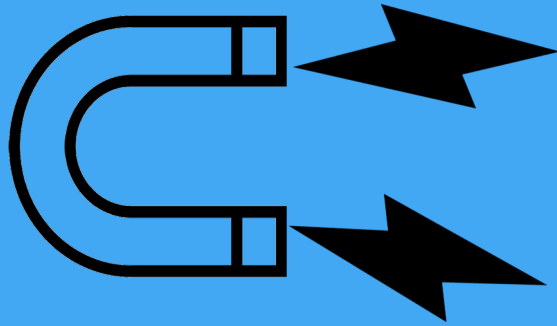




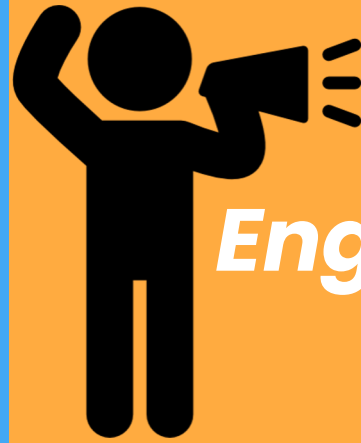
- 1. Create a TikTok presence with at least 1000 followers within 2 months**
- 2. Increase Twitter reach by 25% every 3 weeks**
- 3. Build TikTok engagement to 15% by the end of 2022**

# Key Metrics

## Reach



- Measure the total number of people who see our social content
- Primarily TikTok (other social platforms have existing strategies in place)
- Impressions divided by frequency
  - $reach = impressions/frequency$



## Engagement

- Assess the average interactions social content receives per follower
- Number of interactions divided by your total number of followers, multiplied by 100%
  - $engagement = interactions/followers \times 100\%$

# Influencer Opportunities

## Aleah Livingston



- **TikTokker with 656.3K followers**
- **College graduate student**
- **Primary content: making/trying drinks, liquor store job skits**

## Harry Raftus

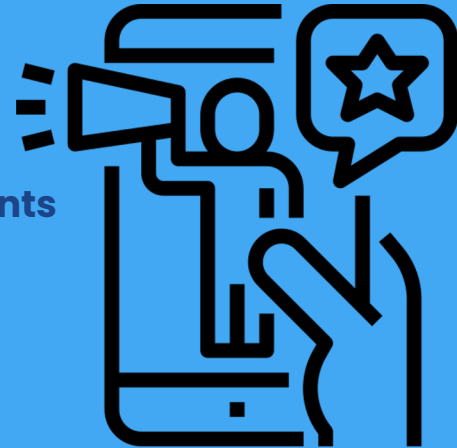


- **Canadian TikTokker and influencer with 1.4M followers**
- **College student**
- **Primary content: social drinking, partying, fun lifestyle**



# Using Influencer Marketing

- **Have influencers make special appearances sporadically on Instagram, TikTok, and Twitter**
- **Instagram**
  - Instagram “takeover” for a day
- **TikTok**
  - Livingston implements High Noons into a liquor store skit
  - Raftus samples the newest flavors of High Noon, Raftus style
- **Twitter**
  - Twitter “takeover” for a day
  - Can be used to tease this content and upcoming influencer events





# Paid Advertising

- Primarily on Instagram
  - Example on the right →
- Visually pleasing ad content that will resonate with a variety of target audiences
- Simple “short and sweet” copy
  - Example: “Have a refreshingly zesty summer with High Noon.”
- Start with images, work up to videos
  - Potential paid TikTok ads

The summer tang you've been waiting for.



# Proposed Budget

## Paid Advertising on Instagram

Monthly Ad Spend = **\$200-\$1500** per month

Monthly Campaign Management = **\$1000-\$2500** per month

Minimum Budget: \$1 per day for impressions \$5 per day for clicks, likes, or views \$40 per day for conversions

CPC = \$3.56 per click

# Proposed Budget

## Influencers

Aleah Livingston (micro-influencer) = **\$725** between **Instagram, TikTok, and Twitter**

Harry Raftus (macro-influencer) = **\$12,000** between **Instagram and TikTok**

Influencer	Instagram	YouTube	TikTok	Twitter	Facebook
Nano	\$10 - \$100	\$20 - \$200	\$5 - \$25	\$2 - \$20	\$25 - \$250
Micro	\$100 - \$500	\$200 - \$1K	\$25 - \$125	\$20 - \$100	\$250 - \$1K
Mid-Tier	\$500 - \$5K	\$1K - \$10K	\$125 - \$1K	\$100 - \$1K	\$1K - \$12K
Macro	\$5K - \$10K	\$10K - \$20K	\$1K - \$2K	\$1K - \$2K	\$12K - \$25K
Mega	\$10K +	\$20K +	\$2K +	\$2K +	\$25K +

# TOTAL BUDGET

**\$16,725**

# How Nooners will stand out

- **Most competitors do not have a TikTok, we will be the first and could inspire other brands to follow**
- **Smaller brand compared to competitors**
- **Having a mix of macro- and micro-influencers will help brand visibility and also maintain familiarity**



# Executing this Plan

## Job roles needed:

- ***Social Media Coordinator*** – Ensures that the operations of a social media campaign are running smoothly
- ***Social Media Specialist*** – Writes social media posts, produces content, analyzes data, schedules posts, and runs paid advertisements to maintain brand image
- ***Graphic Designer*** – Creates next-level graphics and visual elements to strengthen the visual appeal of High Noon