



Social Media Assignment

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I KNOW ...

The request was to analyse only the Facebook page, but as an strategic planner, I know there are many factors that impacts on building a brand on digital.

Before suggesting any Social Media content, it's important to understand how the brand behaves and how it communicates with its target - So, I took a deep dive into your universe...



Due to its main colours - green and brownish tones - the brand's Instagram profile has a very specific atmosphere: dreamy, “wanderlusty” and most than any other thing: alive.

The fanbase numbers and posts' interaction shows that its strategy pleases the audience.



Cocktail fashion through ages - European Bartender School
296 visualizações • 3 semanas atrás



Oktoberfest 2016 - European Bartender School
167 visualizações • 3 semanas atrás



EBS Sunny Beach - European Bartender School
365 visualizações • 4 semanas atrás



Cocktail Families with EBS: The Flips
422 visualizações • 1 mês atrás



EBS Amsterdam - Bloggers event with De Kuyper
206 visualizações • 1 mês atrás



Sangria Watermelon Keg - European Bartender School
519 visualizações • 1 mês atrás



EBS Barcelona - 5 o'clock Rendez Vous ft. Lenka
306 visualizações • 2 meses atrás



EBS Kos - A Drone's Perspective!
178 visualizações • 2 meses atrás



EBS Kos - European Bartender School
1.781 visualizações • 2 meses atrás

The content published on YouTube is well edited and its style helps building the brand's imaginary.

The numbers are good (1.7k subscribers and 121k total views), but its content has potencial to draw more attention - so it definitely has space to grow!



Yum, We Love Rum
193 Pins

Seguir



Whiskey Cocktails
112 Pins

Seguir



Our Favorite Bars
43 Pins

Seguir



Best of Shots
97 Pins

Seguir



American Dream
78 Pins

Seguir



Funny Quotes
66 Pins

Seguir

The Pinterest is another page well managed: the boards are really well built and they bring up subjects that interests the audience and connect them with the brand.

By working on other pillars than cocktails (as here, with tips and trips), you reinforce your expertise and worldwide presence to the consumer.



European Barschool @ebsbarschools · 1 h

Hey @Starbucks ! You might have pumpkin spice, but we have pumpkin cocktails!



Even though EBS has a good frequency of tweets, their content doesn't seem so be strong.



European Barschool @ebsbarschools · 11 de out

Drinks taste better if they're served with a smile



← ↻ ❤️ 1 ⋮

There are good examples of interaction with hashtags and other brands (like the Starbucks above), but Twitter's opportunities may be better taken - that would impact on the fanbase and its engagement, that is considerably low.



Unfortunately, I couldn't have access to EBS' content on Snapchat.

But it's awesome that you are there!



Now, let's talk



about business...

Facebook diagnosis

The brand has a good fanbase - 266k is respectable! - but at the same time only a few (277) are talking about it, so we have an opportunity to make it perform better.

The main pillars are inspiring cocktails, branded events and student's experience - what is good because it targets not only people that are into good looking drinks, but also the ones interested on bartending (prospects) and current clients (the students).

Also, the brand's position is clear - *EBS' cocktails aren't made to get people drunk, but they are a sensorial and different experience.*

Even though the posts are visual and transmit the brand's identity, they only bring the viewer to its webpage, not really giving and strong reason to join EBS' services.

As you don't work deeply on content and information, it's not so interesting to interact with the page - that's why the engagement is low.

Facebook recommendations

Content is king, but keep it short

Try posting lists, curiosities, recipes, motivating quotes, behind the scenes, quick 'how to' guides, helpful tips and advice, alumni, spotlights, recommendations, share a links to relevant industry articles or news, etc.

Paid media

Nowadays, it's only possible to reach a small percentage of your fanbase organically.

Use time wisely

Usually the posts uploaded between 6pm and 8pm on week days perform better.

Rely on links

Make the Facebook page a directory to a branded content hub (maybe on your website, since it's so well build).

Facebook recommendations

Connect all social medias

EBS has amazing content on different platforms and media, it would be amazing if you could cross it (ex: post saying about the new Pinterest board).

Two-way conversations

Invite your audience to join the party by asking them questions, giving them space to share their thoughts and/or cocktails they made at home, for example.

Keep track

It's also important to target well the posts and review their performance.

Hire me!

I can help :)



As we are talking
about content...



 **European Bartender School**
Sponsored Like Page

Friday is just around the corner! What will you try this weekend?



THE STOLI BLUEBERRI LEMONADE
Fresh Blueberries
Stoli Blueberi
Lemonade
Grenadine

  35K 562 Comments 311 Shares

 Like  Comment  Share

Recipes / DIY not only are a really sharable content but also drive an opportunity to awake the “bartender” that lives in everyone.


Also, it can lead to something funnier - such as “cocktail experiences” - where consumers can upload their chemistries and fails.

It's easier to approach products and services when there's a conversation.



 **European Bartender School** Like Page
Sponsored

These are the most amazing drinks you'll see today



13 of the most beautiful drinks ever
European Bartender School
[HTTP://WWW.BARSCHOOL.ES/POR-QUE-EBS](http://www.barschool.es/por-que-ebs)

17K 562 Comments 311 Shares

Like Comment Share

Websites like BuzzFeed aren't a success just because! Lists are really engaging.

Create content on your website and use Facebook to drive views is an useful strategy.

You can also try more challenging titles (like "you're not gonna believe in what this bartender can do", showing some students' abilities).

My content



10 cocktails to fall in love with



I would also consider uploading some interesting infographics and/or illustrations, since they're a visual and dynamic way to share information.

Specially when it comes to drinks.

My content



European Barschool @ebsbarschools
The best recipe to celebrate pride
#NationalComingOutDay



178 647

European Barschool @ebsbarschools
The best recipe to celebrate pride
#NationalComingOutDay

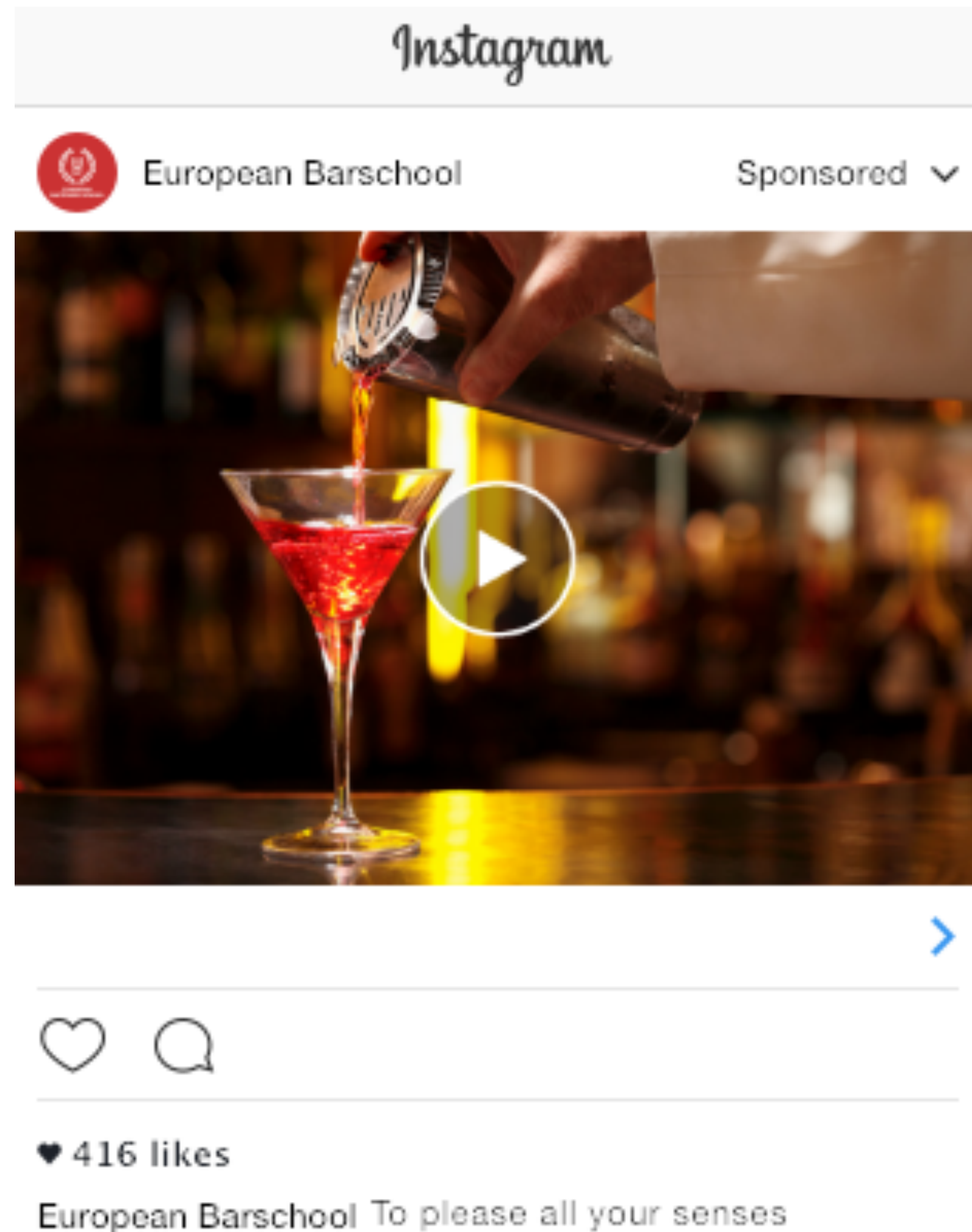


178 647

On Twitter, the most important is to keep track of trend topics and take advantages of the network's speed.

The example is due to this week's trending topic, #NationalComingOutDay (11/10). I'm not suggesting taking a stand on political issues but the timing's opportunity.

My content



The main advantage of Instagram is its ability of turning the brand's universe into something visual - and EBS has been doing a great job on it.

My only recommendation would be to start posting small videos and visual pleasant gifs - but keeping the brand's current *look&feel*.

That's all, folks!

Hope you like it and look forward to hear from you soon. Thank you!