

SOCIAL MEDIA AUDIT

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ABOUT JIMMY'S

Was born in **2018** in **India**

Highly targeted towards having the pleasure of having cocktails at home

Has a wide range of pre-mixed drinks

Products: Sex on the beach, Lime Margarita, Bloody Mary, Whisky Sour, Cosmopolitan, Mango Chilli Mojito, The New Old Fashioned



Non-Alcoholic beverage

The brand has tapped into a target audience starting from **15 to 45 years old**

Quirkily, fun and colourful branding

Available **only online** from various sites and does not deliver **internationally**

SOCIAL MEDIA #5



35.9K Followers
407 Posts

[@jimmyscocktails](https://www.instagram.com/jimmyscocktails)

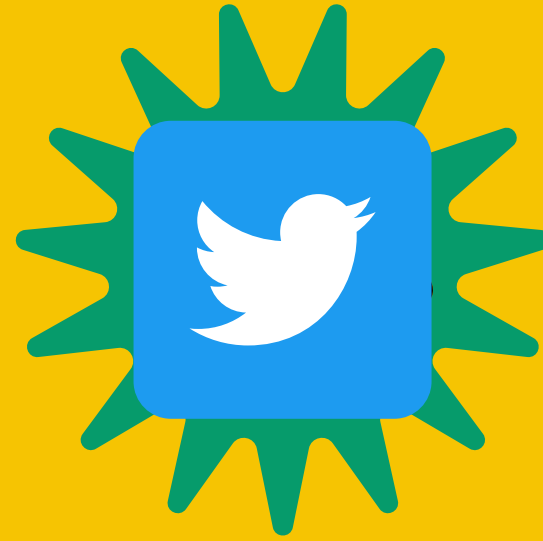
The content is a mix of product images and videos and user-generated content. They run various campaigns to increase their engagement. Lastly, they are most active here as Instagram is one of the most trending social media.



15K Followers
14K Likes

[@jimmyscocktails](https://www.facebook.com/jimmyscocktails)

On Facebook, they scream product images and videos highly. The second targeted content would be the event images that were collaborated in Jimmy's brand.



20 Followers
21 Tweets

[@jimmyscocktails](https://twitter.com/jimmyscocktails)

Twitter for Jimmy's is only used as cross-promotion for their Instagram pages, they repost all the content there to drive the audience. Often, they have some interesting tweets, but it ain't consistent.



592 Subscribers
31 Videos

[@jimmys](https://www.youtube.com/jimmys)

Youtube is majorly used for tutorial videos incorporating their products. They also have some professional Ad videos used as promotional snippets on other platforms.



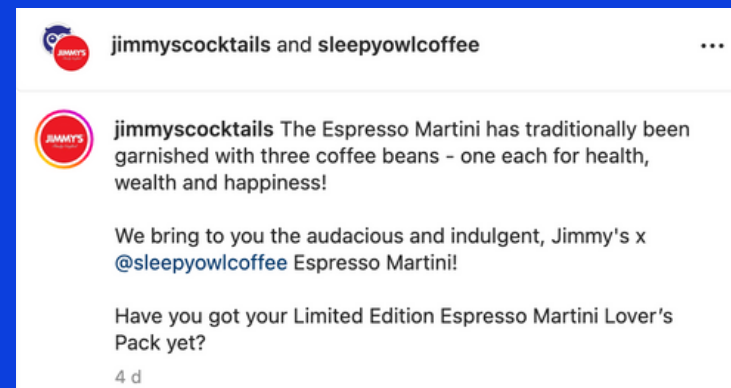
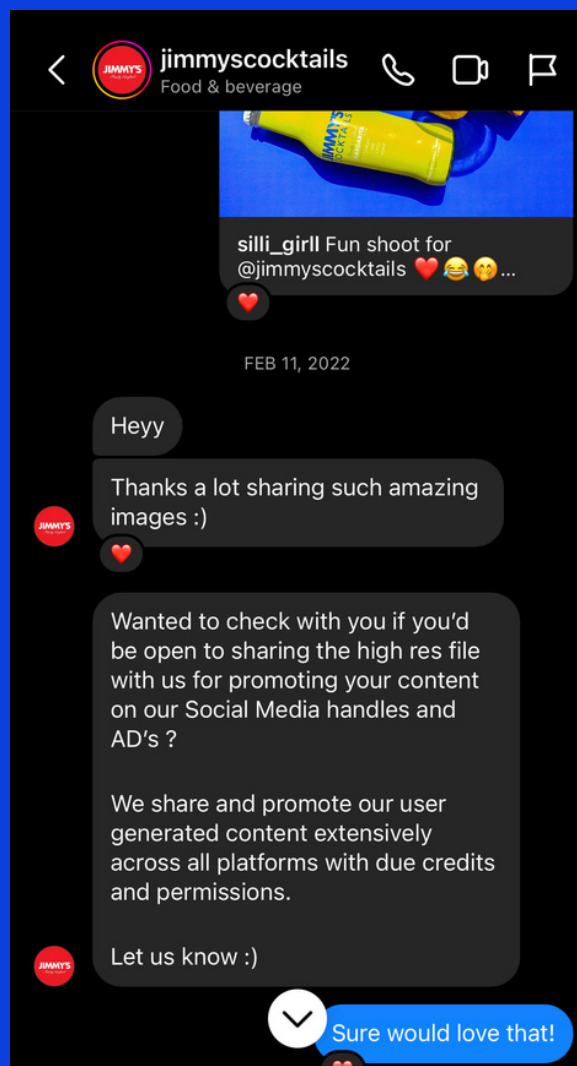
5,687 Followers

[@Radiohead Brands](https://www.linkedin.com/company/radiohead-brands)

LinkedIn is only used for professional use and is entirely inconsistent there, it also goes by its parent business name. Its predominantly used for Job postings and new launch posts or any big business news.

INSTAGRAM

Goals: Primary goal of their Instagram page is to interact with the followers and provide them with a gist of their product using **eye-pleasing videos and pictures**. They are trying to gauge engagement using interesting **CTA's in the captions** and drive the audience to the shopping site. Receiving engaging **comments and re-sharing their posts** is what they are trying to achieve.

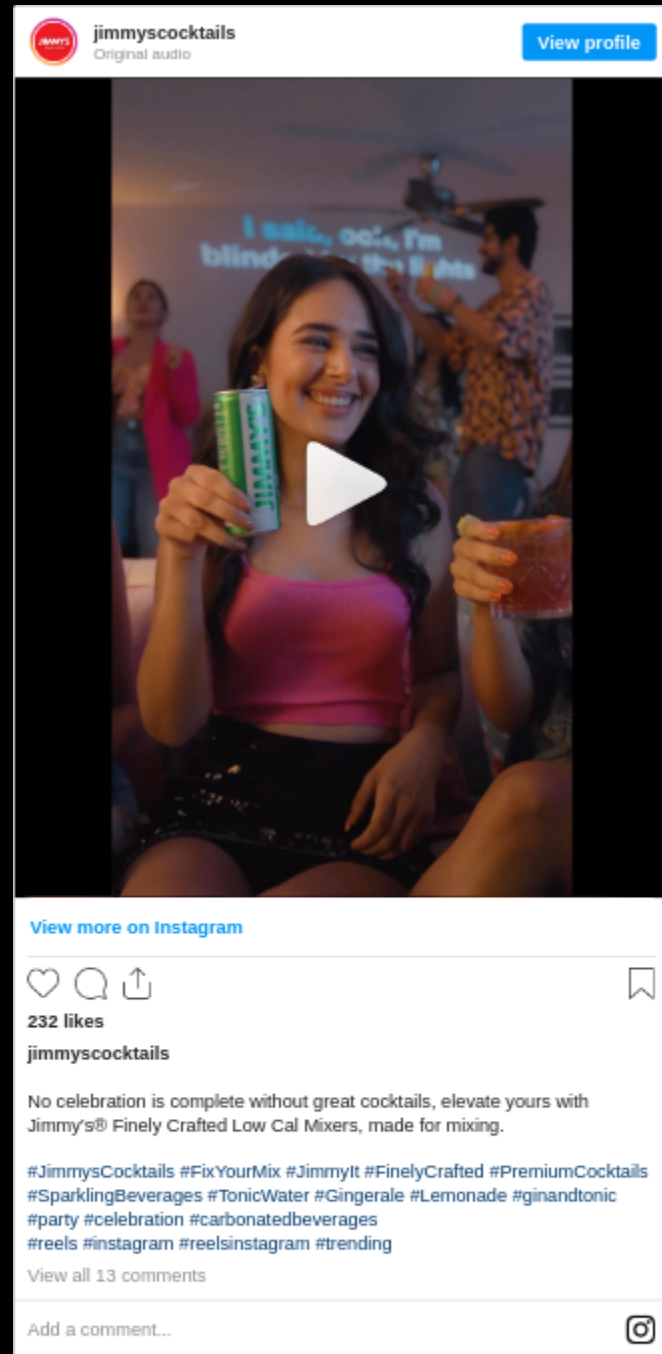


Content Impact: Their product packaging is creative and has pop-colour domination, and they use that to their advantage on social media. All posts are colourful and eye-catching because of the colour palette. This has made the audience click pictures and post them online for free branding. They highly engage with these users and repost them, which motivates them to keep tagging them always to get featured. Influencer posts have greatly impacted their users to purchase the product. Hence, they have the highest number of followers here.



Type of Post: **Reels** are their major medium of posts. Posts include brand collaborations, event videos, Product incorporations, influencer posts, interactive design & CTA posts, aesthetic product photos, holiday posts etc. Additionally, they also focus on stories and **repost users' stories** and have well-structured highlights.

TOP POST METRICS



9.2M Views

13 Comments

Product X Influencers

The reel showcases the product and is put to best use using the influencers as their subject making it trendy and interesting.

Engagement Rate:

Approximately 25000% in comparison to the followers.



Why this reel worked:

-They have used 8 micro influencers here with approximately 20K followers.

-The reel is about happy party vibes and how they are enjoying it with games, karaoke, food, drinks etc.

-This video is relatable to multiple target audiences because who doesn't like parties?

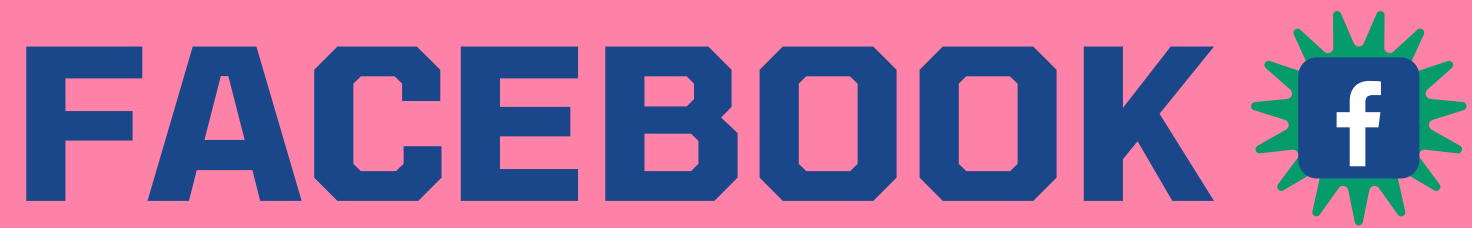
-The music used is simple, fun and not distracting.

-Product is placed aesthetically.

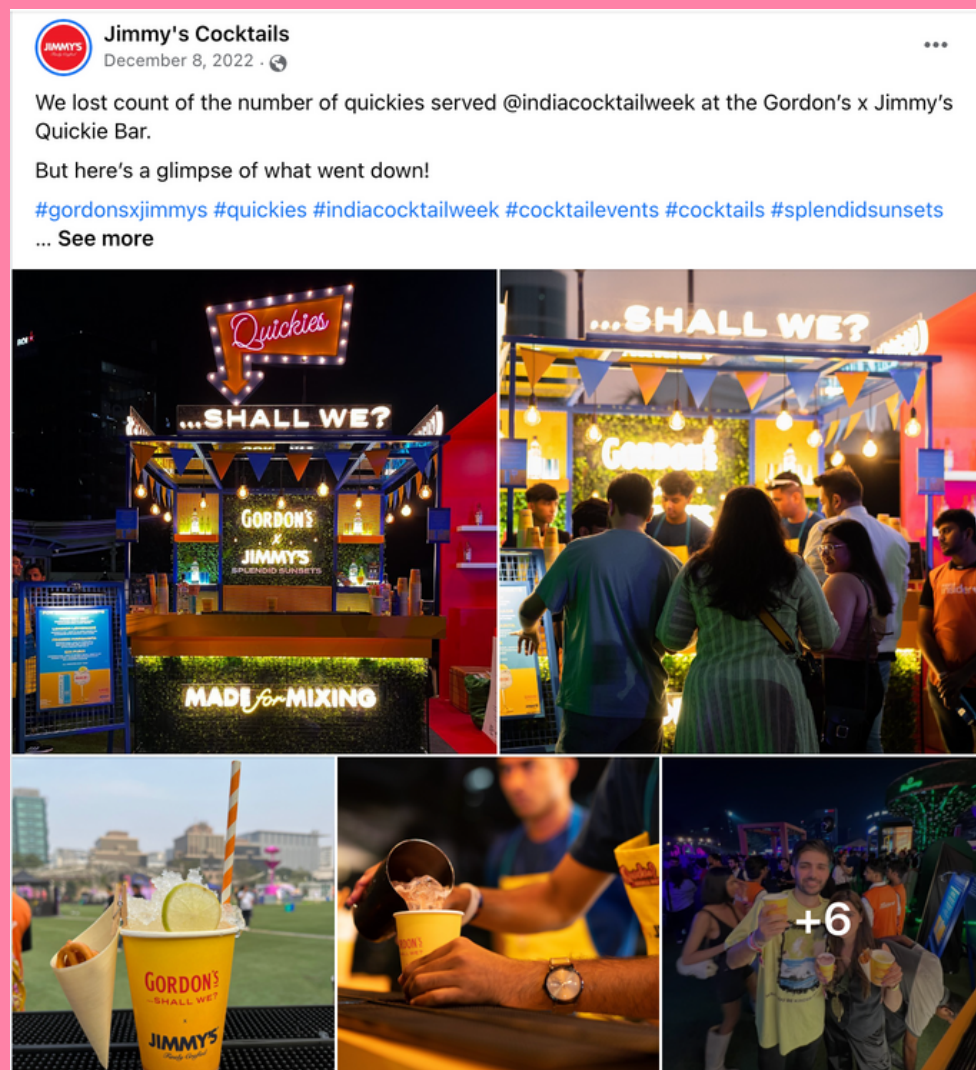
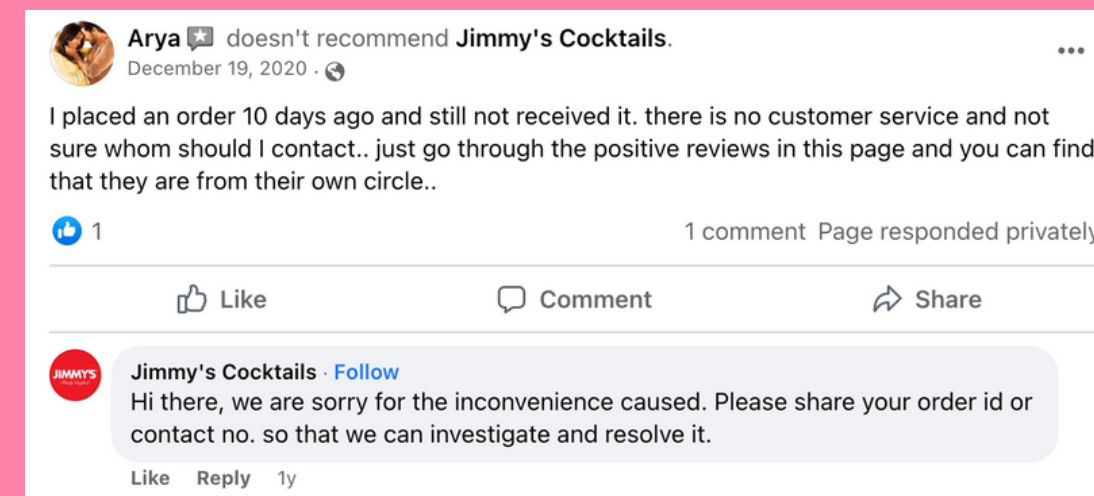
-Lastly, the video ends with 2 major goals of the brand.

"Made for Mixing"

"Made for Celebration"



Goals: Facebook's content strategy is to promote events, reviews and products. Here the focus is to promote all the pop-ups they do at various events and direct the audience to buy tickets. The secondary goal is to be able to respond to customer reviews and problems. Lastly, the shopping button directs the audience to the website.



Type of Post: The content strategy is similar to Instagram and the content is the same. The reels are converted into videos and uploaded. Since the reel format is different from Facebook, they use their Youtube videos more as content here.

Content Impact: Facebook as a platform promotes long-form videos and Jimmy's has strategically reshared the youtube content here. The event pictures have highly impacted the branding here, as a lot of the people who attended the event tend to look at it. The reviews have played a huge role in the purchase strength of this brand.

TARGET AUDIENCE

The key age group would be between 15-40 years old. This age group is highly attached to social media and would be interested in trying something new. The target audience differs from Instagram to Youtube hence the content is distributed as well.

Some challenges that they are currently facing would be to receive engagement on each post. The views are higher but comments are low.

Another challenge would be reached, only collaboration posts receive high to reach.

Post strategy is stagnant and restricted.

Doesn't include trendy audio/reels.

COMPETITION ANALYSIS

Competitor: @mumbaimixers

3.3K followers on Instagram and 130 followers on Facebook

They are a direct competitor with the same products and similar packaging.

Their content strategy is good as they are using trendy audio and trendy videos. But the reach is low and Jimmy's has managed to build a stronger content base and higher number of followers which is good.

Although there are secondary brands such as Redbull that could be a competitor for JIMMY'S.

Their content is interactive and based on trendy concepts such as memes, challenges, partnerships, multiple genre influencers etc.

SOCIAL MEDIA RECOMMENDATION

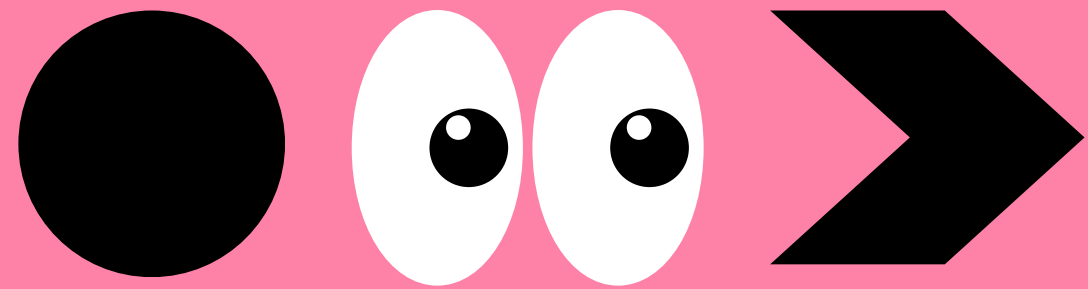
They could expand their genre from only parties/events and reach out to different genre influencers and tap into that audience and give a whole new perspective. Such as music influencers or dance influencers using the product more creatively.

Instead of just focusing on the product they could consider coming up with more challenges and user-generated campaigns to build their engagement and use that content as their main content. This will help the users connect with the brand and would be interested in being a part of it.

Hooking on to trendy concepts and audio and incorporating their product in those concepts to stay connected with social media.

Facebook: They lack consistency and individuality. Facebook promotes video-generated content but repurposing the other platform content such as Youtube or Instagram will not provide growth. Instead, they could interact more with their followers there and build a positive review base to promote the product.

THANK YOU



JIMMY'S®

Finely Crafted