

CORONA USA

Content Strategy

ALWAYS SMOOTH, ALWAYS REFRESHING FLAVOR.

AGENCY ALPHA



**Maddi
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President



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Vice President



**Damary
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Social Director



**Emily
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Social Media Manager

Meet the Team



Agency Alpha is an award-winning public relations and marketing agency based out of Tampa, Florida. We are proud to be an organization run and owned by women.

Our team is made up of creative strategists who will stop at nothing to bring your ideas to life. We utilize our relationships and experience to create strategic and unique social media plans that get real results for your brand.

Agency Alpha's team, led by Maddi Baptiste, brings 12 years of experience to the table with a wide variety of clients under our belt. So, we will be ready to go no matter the clientele, and we will be ready to become an extension of your team.



What Sets Us Apart

Agency Alpha was built by four friends that met in college and became sisters in the same sorority. Our team's tight bond enhances our creativity and collaboration skills to blend with your goals.

Our youthful and playful nature is what has led our agency to specialize in working with trendy bars and restaurants in the past. With these experiences under our belt, we know how to reach your desired audience and message.



Our Mission

Agency Alpha is a trusted and results-driven firm, offering quality service while maintaining attention to detail and fostering creativity to help our clients meet their goals and *seek the heights*.

We are a fun company that offers innovative ideas to all our clients. Our main clientele are local restaurants in the Tampa Bay area as well as bars and restaurants all around southern Florida.

TABLE OF CONTENTS

- 1** BRAND OVERVIEW
- 2** SWOT ANALYSIS
- 3** AUDIENCE INSIGHTS
- 4** CUSTOMER PERSONA
- 5** BRAND TONE AND VOICE
- 6** STRATEGIC OVERVIEW
- 7** CHANNEL STRATEGY
- 8** CONTENT STRATEGY
- 9** RECAP



OUR STORY

Corona USA has a presence that showcases fun and lighthearted energy. They want their consumers to be showcased as laid-back individuals who enjoy a day at the beach and are passionate about sporting events.

Corona offers seltzer options (Corona Hard Seltzers, Corona Refresca, Corona Hard Punch), non-alcoholic beers, and a variety of alcoholic beers (Corona Extra, Corona Light, Corona Premiere, Corona Familiar), as well as merch.

SWOT ANALYSIS



Strengths

- Pictures include people with the product, which helps to humanize the brand
- Consistent color palette (blues and yellows, which are the brand colors)
- Use of mixed media (story posts)
- Specialized content across platforms

Weaknesses

- Low engagement across all platforms, yet high follower count
- Does not respond to comments often
- Instagram lacks solid feed

Opportunities

- Influencer marketing
- Create a TikTok
 - Interact with trends
 - Create campaigns and challenges
 - Opens up another audience
- Engage with followers in comment section
- Match the brand message with online presence

Threats

- Competitors (Modelo, Michelob Ultra, Truly)
- Competitive pricing

AUDIENCE INSIGHTS



AUDIENCE DEMOGRAPHICS



AGE & GENDER

Men and Women between the ages of 30-36 years old.



LIFESTYLE

Semi-Professional, Professional. Living in the US, suburban areas. Likes to have a good time with friends occasionally.



INCOME & EDUCATION

Middle/Upper Middle Class, College Educated. Financially stable.



INTERESTS

Beaches, the outdoors, and environmentalist. Golf, lunch with friends, and casually drinking.

OUR CUSTOMER PERSONA



DAVID JENNINGS

Gender: Male

Age: 35

Occupation: Financial Manager

Status: Married

Family: One toddler

Location: St. Petersburg, FL

Education: Master's Degree

Interests:

David likes to enjoy the little things in life and spending time with his wife and son. Although he still enjoys going out and having fun with his friends from college at least once a month to keep his traditions alive, whether at the bar or on the golf course. He spends a lot of his free time at the beach. Active on social media to stay in touch with his brothers of Phi Gamma Delta, mainly through Facebook, Instagram, and Twitter.

Goals:

- Become CFO at the company he works for.
- Build his family, one more kid
- Move to Bayshore Blvd.

Challenges:

- Adjusting to being a father with more responsibility.
- Missing the “good old days”

Communication Channels:

- Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - Email
- David averages about 4 hours per day on his cell phone. He spends 2 hours of that on social media, mainly Twitter and Instagram. He prefers being contacted via text and email.

SOCIAL TONE AND VOICE



WE ARE

- Classy
- Engaging
- Interesting
- Friendly

WE ARE NOT

- Immature
- Hostile
- Dull
- Inaccessible



STRATEGIC OVERVIEW

“

STRATEGIC STATEMENT

The content created on Instagram, Tik Tok, Twitter, and Facebook will portray how, as a brand, Corona will remain in sync with the brand's current values and ideas yet branch out to reach a wider presence on social media.

Corona will post consistently and take on independent identities for each channel. Content will not be cross-posted in order to broaden the audience reach to increase consumers and consumer sales.

By having all of these identities, Corona content stays fresh and keeps audiences entertained on multiple platforms.

”

KPI



AUDIENCE GROWTH

Followers



ENGAGEMENT

Reactions, Likes,
Comments, Shares,
Replies



CONTENT

Impressions and Reach

AUDIENCE GROWTH - FOLLOWERS

	<u>Current</u>		<u>Wanted Growth Over Next 3 Months</u>
INSTAGRAM	100,000	+ 5% →	105,000
TIK TOK	N/A	→	10,000
TWITTER	76,700	→	80,535
FACEBOOK	1,973,089	→	2,071,743

ENGAGEMENT

INSTAGRAM - For having almost 100,000 followers, engagement on Corona USA's Instagram is low. Besides one post with 1,119 comments, the average amount of comments is **24** in the last three months. Likes on posts from the last three months, range from 87 - 51,200, but majority have around **120 - 300 likes**. We would like to grow the likes to average **50 comments** and **400 likes**.

TIK TOK - Currently, Corona USA does not have a Tik Tok account.

TWITTER - Twitter engagement is also low, averaging around **6 - 20 likes** per tweet and **2 reposts**. We would like to grow the likes to average around **50** with **4 reposts**.

FACEBOOK - Facebook engagement sporadic with likes on posts from **20** to **150** in the last 3 months. Comments also range from **none** to **80**. With almost 2,000,000,000 followers engagement should be higher. We would like to grow the likes to average **200 likes** and **50 comments** .

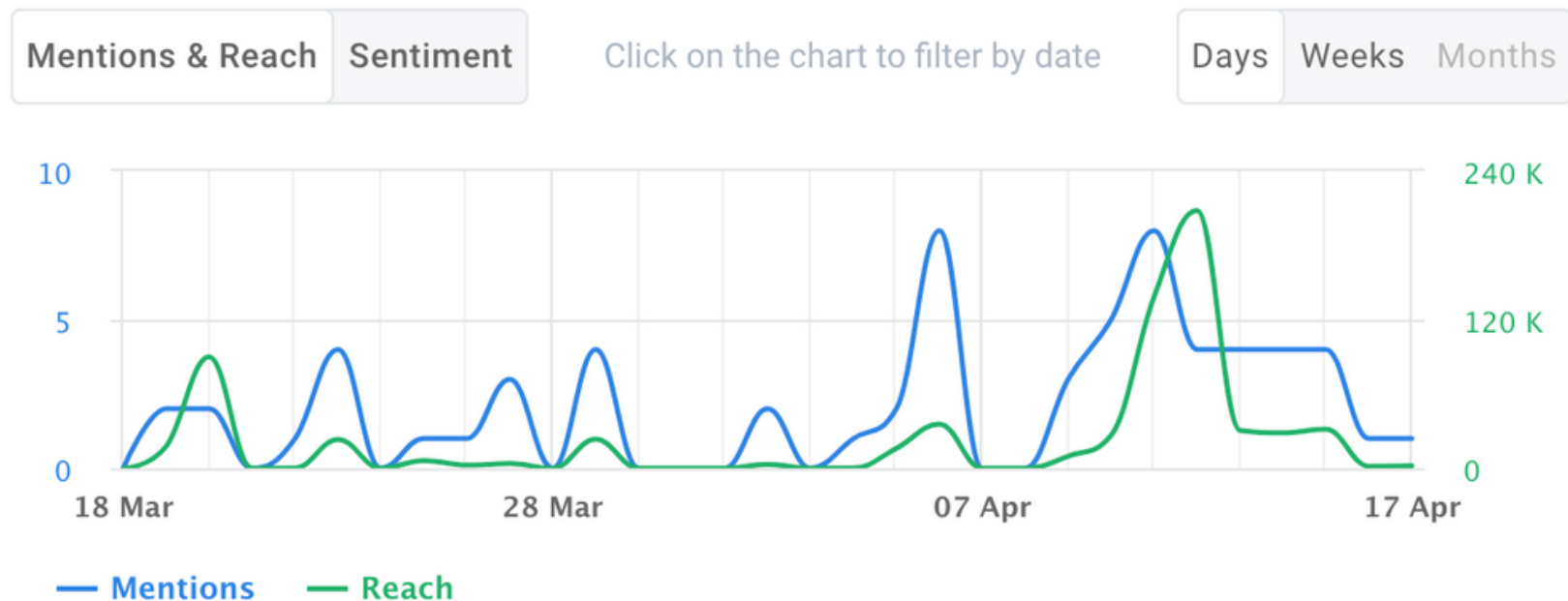
CONTENT - IMPRESSIONS & REACH

"**Corona Lite**" is one of Corona's top selling products therefore is a key word in Corona's media.

According to Brand24 over the last 30 days...

Highest reach was on April 12th, 2023 with **208,317**, and only **4** mentions.

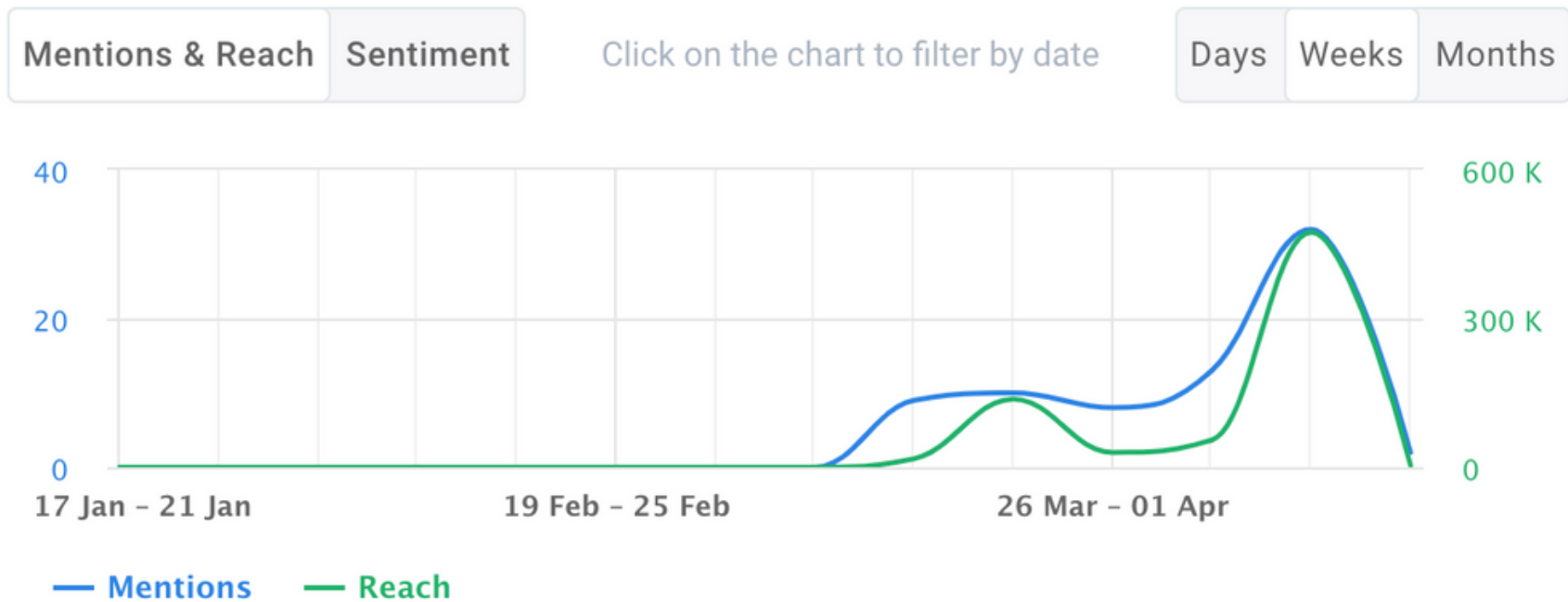
The trend shown has been extremely inconsistent with the highest number of mentions only being **8**.



CONTENT - IMPRESSIONS & REACH

According to Brand24 over the last 3 months...

Highest reach was from April 9 to April 15 with **32** mentions and a reach of **473,893**. Over the past 3 months starting in January, both mentions and reach were consistently low, but starting to rise again in the end of March.



SMART GOALS

SPECIFIC To increase engagement on social media platforms and in result, gain more product sales and overall brand recognition.

MEASURABLE Through follower count, number of comments, likes, reposts, mentions, etc.

ACHIEVABLE Corona USA is already a well known brand, and has the following to accomplish this goal. The strategy just has to change.

RELEVANT The better the online presence, the more consumers and customers the brand will gain.

TIMELY In the next 3 months, we hope to complete our goal.



CHANNEL STRATEGY



Inspirational Neighbor:
Facebook, recipes



Fun Uncle:
TikTok, entertainment

PLATFORM IDENTITIES



Influencer chic:
Instagram, lifestyle



A guy's guy:
Twitter, sports, hobbies

Pillars

01

LIFESTYLE

More than just beer...

02

ASSORTMENT

Seltzers, Non-Alcoholic Corona, Corona Light, Extra, and Familiar

03

INSPIRATION

Recipes: Margaritas, Corona Sunrise, Loaded Corona

Lifestyle



This pillar is a representation of the fun yet relaxed lifestyle that consumers of Corona can expect. Mainly showcased through our Instagram, Twitter, and Facebook channels, content within this pillar will not act as advertisements for a particular product. Instead, this will showcase what you can DO with a Corona and the benefits that come with the beverage.

This helps to humanize the brand and keep audiences engaged with the content.

Assortment

This pillar is where products will be directly promoted. For instance, when Corona comes out with new products or wants to show off popular products, this is the pillar that supports that. Mainly this content will be more like advertisements because, at the end of the day, Corona is still a business trying to sell products. This type of content will mostly be seen on Instagram and Tiktok.

Inspiration



This final pillar is the most informational of all of the pillars. This is where the content will share ideas about what you can pair with Corona. These pairings and Ideas range from making mixed drinks that include a Corona or meal recipes that complement the beer. The channel that mostly showcases this pillar will be Facebook; however, Tiktok is also a possibility.

This pillar opens the idea of user-generated content because it posting these recipes acts as a call-to-action, and users can share their own posts of their finished product.



Instagram

FREQUENCY

Mixed Media

- 3-5 times per week for best results

Stories

- 2 per day.

LANGUAGE

Relaxing, Welcoming, Informative

Use of minimal hashtags

Use of minimal emojis

CONTENT TYPE

New Product Release

Aesthetic Imagery

Reels, Stories, In-Feed



Facebook

FREQUENCY

1-2 posts per day

LANGUAGE

Informative, Inspirational, Creative

No hashtags

Use of minimal emojis

CONTENT TYPE

Copy with images

Copy with video

Reposts

Links to recipes and website



TikTok

FREQUENCY

3-5 times per week to start

- Eventually 1 post per day

LANGUAGE

Fun, trendy, young, uplifting

Moderate use of hashtags

CONTENT TYPE

Videos for entertainment

Capcut videos

Use of trends and the duet/remix feature



Twitter

FREQUENCY

2-3 times per day

- The more active the better

LANGUAGE

Sport-centric, masculine, engaged

Moderate use of mentions

CONTENT TYPE

- Original tweets
- Replies with audience and influencers
- Reposted content

STRATEGIC PARTNERSHIPS



NFL (Rob Gronkowski)- TikTok

- Good for the brand to branch into the NFL
- Gronk Is known for his fun, youthful energy - Gronk Beach Miami -

Tom Sullivan- TikTok & Facebook

- He is a TikTok influencer who makes videos cooking for his wife, he recently released a book.
- Meals inspired by him paired with Corona, he posts content sponsored by Corona.





CONTENT STRATEGY

Instagram Mood Board



LVMA Fridays



US Open
2022



Corona
Merch



Order Now!

linktr.ee/coronausa and 1 other

View shop

Follow

Message

Email



LVMA Fridays



US Open 2...



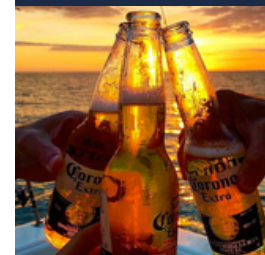
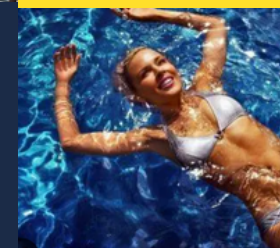
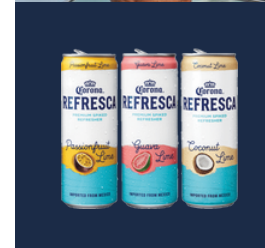
Corona Mer...



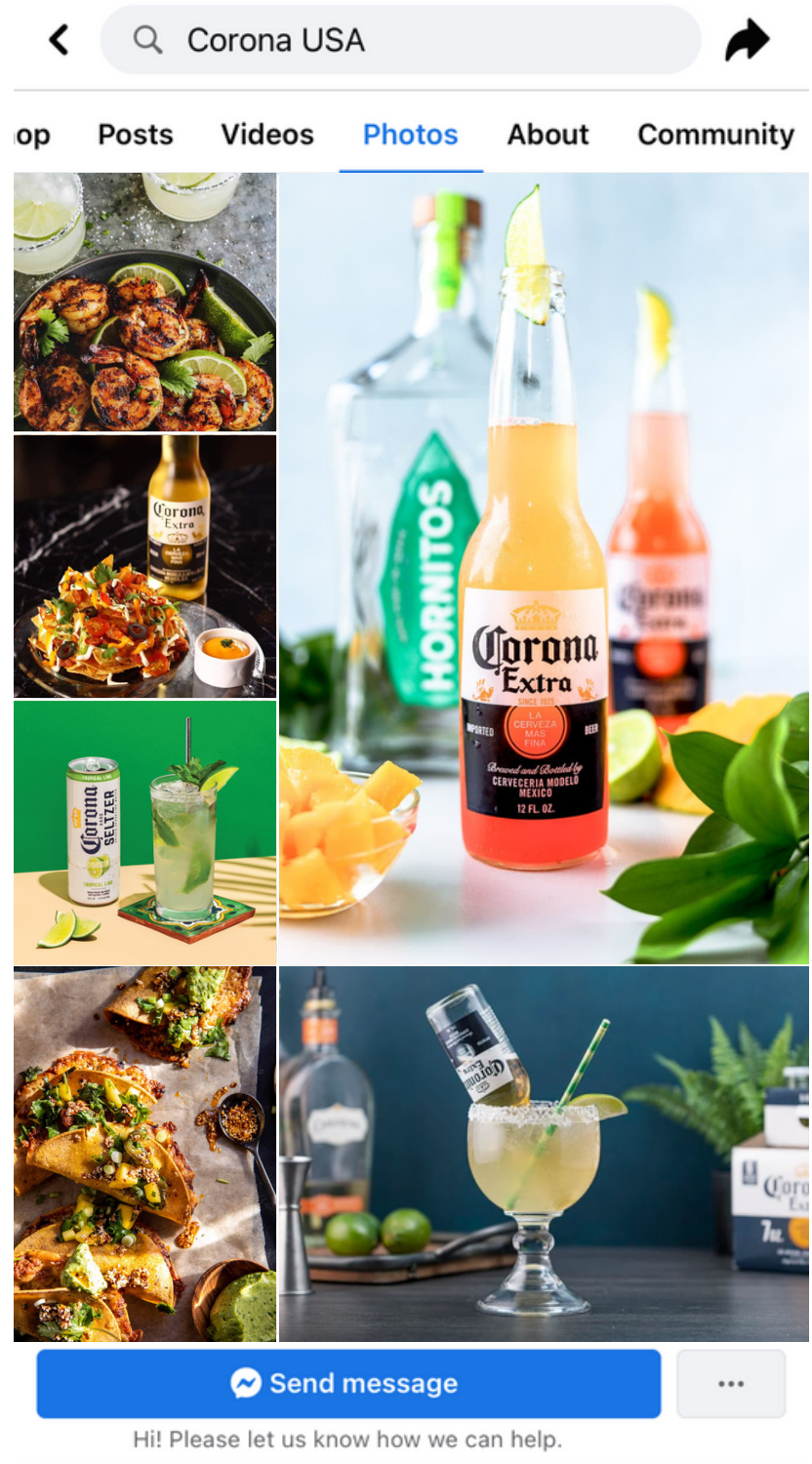
Order Now



REFRESHING



Facebook Mood Board



Twitter Mood Board



9:35 LA VIDA MÁS FINA™

Corona

Follow

Corona USA ✓
@CoronaUSA

La Vida Más Fina is out there. You just have to find it.
[#LaVidaMasFina](#) For 21+ Relax Responsibly®.
Corona Extra® Beer, Imported by Crown Imports,
Chicago, IL.

[linktr.ee/coronausa](#) Joined October 2011

155 Following 76.7K Followers

Corona Followed by Corona

Tweets Replies Media Likes

Pinned Tweet

Corona USA ✓ @CoronaUSA · 3/30/23 ...

The only thing better than Sunday football is
Sunday football with Corona 🍺🏈



Always smooth, always refreshing flavor

7 2 13 4,150

Corona USA ✓ @CoronaUSA · 9h

The only thing fresher than this
guy...you guessed it.
Now crack one open 🍺

+

Home Search Activity Alerts 20 Messages

Tiktok Mood Board

< Corona USA

@coronausa

325 Following 137.6K Followers 2.2M Likes

Follow

La Vida Mas Fina! 🍺

Shots Mixed Drinks Liquor Store

"i wonder who is gonna be my partner for life"

This is a reminder for you to grab a cold corona light and get sipping this Summer

Corona Tropical Seltzers Blind Taste Test



coronausa



199 likes

coronausa You grab the steak, we got the beer! Nothing beats a cold beer and a bbq. On #coronotime 🍷🔥

View all 7 comments



"You grab the steak, we got the beer! Nothing beats a cold beer and a bbq. On #coronotime 🍷🔥"



coronausa



New Release



199 likes

coronausa Flowers bloomin', spring springin', Corona sippin'! It's that time of year again folks 🌸

View all 7 comments



"Introducing your new favorite seltzer: Corona Agua Rifada. Pink grapefruit and lime, mango pineapple, red berry, and lemon-lime. Which flavor will you try? #coronatime



coronausa



199 likes

coronausa Flowers bloomin', spring springin', Corona sippin'! It's that time of year again folks 🌸

View all 7 comments



"We're always living the fine life with a Corona in hand!"

4:31



Your story



Our one true
pair is a corona
and lime
What is yours?



Highlight



More

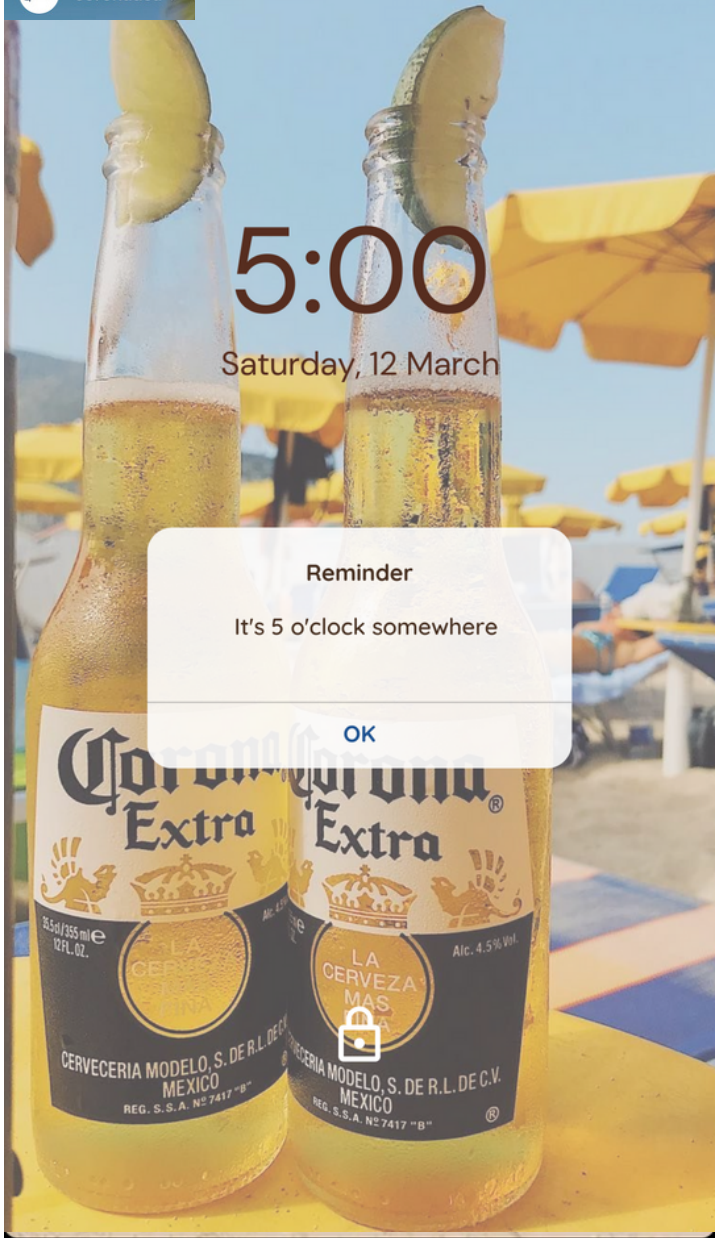
5:00

Saturday, 12 March

Reminder

It's 5 o'clock somewhere

OK



Send message



8:37

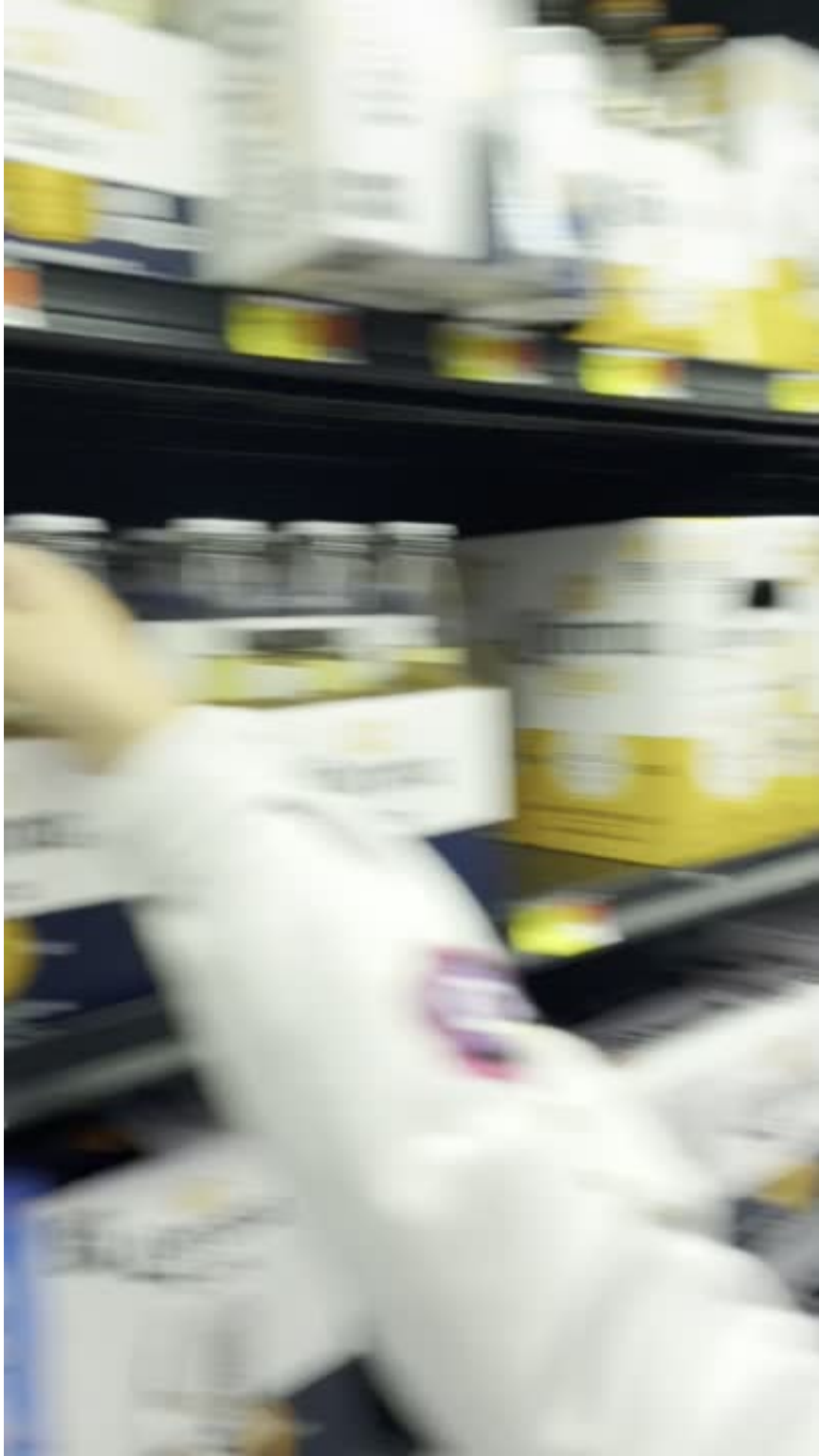


 coronausa



Send message





Aesthetic video clip showing
Corona extra in different
settings.

Copy on Post: *"Where do
you enjoy your Corona? on
#Coronatime"*



"Grab a cold one. Relax"

3:46



Reels



What flavor will you choose?



coronausa



Follow



Are you living the fine life? Great! Then you meet ...



coronausa · Original audio





Corona USA

Mar 14 ·



Ready for #TacoTuesday? We know we are! Pair your favorite tacos with a CORONita, they make the perfect match🍷🍴 Check out this link...



1.9K views



Like



Comment



Share

50

7 Shares

Most relevant

Ready for #TacoTuesday?
We know we are! Pair your
favorite tacos with a
CORONita; they make the
perfect match🍷🍴 Check out
this link for how to make your
own at home! *insert link from
Corona website*



Corona USA

Apr 9



Nachos make the perfect game-day snack. Grab your tortilla chips and favorite toppings to please any of your guests. But don't forget to pair it...



Nachos make the perfect game-day snack. Grab your tortilla chips and favorite toppings to please any of your guests. But don't forget to pair it with an ice-cold Corona! #gameday #sundayfunday

Like

Comment

Share

82

10 Shares

Most relevant



Corona USA

Mar 2 · 🌐



Need to shake up your favorite Corona beer for a special occasion? Try a Corona Sunrise! ...



Need to shake up your favorite Corona beer for a special occasion? Try a Corona Sunrise!☀️ All you need is tequila, orange juice, grenadine, limes, and of course...a bottle of Corona Extra! Follow along with this recipe for more! *insert link from Corona website*

👍 Like

💬 Comment

➦ Share

👍👍❤️ 519

“i wonder who is gonna
be my partner for life”



“Nothing goes together better than
Corona and lime!”

Corona Tropical Seltzers

Blind Taste Test



TikTok trend of blind
taste testing with
Corona's new



This idea is to take the early 2000s Chef Boyarde commercial concept and remix it into a Corona advertisement using a Corona can instead of the Chef Boyarde can.



Tweet



Corona USA 
@CoronaUSA



The only thing better than Sunday football is Sunday football with Corona 🍺



9:00 PM · 4/3/23 · 2,593 Views

3 Retweets 27 Likes



Tweet your reply



The only thing better than Sunday football is Sunday football with Corona 🍺

8:00




Tweet



Corona USA 
@CoronaUSA

The only thing fresher than this guy...you guessed it.

Now crack one open 



9:00 PM · 4/3/23 · 2,593 Views

3 Retweets 27 Likes

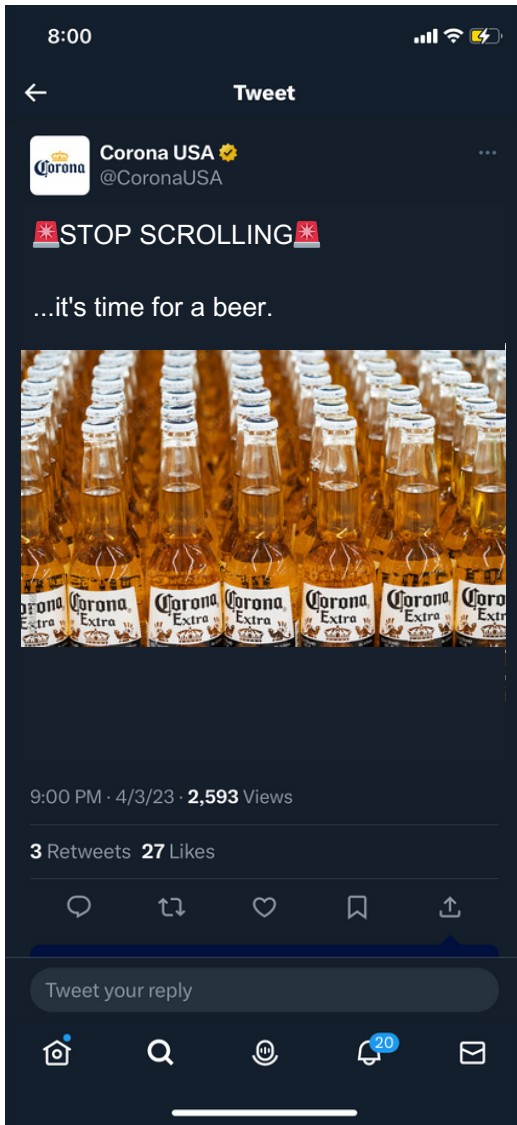


Tweet your reply



The only thing fresher than this
guy...you guessed it.

Now crack one open 



twitter

* STOP SCROLLING *

...it's time for a beer.

“

RECAP

CORONA USA

”

THANK YOU

for your time!

