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Social Media Case Study

Caffe Del Fuego

You know how it is when your friends tell you over and over that something you make is so well you should sell it? Founded in Austin, Texas in 2014 by cousins Peter Knight Remington and Mark Remington Koelsch, Remington Family Distillers set out to do that.

What began as a crowd favorite quickly turned into Caffe Del Fuego, which is a premium coffee liquor based on a recipe from an old Italian gentleman and close friend, Vincent. Being Italian, Vincent had a passion for all things food and drink and he consented to the use of his recipe with one rule for the fellas, "don't screw it up!" Caffe Del Fuego is just that. Coffee liquor, done right.

Challenge >>

01 | Slow Market Adoption

While the product showed success in the market, niche products have a much tougher road in marketing. An unknown new product in an even less know market requires special attention with a focus on not brand awareness but customer education.

02 | Social Media Presence

Prior to 2019 social media for Caffe Del Fuego was a secondary thought, something the company felt should be done but without a clear understanding of why. The accounts lacked focus and consisting largely of personal photos from family and friends.

03 | Content Strategy

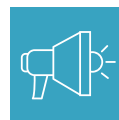
Consistent with the early presence, Caffe Del Fuego's social media lacked a clear direction, without strategic goals or a defined path to attain them. Early successes were the direct result of a favorable picture and not a concerted effort towards company's message.



Overview >>



While Caffe Del Fuego explored the Texas market for over 5 years, the primary focus was distribution. The following essential elements were in dire need:



Direction



Analysis



Implementation

Presence Impact »

Remington Family Distillers quickly learned how to compete in a saturated Texas market by identifying the key necessary marketing strategy components that were needed, including a strategic social media policy as well. Up until 2019, Remington Family Distillers employed a dedicated Social Media Manager to research, position and target audiences.

In Spring 2019, Remington Family Distillers instituted content strategy to accentuate the various Texas metroplexes in addition to expanding the capabilities of the media strategies.

Our initial phase set in motion a series of upgrades in content design, investing in photography, simulating industry trends, assessing competitor's position and developing eye catching experiences. Following identifying goals, audience trends, defining a posting schedule, caption policy and hashtags approaches, Remington Family Distillers raised the bar for both Facebook and Instagram. Impression rate increased from a few hundred per month to hundred of thousands per month.



Implementation

Initial Phase

Set up key initiatives:

- * Defined Social Media Audits
- * Defined Clear Goals
- * Defined Brand Personas
- * Defined Brand Awareness Programs
- * Identified Clear Understanding of Target Audience
- * Implement Platform Infrastructure
- * Built Content Bank and Social Media Schedule
- * Enabled Social Media Governance
- * Performed Analysis and Measurement.

Final Phase

Sponsored promotions with key targeting elements were the final step in attracting 250+K impressions per month Q1 and Q2 of 2020.

Results »

%

400% increase in following

Both the Facebook and Instagram accounts attracted over 400% new following in less than a 12 month period.



1 Million + Impressions

Sponsored promotions increased the impression rates to 1+ million a quarter in 2020, up from 500 a month in 2019.

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2020 Targets

Key tagging procedures returned a sales uptick in full sized and mini versions of Caffè Del Fuego resulting from uptick in promoting delivery services.



Increase in Engagement

Beginning in 2020, Caffè Del Fuego captured more weekly engagement than leading competitors like Deep Eddy/Tito's and Dripping Springs Distillery.

Key Statistics

Q1 2019	Q1 2020
Weekly Impressions 100	Weekly Impressions 75K
FB Following 1200	FB Following 4900
IG Following 435	IG Following 1700

COVID Social Media Thank you's received : Drizly, Spec's, Twin Liquors, Total Wine and More, Loro Austin, 1844 Liquors, Yelp SA, Yelp Austin, Parlor and Yard, USGB Fort Worth Greater Area Austin Restaurants, USGB Austin, and Mini Bar Delivery.

