

Action Item 1

Purpose of this assignment is to identify five phrases people might use that would identify themselves as potential customers of yours. We are to conduct a Twitter and Facebook search for each of these phrases.

- Drinks
- Bartender
- Owns a Club or a Restaurant
- Enjoys going out, Partying
- Drinks either Hennessy, or Grand Marnier.

Facebook Results:

- Drinks: Many pages that have the word drink in the description however, when you search for drinks alcohol there are only a handful amount.
- Bartender: There even more Bartender pages than drink pages.
- Owns a Club or a Restaurant: There are a handful of events and no direct connections to people however, there are lots of groups and pages hits.
- Enjoys going out, Partying: people, pages, and groups all brought up lots of hits.
- Drinks either Cognac, or Grand Marnier: people, pages, and groups all brought up lots of hits. The search of Grand Marnier showed a plethora of professional pages i.e. yacht services, restaurants, the Grand Marnier actual page. It also brought up a page that indicated that July 14th is Grand Marnier day, so naturally I joined.

It seems that I can bring up lots of potential cliental through some common search words through Facebook.

Additional thoughts on twitter search.

The wide spectrum of results on twitter from my search are enormous and far-reaching. The results from drinking resulted in comments of being hung-over, having fun, hanging out with friends and relatives over to the negative aspects of being intoxicated. Partying produced images and comments of lots of famous people and regular individuals having fun enjoying themselves.

There were comments about having fun with friends, family, or being solo and being able to enjoy that moment.

Bartender had almost all positive post. One particular post showed drones delivering alcoholic beverages, which I thought, was very interesting. Found out there is a bartender of the year competition; this would be a great source to advertise my products. Club owner was a very interesting search on twitter, very entertaining. There was several mentions of strip clubs and the stories ranged from closures to bribes. The club search also brought up soccer club; I believe this is because of the world cup.

Grand Marnier and Hennessy showed nothing but positive post. Each product search showed post of different type of drink mixtures, recipes, and people enjoying drinks; this search would be perfect for bartenders. They both showed events and behind the scene pictures that brought people to into the details of the event. Hennessy post where a bit more provocative but they also had more post than Grand Marnier.

Action Item 2

The purpose of this assignment is to conduct Twitter, Facebook, and YouTube searches for brand competitors, products. Take inventory of what people are saying. I explained a lot of the description of what people are saying in action item 1.

- **Grand Marnier:** Nothing but positive things, they share many recipes for new drinks, pictures, and post for all the drinks mixes. They do not receive many comments on their YouTube channel however they get a lot of views.
- **Hennessy:** Has a million plus likes, some of my friends have like their page. They have lots of pictures of their product. They do a great job of interacting with comments on their page. They show various pictures, countless pictures of Hennessey products and recipes. Their YouTube page shows a lot of background to their commercials. They also have many rap driven/inspired promotions.