

Canva

 Buffer



 lumen5

Automating
**Social
Media:**
A Case Study





Industry: Craft
Beverages

Challenge:

Limited
Resources for
Social Media
Content
Creation

Background

A small craft brewery in a competitive market was struggling to maintain a strong social media presence. With only two team members managing marketing, creating visually appealing and engaging posts was a significant challenge. Hiring a full-time designer or outsourcing content creation wasn't feasible due to budget constraints.

The team sought a cost-effective, time-saving solution that would enhance their social media marketing efforts without requiring technical expertise.

Solution

The company adopted a suite of AI-powered tools to streamline their social media marketing efforts.

- **Canva Magic Write:**
 - **Automated Copywriting:** Generated on-brand captions and post ideas.
 - **Customizable Templates:** Created visually stunning posts with minor edits to pre-designed templates.
- **Buffer:**
 - **AI-Driven Scheduling:** Suggested optimal posting times based on audience engagement data.
 - **Content Calendar:** Streamlined planning and scheduling of posts across multiple platforms.
- **Lumen5:**
 - **AI Video Creation:** Transformed blog posts and static content into short, engaging videos for Instagram and Facebook.
 - **Dynamic Storyboarding:** Automated video design based on provided text and images.
- **ChatGPT:**
 - **Content Brainstorming:** Generated ideas for campaigns, taglines, and trending hashtags.
 - **Audience Interaction:** Drafted personalized responses to customer comments and queries.
- **Hootsuite Insights** (powered by Brandwatch):
 - **Social Listening:** Monitored industry trends, competitor activity, and audience sentiment to tailor content.
 - **Performance Analytics:** Provided insights into post engagement, reach, and areas for improvement.

Implementation

- **Tool Integration:** All tools were integrated into The company's existing marketing workflow, ensuring seamless transitions between content creation, scheduling, and analytics.
- **Employee Training:** A one-day workshop equipped the marketing team with the knowledge to effectively use the tools.
- **Content Strategy:** AI tools were used collaboratively to plan and execute campaigns for product launches, events, and seasonal promotions.

Results

Within three months of implementation, The company achieved the following:

- **50% Increase in Engagement:** AI-enhanced visuals, videos, and captions resonated with their audience, doubling likes and shares.
- **25% Growth in Social Followers:** Consistent, high-quality content and strategic posting times attracted new followers.
- **20% Increase in Taproom Visits:** Social media campaigns directly contributed to increased foot traffic.
- **Time Saved:** Content creation and management time reduced by 60%, freeing up resources for strategic planning.
- **Cost Savings:** Avoided outsourcing expenses, saving approximately \$1,500 per month.

Key Takeaways

1. **AI as a Holistic Solution:** Combining multiple AI tools creates a comprehensive approach to social media marketing.
2. **Scalable for Small Teams:** Even a lean team can deliver professional-grade marketing results with minimal effort.
3. **Data-Driven Optimization:** Insights from analytics tools informed better decisions, ensuring continuous improvement.

Artisan Brew Co. has transformed its social media strategy, leveraging AI to achieve impactful, cost-effective results.