

Curating your Online Presence

Ian Griffin

Publisher, Booch News

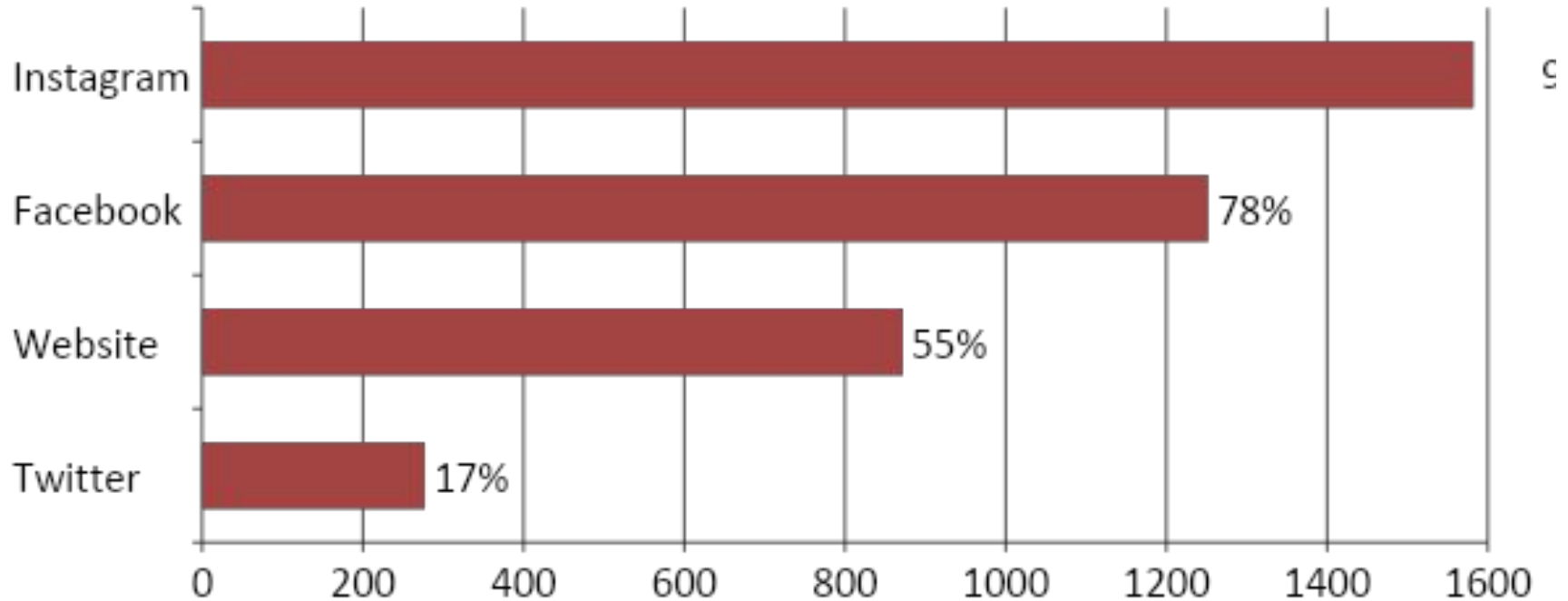


Curating your Online Presence

- Industry Stats
- Website
- Social Media
 - Instagram
 - Facebook
 - Twitter


Industry Stats

Online Presence



Top 10 Facebook

Facebook: December 2019	
Brand	Likes
KeVita	285,695
GT's Kombucha	127,805
Live Soda	111,387
Remedy Drinks	55,251
Kombucha Kamp	45,067
Carpe Diem Premium Tea Drinks	38,257
Kombucay	31,545
Humm Kombucha	28,202
Rise Kombucha	20,656
Buchi Kombucha	19,268

 6-figures

Top 20 Facebook

Change in Followers 1 - 10

Name	2018 Likes	2019 Likes	Change	Percent
Lo Bros Kombucha	2,164	6,296	4,132	191%
Komvida Organic Kombucha	4,359	6,420	2,061	47%
Health-Ade Kombucha	13,534	18,838	5,304	39%
Left Field Kombucha	856	1,183	327	38%
Jarr Kombucha	912	1,131	219	24%
Equinox Kombucha	8,891	10,370	1,479	17%
Cove Kombucha	4,292	4,975	683	16%
Boochcraft	10,817	12,483	1,666	15%
Lenny Boy Brewing Company	11,925	13,168	1,243	10%
The Kombucha Company	1,373	1,504	131	10%

Top 20 Facebook

Change in Followers 11 - 20

Name	2018 Likes	2019 Likes	Change	Percent
Booch Organic Kombucha	4,611	5,022	411	9%
GT's Kombucha	117,413	127,805	10,392	9%
Brew Dr. Kombucha	13,417	14,598	1,181	9%
Rise Kombucha	19,037	20,656	1,619	9%
Go Kombucha	3,055	3,238	183	6%
Better Booch	1,381	1,452	71	5%
Kombrewcha	7,969	8,266	297	4%
Wonder Drink Kombucha	12,657	13,125	468	4%
Craft Kombucha	1,447	1,479	32	2%
Humm Kombucha	27,619	28,202	583	2%

Top 10 Instagram

Brand	Posts	Followers	Following
GT's Kombucha	1,532	204,000	460
Health-Ade Kombucha	2,218	145,000	1,132
Remedy Drinks	2,488	73,100	7,498
JuneShine Co.	515	67,800	5,387
Brew Dr. Kombucha	1,831	58,900	5,523
KeVita	771	54,000	6,029
Tao Kombucha	883	39,300	263
K-Häppy Kombucha	194	35,700	1,803
Biozen Kombucha	68	35,500	38
Happy Kombucha Colombia	950	33,600	7,331

Top 10 Instagram

Number of Posts

Brand	2018 Posts	2019 Posts	Increase
GT's Kombucha	1,082	1,532	450
Brew Dr. Kombucha	1,459	1,831	372
Boochcraft	616	925	309
JARR Kombucha	955	1,209	254
Booch Organic Kombucha	1,906	2,133	227
Equinox Kombucha	1,058	1,280	222
Better Booch	914	1,131	217
Health-Ade Kombucha	2,005	2,218	213
Humm Kombucha	622	806	184
Lenny Boy Brewing Company	862	1,040	178



Top 20 Instagram

Change in Followers 1 - 10

Brand	2018 Followers	2019 Followers	Increase	Percent
Komvida Organic Kombucha	10,000	25,100	15,100	151%
Rise Kombucha	12,900	22,900	10,000	78%
Boochcraft	20,700	31,700	11,000	53%
Brew Dr. Kombucha	39,100	58,900	19,800	51%
GT's Kombucha	136,000	204,000	68,000	50%
Better Booch	12,500	16,700	4,200	34%
JARR Kombucha	9,625	12,800	3,175	33%
Equinox Kombucha	16,900	21,500	4,600	27%
Health-Ade Kombucha	116,000	145,000	29,000	25%
The Kombucha Company	11,700	14,600	2,900	25%



Top 20 Instagram

Change in Followers 11 - 20

Brand	2018 Followers	2019 Followers	Increase	Percent
Lenny Boy Brewing Company	24,900	29,700	4,800	19%
Kombrewcha	11,000	12,900	1,900	17%
Booch Organic Kombucha	12,600	14,400	1,800	14%
Holy Kombucha	12,300	13,100	800	7%
Humm Kombucha	27,700	29,200	1,500	5%
Live Soda	15,600	16,300	700	4%
Kombucha Kat	11,600	11,600	0	0%
Karma Cultures	10,600	10,400	-200	-2%
Cove Kombucha	22,900	22,100	-800	-3%
The Bu Kombucha	29,800	8,537	-21,263	-71%



Instagram vs. Facebook

More Facebook Followers

Brand	Facebook	Instagram	Ratio
Happy Kombucha Colombia	33,600	1,571	21:1
Carpe Diem Premium Tea Drinks	38,257	2,125	18:1
Kombucay	31,545	2,961	11:1
Biozen Kombucha	35,500	4,142	9:1
Bing Z	14,931	1,956	8:1
Live Soda	111,387	16,300	7:1
Cultured Brew Co.	28,500	4,931	6:1
Mabbrasserie Kombucha	14,581	2,702	5:1
Kombucha Kamp	45,067	8,399	5:1
KeVita	285,695	54,000	5:1
Boochcraft	31,700	12,483	3:1
Buchi Kombucha	19,268	7,673	3:1
MOJO Kombucha	17,660	9,675	2::1
Remedy Drinks	73,100	55,251	1.3:1

More Instagram Followers

Brand	Instagram	Facebook	Ratio
Health-Ade Kombucha	145,000	18,838	8:1
Brew Dr. Kombucha	58,900	14,598	4:1
Lenny Boy Brewing Co	29,700	13,168	2:1
Clearly Kombucha	29,900	17,146	2:1
Revive Kombucha	24,500	15,055	2:1
GT's Kombucha	204,000	127,805	2:1

Equal

Brand	Facebook	Instagram
Rise Kombucha	22,900	20,656
Humm Kombucha	29,200	28,202
Good Buzz Kombucha	16,893	15,000
Holy Kombucha	14,181	13,100

Top 10 Twitter

Number of Followers

Brand	Tweets	Following	Followers
GT's Kombucha	7,309	337	15,400
KeVita	12,600	3,821	13,300
Health-Ade Kombucha	6,888	1,703	7,799
Kombucha Kamp	6,191	6,553	7,331
The Gut Stuff	5,458	897	4,991
Lenny Boy Brewing Co	3,751	701	4,644
Clearly Kombucha	2,980	398	3,913
Tonica Kombucha	10,400	3,328	3,886
Kombucha Brooklyn	2,419	1,285	3,557
Equinox Kombucha	2,450	3,594	3,161

Top 10 Twitter

Change in number of Followers

Brand	2018 Followers	2019 Followers	Change	Percent
Booch Organic Kombucha	1,704	3,098	1,394	45%
Health-Ade Kombucha	4,670	7,799	3,129	40%
Brew Dr. Kombucha	2,194	2,673	479	18%
Left Field Kombucha	1,424	1,639	215	13%
Buchi Kombucha	1,638	1,879	241	13%
Humm Kombucha	2,261	2,571	310	12%
GT's Kombucha	14,500	15,400	900	6%
Clearly Kombucha	3,718	3,913	195	5%
Upstart Kombucha	2,499	2,590	91	4%
Tonica Kombucha	3,751	3,886	135	3%

Top 10 Twitter

Change in number of Tweets

Brand	2019 Tweets	2018 Tweets	Change	Percent
Humm Kombucha	2,100	1,369	731	53%
Brew Dr. Kombucha	1,554	1,087	467	43%
Left Field Kombucha	3,759	2,835	924	33%
Big Easy Boocho	3,113	2,544	569	22%
Tonica Kombucha	10,400	8,740	1,660	19%
GT's Kombucha	7,309	6,169	1,140	18%
Booch Organic Kombucha	1,806	1,638	168	10%
Health-Ade Kombucha	6,888	6,343	545	9%
Equinox Kombucha	2,450	2,323	127	5%
KeVita	12,600	12,000	600	5%

Instagram vs. Twitter

#kombucha



Where to Invest?



Best Practices: Website

- Include:
 - About us + Contact Details + Location
 - Flavors
 - Store Locator / Where to Buy
 - Social Media Links
- Consider using Wordpress as a CMS

Best Practices: Website

MOSS BEACH KOMBUCHA

Blog / Podcast / Video

- Blogs can be the hub of social media, with long-form articles posted to other sites.
- Consider time investment, need for regular updates.
- Podcast audio is another option.
- Video to YouTube then hosted on your site.

Best Practices: Instagram

- Complete Bio: Location, URL.
- Match name and account.
- Post brand-compliant, engaging, high-quality images.
- Use #hashtags.
- Experiment with Stories & Highlights.

Instagram Bio Page



localrootskombucha

Following



171 posts

2,521 followers

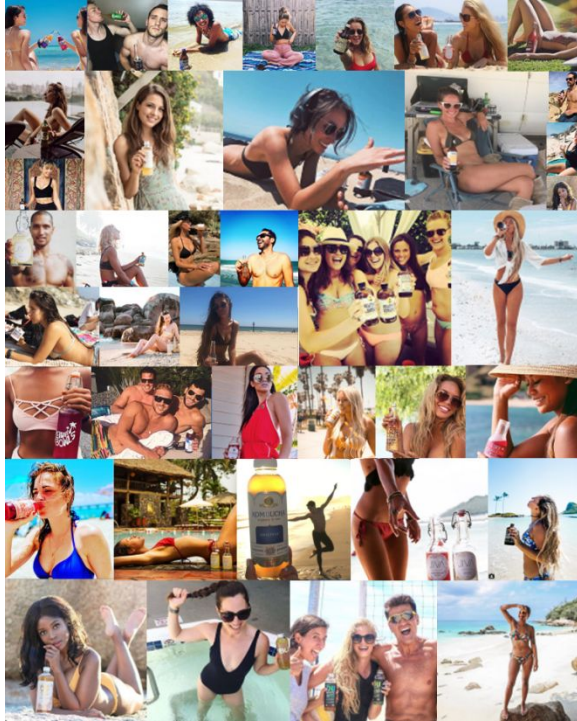
906 following

Local Roots Kombucha

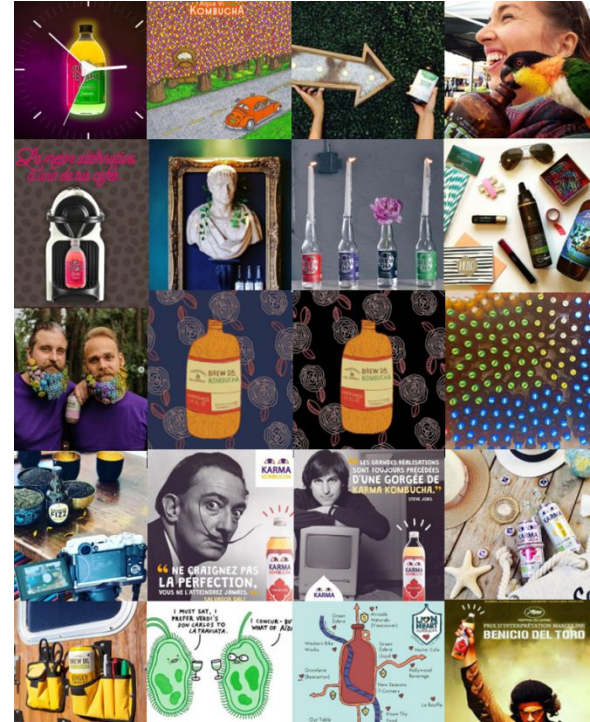
Hard Kombucha Brewery located in Vista, CA. - Organic Ingredients - Gluten Free -
Vegan- Locally Sourced - Probiotic

localrootskombucha.com

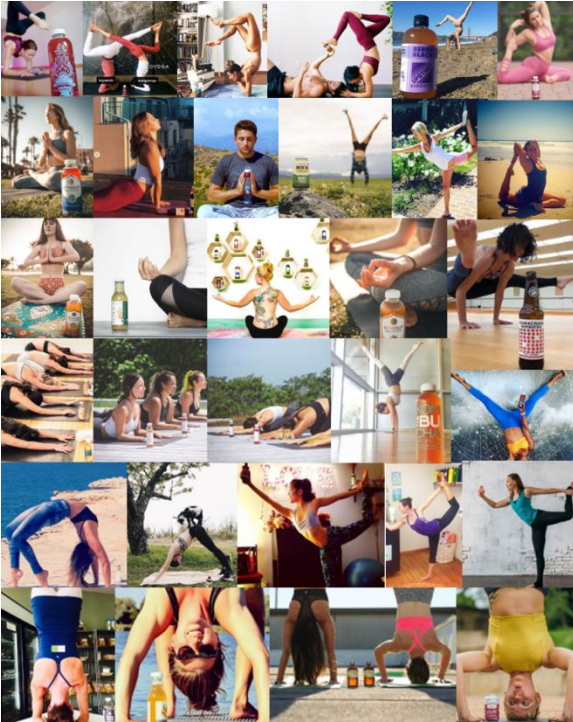
Does Instagram Reflect Your Brand?



vs.



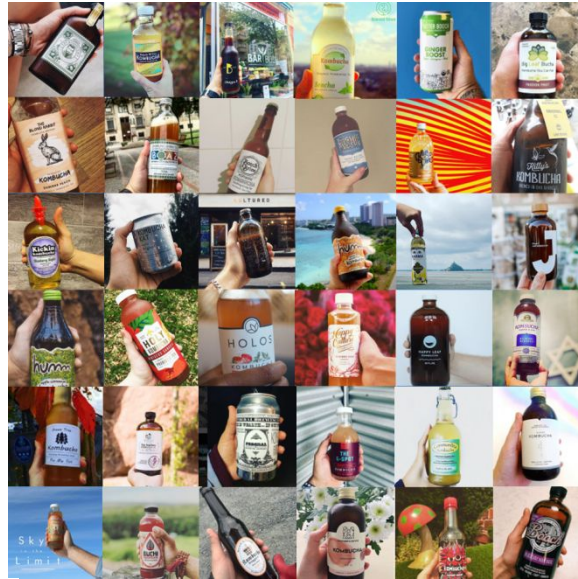
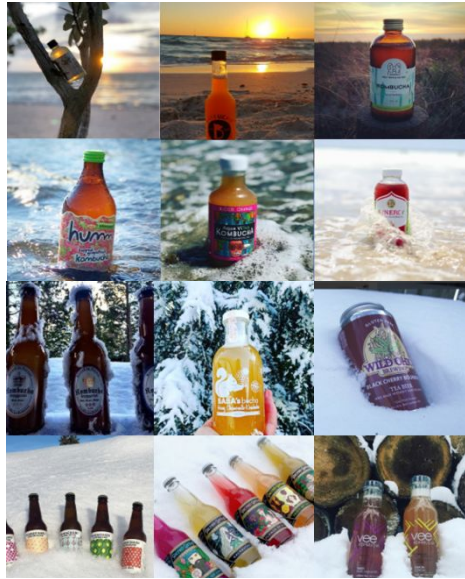
Does Instagram Reflect Your Brand?



vs.



Classic Instagram



Classic Instagram



Best Practices: Facebook

1. Claim your URL – abbreviate to easy one.
2. Customize your 'About' Page.
 - Don't create a personal page for a business.
 - Pin important posts to the top of your page.
 - Cross-post from Instagram.

1: Change Your Facebook Page URL

- Your Facebook Page URL is a customizable part of your web address, also known as your username. Change from default numbers.



2: Customize Your Facebook 'About' Page

The image shows a screenshot of a Facebook page for 'Bare Bucha'. The page is viewed from the perspective of a user named 'Ian'. The top navigation bar includes the Facebook logo, a search bar, and navigation options like 'Home', 'Create', and a notification bell with '11' alerts. Below the navigation bar, the page header shows 'Like', 'Follow', 'Share', and 'Send Message' buttons. The main content area is titled 'About' and features a 'Suggest Edits' link. The 'About' section is divided into several parts: a 'FIND US' section with a red border containing the address '1534 Washington Waco, Texas', a 'Get Directions' button, the mobile website 'm.me/barebucha', and a phone number 'Call (254) 495-6961'. Below this is a map showing the location. The 'HOURS' section indicates the business is 'Open Now' from 10:00 AM to 6:00 PM. The 'ADDITIONAL CONTACT INFO' section, also highlighted with a red border, includes an email address 'info@barebucha.com' and a website 'http://barebucha.com'. On the left side, there is a profile picture for 'Bare Bucha' with the tagline 'handmade on waco, tx', the page name 'Bare Bucha @barebucha', and a 'Create a Page' button.

Best Practices: Twitter

- Keep it short
- Use visuals
- Monitor consumer sentiment
- Pin important posts to the top of your page
- Cross-post from Instagram

Best Practices: Twitter

← **Humm Kombucha**
2,155 Tweets



#HUMM7DAYCHALLENGE

humm kombucha
7-DAY CHALLENGE

⋮ ✉ 🔔 Following

Humm Kombucha
@hummkombucha Follows you

Take the Humm 7-Day Challenge! hummkombucha.com/7day

📍 1125 NE 2nd Street Bend, OR 97 [🔗 hummkombucha.com/7day](https://hummkombucha.com/7day)

📅 Joined March 2014

317 Following 2,604 Followers

Twitter

Allows people to quote you



boochnews @boochnews · Dec 4

.@RealKombuchaUK founder David Begg on his #kombucha as an alternative to booze: "Total alcohol consumption in the UK has dropped almost 20% in the past 10 years." [stylenest.co.uk/lifestyle/five...](https://www.stylenest.co.uk/lifestyle/five...) via @stylenestuk

vs.



boochnews @boochnews · Dec 4

Profile of Kenai Kombucha "they met their production capacity almost immediately and have struggled to keep up with the demand." [peninsulaclarion.com/news/local-ent...](https://www.peninsulaclarion.com/news/local-ent...) via @pclarion #kombucha



Twitter

Drives traffic to your website



Left Field Kombucha @leftfieldbuch · Dec 17

Give the gift of healthy fizz this chrimbo with a Left Field Kombucha gift card...leftfieldkombucha.co.uk/collections/bu... #xmasgifts



Gift Card: Left Field Kombucha

The gift of healthy fizz! Shopping for someone else but not sure what to give them? Give them the choice of ...

leftfieldkombucha.co.uk

Twitter

Drives traffic to other Social Media



WILD TONIC @DrinkWildTonic · 3h

★ NEW YEAR'S GIVEAWAY ★

We've got just the giveaway to start the new year off right! Head over to Instagram to enter: bit.ly/2MaMk47



Raw Kombucha @getrawkombucha · Dec 17

#kombucha as Pre and post workout drink for #fitnesslifestyle ...

RawKomucha.in is introducing new flavors. Checkout #Facebook page @getrawkombucha and LIKE to know new flavors in #delhincr #gurgoan #Noida #Faridabad

Twitter


Engages with Customers

 **Monika Sankhwal** Follow

[@GTsKombucha](#) Is there a way to tell if kombucha is going to be flat when you open it? I've spent well over \$50 on ones I can't even drink :(

4:45 AM - 12 Sep 2017

1 Like 

 2   1 

 **GT's Kombucha** @GTsKombucha · 12 Sep 2017

Replying to 

Please reach out to us at info@drinkgts.com and we can help you fix this problem ❤️

 1   

 12 Sep 2017

Will do, thank you!

   1 

 **GT's Kombucha** @GTsKombucha · 12 Sep 2017

Replying to 

We're so sorry about that! Sometimes if you look st the cap and it has a little bulge, that's an indication it'll be effervescent.

 1   

 12 Sep 2017

Ahh, good tip! Thank you!

   1 

In Closing

“Better do a little well, than
a great deal badly.”

— Socrates

Extras

- Cultivate Influencers, like Juneshine:
 - <https://www.boochnews.com/2019/02/12/juneshine-social-media-brand-ambassadors/>
- Invest in Paid Ads and Promotions.
- Automate your Social Media:
 - e.g. Sprout Social
- Solicit user-generated content.
- Watch what leaders in the space are doing.