

ADI CAME TO HIGH-PROOF CREATIVE WITH THE GOAL TO INCREASE AUDIENCE ENGAGEMENT

ADI aimed to achieve a **steady presence** on Facebook, Instagram, LinkedIn and Twitter. We delivered **monthly calendars, community management** and reporting against those KPIs.

ORGANIC IMPRESSIONS ↑ 3.9%

For ADI's three primary properties (Instagram, Facebook, & LinkedIn), impressions totaled **649,860, a 3.9% increase**. The boost was especially pronounced in LinkedIn which saw a **435% bump** totalling **164,051**.

ENGAGEMENT ↑ 46.5%

The three channels racked up a total of 27,608 engagements on owned, organic content, more than **52% higher** than the previous period. The engagement rate reached **4.2%, a 46.5% rise**.

LINK CLICKS ↑ 106.8%

Traffic from social posts across Facebook and LinkedIn amounted to **6,029 clicks, a 106.8% improvement**.



Photos provided by American Distilling Institute

INCREASED AUDIENCE

Follower's ballooned up **24%** across Instagram, Facebook, and LinkedIn through the year. Net audience growth rose **48.9%** over the previous year. LinkedIn saw the greatest increase with **102.1%** audience growth. Instagram bumped up by **14%** while Facebook rose by **11%**.

In this case study, we looked at data from October 1, 2022 through September 30, 2023 and the organic content created across Facebook, LinkedIn and Instagram. ADI set goals around posting cadence with the aim to drive traffic to the organization's website and increase both membership and engagement.



High-Proof Creative is an award-winning marketing and branding agency for the craft beverage industry. We provide companies worldwide with many services, including branding & packaging, website development, design, marketing strategy, social media, content, SEO, and more.

HIGH-PROOF CREATIVE