

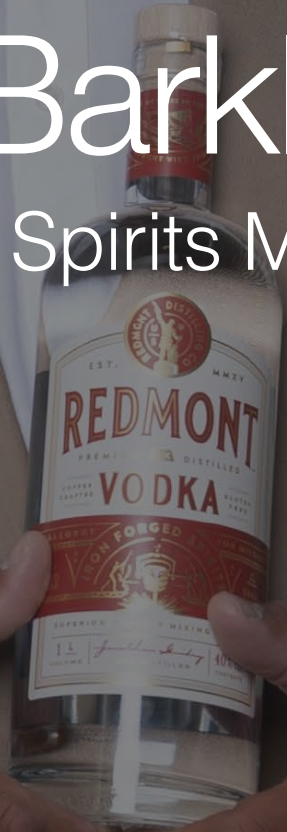
INDUSTRY LEADERS • TRENDS • BEVERAGE • CUISINE • CHEF • RESTAURANT • HOSPITALITY

FOOD & BEVERAGE MAGAZINE

FEBRUARY 2022

Redmont Vodka by Charles Barkley

Scoring Big in the Spirits Market





Case Study: Redmont Vodka x Charles Barkley

Boosting Brand Engagement and Sales



OVERVIEW

Redmont Vodka, in partnership with renowned basketball player Charles Barkley, set a challenging task for us: significantly increase their purchase intent and convert it into tangible sales growth.



Case Study: Redmont Vodka x Charles Barkley

Boosting Brand Engagement and Sales



CHALLENGE

The spirits industry is a highly competitive market, making it essential for Redmont Vodka to differentiate itself and create a distinct and engaging brand presence to break through the noise.



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STRATEGY

Our strategy focused on a multi-pronged approach. First, we harnessed the star power of Charles Barkley to attract attention. Next, we utilized our AI-powered GOALS App to drive a comprehensive social media campaign to boost audience engagement and manage customer relationships effectively.



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Key Achievements

1

NET AUDIENCE GROWTH

With our effective marketing strategies, Redmont Vodka saw a significant 48.7% increase in their audience quarter-over-quarter.

2

IMPRESSIONS

We managed to increase brand visibility with a 52% increase in impressions quarter-over-quarter.

3

ENGAGEMENT

The engagement rate grew impressively, up by 74% quarter-over-quarter.

4

SALES INCREASE

The ultimate marker of success was the incredible 200% sales increase year over year, demonstrating the effectiveness of our approach.

5

VIDEO VIEWS

The brand's video content saw a 22.7% increase in views quarter-over-quarter.

6

COMPETITOR ADVANTAGE

On Facebook, Redmont received 140% more reactions than the competitor average, including brands like Ciroc, Casamigos, Aviation, and Lobos1707.



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CONCLUSION

By implementing targeted strategies and leveraging the capabilities of the GOALS App, we successfully amplified Redmont Vodka's market presence, drove engagement, and achieved a significant increase in sales, proving once again the power of strategic AI-assisted marketing in the spirits industry.



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Boosting Brand Engagement and Sales

Pouring Success Into Your Brand

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EMPOWERING YOUR SUCCESS JOURNEY - LET'S CONNECT TODAY

Our partnership with Redmont Vodka is a testament to the growth and engagement we can generate. We're eager to pour our expertise into your brand, crafting a strategy that escalates your market presence, increases audience engagement, and drives sales.

Ready to make a splash in your industry? Let's raise a glass to your imminent success. Contact us today to discuss how we can aid your growth and accomplish your objectives.

Contact Us:

GOALS Media Group

Email: info@goalsmediagroup.com

Phone: (833) GOALS-TV (833.467.5788)

Website: www.goalsappai.com

Take the Next Step Towards Success

Book a free consultation with our team at the link below. Let's explore how we can help you carve out your own unique space in the market.

[Book a Free Consultation](#)