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CASE STUDY: BEEFSTEAK WINE CLUB

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BEEFSTEAK WINE CLUB

Beefsteak Wine Club is a UK-based wine company, delivering a range of wines including Argentinian Malbec, Australian Shiraz, and Spanish Tempranillo.

In 2018, we took over management of the Facebook, Twitter, and Instagram accounts. In this time, we have provided monthly content creation, planning and scheduling, community management, channel growth and outreach, and summary analysis and reporting. In addition, we managed their 2019 #RaisetheSteaks campaign, which won The Drinks Business Awards Consumer Campaign of the Year.



Content Creation, Design,
Planning, & Scheduling



Channel Growth, Outreach,
& Reputation Management



Brand Development,
Strategy & Reporting

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BEEFSTEAK WINE CLUB

Social Media Statistics	Follower Growth	Engagement Growth
Facebook	+ 2.75%	+ 802.08%
Instagram	+ 21.35%	+ 403.60%
Twitter	+ 3.11%	+ 1125.00%

*January through August 2019 Statistics

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GET IN TOUCH

Heather E. Rodriguez

Founder & Director of Business Development

heather@onus.social

+1 214 713 7103

Brendon L. Udy

Co-Founder & Creative Director

brendon@onus.social

+44 7481 598 725

www.onus.social

