

# Heineken Beer

## *Case* Study



Presented by: Drivers Marketing

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# Heineken *Overview*

“The world’s most international beer”- Heineken.

This is how they quoted the company and the product. Heineken was established in 1864 by the Heineken Family. The brand has a long and proud history and heritage as an independent global brewer.



# Challenges & Objectives



## *Challenges*

- Market Saturation
- Economic Fluctuations
- Lack of Digital Transformation
- Changing Consumer Preferences

## *Objectives*

- Maximise Sales
- Attain Social reach for customers
- Improving Brand's Image

# Our *Strategy*

To enhance Heineken's market presence, adapt to changing consumer preferences, and address sustainability concerns while navigating regulatory challenges and maintaining brand loyalty.



# Our Complete *Solution*

We initiated a comprehensive social media strategy to elevate Heineken's online presence and engagement, focusing on:

- Digital Transformation and Engagement
- Customer Experience Enhancement
- Engagement Initiatives and Paid Advertising
- Optimized User Experience for Lead Conversion
- Consumer Engagement and Brand Loyalty



# Site & Search Results

- Impressions: +372K
- Ad Clicks: +4.7K
- Landing Page Views: +7.3K
- Unique Impressions: +6.9K



# Our Execution

1. Optimized social media profiles.
2. Developed a cohesive brand presence.
3. Built a social media following with consistent posting.
4. Created a uniform brand look across channels.
5. Ensured Google Analytics tracked organic social performance.
6. Created content themes targeting different audiences.
7. Leveraged features like Instagram stories, highlights, guides, and reels.
8. Provided engaging and valuable content.
9. Increased short video content.



# Our Outcomes

1. Enhanced Social Media Profiles
2. Established a Cohesive Brand Presence
3. Grew Social Media Following
4. Maintained Uniform Brand Aesthetics
5. Implemented Comprehensive Analytics Tracking
6. Developed Targeted Content Themes
7. Leveraged Social Media Features





# Results

Our data-driven social media marketing strategy massively improved Heineken's social media presence, engagement, and conversion rates.

The results we got with Heineken were incredible and performed exceptionally well.

# Results

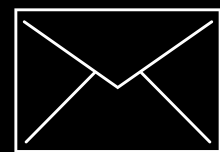
+41% Increase in Average Engagement Time on Site

+26% Rise in the Number of Engaged Sessions per User

+54% Boost in Organic Search Traffic to Product Pages

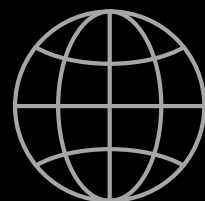
33 Non-brand keywords have climbed to a top 10 position in Google search results

# Get *In* Touch



## *Email*

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## *Website*

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## *Social Media*

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