

Sippin' into Social Media: Fixxxology

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Executive Summary

This campaign for Fixxology focused on increasing brand awareness in Rexburg and reaching more BYU-Idaho students, high school students, and young families.

The mix of behind-the-scenes, product spotlights, and trend-based reels helped show Fixxology as a fun, welcoming place for drinks and treats that fits into everyday life.

The campaign performed very well. Engagement increased from 7.7% to 24.8%, views increased by 183.2%, and non-follower views grew from 4,168 to 28,293, showing that the content reached a much larger new audience.

The best-performing posts were relatable trends, behind-the-scenes content, and simple product features. The campaign helped Fixxology grow its audience and increase visibility in the community.





About Fixxxology

Fixxxology is more than a soda shop. Known for its customizable drinks and treats, the brand provides customers with a fun and inviting experience that fits naturally into everyday life.

Whether stopping in for a dirty soda, Italian ice, or a favorite snack, customers are met with an atmosphere centered around positivity, connection, and creating moments worth coming back for.

Campaign Goal

Increase brand awareness for Fixxology by making more people in Rexburg recognize the brand, understand what it offers, and see it as a go-to place to gather, hang out, and grab drinks or treats with friends and family.

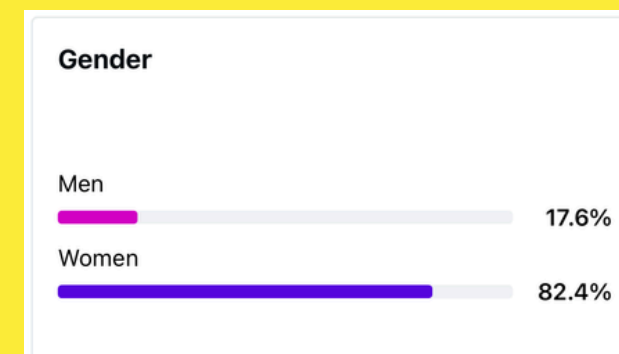
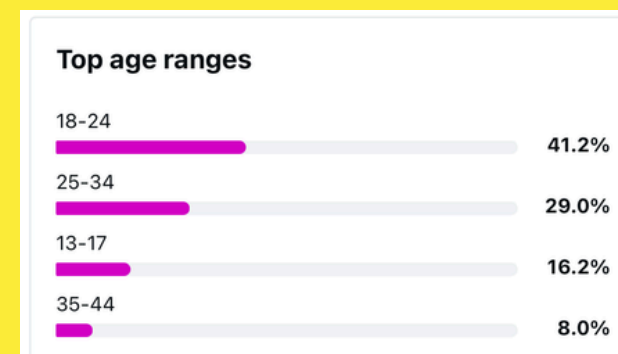
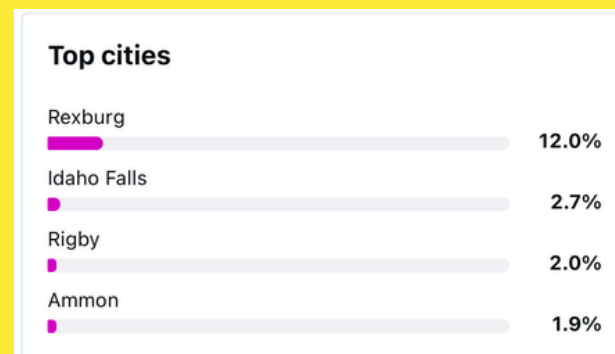
Target Audience

Fixxology in Rexburg mainly targets BYU-Idaho students, high school students, and young families because these are the people most likely to visit often and engage with the brand. Audience data shows that 41.2% of followers are ages 18–24, making college students the largest group. Another 29% are ages 25–34, which includes many young adults and young families. 16.2% are ages 13–17, showing that high school students are also a major part of the audience.

College students are usually looking for affordable drinks, quick stops between classes, and fun places to go with friends. High school students are drawn to trendy drinks and social spots, especially things they see on Instagram and TikTok. Young families want easy treats, kid-friendly options, and simple ways to make everyday moments a little more fun.

Most of Fixxology's audience is local, with 12% coming from Rexburg, followed by Idaho Falls (2.7%), Rigby (2%), and Ammon (1.9%). The audience is also mostly female, with 82.4% women and 17.6% men, showing that the brand's fun, social, and shareable content connects especially well with women.

These groups fit Fixxology's vibe because it's quick, fun, and welcoming, making it easy for people to keep coming back and make it part of their routine.



SWOT ANALYSIS

Fixxology SWOT Analysis

Strengths

- Strong social media presence and engaging content
- Fun, modern brand personality
- Popular with students, high schoolers, and young families
- Highly customizable drinks and unique menu options

Weaknesses

- Smaller brand recognition than national competitors
- Audience is concentrated mainly in local markets
- Relies heavily on social media for awareness

Opportunities

- Grow brand awareness in nearby cities
- Partner with local influencers and community events
- Expand seasonal and limited-time drink offerings

Threats

- Competition from established brands like Swig
- New drink shops entering the market
- Rising costs and changes in consumer spending habits



Competitor Analysis

Swig SWOT Analysis

Strengths

- Strong brand recognition and loyal customer base
- Large social media following and marketing presence
- Consistent menu and customer experience
- Multiple locations increase visibility

Weaknesses

- Less personal connection with local communities
- Limited flexibility compared to smaller local businesses
- Can blend in with other soda shop chains

Opportunities

- Introduce more unique seasonal drinks
- Increase community involvement in local markets
- Expand partnerships and promotions

Threats

- Growing number of specialty soda shops
- Local businesses offering more personalized experiences
- Changing consumer trends and preferences



Competitor Analysis

Pick Me Up SWOT Analysis

Strengths

- Strong local reputation and loyal customers
- Convenient location for local residents and students
- Offers a variety of drinks and food options

Weaknesses

- Smaller social media presence
- Less consistent branding and content
- Lower brand awareness outside its local market

Opportunities

- Improve social media marketing
- Create more engaging promotions and events
- Reach younger audiences through trending content

Threats

- Competition from larger chains like Swig
- New drink shops entering the market
- Difficulty standing out in a crowded industry



Competitor Analysis

Great Scott's SWOT Analysis

Strengths

- Established local business with a strong reputation
- Wide menu selection
- Familiar and trusted by local customers

Weaknesses

- Less recognizable branding compared to competitors
- Limited social media engagement
- Fewer trendy or viral marketing efforts

Opportunities

- Increase online presence and social media activity
- Launch seasonal drinks and promotions
- Attract younger customers through digital marketing

Threats

- Competitors with stronger online engagement
- Changing customer preferences
- Increased competition from soda and specialty drink shops



Objectives

1

Achieve an average engagement rate of at least 5% on Instagram by creating fun, interactive, and welcoming content that encourages likes, comments, shares, and saves in around 2 months.

2

Reach at least 15% more non-followers on Instagram by the end of the semester by creating entertaining and shareable short-form content designed to introduce new audiences to the Fixxology brand.

Strategies

- Foster two-way communication. Use Instagram as a space for conversation by responding to comments and messages, acknowledging followers, and encouraging audience participation.

1

- Build a community-focused brand personality. Maintain a fun, friendly, and welcoming tone that makes followers feel connected to Fixxology rather than simply marketed to.
- Use engagement insights to guide decisions. Regularly review performance data to identify what types of content generate the most interaction and adjust future content accordingly.

2

- Leverage discoverable short-form content. Focus on creating reels that align with current platform behaviors and audience preferences to increase visibility beyond existing followers.
- Develop highly shareable content. Position Fixxology within relatable moments and local culture to encourage audiences to share content with friends and family.
- Optimize content for reach and discoverability. Use platform best practices to improve the chances of content appearing in recommendations and reaching new users.



Content Pillars

1. Behind the Scenes

Show the people and process behind Fixxology: making drinks, prepping orders, team moments, and day-to-day work. This makes the brand feel more real and welcoming.

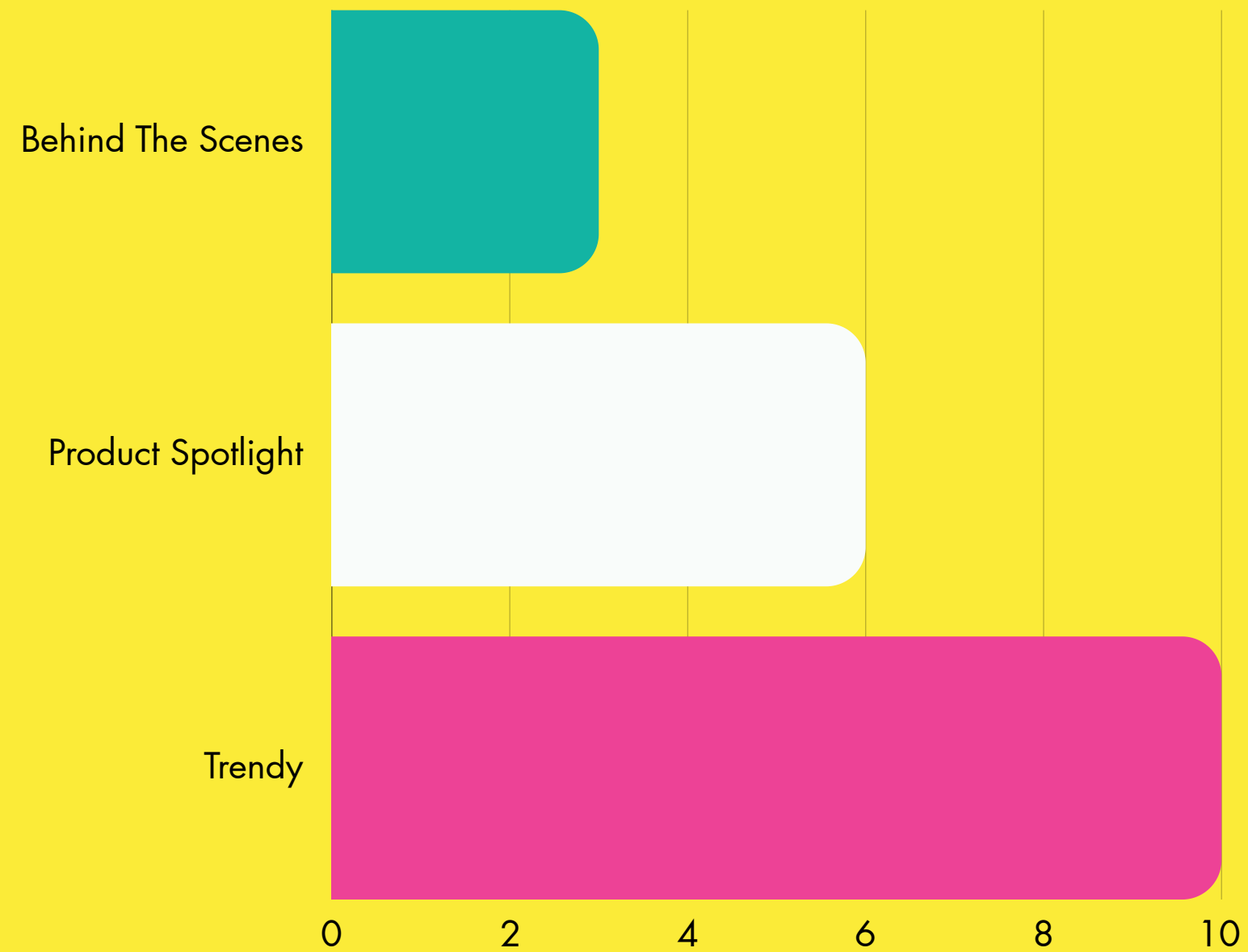
2. Trendy / Relatable Content

Create content that connects with BYU-Idaho students and high schoolers through trends, memes, and relatable situations. This helps increase reach and shares.

3. Product Spotlight

Showcase Fixxology's drinks and treats in a simple, appealing way. Focusing on what's new, popular, or customizable. The goal is to make people crave it and recognize what Fixxology offers.

Content Distribution



Behind-the-Scenes (BTS)

15.8%

Product Spotlight

31.6%

Trend-Based Content

52.6%

Content Calendar

A content calendar was created in Canva to organize and manage all planned content. Each entry included the date posted, platform, content type, content pillar, caption, status of the idea, asset link, and approval status. This system helped me stay organized, plan content ahead of time, and clearly see what needed to be filmed or prepared each week.

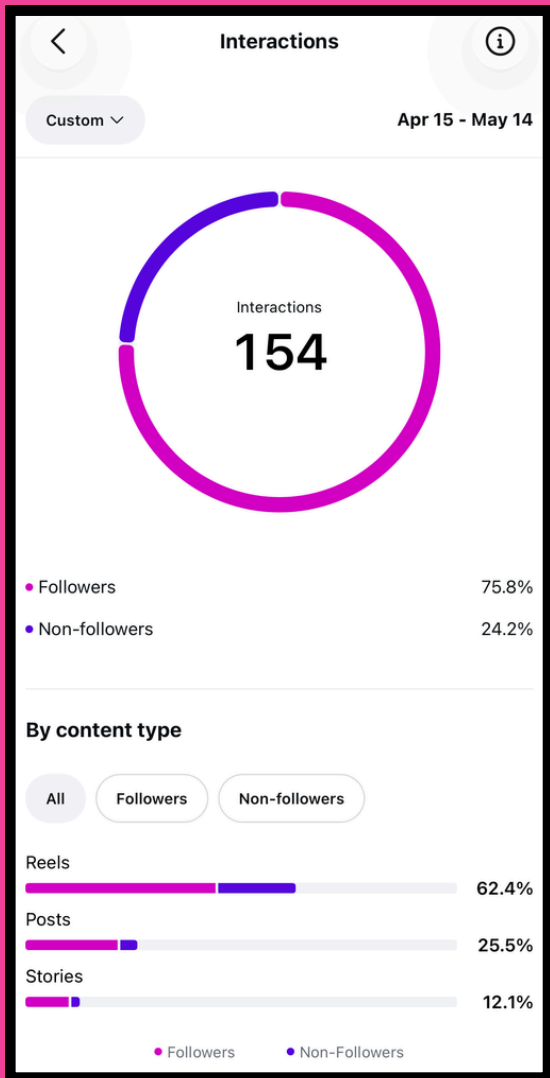
I also used this document to track the approval process and overall progress of each post. It gave me a centralized place to manage everything from idea stage to final posting, while making it easier to stay aligned with brand expectations and deadlines.

CONTENT CALENDAR				
Date	Platform	Content Type	Content Pillar	Caption
May 15, 2026	Instagram	Reel	Trend	Do you want the house tour? 🍷🍷 Fix drinks, cookies, pretzels, hot dogs,
May 16, 2026	Instagram	Reel	BTS	Life is better with a daily Fixx. Which one is your favorite? 🍷🍷
May 18, 2026	Instagram	Reel	Trend	Tag a friend that owes you a Fixx 🍷🍷
May 23, 2026	Instagram	Reel	Product Spo...	t's the weekend! We've got Italian i waiting for you! The perfect smoot cold treat!
May 28, 2026	Instagram	Reel	BTS	It's the little things that count 🍷🍷
May 30, 2026	Instagram	Reel	Trend	Even the unpredictable weather ca stop us from getting everything we want! 🍷🍷🍷🍷
Date	Platform	Content Type	Content Pillar	Caption
Jun 1, 2026	Instagram	Reel	Product Spo...	Pineapple Italian Ice is here for a Limited Time! 🍷🍷🍷🍷
Jun 1, 2026	Instagram	Reel	Product Spo...	We love getting new arrivals 🍷🍷 how cute the new tumblers are! Wh one is your favorite? 🍷🍷
Jun 2, 2026	Instagram	Reel	Trend	We always want the best for you! 🍷🍷 you would love all the summer specials 🍷🍷

Total Views	Instagram Views	Facebook Views	Views Followers %	View
2821	2452	369	31.5%	
2589	2319	270	20.7%	
1774	1311	463	32.6%	
1845	1015	830	32.7%	
2198	1124	1074	26.5%	
3721	2779	942	35.9%	
1126	698	428	33.3%	
1314	941	373	29.8%	
1734	1056	678	33.6%	
1337	895	442	29.0%	
1496	1004	492	28.2%	
3098	2245	853	24.5%	
1965	1303	662	32.8%	
1324	1145	179	33.3%	
1518	1011	507	27.4%	
3791	3791		18.7%	
1829	1179	650	34.8%	
2326	1691	635	19.9%	
1651	1230	421	28.9%	

Instagram Overview Engagement Growth

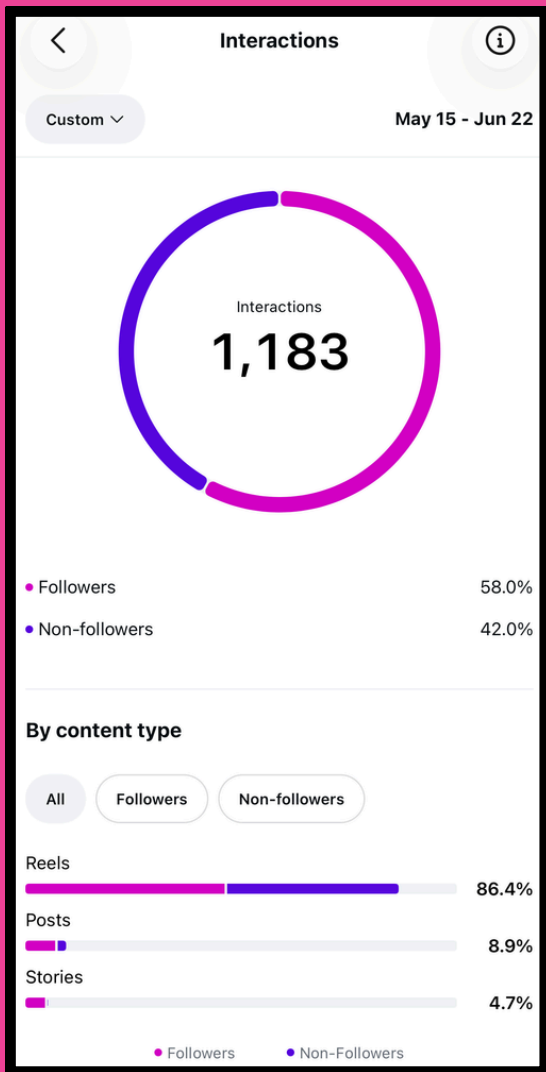
Engagement growth measures how much people are interacting with your content through likes, comments, shares, saves, and other actions. It shows how well your content is connecting with your audience and encouraging them to engage with the brand. Since engagement reflects audience interest and involvement, it is an important metric for building relationships and creating a stronger online community.



154 Interactions 30 days prior to campaign

30 days prior to campaign: 7.7%

Average Engagement Rate Before Campaign

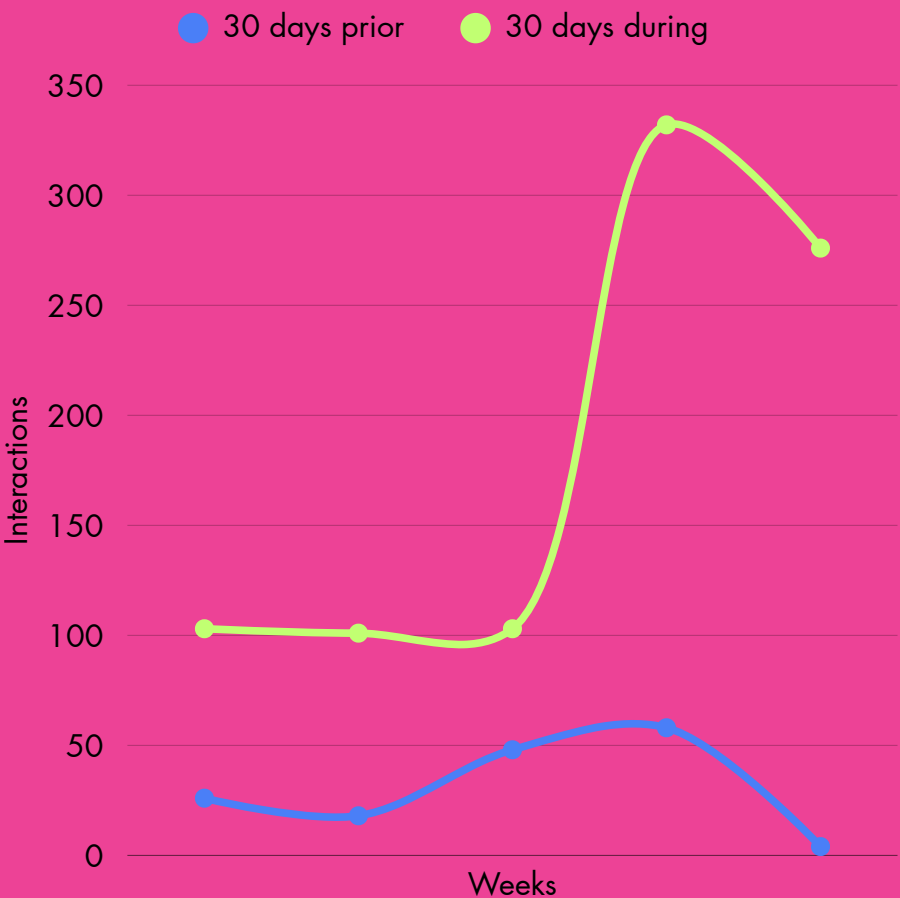


1183 Interactions after campaign

30 days during campaign: 24.8%

Average Engagement Rate After Campaign

Engagement rate increased from 7.7% → 24.8%



Non-Followers Reach

Non-follower reach measures how many people who don't already follow the account are seeing your content. It shows how well your posts are reaching new audiences and being pushed to people outside of your current followers. Since these viewers are potential new customers and followers, it's an important metric for growing the account and increasing brand awareness.

30 DAYS prior to campaign

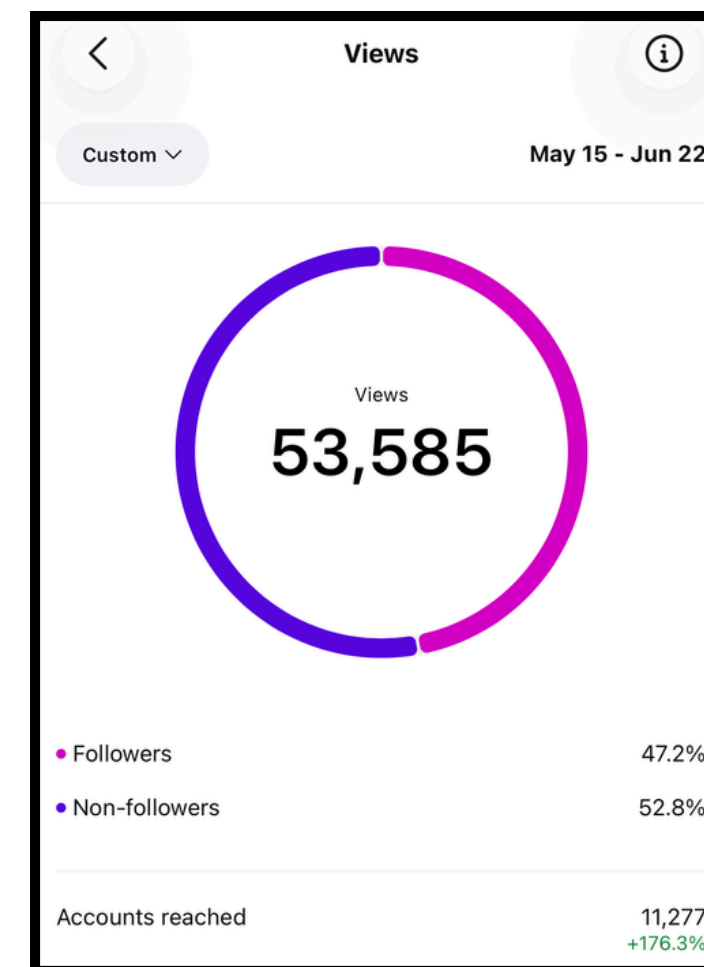
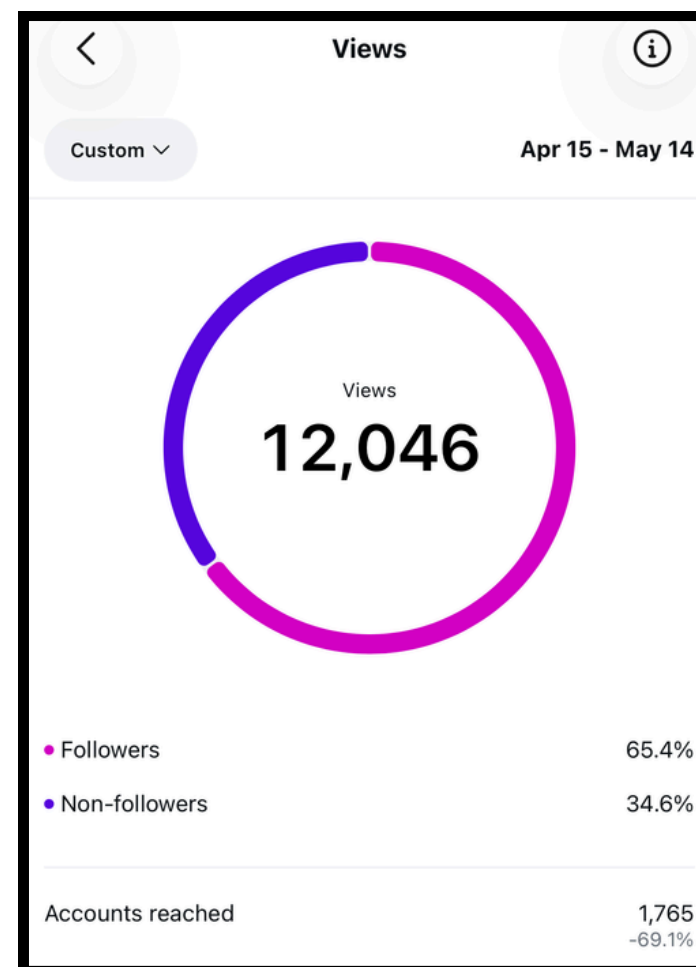
34.6% (4,168 views)

Average Views from Non-Followers

30 DAYS during campaign

52.8% (28,293 views)

Average Views from Non-Followers



Non-Followers Reach

18.2%

Non-Followers Views

↑ **24,125 views**

=

+578.8%

Top Performing Behind-The-Scenes



Views:
2511

Likes:
30

Comments:
0

Saves:
1

Reposts:
1

Shares:
0

Profile Visits:
3

Reach:
1311

Interactions:
32

This reel received 2,511 views and generated 32 interactions. It performed well because it showed followers how Fixxology drinks are made and the work employees put into every order.

People enjoy seeing what happens behind the counter, and this type of content helps the brand feel more real and personal.

Top Performing Trendy Reel

This reel received 3,750 views, reached 1,845 accounts, and generated 78 interactions, making it the top-performing reel overall. It did well because it was relatable to people in Rexburg. The reel joked about the rainy weather while showing that people will still go out and get their Fixxology drink no matter what. The humor and local connection made the content fun, relatable, and easy for people to engage with.

Views: 3750	Likes: 63	Comments: 4
Saves: 1	Reposts: 5	Shares: 5
Profile Visits: 23	Reach: 1845	Interactions: 78



Top Performing Product Spotlight



Views:
2054

Likes:
35

Comments:
2

Saves:
1

Reposts:
3

Shares:
1

Profile Visits:
12

Reach:
996

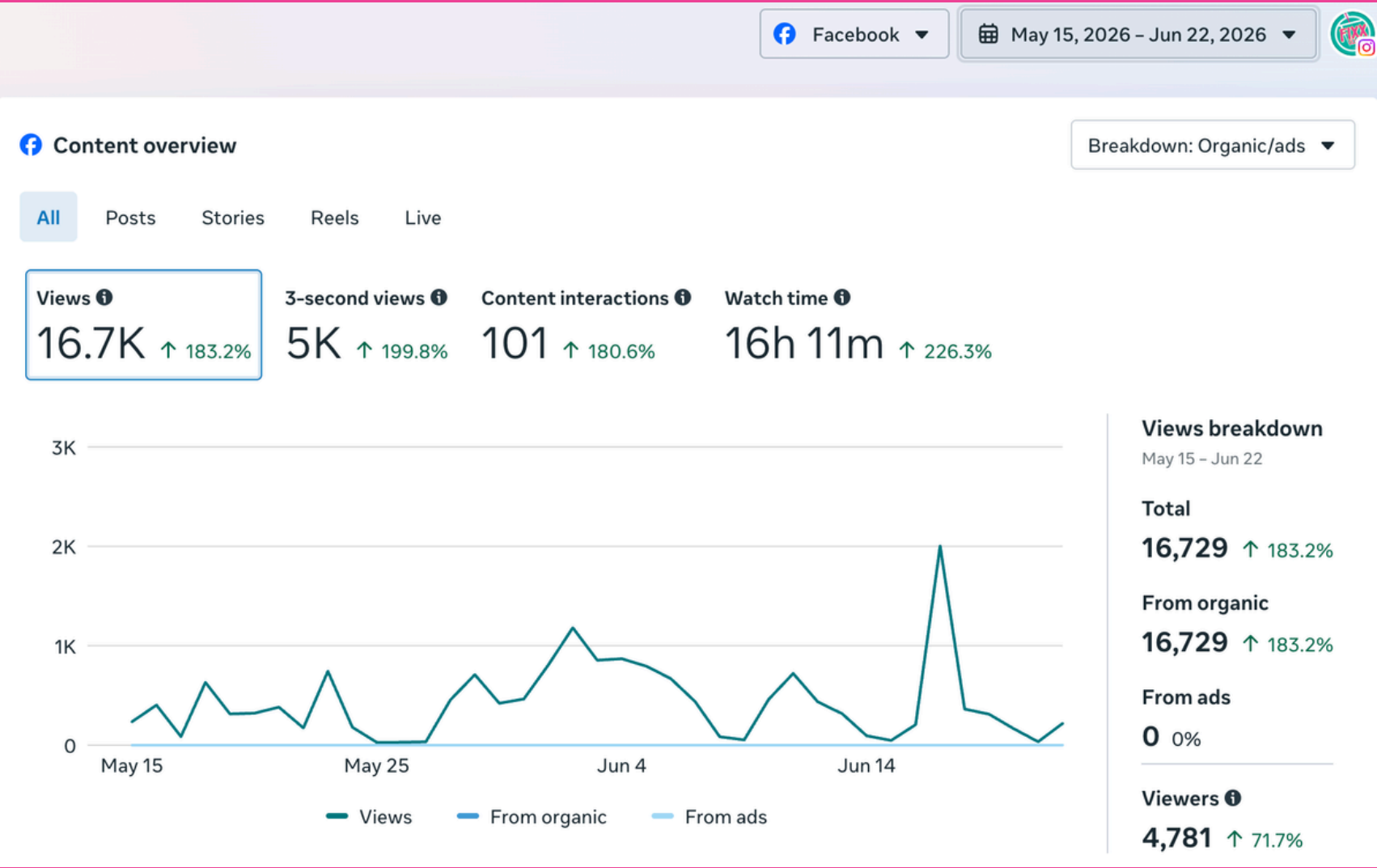
Interactions:
42

This reel received 2,054 views and generated 42 interactions. It performed well because it featured an honest taste test of the Confetti Cookie, the cookie of the month. People like seeing real reactions before trying a product themselves. The reel gave viewers a simple and genuine review while showing off the product, making them more interested in coming in and trying it.

Facebook Overview

The Facebook campaign showed strong growth in reach and engagement. The account reached 4,781 people, and 28.3% of them were non-followers, helping Fixxology reach new audiences. 32.8% of views also came from non-followers, showing that the content was being seen by people who don't already follow the page.

The page received 289 profile visits, a 58.8% increase, showing more interest in the brand. Engagement also increased by 180.6%, meaning more people were interacting with the content through likes, comments, shares, and other actions.



Engagement Growth

180.6%

Non-Followers Reach

28.3%

Profile Visits:

289
(+58.8%)

Non-Followers Views

32.8%

Followers Views

67.2%

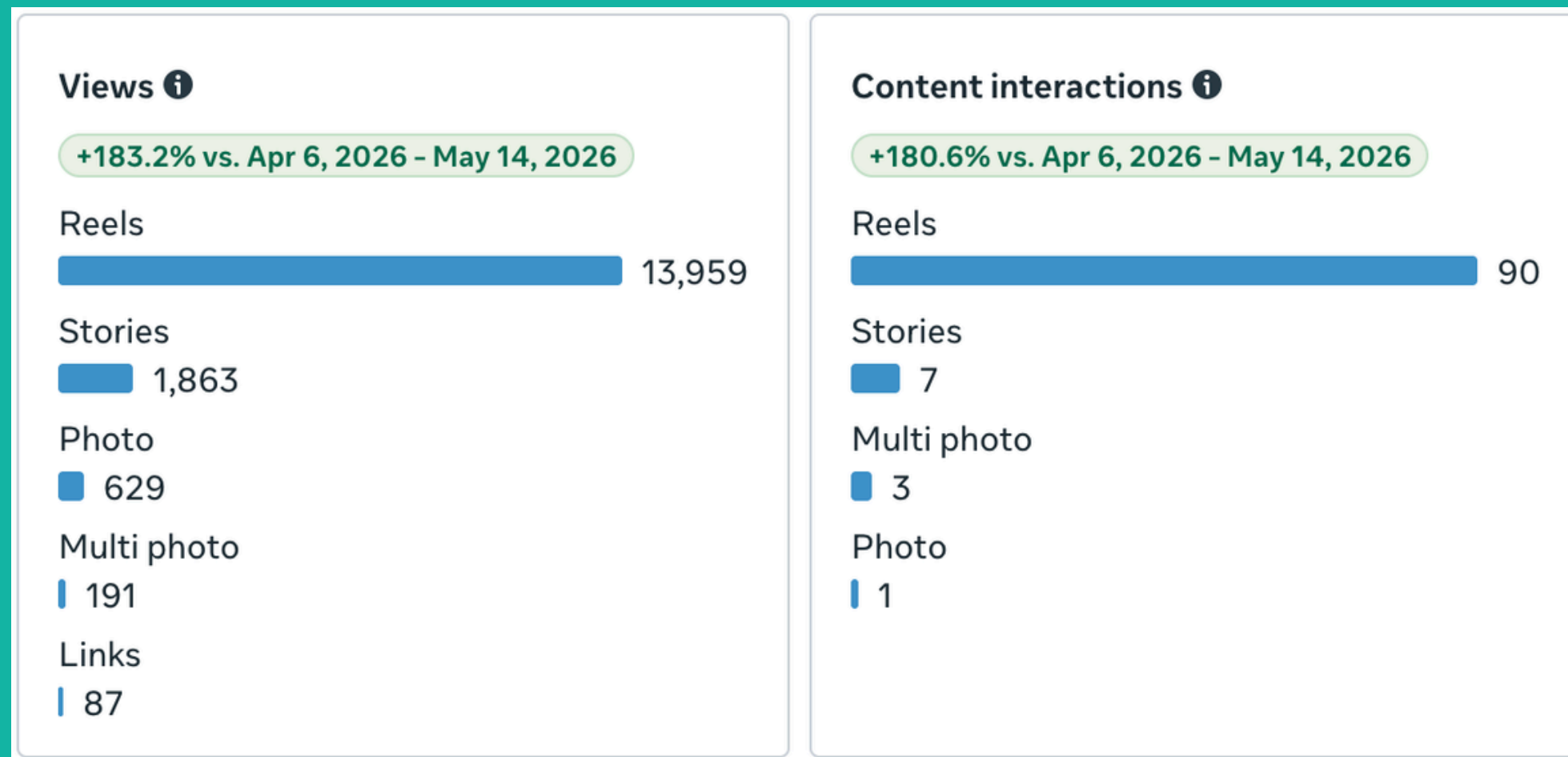
Accounts

Reached:

4781

Content Performance

Content performance improved significantly during the campaign. Views increased by 183.2%, and interactions increased by 180.6% compared to the previous 30 days. This shows that the content reached more people and encouraged more engagement from the audience.



Views Increase compared to 30 days prior campaign

+183.2%

Interactions Increase compared to 30 days prior campaign

+180.6%

Top Performing Post



This post performed well with 2,160 views, 1,429 reach, and 19 interactions. It used a popular trend in a funny, relatable way. The twist, an employee “running from the police” then turning back when they hear it’s about great customer service, makes people watch to the end. The humor fits Fixxology’s fun brand personality, making it easy to share and engage with.

Views:
2,160

Likes:
18

Saves:
1

**Comments
& Shares:**
0

Interactions:
19

Reach:
1429

Approvals

I worked closely with the franchise owner, Jennifer Madsen, during the approval process since the brand was going through a rebrand and adjustments in the social media structure. This process helped ensure that all content aligned with Fixxology's identity and goals.

100% of the content I created was reviewed and approved with minimal changes, showing strong alignment with brand expectations and consistency in execution.

Cute! Thanks - you can post it



Caption: Do you want the house tour? 🍹✨
Fun drinks, cookies, pretzels, hot dogs,
Italian Ice AND all the sweet treats for the
ultimate snack stop!
You name it, we got it 😊💕

Conclusion

This campaign helped Fixxology grow its presence on social media and connect with more people in the Rexburg community.

By consistently posting a mix of trend-based content, behind-the-scenes moments, and product spotlights, the brand became more visible, relatable, and engaging to its target audience.

The results showed clear improvement in both reach and engagement, especially with non-followers discovering the content at a much higher rate. This increase in interaction and awareness shows that the content strategy was effective in attracting new audiences while still keeping current followers engaged.

In the end, the campaign helped strengthen Fixxology's identity as a fun, community-focused brand and created a strong base for continued growth and future content success.



About Me



I am Shainah Chris Dioquino, I'm graduating from Brigham Young University–Idaho with a degree in Communications, focusing on Social Media and Digital Marketing, with a module in Video Production.

I have experience creating content, managing social media pages, and building engagement through both school projects and real accounts like the Rome Italy Mission - Missionary Department and now Fixxology. Through this, I've learned how to create content that connects with audiences, builds brand awareness, and stays consistent with a brand's voice.

I enjoy making content that is creative but also has a purpose, whether that's growing engagement, telling a brand's story, or bringing ideas to life through video and social media.

What I Bring

- Content creation
- Social media management
- Video production
- Organization and planning
- Basic data tracking and insights
- Brand consistency
- Creativity
- Teamwork
- Attention to detail

Contact Me

I'd love to help create content, build engagement, and grow your brand online. Connect with me on LinkedIn to get in touch or see what I'm working on next!



