

# MONARQ's Social Club increases online engagement



# MONARQ

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drinks distribution & marketing

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Heading into Q2 of 2021, MONARQ Group is focusing on its social media presence. The company recently recruited a full-time Digital Marketing and Social Media Expert to enhance its online activity. MONARQ's primary objective is to develop its Instagram following and increase engagement via this channel. Last year, with social distancing regulations in effect across the domestic and duty free markets in the Americas and the Caribbean, the company started MONARQ's Social Club. Promoted mainly via Instagram, the online program features a weekly agenda of all the digital initiatives of its brand portfolio and provides access to exclusive masterclasses and live tastings.

"Since the launch of MONARQ's Social Club, we have grown our following by 170%, our reach by 360% and we have five times more engagement with our audience. The 'new normal' and strong engagement with the industry community makes our platform a great tool to promote our brands in a more intimate way," states Nicoline van Woerkum, Marketing Director, MONARQ Group.

When it comes to day-to-day commercial management of the channel, MONARQ has adopted a tailor-made approach for duty free and travel retail. The company aims to capture the attention of its potential customer at each step of the consumer experience, whether it's planning a trip, booking a flight or visiting a local supermarket, restaurant or bar. The overall goal: to become part of the shopper's preferred set of brands before he or she enters the store or e-commerce platform.

Knowing the rapidly increasing importance of innovation, technology and digitalization, MONARQ has

been working on the sale of its alcoholic beverages via Amazon in several countries. When asked about the current health & wellness category trend and MONARQ's RTD options, Robert de Monchy, Managing Director, points out that its portfolio has expanded with a number of innovative line extensions and the introduction of Peroni Libera 0.0% to the region.

### **Ready to roll out**

Having adjusted to the digital sphere throughout the last year, MONARQ will showcase its first digital presentation while in attendance at Summit of the Americas – A Virtual Experience. Leading up to the trade show, MONARQ will promote its participation among visitors via social media and press in order to be top of mind on opening day. Along with featuring a special section to showcase exciting new brands, the group's digital booth will offer visitors the chance to book a training session with its new recruit to discuss opportunities and challenges that one might face in the digital environment. Following the Summit, MONARQ will participate in various virtual events in the region.

In addition to implementing digital marketing initiatives, MONARQ wants to help its duty free and distribution partners prepare for the lifting of restrictions and the increasing of passenger levels. "We'll do this by offering them an attractive assortment including unique gift packs and supporting marketing activities to drive sales. All is ready to roll out once the borders re-open and, in the meantime, we'll make sure our brands are well communicated through our online presence," adds van Woerkum.