

The Digital Side of SDQ

Today's Goal:

Provide you all with a better understanding of how the digital aspects of SDQ's operations and marketing are done!

We will cover the **social media for SDQ, the SDQ website, the DQ app, and OurPeople**



Smith Dairy Queens, LTD.

OurPeople



Keyword: smithdq



As of March 13th

Bryan (All 3) - 52

College Station - 6

Caldwell - 8

Navasota - 29

Franklin - 175

Crockett - 5

Madisonville - 3

Somerville - 12

Brenham - 79

Hempstead - 51

Bellville - 44

Sealy - 75

Weimar - 12

Schulenburg - 36

Hallettsville - 222

Flatonia - 14

Seguin (3& 4) - 107

San Marcos (1 & 2) - 23

Rockdale - 7

Taylor - 6

Bastrop - 15

Smithville - 15

Elgin - 10

Wimberley - 5

Kyle - 6

Seguin (3& 4) - 107

Kenedy - 31

Karnes City - 202

Nixon - 290

Stockdale - 116

Pearsall - 250

Devine - 18

Floresville - 57

La Vernia - 84

Yorktown - 285

Total: 2,457



Smith Dairy Queens, LTD.

As of today:

Bryan (All 3) - 526	Somerville – 43	Seguin (3& 4) - 216	Seguin (3& 4) - 216
College Station - 410	Brenham – 634	San Marcos (1 & 2) - 196	Kenedy - 946
Caldwell - 55	Hempstead – 107	Rockdale - 1329	Karnes City - 346
Navasota - 172	Bellville – 94	Taylor - 1470	Nixon - 388
Franklin - 323	Sealy – 148	Bastrop - 77	Stockdale - 1296
Crockett - 89	Weimar – 1397	Smithville - 687	Pearsall - 249
Madisonville - 101	Schulenburg – 1447	Elgin - 1263	Devine - 959
	Hallettsville – 336	Wimberley - 1270	Floresville - 105
	Flatonia – 86	Kyle - 116	La Vernia - 85
			Yorktown - 354



Smith Dairy Queens, LTD.

Total: 17.1 Followers

Over 100,000

Monthly Impressions

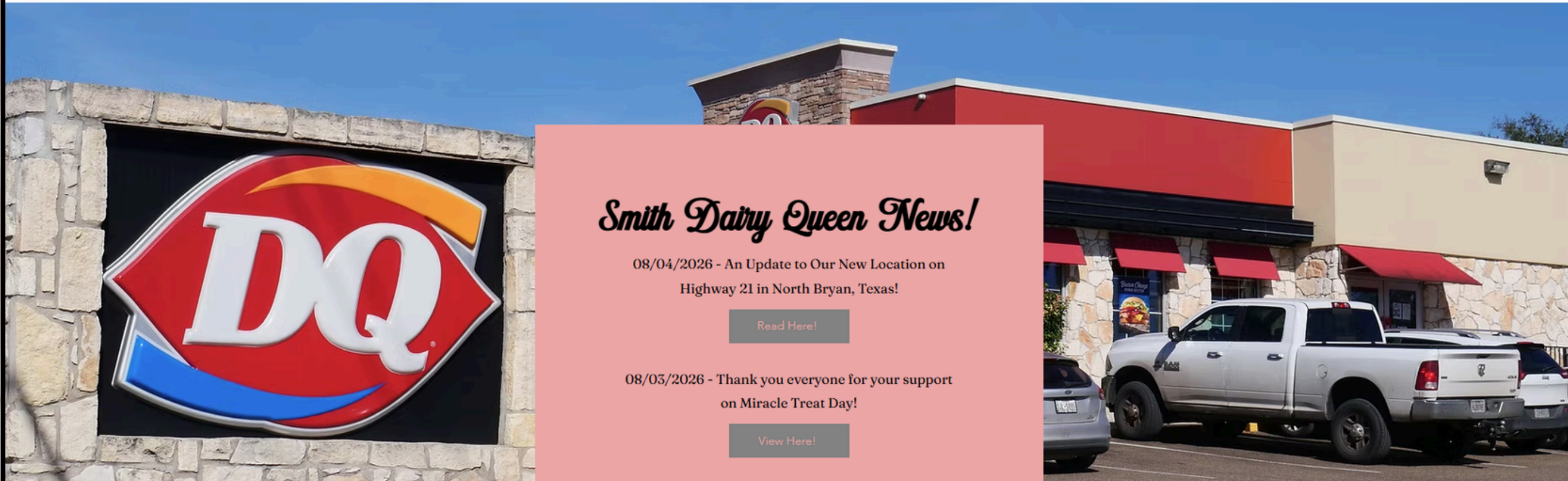


Smith Dairy Queens, LTD.

The Smith Dairy Queens Website



*Serving Central Texas with the Highest Quality Treats
and Eats Since 1947*

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**Smith Dairy Queens
Public Website**



**Smith Dairy Queens
Manager Webpage**



The Dairy Queen App

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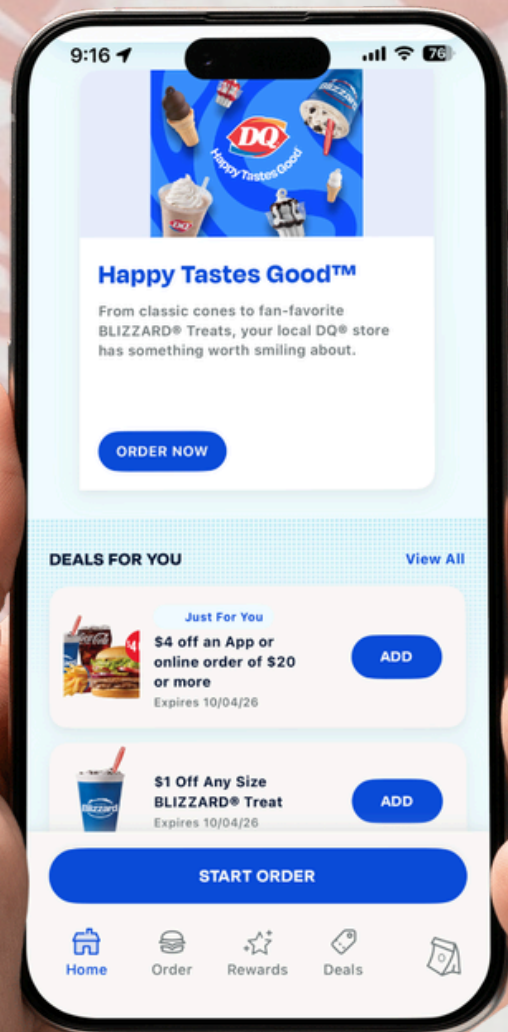
Rewards

Treat Yourself, Then Reward Yourself



[!\[\]\(a8d88ebf628da168cd51d7459954230e_img.jpg\) Download on the App Store](#) [!\[\]\(176df70e19313d8dc4b65cd4d681dc4c_img.jpg\) GET IT ON Google Play](#)

Dairy Queen App



Nathaniel Carr

Marketing Director

161 N. Earl Rudder Fwy.
Bryan Texas, 77802

T: (979) 846-2222 ext. 1123

C: 979-218-3937

E: nate.carr@smithdq.com



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