



Membership Programs to Boost Loyalty & Revenue

Alison Wisneski - Lady Justice Brewing

Nice to meet you!



Name: Alison Wisneski (she/her)

Position: Director of Marketing, Lady Justice Brewing

Fave brews: Leaning into lagers! Lover of light, complex flavors (think rose, vanilla, fruit-forward hops)

Favorite marketing tool: TikTok, Office Depot

If not beer, then: ginger tea

Let's talk memberships



- Traditional memberships
 - Mug clubs (custom mug)
 - Weekly discounts
 - % off
 - “First access to...”
 - Tiered levels



What makes yours different?



“Who is your daddy and what does he do?”



Ask yourself the following questions and be prepared to have a complete answer:

- Who is our audience?
- Who would we like our audience to be?
- What's our most popular beer?
- What's our most popular merch?
- What do our beertenders get asked the most?
- What is our idol brewery doing that we're not?

Case Study: Lady Justice Brewing



Lady Justice Brewing's Membership Model (test case)

- Lady Justice story
- Evolution of CSB
- 2022 and beyond



Let's create community!



- No matter your membership type, community is key
- “Exclusivity” vs. “inclusivity”
- Create a mission statement and stick to it
- Focus on additives
- Spread the word

Questions?



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