

NOT YOUR HOBBY MARKETING SOLUTIONS

Create A Month's Worth of Social Media Content in One Work Day

IF YOU HAVE CUSTOMERS YOU HAVE A BUSINESS, NOT A HOBBY

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not
your
hobby
MARKETING
SOLUTIONS

Welcome

Thanks for joining me!

Someone who has sold beer for a really long time

in multiple states for multiple breweries, juggling up to 12 wholesalers simultaneously

has run multiple brewery marketing campaigns for over a decade

Hey! that's me



not
your
hobby

MARKETING
SOLUTIONS

The Mission

THE PROBLEM

Social media marketing is time consuming, challenging, and overwhelming

THE SOLUTION

Find a more efficient way to use social media to promote your brewery without outsourcing or causing stress

LEARN IT

Batch plan your social media, create engaging content, optimize your social media marketing

BENEFITS

Saves you time, money, effort, reduces stress

The Goal

By the end of this session, you should...

Know how to create, schedule, publish and nurture your brewery social media content to save you time and effort, plus reduce your overwhelm associated with social media marketing.

Let's do this!





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Topics to Cover

- The Basics
- Plan It
- Execute It
- Optimize It



—
ARE YOU **ON** SOCIAL OR **USING** SOCIAL?

—
ESTABLISH YOUR GOALS

—
TOOLS TO MAKE LIFE EASIER

—
FINDING YOUR TARGET AUDIENCE

—
PICKING YOUR PLATFORMS

The Basics

—
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Are you **ON** social media or **USING** social media?

TAKE YOURSELF OUT OF THE
EQUATION

Hours of Operation

Monday 4-9pm
Tues/Wed Closed
Thursday 4-8pm
Friday 4-10pm
Saturday 2-10pm
Sunday 2-8pm

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 **Lakewood Brewing Company**
May 26 · 🌟

Howdy! We are back to normal operating hours starting TODAY! We have implemented social distancing and safety measures in line with CDC recommendations. 3-9 Mon-Thurs, 11-9 Friday, 12-9 Saturday, 12-6 Sunday. Beer to go drive thru service will be available during those hours as well. See ya'll soon.



 108  3 Comments 14 Shares

 Like  Comment  Share 

Example:

BUILDING BRAND AWARENESS

Brand mentions, shares, post reach, impressions - how many people on social know you exist and are familiar with your brands

BRAND REPUTATION

Customer satisfaction, share of voice, customer service - monitoring your online reputation, how you're doing in comparison to your competitors & servicing your customer base

ENGAGEMENT

Audience growth, engagement rate - connects you with your target audience & allows you to interact with them

CONVERSIONS

Actual sales or completed actions that lead to sales

Online store purchases, email sign ups, link clicks, email opens, social shares

Tools You Will Need

STOCK PHOTOS

software

PHOTO EDITOR

software

STORAGE DEVICE

cloud or drive

SOCIAL MEDIA MANAGEMENT TOOL

software

GOOGLE APPS

software

PLAN

spreadsheet tool

SUGGESTED TOOLS

The Canva logo, featuring the word "Canva" in a black, cursive script font.

CANVA

www.canva.com



PHOTOSHOP
EXPRESS
app store



UPSPLASH

www.upsplash.com



FOTOR
app store



BUFFER

www.buffer.com



HOOTSUITE

www.hootsuite.com



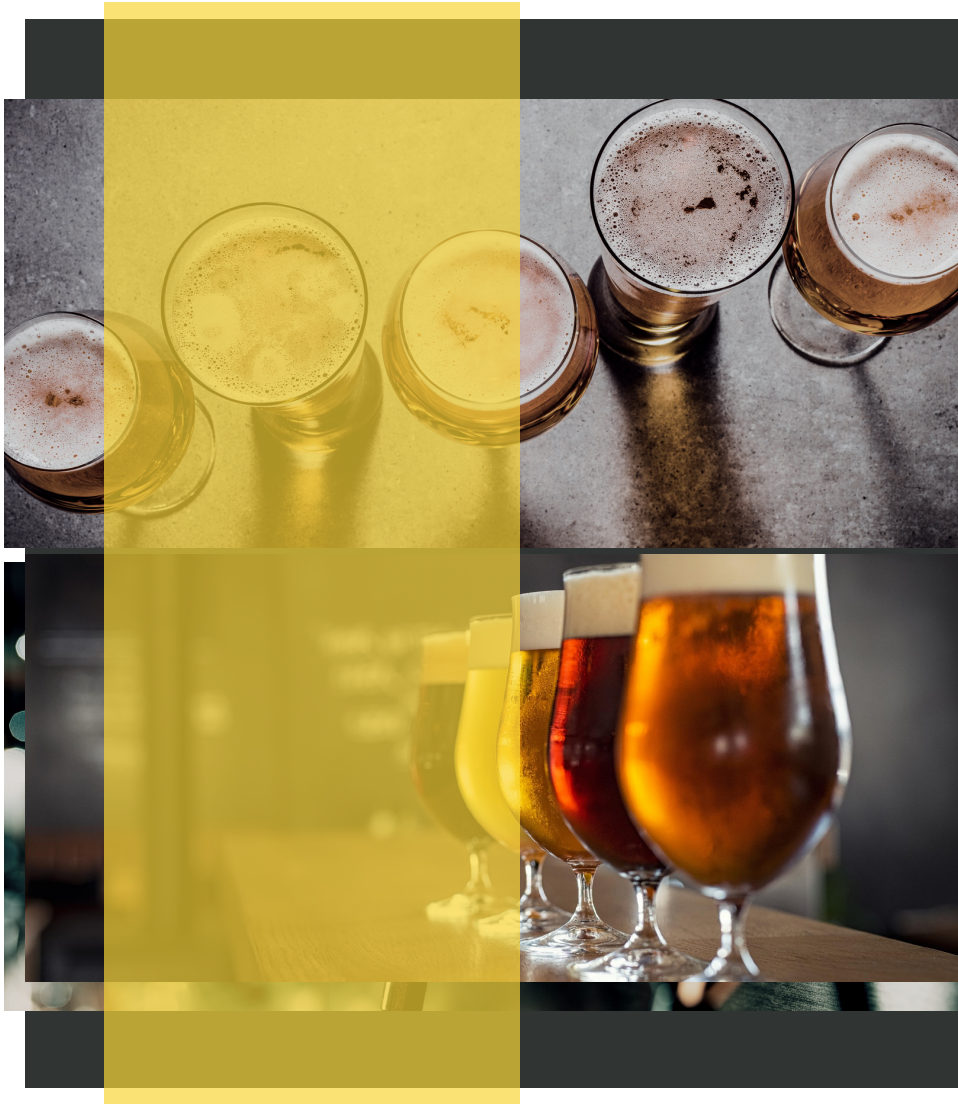
GOOGLE
DRIVE

www.google.com



DROPBOX

www.dropbox.com



Finding Your Target Audience

create a persona for every target customer

learn to speak their language

avoid brand noise

TARGET CUSTOMER WORKSHEET

NAME YOUR CUSTOMER(S)
NOT KIDDING HERE. EXM - BRENDA BEER BUYER - YOU MIGHT HAVE MORE THAN ONE, BUT NO MORE THAN THREE

EDUCATION LEVEL, AGE AND WHERE THEY LIVE (GEOGRAPHIC LOCATION)

Job, Industry and Title

Relationship and family status (married, single, kids, etc.)

Where do they spend their free time? (hobbies, sports, tv, outdoors, etc.)

Where do they hang out online? Social media, fan pages, YouTube, shopping, etc.

What kind of information do they consume? Business, fashion, pop culture, sports, etc.

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How do they like to communicate? Phone calls, text, email, social media, etc.

What is their income level?

Target Customer Worksheet

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Social Media Platforms



Facebook



Twitter



Pinterest



Snapchat



Tumblr



Instagram



Yelp



Untappd



Plan It

BATCH PLAN YOUR CONTENT

BRAIN DUMP

with your target consumer in mind, what are all the topics that you could post about that would bring them value?

What do you sell physically?
But what do you sell emotionally, philosophically and socially?

Your taproom is a specific type of gathering place?
Do you make families feel accepted?
Do you donate to local charities?

Benefits, not just features!



Transformation

**People Purchase the End
Result, Not the Product**

Where are you transporting them?
What will they look like after they interact or
buy something from you?

Common Themes to Engage Your Audience

BEHIND THE SCENES

How is the beer made?

Who makes it?

ORIGIN STORY

How did the brewery get started?

HIGHLIGHT YOUR COMMUNITY

Involvement of the brewery

Spotlight on other local businesses

SOCIAL PROOF

Statistics, facts, awards, testimonials



Organize Your Topics

Go through all your post ideas

Look for patterns or themes

Group them together

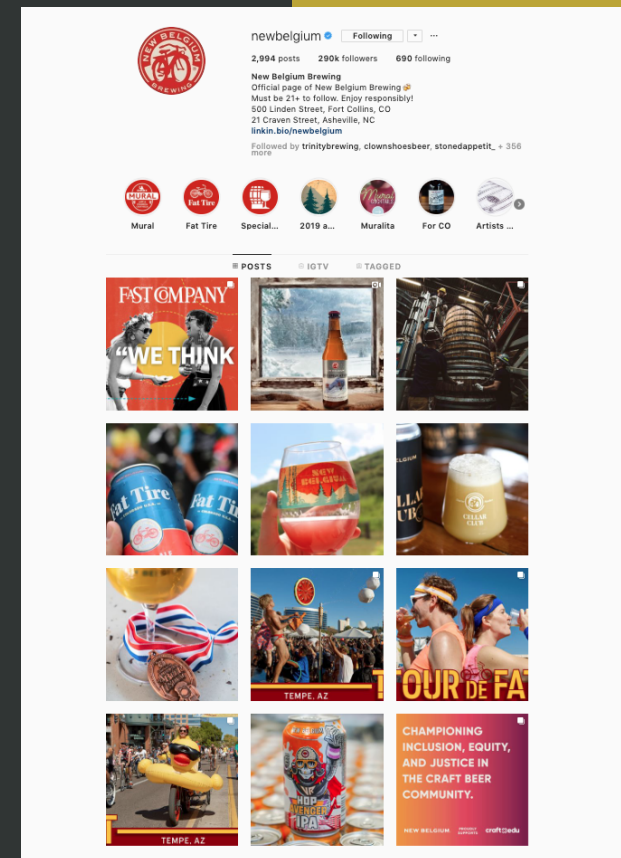
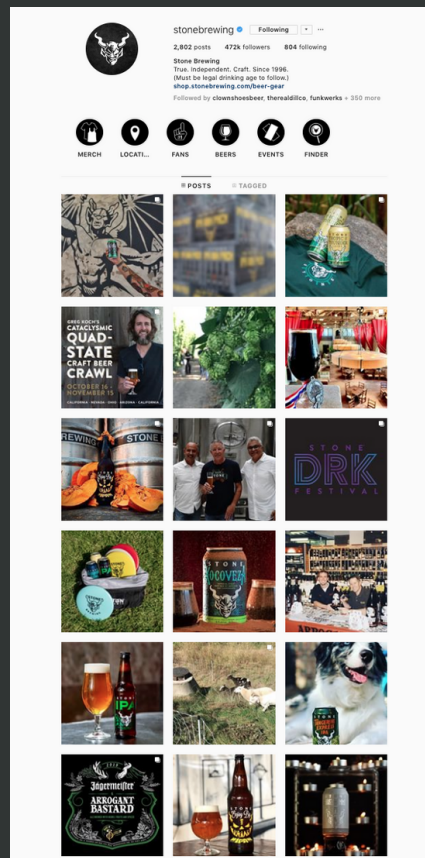
Pick 6 to 8 main topics

This is your content "bank"

This content bank will guide your posts every month

Brand Consistency

Clear messages
to your target
audience



Your Editorial Calendar

<div style="background-color: #0000FF; color: white; text-align: center; padding: 20px;"> Month and Year </div>							Key: Facebook Instagram Twitter LinkedIn Other
							Specific Content Topic for Each Day: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday
							Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Your Editorial Calendar

	A	B	C
	Content Categories:		
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Sample Calendar

Fill out all your days with your various topics

November 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
						Day of the dead
						Local biz spotlight
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	3	4	5	6	7	8
Facts about brewing		Trivia night event	What to drink	Behind the scenes	How to brew facts	Food trucks
National Sandwich Day	Meet the brewers		Wednesdays			Origin story
#NationalSandwichDay						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	10	11	12	13	14	15
Facts about brewing		Trivia night event	What to drink	Behind the scenes	How to brew facts	Food trucks
	Meet the brewers		Wednesdays		New beer in Taproom	Local biz spotlight
	Veterans Day		World Kindness Day			
			#WKD			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	17	18	19	20	21	22
Facts about brewing		Trivia night event	What to drink	Behind the scenes	How to brew facts	Food trucks
	Meet the brewers	National entrepreneurs day	Wednesdays			Charity event
		#EntrepreneursDay				
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	24	25	26	27	28	29
Facts about brewing		Trivia night event	What to drink	Thanksgiving!	Black Friday	Food trucks
	Meet brewers		Wednesdays	Behind the scenes	How to brew facts	Origin story

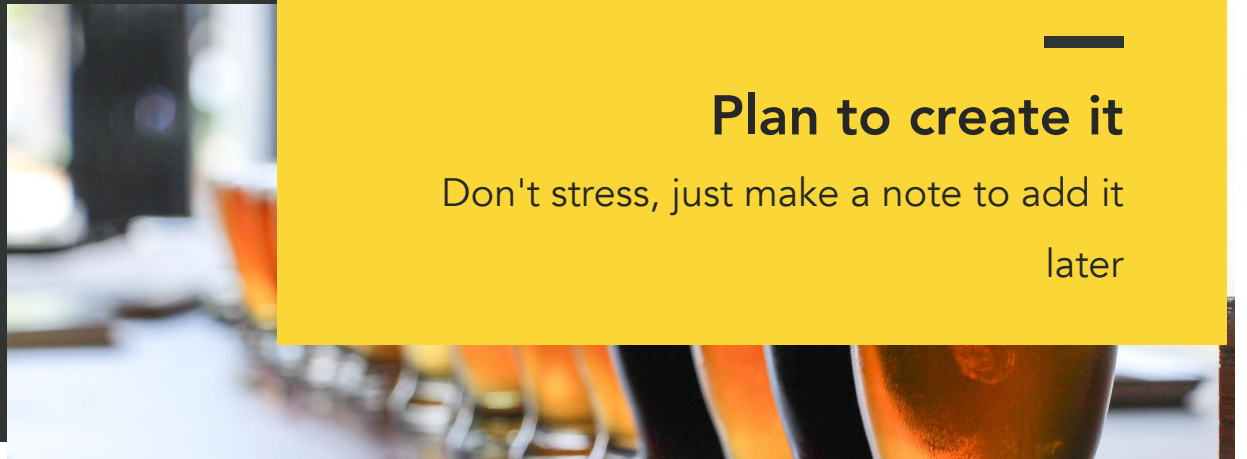
Collecting and Creating Media for Your Posts

Utilize what you have already



Plan to create it

Don't stress, just make a note to add it
later





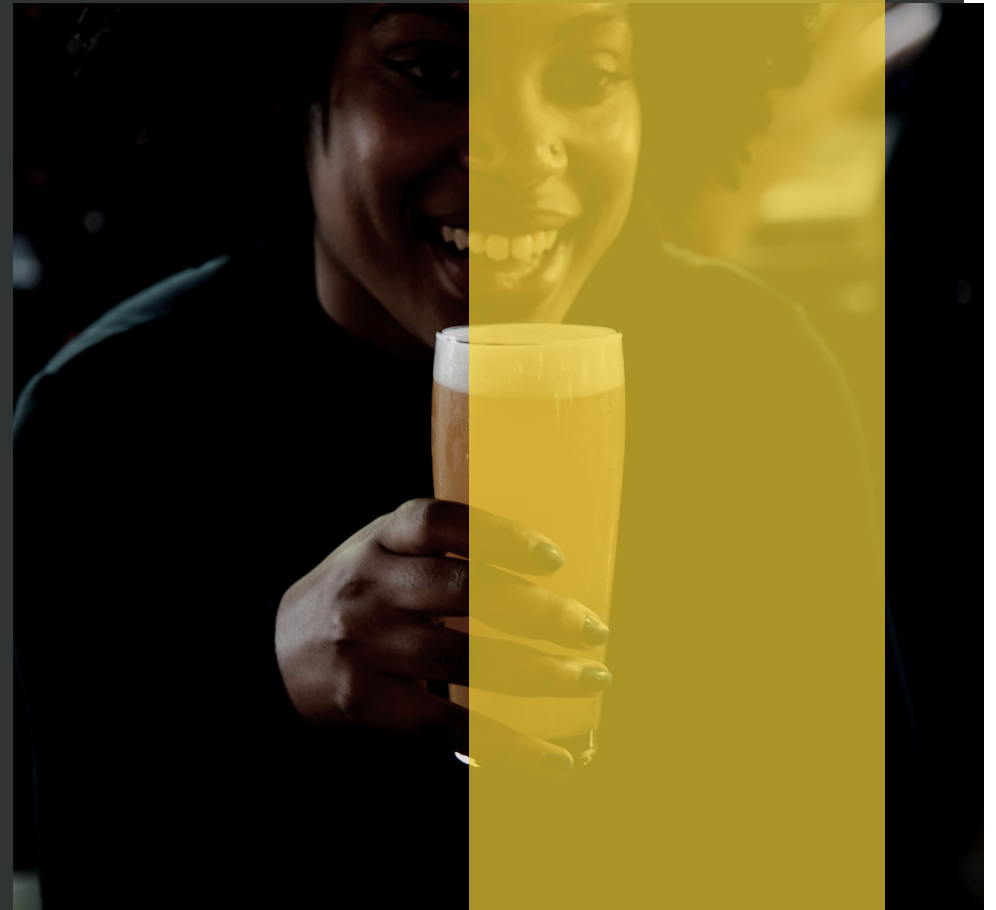
REPURPOSE OLD
CONTENT

HIT UP YOUR STAFF
FOR THEIR CONTENT

User Generated Content

Social media posts from consumers or anyone outside your organization that has tagged your brewery or hashtagged your beers/brewery or tagged themselves at your location

You can repost this content as long as you give credit to them for the content or photo





Use Stock Images

Customize for your brewery

Add your logo or beer description or what the label might look like to make it yours

A photograph of two glasses of beer on a tray, with a dark teal overlay on the right side containing text. The beer is light yellow with a white head of foam. The background is blurred, showing other glasses and a white napkin.

Media Storage

- Cloud storage
- External hard drive
- USB thumb drive

Name your files things that make sense to you, so that you can easily find them later

A top-down view of a wooden tray filled with approximately 25 different craft beer samples in various glassware, including tulip-shaped glasses, pilsner glasses, and snifter glasses. The beers range in color from pale yellow to dark brown, with varying head of foam. The background is dark, making the glasses stand out.

Execute It

SCHEDULING YOUR SOCIAL MEDIA

Write Out Your Posts

- full calendar
- detailed posts
- specific media
- intent and purpose
- brand consistency
- it's not about you



Uploading Your Social Media Posts

This is where we add our media, captions, links and hashtags



Social Media Management Tool

All platforms work differently, but the process is the same



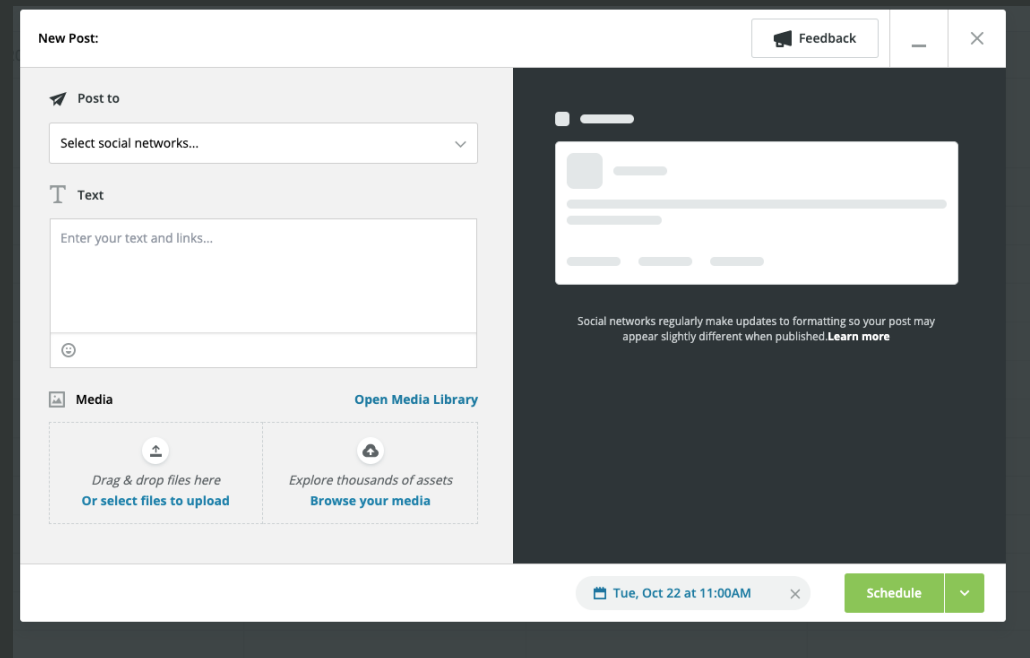
Using Hootsuite as an Example:

- Publisher screen
- Click on your date & time for post
- Select "Add Post"

The screenshot displays the Hootsuite Planner interface. At the top, there are navigation tabs for 'Publisher', 'Planner', 'Content', and 'Promote'. The 'Planner' tab is active. On the right side of the header, there are buttons for 'New Post' and 'Upgrade my plan'. The main area shows a calendar for 'Oct 20 - 26, 2019'. The days of the week are Sun (20), Mon (21), Tue (22), Wed (23), Thu (24), Fri (25), and Sat (26). The time slots on the left range from 06:00 to 11:30 AM. A sidebar on the left lists 'All Posts' and 'NETWORKS' including 'S & H Independent Pre...' and 'shwbrands'. A dashed line is visible at the 7 AM mark on Sunday, October 20th.

Using Hootsuite:

- Select social network
- Add your media
- Set the age limit
- Caption with text
- Include hashtags
- Include links
- Include a CTA
- Then hit schedule



INSIGHTS

Your best bet

RULE OF THUMB

Try to post once at day or at least a few times each week at times you think your target audience will be paying attention

Days and Times to Post



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Frequency

YOU'RE GIVING YOUR TARGET
AUDIENCE MORE OPPORTUNITIES
TO ENGAGE WITH YOUR CONTENT

BEWARE THE ALGORITHMS

Captions

Copywriting - sales conversions

Persuasive language - you're influencing people, not being "salesy"

How would you speak to someone about your brewery or beers?

Hook - Body - Links - CTA - Hashtags

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HASHTAGS

- Words to describe your brewery
- Words to describe your beers
- Words to describe your post
- Trending related words
- Double check it's really what you want

KEEP A BANK OF HASHTAGS TO COPY AND PASTE
TO MAKE THINGS EASIER

Use the three-tiered strategy



Using Links

Most networks will let you include links

Instagram does with some restrictions

IG Hack: Link Tree or use an unlisted page
on your own website

Link shortening - Owly, Bitly, TinyURL



Optimize It

GROW YOUR FAN BASE

Engagement

GIVE WHAT YOU WANT TO GET
\$1.80 STRATEGY

SOCIAL LISTENING

TAGS, HASHTAGS, LOCATIONS TAGS, ETC.

LIKES, COMMENTS, SHARES

GENUINE CONVERSATION WITH YOUR FANS

Stay Active

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USE YOUR PLANNING TOOLS

WATCH YOUR ENGAGEMENT

WATCH YOUR ANALYTICS

SHARE IN THE MOMENT!

RECREATE SUCCESS

GET SOCIAL WITH ME

WEBSITE

<https://www.notyourhobbymarketing.com>

EMAIL

julie@notyourhobbymarketing.com

SEND ME YOUR STORIES!

THANK YOU!



FACEBOOK

[@notyourhobbymarketing](#)



LINKED IN

linkedin.com/company/not-your-hobby-marketing-solutions



INSTAGRAM

[@notyourhobbymarketing](#)