

NOT YOUR HOBBY MARKETING SOLUTIONS

Creating A "Go-To Market" Strategy

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

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not
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MARKETING
SOLUTIONS

Go-To Market Strategy

WHAT IS IT?
YOUR TACTICAL ACTION PLAN

WHY YOU NEED ONE
IT'S HARD OUT THERE!

THE FRAMEWORK
FOR YOUR BRAND EXPERIENCE

THE BENEFITS
IT ANSWERS A LOT OF QUESTIONS

What is it?

A tactical action plan for either launching a new beer or for your entire brewery (if you're just getting started), it could also apply to expanding & opening up new market territories

Beyond just a marketing plan, it also includes sales and distribution plans



Why you need one

You need a strategy to survive in today's challenging market conditions

Brand communication & differentiation are vital

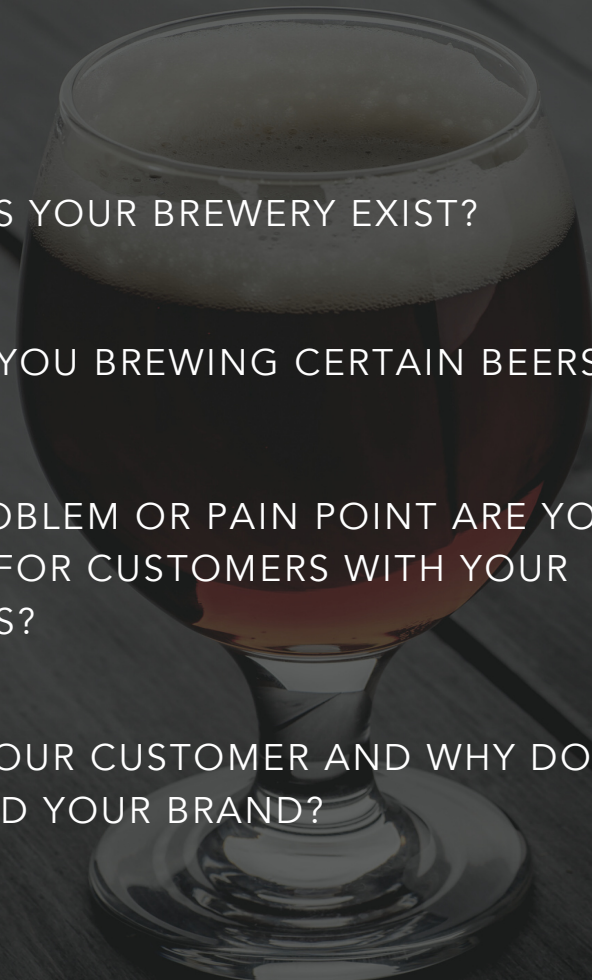
Funding is tight, you have to be creative and strategic

A photograph of a glass of dark beer, possibly stout or porter, with a thick head of foam. The glass is set on a rustic wooden surface, likely a table or bar. The lighting is warm and focused on the glass, creating a moody atmosphere. The background is dark and out of focus.

Experience

CUSTOMERS NEED AN AMAZING
EXPERIENCE TO BECOME BRAND
LOYAL

YOU'VE GOT TO BE PREPARED FOR
OUR CURRENT MARKET CONDITIONS -
TRANSFERRING YOUR BRAND
EXPERIENCE TO THE VIRTUAL WORLD



—
WHY DOES YOUR BREWERY EXIST?

—
WHY ARE YOU BREWING CERTAIN BEERS?

—
WHAT PROBLEM OR PAIN POINT ARE YOU
SOLVING FOR CUSTOMERS WITH YOUR
PRODUCTS?

—
WHO IS YOUR CUSTOMER AND WHY DO
THEY NEED YOUR BRAND?

It answers your
"WHY"

You Have to Know How to Sell

You know the "why" of your beer

Know what is a "good fit" for your brands

Where to sell

Your target customer

Carry this over to whomever is responsible for
selling



Be Aware of Challenges

Anticipation is your best ammunition

Confidently approach any market conditions

Know how to sell during a crisis

Know your competition

Distribution strategy

Defining where you sell your beer and how to sell it in each channel

Includes channel info, location, and delivery method (bottle, can, glass, etc.)



MARKETING FOCUS

Know your goals so that you can direct your focus on the right activities that will help you grow your brand

SALES FOCUS

Know your strategies for how to attack your specific market territory and how fast you want to expand your distribution focus

Sales and Marketing Plans

WHAT DO I FOCUS ON?

Know your PLC - Product Life Cycle phase

Most of you are in the Start Up or Introduction phase

Your focus should be:

- increasing brand awareness
- encouraging customer trial

Awareness Stage - know where your customers fall with your brand

- Totally Unaware and Problem Aware
- You've got to market to them at their awareness stage





Let's Build Your Go To Market Strategy

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 more glasses and a white napkin.

8 Elements of a Go To Market Strategy

- Business Case
- Market Strategy
- Pricing Strategy
- Marketing Plan
- Sales Plan
- Customer Support
- Success Metrics
- Budget



Business Case

Your true purpose - why your brewery exists, why you're brewing certain products

How these items fit into the overall goals of the brewery

Take into account where you are in the product lifecycle

Define your Market Strategy

Where do you fit into the beer market?

- Value propositions
- Brand positioning
- Brand value
- Sales & marketing materials
- Know your Buyer's Journey
- Know your target customers



Value Propositions

What makes your brand unique?



Brand Positioning

Where do you fit in the beer market?



Brand Value

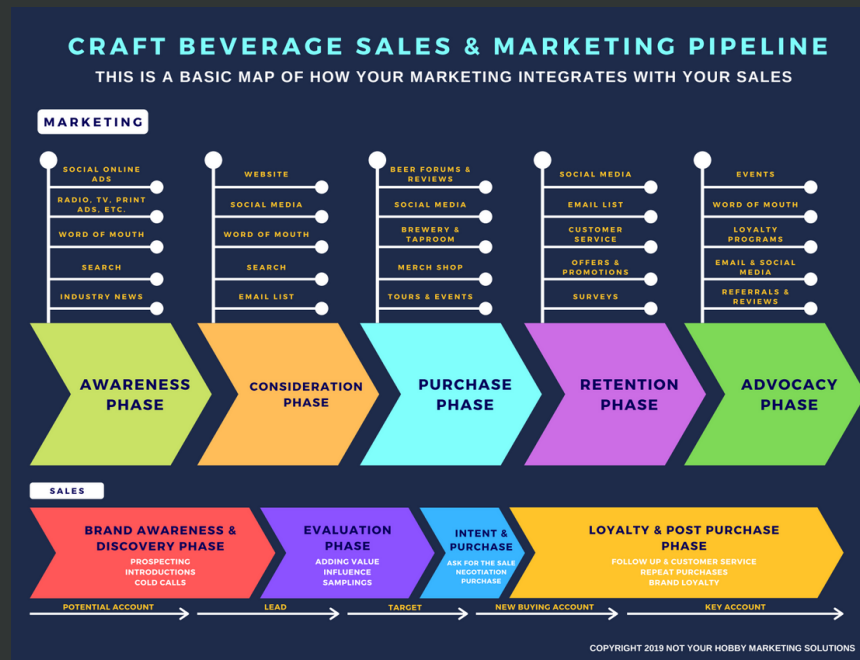
How does the consumer view the value of your brand overall?



Sales & Marketing Materials

Signage, posters, sell sheets, stickers,
branded merchandise, glassware, etc.

Buyer's Journey



Target Customers

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?

What type of books, magazines, articles do they read?

PRICING STRATEGY

- What will someone pay for your beers?
- What are your per unit costs?
- What is your revenue target?
- What is your brand's perceived value?
- What are your competitors charging?
- Where is the beer market heading?

3 Essentials:

- ideal PTC - Price to Consumer
- ideal PTR - Price to Retailer
- if in wholesale, ideal PTW - Price to Wholesaler



Marketing Plan

- Branding
- Lead generation
- Content
- Digital tactics
- Promotional activities

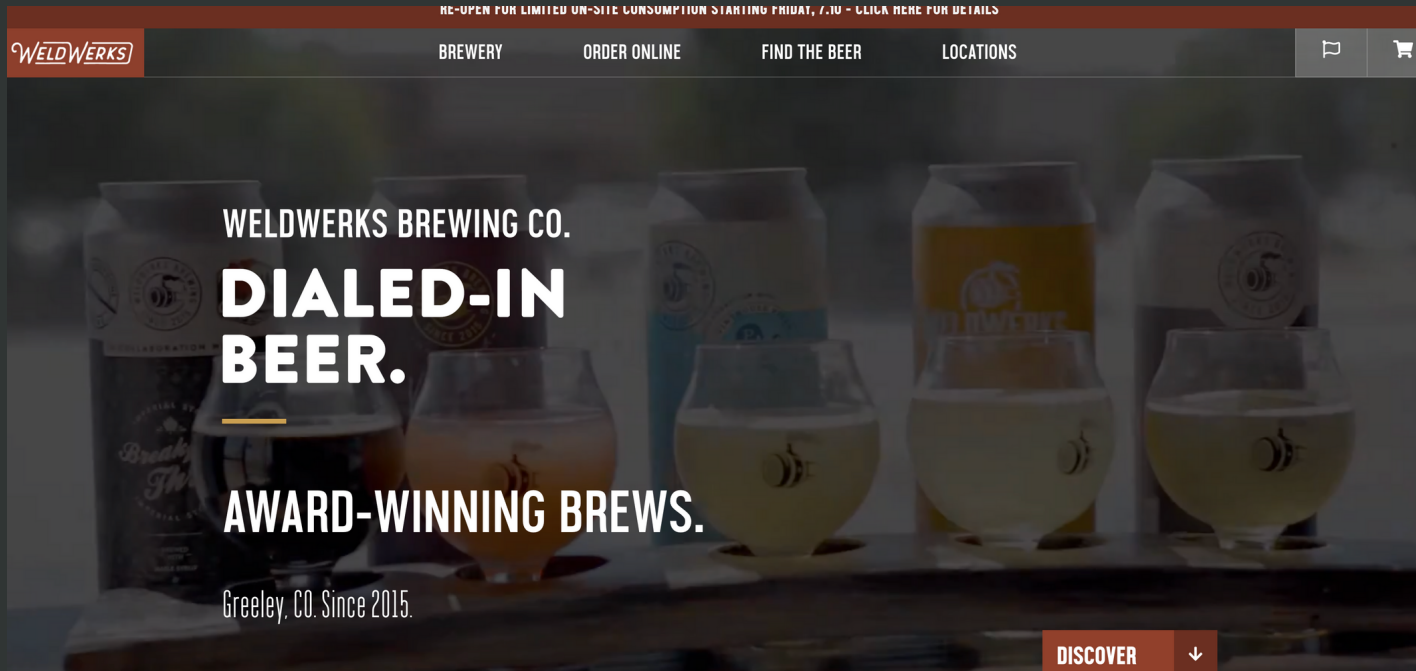
Branding



Lead Generation



Digital Tactics



Promotions



Kokopelli Beer Company is 🍀 feeling lucky at Kokopelli Beer Company.
July 27 · Westminster · 🌐

Bingo and school supply drive!! Our next 2 Bingo events will be Back to School!! Anyone who brings new school items to donate to those in need will get an extra raffle ticket!! Next Bingo is August 3rd! See you there!!



10 Likes 4 Shares

Like Comment Share



Fizz and Hop is at Fizz and Hop.
2d · Melbourne, VIC, Australia · 🌐

VIRTUAL TASTING PACK #7: The Second Coming (Come Harder) is this Friday and we have a suuuper special treat for you 🍷 A WORLD EXCLUSIVE BEER! We mashed the mash and hopped the hops with the legends at Hop Nation and made a beer 🍷 SUN ROOM 🍷 WEST COAST IPA 🍷 collab with Holmes Hall (our soon-to-be-open beer hall next door) Want a taste? Available FIRST & EXCLUSIVELY as part of the Virtual Tasting Pack this Friday 7th August. The rest of you have to wait until Saturday when it'll be available online & instore. Don't come ask for it before then 🤪 oh and there's other beers in the pack too! Edge Brewing Project monster collab with IDES BLACK BOX truffle, caramel, pear & hazelnut nitro stout 🍷 and brand new Bad Shepherd Brewing Co. Sticky Date Stout 🍷

The rest im gonna keep a secret but theyre super fresh delivered tomorrow 🍷❤️ If you havent ordered a pack head to fizzardhop.com.au (link in bio) 6 Beers, food pairings, beer cocktails, reverse trivia and beer bingo. It's gonna be huuuuuuge.

#askforindiebeer #craftbeer #keepinglocalalive #westcoastipa #hopnation #virtualtasting @ Fizz and Hop



35 Reactions 15 Comments 2 Shares

Like Comment Share



Sales Plan

ALL OF YOUR PLANS THAT WE
OUTLINED IN WEEK 1

SALES VEHICLES
MARKET STRATEGY
CUSTOMER ACQUISITION
SALES TOOLS
TRAINING & SUPPORT



Customer Support

End customer service

Retail customer service

Distribution customer
service & support

Success Metrics

You have to measure your progress in some way

Should reflect your brewery goals

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Budget

COST OF SALES, MARKETING & PROMOTIONS

- SALES & MARKETING MATERIALS
- TRAVEL
- ADVERTISING EXPENSES
- BEER SAMPLES
- MEALS & ENTERTAINMENT
- LABOR COSTS
- MISCELLANEOUS EXPENSES

Application to your specific brewery

- there's still growth to be had in our competitive landscape
- our market is normalizing, so you will need clear strategies to survive
- you can't lead without a clear plan
- you have to grow strategically



THANK YOU!

Please reach out to me with questions:
julie@notyourhobbymarketing.com

Find free resources for growing craft beverage brands on my website, plus get access to my craft beverage mastermind group, online learning library and my online booking tool to schedule a call with me about one on one coaching services

