

NOT YOUR HOBBY MARKETING SOLUTIONS

Turning Your Social Media Posts Into Sales

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

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not
your
hobby
MARKETING
SOLUTIONS

Welcome

Hi there, I'm Julie



Thanks for joining me!

- 13+ years in the beer industry
- 10+ years in the service industry
- BA in Marketing
- Cicerone Certified
- Pink Boots Society: regional chapter leader, chapter leadership chair, education and membership task force
- Women of the Vine & Spirits, American Cider Association, member of multiple state brewery guilds
- BA Member and Mentor, DEI Subcommittee
- Published in Craft Brewing Business, The Brewer Magazine and Fintech online - member of the North American Guild of Beer Writers
- taught at UVM
- educator, public speaker, writer, advocate



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your
hobby

**MARKETING
SOLUTIONS**

The Problems

Social media is confusing

Social media is time-consuming

Social media is overwhelming & changes quickly

I don't know how to measure the effectiveness of my social media marketing efforts

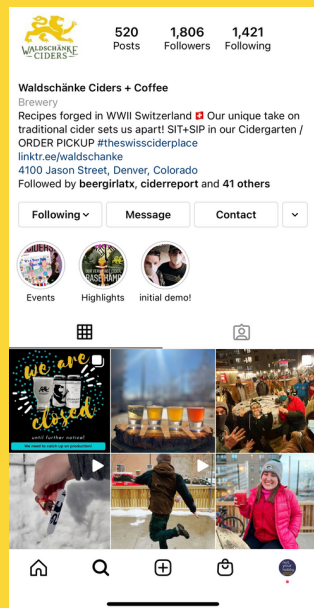
I can't sell alcohol on social media

Solutions!

- the fundamentals of social media marketing
- ways to save time and effort
- the anatomy of a great post
- tools to use to make your job easier
- how to create sales conversions on social media
- basic analytics



Fundamentals of Social Media



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BRAND AWARENESS

THE ALGORITHM CONTROLS YOUR REACH

ORGANIC REACH VS PAID CONTENT

INTERACT TO GROW

ENGAGEMENT IS THE KEY TO SUCCESS

VANITY METRICS

USE SCHEDULING SOFTWARE

Save Time & Effort

- Create a content bank
- Batch plan your social media content
- Advance scheduling
- Hashtag bank
- Build up a media library
- Repurpose your content

The background of the entire slide is a photograph of a rustic wooden table. On the table, there are several glasses, some containing liquids, and a thick, old book is visible in the lower-left corner. The lighting is soft and natural, creating a warm, textured atmosphere.

ANATOMY OF A GREAT POST

Your checklist

MEDIA

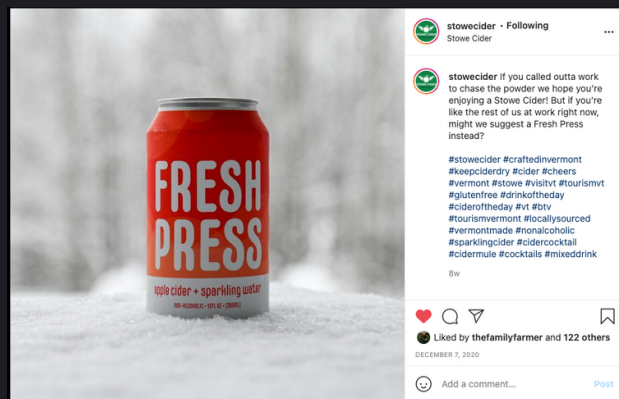
sensory
emotional
situation

EFFECTIVE CAPTION

Hook, body, call to action

RELEVANT LINKS & HASHTAGS

use clickable links
hashtag strategy for maximum reach



Content Themes

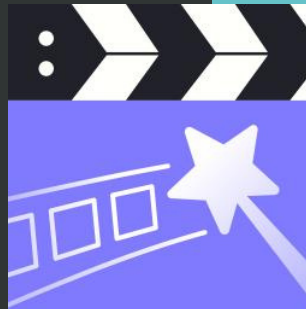
Content Cheat Sheet						
	Entertainment	Education	Inspiration	Information	Behind the Scenes	Testimonials & Reviews
Cider	funny video about apples	what makes cider dry?	apple orchard	suggested glassware	production video	review from Google
Cider & Food Pairings	how to host a cider tasting	cook with cider	cider dinner			
Our Team	funny taproom video	staff profiles	staff stories		team photos	
Our taproom		how to find us	build out photos	operation hours	cleaning	review from Yelp
Our origin story	old owner photos	how the owners learned to make cider	origin story			
Community relations	movie night		charity events	sponsorships	giving back	
Awards				medals and awards	recipes for award wins	product review from Untappd
Events						

July 2020							Key:
							Facebook
							Instagram
							Twitter
							LinkedIn
							Other
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
			1 staff spotlight	2 ordering procedures	3 new product release	4 July 4th	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
5 package sizes available for	6 lagers are complex	7 #worldchocolateday beer and chocolate pairing	8 staff spotlight now hiring post	9 why lagers travel well	10 canning line video	11 brewmaster interview	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
12 what makes us different	13 history of German brewing	14 virtual beer dinner	15 staff spotlight	16 food and beer pairing guide	17 new product release #worldemojiday	18 time lapse patio video	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
19 #nationalicecreamday ice cream and beer pairings	20 recipe creation	21 our beertenders talk about	22 staff spotlight	23 our core values	24 #nationaltequiladay chrtly even post beer and tequila	25 German beer purity law	
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
26 ordering our products online	27 upcoming events	28 quality post about lab	29 staff spotlight	30 video of Oktoberfest event	31 new product release lagers and dessert	brewhouse virtual tour	

Editorial Calendar

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Tools and Apps

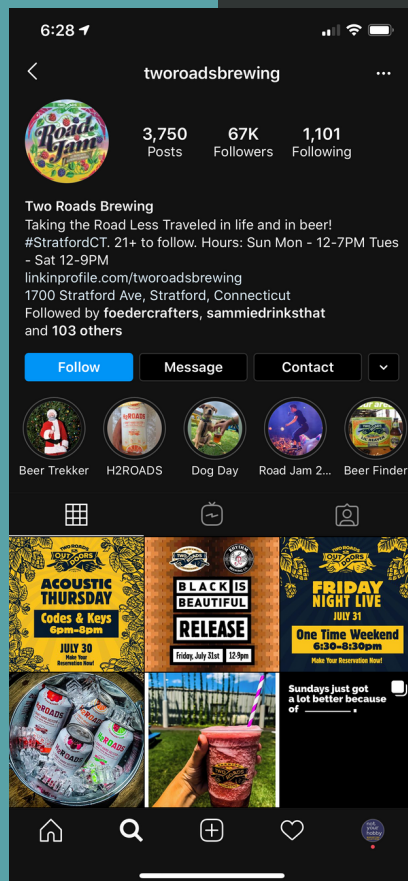


Use a Social Media Manager



Creating Sales-Focused Content

The goal is to provide your audience with branded content that will pique their interest and drive a purchase decision



3 Common Mistakes

You're not priming your audience for sales

You're talking about features and not benefits

Focusing on short term gains



BEST PRACTICES FOR SALES POSTS

BUILD AUTHORITY

Know, like and trust factor

SHIFT THEIR MINDSET

Your value proposition
Unique selling points

COMBAT OBJECTIONS

Counter their objections indirectly



SELL MORE ON SOCIAL MEDIA

SHOP FROM POSTS
clickable social media content

DRIVE TRAFFIC TO ONLINE STORE

e-commerce
third party provider

CROSS PROMOTIONS

community events
other local businesses
beer finder (if legal)

Basic Analytics

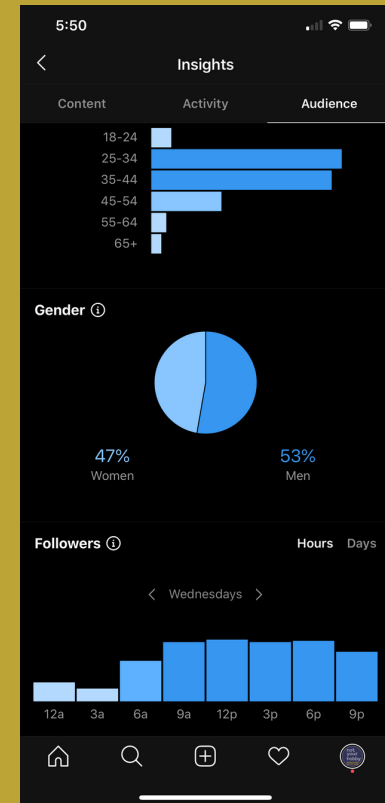
- Awareness
- Engagement
- Conversions

Social Media Insights

Website Analytics

Google Analytics

Social Media Management Tool



THANK YOU!

Any questions?

Please find me online!

www.notyourhobbymarketing.com

or email me direct: julie@notyourhobbymarketing.com

Visit my website to book a call with me!

Follow me on social media **@notyourhobbymarketing** on:



And **@NotYourHobbyMS** on Twitter

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