



Own Your Backyard:

Local Marketing That Drives Sales
For Taprooms





Why Marketing Matters

- It's how people find, remember, and choose you. If you're not talking about what you're selling, you will never sell anything.
- Local-first = more affordable, more effective, faster results, and a lower learning curve.
- Brand loyalty starts right outside your front door. It's more difficult to garner when you get further away from your home base.
- Your taproom is the product - it's the experience. The goal is to be your community hub, so we have to get the word out.

HI, I'M JULIE

With over two decades of experience in the food and beverage industry, Julie Rhodes is an expert in off-site beverage sales, digital marketing, leadership, team management, and distributor partnership management.

She owns Not Your Hobby Marketing Solutions, an educational services and strategic business consulting company built specifically for small—to medium-sized craft beverage companies. There, she teaches owners, operators, and teams how to work smarter, not harder.

She is also a freelance business journalist and active public speaker, belonging to multiple state brewery guilds and cider trade associations. She was the 2023 Mentor of the Year for the Brewers Association, sits on the BA DEI Committee, and teaches marketing and sales for multiple business of craft beer programs at the university level.

I live in Broomfield, CO, with my industry husband, two crazy boys, and a gaggle of pets. I'm a donut connoisseur and sci-fi nerd, and I used to play competitive billiards.



What We'll Cover Today

- What "owning your backyard" actually means
- Building brand awareness from scratch
- Strategic local partnerships
- Finding and reaching your ideal audience
- Tools to save time and energy
- Turning attention into foot traffic
- 90-day action plan for lean teams





What "Owning It" Looks Like

- Known, liked, and remembered in your neighborhood
- Regulars. Referrals. Word-of-mouth.
- Local buzz = low-cost brand awareness
- Map out residential, commercial, and community zones around you
- Network of local strategic partnerships
- Ample local reviews and recommendations
- Proactive part of your community
- Presence on local shelves or other tap walls (potentially)

Building Brand Awareness

What does this actually mean??

- Awareness = recognition + recall
- People support what they recognize and remember → Visibility
- If they don't think of you in the time of need, they won't show up.
Be a solution.
- Consistency across platforms is key





Branding Basics That Matter

- Visual identity (logo, colors, typography, signage, packaging)
- Identify your Brand Archetype - this helps you define your brand voice
- Identity and Tone (friendly, bold, nerdy, etc.)
- Align all of your marketing channels

Strategic Local Partnerships

You need a bigger following — and partners help build it

Collaborate with aligned small businesses and orgs

Shared audience = shared success

Start small: co-host, cross-promote, give value





Smart Local Partners to Consider

**Coffee shops,
barbers, bakeries**

**Apartment
complexes and
condos**

**Charities,
nonprofits, campus
groups**

**Visitors bureaus,
local newsletters,
radio**

**Sports leagues,
fitness studios**

**Hotels, resorts,
rental properties**



Know Your Audience

You can't market to "everyone"

Define your core customer profiles

What do they care about? Where do they hang out?

Focus more on Psychographics vs Demographics

Align marketing with what you offer (events, to-go, private rentals)



Where & How To Find Your People

Where They Get Info

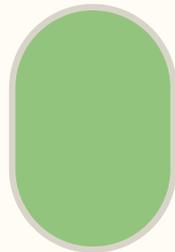
- What do they listen to?
- What do they read?
- Where do they hang out?
- What do they care about?
- What fits their lifestyle?
- What are their hobbies?

Locating Them

- Google My Business
- Google Analytics
- Social Media Insights
- In your taproom
- In your neighborhood

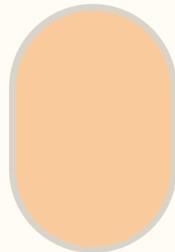
Choosing Your Marketing Channels

You don't need to be everywhere! Focus on 3-4 channels, do them exceptionally well, then scale up as your business grows.



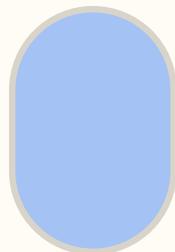
Social Media (FB & IG)

Build brand awareness, foster community, and promote events directly to your local audience.



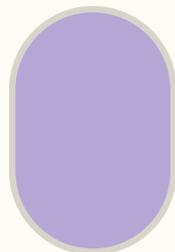
Google My Business

Boost local foot traffic, appear higher in local searches, and promote your daily specials and events.



Email Marketing

Create a direct path to revenue and personalize messages for loyal customers and special promotions.



Niche Platforms

Utilize platforms like Pinterest for visual promotions (food/events) or LinkedIn for B2B distribution opportunities.

Digital Advertising on a Budget

You don't need a six-figure budget to leverage digital ads. They can be surprisingly budget-friendly and offer incredible control.

1

Budget Limits

Specify daily or campaign spending limits to ensure you never overspend.

2

Precision Targeting

Geo-target specific audiences and age-gate them directly for your market.

3

Creative Control

Maintain full control over the media and messaging used in your campaigns.

Consider starting with just \$2-5 per day on Google Ads to get your feet wet and see results quickly.

Don't Boost! While convenient for an event in a pinch, 'boosting' social media posts is generally a cash grab for platforms like Meta, offering poor return on investment compared to targeted campaigns.



Email Marketing: Your Owned Channel

Email marketing stands as one of the most powerful, direct, and controllable channels available to craft beer brands. It's not just about sending messages; it's about owning the conversation.

Full Control & Freedom

Unlike social media, you dictate the creative, language, and frequency. No algorithms to beat, just direct access to your audience.

Build Local Community

It's incredibly effective for nurturing relationships with your local audience, turning casual visitors into loyal brand advocates.

Direct Revenue & ROI

Email allows you to directly sell products, event tickets, or merchandise—a critical advantage for alcohol brands restricted on social platforms.

Share Your Brand Story

Use email to tell compelling stories, highlight your values, and connect with customers on a deeper level, beyond just pushing sales.

Tools to 10x Yourself

Right tools = more output with less burnout

Keep it simple, consistent, and organized

Automate repetitive tasks to free up time

Network with peers and mentors for growth





Your Marketing Tech Stack



Efficiently manage your local marketing efforts with these essential tools. Choose what fits your budget and needs.

Design:

Canva Pro, Photoshop Express Mobile

Scheduling Social Media:

Later, Publer, Buffer, Meta Business Suite

Email Service Provider:

FloDesk, Squarespace, Constant Contact, Klaviyo

Productivity:

Google Workspace, Asana

Your 3-Hour Weekly Plan

Sample Weekly Local Marketing Breakdown:

- 1** 1 hr
Content creation & scheduling
- 2** 30 min
Email marketing
- 3** 30 min
Event listings & review response
- 4** 30 min
Insights & analytics
- 5** 30 min
Community engagement

Set a recurring calendar block weekly—protect that local marketing time like you do with taproom cleaning schedule.





1

Month 1: Foundation

- Update branding, Google, and profiles
- Set up your tools and systems
- Start building your email list

2

Month 2: Execution

- Launch recurring event or promo
- Start consistent posting + emailing
- Reach out to potential partners

3

Month 3: Momentum

- Host a collab event
- Promote private bookings
- Start measuring what's working

Your 90-Day Hyperlocal Action Plan



"Local marketing should be simple, scalable, and community-focused. Now go own your backyard."

Thank You!

If you would like to figure out your **Brand Archetype** for **FREE**, just shoot me an email at: julie@notyourhobbymarketing.com

Find me at:

www.notyourhobbymarketing.com

On the social things [@notyourhobbymarketing](https://www.instagram.com/notyourhobbymarketing)

