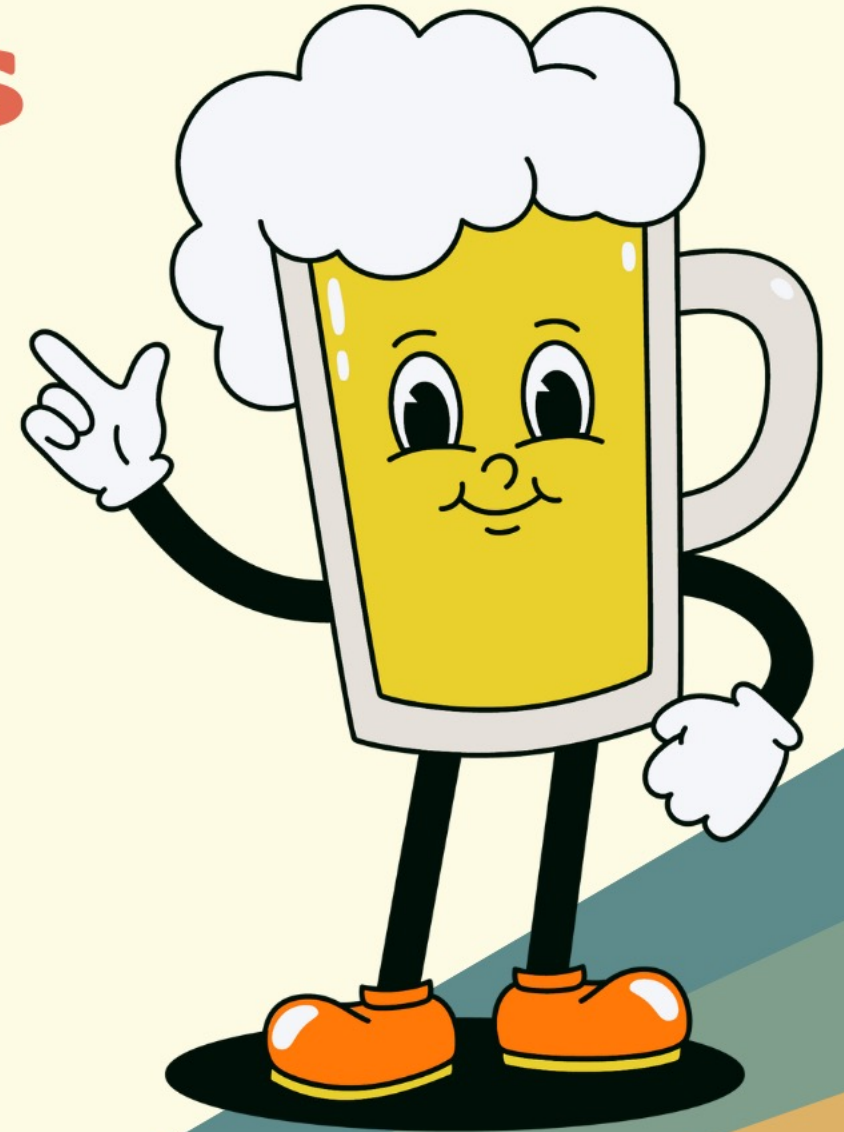


# SMALL BREWERY, BIG IMPACT!

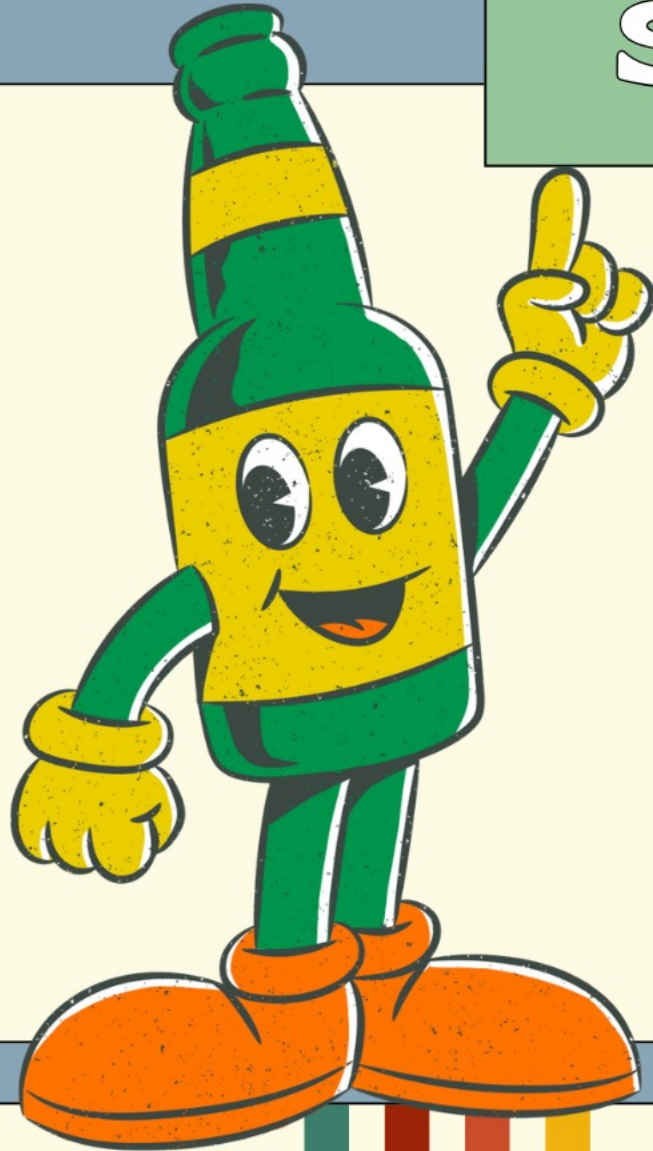
## 5 Digital Marketing Strategies For Nano Breweries

# The Challenges

- **Saturated market**
- **Shifting consumer habits**
- **Tight budgets**
- **Limited resources**
- **Limited marketing skills**
- **Lots of questions**



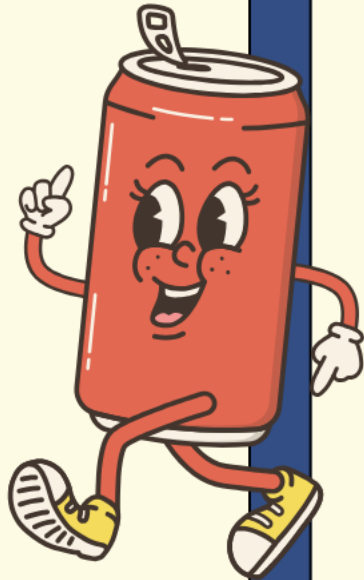
# SOLUTIONS!



- **Focus On Local**
- **Leverage Social Media**
- **Build & Utilize An Email List**
- **Invest In Digital Ads**
- **Tap Into Customer Advocacy**

# HI, I'M JULIE

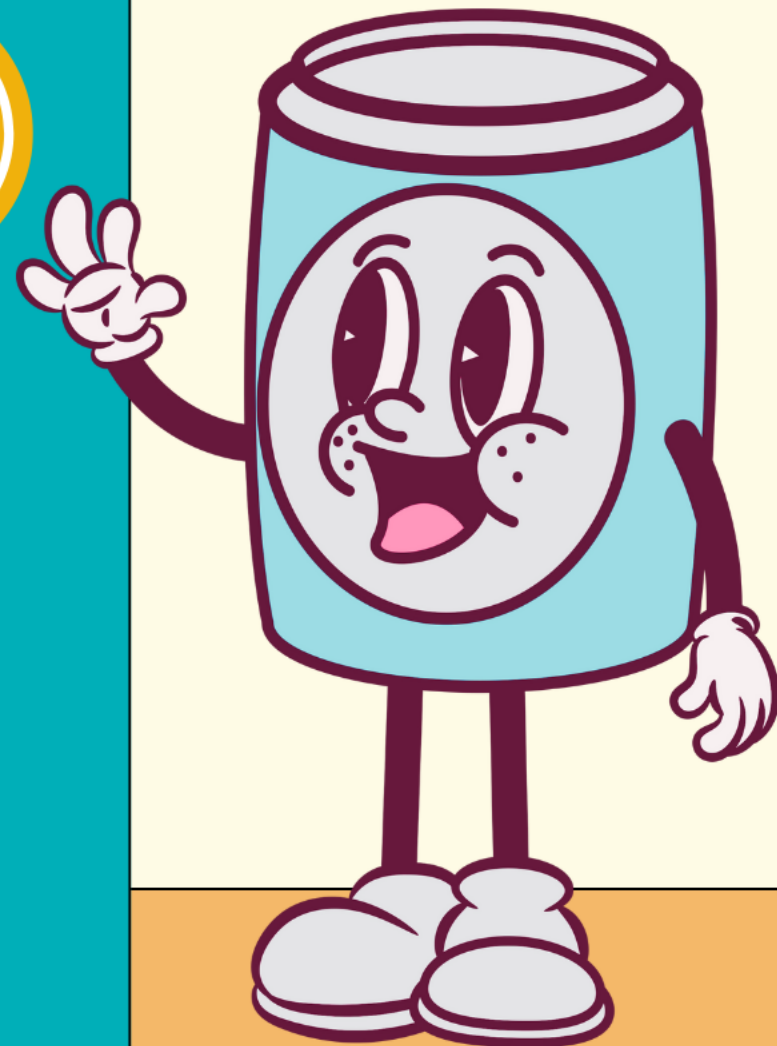
- over 2 decades in the food and beverage industry
- BA in Marketing - self-funded
- 12+ years of supplier side sales, regional management, chain sales, distribution management & digital marketing
- Member of the Brewers Association and the DEI Marketing & Communications Subcommittee
- 2023 Brewers Association Mentor of the Year
- Certified Crafting A Strategy Consultant
- Mother to two boys and a gaggle of pets
- Member of the American Cider Association, Women of the Vine & Spirits, Brewers Association, New York Cider Association, and multiple state guilds, including this one
- Instructor for the University of Richmond, the University of New England, and UC Davis - all focused on the business of craft beer
- Advisory Board Member for UC Davis developing Digital Marketing curriculum & degree programs
- Featured on multiple podcasts, including Good Beer Matters, Craft Brewery Financial Training, Hop Forward, Fueled by Hops, True Craft Podcast, Lawler Out Loud, BrewBound, Marketing Brewing Company, Boys are From Marzen, Start A Brewery and more
- Written work featured in Crafted For All, Craft Brewing Business, The Brewer Magazine, Ekos Craftlab, CODO Beer Branding Trends, Fintech, and the Industry Editor of PorchDrinking.com
- One of the founders of the Safe Bars P.A.C.T. Initiative and the Safer Workspaces Initiative
- now a Strategic Business Consultant teaching growing brands how to work smarter, not harder



1

# GET COZY WITH SEO

- **GOOGLE MY BUSINESS IS YOUR NEW BFF**
- **UNDERSTAND YOUR KEYWORDS**
- **INCORPORATE KEYWORDS ACROSS YOUR MARKETING CHANNELS**



# INTENTIONAL SOCIAL MEDIA

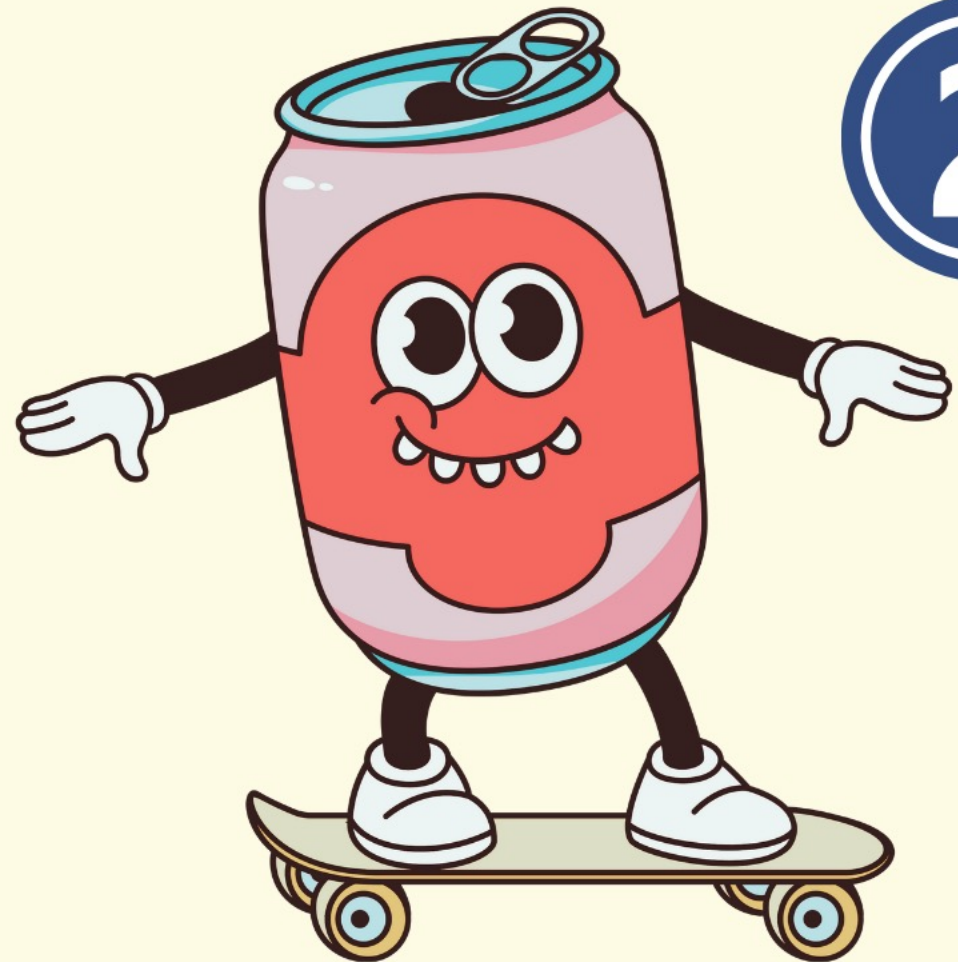
Pick 2 Platforms

Batch Plan Content

Engage!

Track Insights

Brand Value





# EMAIL MARKETING

3

- HIGH ROI, LOW COST
- PICK AN ESP
- FOCUS ON REVENUE STREAMS
- OFFER PERKS
- BE CONSISTENT

**DIGITAL**

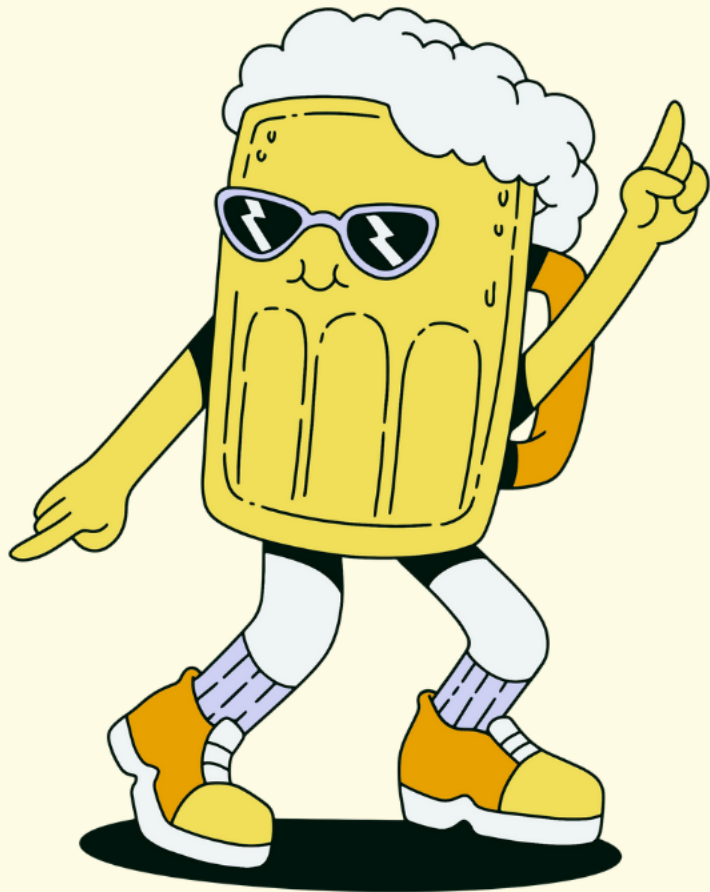
**ADVERTISING**

**4**



- **START WITH BOOSTS**
- **SCALE UP TO CAMPAIGNS**
- **FOCUS ON REVENUE STREAMS**
- **LEVERAGE LOCAL**
- **LOW DAILY BUDGET**

# CUSTOMER ADVOCACY



Ask for Tags

Repost UGC

Leverage Hashtags

Host Contest

Encourage Reviews

5

# TOOLS & TECH

Canva  
Publer  
Hootsuite  
MailChimp  
Constant Contact



Agorapulse  
FloDesk  
HubSpot  
Google My Business  
Google Ads  
YouTube

# THANK YOU!

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