

WBG Base Camp Session

Engaging Your Audience in a COVID-Impacted World

A brewery's marketing toolkit is more important than ever now. This is the time to stretch your skills, and polish and sharpen those tools. We will show you how to make the most of your communications tools, mostly social media, to effectively engage your customers in a pandemic-impacted world.

Communications - consistent and frequent

- What Information is Valuable?
- The things CUSTOMERS want to know. The very basics plus the covid-related.
- The things YOU want customers to know. Show them what they can buy. Remember, "People covet what they see." It's ok to give them FOMO.
- Build a relationship with your customers. Solidify their bond with your brewery. People like to drink their friends' beer.

Communications Toolbox

- Media like me. Simple press release is fine. Use template to make sure you hit all the important info. Hit the mainstream media (tv news). [Good, basic info on press releases here.](#)
- Email newsletter, mailing list. Most who do it, do it pretty well. Effective way to preach to the choir.
- Once you "Claim This Business" it is easy to monitor and control the information. (Tip - remember to keep basic info consistent across all these platforms. Hours of operation, for example.)
- Website. If your site is not easy to update, you might want to think about changing that. Most websites these days are easy for regular folks to update. New website platform? Topic for another day.
- Social Media
 - The big three -Twitter, Facebook, Instagram
 - A candid conversation about Twitter

What do Customers Always Ask?

- Open hours
- Do you have food?
- Are you kid friendly?
- Are you dog friendly?
- And special for Covid times – any special policies or safety measures?
- Indoor seating? What does it look like?
- Outdoor seating? What does it look like?

First Guest

Lara Zahaba, Stoup Brewing

Communicating during Covid

- What they did in Ballard and why
- How did it work out?
- Other things Stoup communicated during covid.

Facebook

- Think of it as your website, but way easier to update with current information. Keep in current, accurate.
- For many, it is the first place they will look when they have any kind of question about your business.
- The goal is to keep your followers (customers) informed. Provide info for potential customers/visitors.

Facebook Messenger

- If you are not going to be responsive on Messenger, use the auto-message reply feature. (Away Message.)
- You can set it up to auto-reply all the time or only at certain days/times.
- If this is a bad way to communicate with you, tell them about a better way – email, phone, etc.

Pinned Posts

- Pinned to the top of your page. First thing people see.
- If you are getting a lot of inquiries about _____, this is great place to share that info, so people don't have dig for it or ask for it.
- Big changes. Like new hours, new tents, more indoor seating, added food menu, etc.
- When the time comes, don't forget to unpin the post.

Second Guest

Sara Gottlieb, Bale Breaker Brewing

- What have you learned since changing to the craft beer world?
- Advice for limited budgets and limited bandwidth.

Instagram

- Nobody expects you to be a Photoshop pro.
- Nobody expects you to be a professional photographer.
- The goal is to entertain, inform, and attract customers, and sell them beer, not to win a Pulitzer Prize for photojournalism.

- In our world, too good is not good at all.

Facebook/Instagram Live Video

- Keep it short.
- Don't worry about being perfect or fancy. Just do it, you'll get better.
- Know your audience, engage them, don't go over their heads, no inside jokes.

Cross-Posting FB/IG

- Hashtags work on Facebook but aren't really a Facebook thing.
- If you tag people or businesses in FB, it doesn't translate to Instagram.
- For many users, it's obvious that you're cross-posting. Not sure anyone cares, but...
- Ideally, post the same thing separately on each platform. If bandwidth allows.

Get Personal

- Get personal, within reason. Things you could share and things you probably shouldn't.
- New employees, birthdays, employee hobbies, brewer's favorite brewing music, etc.
- Not root canals, not info about your kid's school, not politics unless...

Question and Answer Time