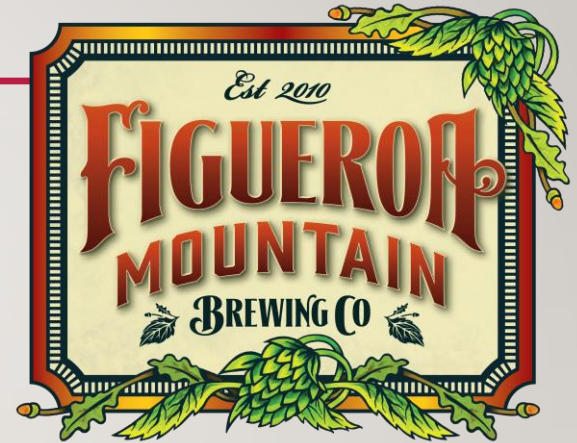


THE RIGHT DIGITAL PLAN FOR YOUR BRAND

CCBA FALL 2019 - CAMBRIA GRIFFITH

ABOUT ME, ABOUT YOU



FAMILLE RUE



OVERVIEW

Problem

There are many free and paid digital options available to everyone, so where does a small craft brewery even start? How do you select and manage the right combination of channels to work together to communicate your brand, often with a budget and staff of zero?

Solution

Define, test, and continuously improve a channel mix that works for your brewery's needs. Evolve your plan as your size, budget, and business model evolves, too.



BEFORE WE BEGIN

Assumptions:

- Your brand's vision and mission are set and understood by your team
- You have figured out, and can articulate, your brand's voice
- You have a marketing plan in place (or at LEAST a production plan)
- You have current, internal calendars in place

BEFORE WE BEGIN

A cart, a chicken, an egg, a horse

- Developing your ideal plan happens over time through testing and monitoring performance. Get a plan in place.
- Start with a look at your current state.
- Assess what you need to add on. Make a plan.
- Assess what you are capable of adding on. Identify the gaps.
- Build the steps to fill those gaps.

LET'S BEGIN

- Setting up your toolbox
 - The ten items
- Defining & Managing your channels
 - The 5 Ws
- Working these channels together
 - Your plan
 - Your customer's journey
- Testing, testing
- Working the results
 - Evolution
 - Budget & Staffing
- In Closing

THE FUNDAMENTAL TOOLBOX

1. Brand guidelines
2. Social scheduling subscription
3. A phone with a good camera
4. Production/packaging/taproom calendar
5. Communication workflows
6. Standard informational resources
7. Content calendar
8. A schedule for maintenance
9. A schedule for content review and editing by stakeholders
10. Digital asset management system

THE 5 W'S – WHO?

- Who are your key audiences?
- Who are they as people?
 - Observe. Ask Ask Ask.
 - Look at data
 - Observe psychographics and tendencies
- Who has access to your handles?
- Who is your support team?

THE 5 W'S - WHAT

- What channels are you currently on?
- What do you need to tell your fans?
- What kind of media does your audience respond to? What's effective? What's already have available? What are you capable of executing?
- What does success look like for you?
- What is your social media policy for staff?

THE 5 W'S - WHERE

- Where does your most fundamental communication take place?
- Where have you had strong activity and engagement from your fans?
- Where can you gather more data, beyond digital?
- Where does your content live and how is it organized?

THE 5 W'S - WHEN

- When do you update your channels?
- When is your audience most engaged?
- When do your key messages take place over a period of time?
- When do you include different kinds of media?

THE 5 W'S - WHY

- “Content is king”
- Why is what you have to say of value to your fans?

WORKING IT TOGETHER

- Get the 5 W's mapped onto a plan
- Milk your content – reuse it across multiple platforms
- Customize the message for different platforms
- Customize the time of day for different outlets
- Point these channels at one each other

TESTING, TESTING

- Set your controls & variables
- A/B testing campaigns
- Test **small** investments in paid digital advertising/influencers
- Test the effectiveness of repeat messaging
- Monitor the breadth and depth of messaging
- Compare to your analytics baseline and goals

IMPROVE

- Potentially increase the investments
- Keep testing the tests!
- Keep comparing those analytics
- Keep asking questions

BUDGET & STAFF THE TESTED PLAN

- Armed with test results, a plan, and knowledge of your audience, draft a budget for the next round of improvement
- Base it off of
 - foundational needs for very basic communication and promotions
 - areas that demonstrated value and require continuous management, maintenance, creation, planning, strategy
- Find a digital lead with the right traits and technical capabilities

TEST & IMPROVE FOREVER AND EVER

....And happily ever after.

- Document your digital updates
- Published content is a halfway mark. Posts should be calculated and analyzed.
- Analytics are your friend. Find value in discovering the unknown about your customer interactions.

CLOSING THOUGHTS

- Get one shared place for your digital assets to live
- Watch out for ABC regulations
- Factor in time for ad approvals
- Your company brand is not your individual brand, nor are those your sub brands
- Work a plan that considers your needs & expectations on your staff

QUESTIONS?

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THANK YOU!

