

# Creating a Great Taproom Experience

How to use social media to increase foot traffic to your brewery

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The Lost Abbey  
For Sinners and Saints Alike

# GOALS

**Driving business to retail locations leading to:**

- ◆ Increased Profit Margins
- ◆ To-Go Sales
- ◆ Merch
- ◆ Experience/Relationships with Customers







# WHO YOU BE?

## Your Marketing Plan Direction?

- ◆ Age
- ◆ Demographic
- ◆ Lifestyle
- ◆ Niche Groups



# CONTENT

## What Should You Be Promoting?

- ◆ Staff
- ◆ Products
- ◆ Environment
- ◆ Behind the Scenes
- ◆ Events
- ◆ Education
- ◆ Lifestyle affiliation



# HOW TO PROMOTE

## Channels

- ◆ Which Channels
- ◆ Frequency
- ◆ Time to Post
- ◆ Mixing up Content
- ◆ Building overall excitement



# QUESTIONS?



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