

Brewery Social Media Plan

Objective

To increase awareness of Industry Brewery and position them as the best beer experience in all of Texas.

Research

- After looking at the social presence of Industry Brewery's competitors, there is an opportunity for Industry Brewery to be at the forefront in social. *See competitors' analysis for additional information.

Facebook

Utilize Facebook to be a source for fans on all things Industry Brewery. The focus will be on visual content – photos and videos – which will help to establish the brand, showcase the beer, and the fun brewery environment. Facebook will serve to tell Industry Brewery's story, while giving fans an inside look and make them feel like a part of the Industry Brewery family.

Timeline

- One year before opening
 - Cover photo and profile pic
 - Begin to tell brand story
 - Updates on construction; groundbreaking
- 6 months before opening
 - Increase posting – 2 posts per week
 - First interview with brewmaster
 - Continue to tell brand story
 - Groundbreaking updates
 - First tab giveaway
 - Teasers – brews, events, what's to come
- 3 months before opening
 - Increase posting – 4 posts per week
 - Second interview with brewmaster
 - Opening updates
 - Second tab giveaways
 - Begin monthly swag giveaways
 - Teasers
 - Brews
 - Events
 - What's to come
- Grand Opening Week
 - New cover photo and profile pic
 - Post 5-7 times
 - All things about the opening
 - Photos and videos
 - Interview with brewmaster
 - Encourage fan photos with hashtag #firstindusTRY
 - Behind-the-scenes photos
 - Doors opening
 - Swag photos

- Regularly weekly posting following opening

Posting

- Tone: Insightful and engaging
 - Talk to fans like friends and make them feel part of an exclusive community
- Post behind-the-scenes photos and videos from the brewery
 - We will size and post
- Be visual and photo/video heavy
 - Create Facebook-exclusive images when needed
- These posts will follow the following weekly formula:
- 2-4 “brand awareness” posts - Establish the brand as Texas born and bred, uncomplicated, genuine, and unpretentious by sharing the history of the brand. Establish Industry as a unique beer “community” in the cluttered Texas beer landscape.
 - Share history of “The Oldest German Settlement in Texas”
 - Tell the brand’s story
 - Detail the history of beer in Texas
 - Highlight Industry’s brews – Create a “Meet The Brew” theme day
 - Post about upcoming events and what’s happening at the brewery
 - Be a source for fans by giving them exclusive information
 - Post details about new brews, new beer locations
- 3-4 “fun” posts – These posts will work hand-in-hand with the “serious” posts by showcasing the fun side of Industry, including the people, beer and attitude. Engage fans with questions, fill-in-the-blank, captions, quizzes, and articles.
 - “Meet the Brewmaster”
 - Series of interviews with the brewmaster
 - How he got into the industry?
 - Fun facts, favorite brews, favorite Texas activity.
 - Preferably in video form
 - Highlight other employees
 - Give fans an exclusive look with behind-the-scenes videos and photos
 - Highlight the beer making process
 - Showcase people having a good time
 - Teasers
 - Tease new brews
 - Tease new bars/restaurants/locations
 - For the opening or when the beer is available, utilize the hashtag (firstindusTRY) - People post photos of their first taste
 - Questions – Ask formal questions (What do you want to know about us? What would you like to ask the brewmaster?) and informal questions (Favorite Industry brew? If you were a beer, which would you be and why?) – fans love to give their input
 - Additional engaging posts:
 - Articles
 - Quizzes
 - Fill in the blank,
 - Caption This
 - Trivia
 - Fun memes
 - Celebrate milestones:

- Groundbreaking
- Construction
- First brewed beer
- First bottle/can design
- First interview with brewmaster
- First shipment
- First day open

Cover Photos

- Create cover photos that illustrate the Industry brand and celebrate milestones.
- Countdown Cover Photos – Six months, three months, and one month
- Grand opening cover photo
- Replace cover photo every three months to keep content fresh

Giveaways

Utilize giveaways to generate excitement during all stages of Industry Brewery – groundbreaking, construction, opening, and beyond. With Wall Giveaways and Tab Giveaways, the options are nearly endless for giveaways.

- Wall Giveaways
 - Swag Giveaway
 - Monthly wall giveaways giving fans koozies, t-shirts, coasters, etc.
 - Will increase awareness and promote Industry to their friends and family
 - Decide on how many pieces of swag you want to give away, and then we will create a giveaway plan
 - These giveaways will be comment-to-win using a post that relates to Industry and beer – This could be a question such as “What is your favorite beer style?” or even a trivia question about beer.
 - Utilizing our platform ShortStack, we’d randomly choose winners
- Tab Giveaways
 - Vote for your Favorite
 - To generate excitement for the opening, we’d run a tab giveaway six months before the opening
 - This would be held on a tab on the Facebook page
 - Fans will vote for their favorite Industry label
 - The winning label will be used as a can/bottle design for one of the brews
 - The design will be featured on various pieces of swag
 - One lucky fan will win a private tour and tasting before the brewery opens
 - Name a Brew
 - To generate excitement for the opening, we’d run a tab giveaway two-three months before the opening.
 - This would be held on a tab on the Facebook page
 - Fans will get to submit their names for one of the brews.
 - We’d choose the Top 10 names and fans would vote for their favorite name.
 - The winning name will be chosen as the name of the brew
 - The person that submitted the winning name, would receive a special behind-the-tour of the making of their brew, a pack of the brew, and a photo with their brew posted on all social media outlets and on a wall at the brewery
 - Additional Tab Giveaways after opening

- Based on the performance of the first two tab contests, we will recommend additional tab giveaways for after the brewery opens.
- These tab giveaways could involve quizzes, polls, film clips, music, sports-related, etc. There are many possibilities with our platform ShortStack

Tabs

A source for fans to find information and submit queries right from Facebook. Will include a mobile link, so people can get to each tab on their phone.

- Contact Us
 - People submit their information and question/comment on a form.
 - The questions/comments will go directly to a designated email address.
- Email Signups
 - People can signup to be a part of the email club right from a Facebook tab.
- Beer Finder
 - All locations for Industry beer
- Construction Tab
 - Detail progress with photo slideshow
- Jobs Tab
 - Detail job openings and where/how to apply

Events

- Create a Facebook Event for any special event at the brewery
- Encourage people to subscribe to Events to stay up to date

Facebook Ad Campaigns

- Brewery Video Campaign
 - Facebook is now treating video ads more favorably in the timeline and 50% of people who visit Facebook daily watch at least one video. There is a great opportunity to use a Video Ad Campaign to increase awareness of and excitement for Industry Brewery
 - Take short video tours of Industry Brewery before, during, and after opening and run a Video Ad Campaign.
- Like Ad Campaign
 - Three months before opening, begin running a Like Ad Campaign to gain fans.
 - We will research and provide suggestions on the target audience
 - We will create several images to use in the campaign
- Post Engagement Ad Campaign
 - After Industry has opened, the page has generated a following, and we have valuable content to regularly post
 - These ads will turn your posts into ads that will reach your target audience.
- Utilize "Custom Audiences" to reach relevant Facebook users – Build lists via emails or website visits and target ads to those people who are on Facebook.

Twitter

Twitter will act as source for all things Industry Brewery, including details about the groundbreaking, opening, brews, and events.

Timeline

- Begin tweeting one year before opening
 - Header and profile photos
 - Begin to tell brand story
 - Updates on construction; groundbreaking
- 6 months before opening
 - Increase tweeting – 2-3 tweets per week
 - Provide updates on construction
 - Teasers – brews, events, what's to come
 - Beer location updates
 - Continue to tell brand's story
 - First interview with brewmaster
 - Create 6 months hashtag to build excitement
- 3 months before opening
 - Increase tweeting – 3-4 tweets per week
 - Second interview with brewmaster
 - Opening updates
 - Continue teasers
 - Create 3 months hashtag to build excitement
- Grand Opening Week
 - Header and profile photos
 - Increase tweeting – 5-7 tweets
 - All things about the opening
 - Photos and videos
 - Interview with brewmaster
 - Encourage fans to tweet with hashtag #firstindusTRY
 - Behind-the-scenes photos
 - Doors opening
 - Swag photos
 - Create grand opening hashtag to build excitement
- Regularly weekly tweeting following opening
 - Periodically update header and profile photos to keep fresh

Posting

- Tone: Informational and engaging – Provide followers with pertinent information about the stages of development, opening, events, brews, beer locations. Engage with retweets and questions.
- After opening, tweet 5-7 times per week with a focus on the following:
 - Visual Twitter feed – photos and videos
 - Focus on behind-the-scenes photos and videos from the brewery
 - Weekly tweets about upcoming Industry events the remainder of 2015
 - Brew updates – new brews; new locations
 - Focus on timeliness – Be the main source for up-to-date Industry news
 - Utilize popular hashtags that fit with brands: #ThirstyThursday
 - Create themed days with hashtags that fit with Industry's brand

- Photos and videos of fun events
- Photos and videos of brewery tours
- Encourage retweets from followers
- Promote locations that carry Industry beer and use their handles if possible
- Tweets will be a mixture of informational and fun/engaging
- Behind the scenes/candid photos and videos– Employees exploring the brewery; set up for the opening
- Shoot candid videos to post – Behind-the-scenes tours, interviews with staff
- Tweet about upcoming events and link to website for more information
- Upcoming events – Be a source for fans by posting about upcoming events well beforehand
- Questions and Retweets– RT the brew you're most excited to try! What questions do you have about the opening?
- Additional engaging tweets – Share articles about beer; Texas; fun quotes; fill in the blank; trivia; beer making tips/process
- Retweet followers, fun articles, beer facts, etc.
- Reply to mentions

Giveaways:

- Private Brewery Tour: Before opening
 - What makes us the best beer experience in TX? Come find out! Follow us & RT to win a private brewery tour! First 5 RTs WIN! #Giveaway #Win
 - What's your favorite #brew style? Tweet w/ #FavoriteBrew for your chance to #win a private tour to try all our styles!
- Private Brewery Tour: After opening
 - Tweet a pic of you enjoying an Industry brew for a chance to #win a private tour! Use #MyIndustryBrew or #ShowUsYourIndustry for your chance to WIN!
 - Tweet a pic of you & your friends @ Industry Brewery for a chance to #win a private tour! Tag w/ #IndustryBrewFriends
- Brew Giveaways
 - What's your favorite Industry brew? Follow us & TWEET using #IndustryFavorite for your chance to WIN a 24 pack! #win #giveaway
 - Follow us & TWEET a pic of you enjoying an Industry brew w/ #MyIndustryBrew for a chance to #win a 24 pack!
 - Post a pic of a brew, have people retweet for a chance to win a pack of the brew in the photo. EX: We LOVE (brew name)! Show us your love! RT for a chance to win a 24 pack! First 5 RTs will win! You must follow us!

Instagram

Instagram will be used as a fast, fun and visual way to showcase the Industry brand with an emphasis on what makes Industry special.

Posting

- Profile pic
- Post real-time images of groundbreaking and construction
- Ramp up image /video postings six months before opening
- Post at least 10 images/videos during opening week

- Post regularly – At least five photos/videos per week
- Give fans a behind-the-scenes look at Industry Brewery from groundbreaking to opening
- Be fun and candid with photos and videos
 - Brew making process
 - Brews
 - People enjoying the Industry Brewery experience
 - Employees enjoying what they do
 - Fun events
 - Swag
- Focus on the experience that makes Industry unique
- Make followers feel like a part of the Industry family
- Utilize hashtags that emphasize what makes Industry unique and the best beer experience in Texas; Showcase Industry Brewery's core values
 - #BeerLoyalty
 - #IndustryIntegrity
 - #BrewExcellence

Giveaways

Utilized when account is established; there's a lot of content and regular postings; strong following

- Hashtag Contest
 - Create a hashtag that fits with the contest theme
 - Users must post a photo enjoying an Industry brew with the correct hashtag to win a prize (swag, beer, private tour)
 - Choose favorite photo or have fans vote or comment on their favorite photo
 - To gather contact information, this can be run on a Facebook tab
- "Like" to win
 - Simple contest that doesn't require much effort on the part of your followers
 - "Tap This" Idea
 - Post a brew image and ask entrants to double-tap the image
 - Double clicking will 'like' the photo
 - Entrants must follow Industry Brewery
 - Winner(s) randomly chosen and notified through an @mention
 - Ask for email to send further details
- "Selfies"
 - Entrants must take a photo of themselves enjoying an Industry brew or wearing Industry swag
 - Submit with an @mention and a branded hashtag
 - Winner(s) get a prize (swag, beer)
- Additional contest ideas: Based on goals, we will provide additional contest ideas as needed; these could include photo voting contests, scavenger hunts, and more.

Pinterest

Pinterest will be a way for people to discover exciting and inspiring things about Industry Brewery. Quality over quantity. Photos are center stage and sharing is second nature to the audience.

Boards and Pinning

- Profile pic
- Create 8-10 boards
 - Industry-specific
 - Our Brews

- Our History
- Our People
- Our Culture
- Our Home
- Our Brewery
- Beer Related
 - Beer & Food Pairings
 - Cooking with Beer
 - Homebrewing tips & tricks
- Pin minimum of five images to each board
- Pin five images per week leading up to opening
- Pin at least 10 images during opening week
- Pin at least 5 images a week the rest of 2015
- Share the Industry lifestyle, not products
- Pinterest is 80% women – Put a spin on the Industry brand that fits with the audience
- Utilize guest pinners to build following
- Like pins and follow boards
- Humanize the brand with simple touches
 - Share your history with images
 - Behind-the-scenes
 - Employees having fun
 - Guests having fun
- Pin images from events and tours
- Cross-promote on all social media outlets

Google Places: When there is a physical address

- Verify location
- Connect to website
- Cover photo and profile pic

YouTube

- Set up using a brand account through Google Places
- Upload channel art
- Short videos before opening
 - Ground breaking
 - Brewmaster interview
 - Tour of property
- Videos during opening
 - Capture fun and excitement
 - Doors opening
 - First beer served
 - First tour
 - Second interview with brewmaster
- Post videos every month after opening
 - Capture events
 - New brew features
 - Milestones
 - Behind-the-scenes

- Beer making process
 - Getting a brew ready for shipment
 - Employee events
- Employee interviews
- Patron interviews