

# Brown Truck Brewery

Marketing Plan

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## **EXECUTIVE SUMMARY**

Brown Truck Brewery is a craft brewery in the heart of High Point, NC. It first opened to the public in February 12, 2016 and has grown ever since. Brown Truck specializes in everything from “the light and refreshing American Light Lager to a hoppy and complex India Pale Ale and everything in between” (Brown Truck Brewery, 2017). Brown Truck has successfully found a market in High Point for its rich brews and exciting atmosphere complemented by live music and a variety of food trucks. Its customer base has been largely composed of diverse local High Point customers.

Brown Truck directly competes with places such as Liberty Brewery in High Point as well as others in the Greensboro area such Natty Greene’s. Brown Truck indirectly competes with restaurants such as Blue Rock Pizza and Tap and Southern Roots as they are popular spots for High Point University students, a segment of the target market we are proposing for the brewery.

Brown Truck has a competitive advantage because of its location on Main St. and the great atmosphere it has created and is known for. It also has exciting partnerships with local food trucks that allow its customers to enjoy anything from comfort food to international cuisine. Despite its growth, there is still a large portion of the High Point population that has either not heard of the brewery or has visited the brewery before.

Due to its relative newness, we propose the following strategies centered around our objective of increasing its overall number of customers:

A. Increase brand awareness through increased social media following and market engagement.  
We’re proposing several tactics and KPI for leveraging all social media platforms.

B. Increase customer loyalty.  
Tactics include the introduction of a rewards program in conjunction with featured customer outreach regarding feedback and suggestions.

C. Target local millennials and 21+ college students.  
Local millennials and High Point University students will be targeted through college nights and ambassadors at the university in addition to several social media campaigns including free merchandise or drinks.

D. Increase community involvement.  
We propose to increase community involvement through partnering with nonprofits for a particular cause.

## **CURRENT MARKETING SITUATION**

### **Market Description**

The craft beer market is comprised of local “micro breweries” with limited-production of specialty beers. Craft breweries are defined as producing less than 6 million barrels a year. Craft breweries are defined by their batch size, or how many barrels are produced when brewing each beer. There are 31 gallons of beer in each barrel. The craft beer market has been on the rise for the past ten years with an increasing number of breweries year after year. The number of operating craft breweries in the United States has increased from 1,460 in 2006, to 5,301 in 2016 (Brewer’s Association, n.d.). Since the opening of microbreweries in the U.S., the success rate has been approximately 76% (Gribbins, 2015).

### **Market Research**

According to the NC Craft Brewer’s Guild (2017), “North Carolina boasts the largest number of craft breweries in the American South, with more than 230 breweries and brewpubs.” The Triad Business Journal identified the top breweries in the Triad by number of beer barrels produced in 2016 as: Foothills Brewing, Winston-Salem, 40,295 barrels, Red Oak Brewery, Whitsett, 23,000 barrels, Natty Greene’s Brewing Co., Greensboro, 11,000 barrels, Haw River Farmhouse Ales, Saxapahaw, 1,200 barrels, Joymongers, Greensboro, 1,160 barrels (Buice, 2017)

### **Market Trends**

Currently trending at the national level are India Pale Ales which are expected to continue growing in popularity. Additionally, craft beer consumers are currently loving the variety of flavors microbreweries are concocting by added fruits or spices to their brews. While many microbreweries are delving into the national market, focusing on the local market has allowed the majority to be successful thus far. While not an option to all, canning brews has also increased in popularity as an alternative to growlers (Swartz, 2017).

### **Brown Truck Brewery Review**

Brown Truck is a national beer champion after its American Lager and Saison brews won several categories at the Great American Beer Festival. On their website, they currently advertise eight of their brews and feature five wines. Brown Truck offers seasonal brews with a variety of flavors. Brown Truck is currently exploring expansion options such as canning, bottling, increasing keg sales or expanding the tap room.

Brown Truck has maintained a consistent presence on Facebook, Instagram, and Twitter. It has also just recently launched its website. A few days a week, Brown Truck invites local bands and artists and food trucks to host a fun evening. It also hosts the Bad Ass Run Club once a week. Brown Truck has participated with some local charities such as Feeding Lisa’s Kids, a grassroots organization ran by the owner of Southern Roots with the aim of feeding hungry children in High Point. Brown Truck also promotes shopping local through involvement with pop up High Point markets such as the Back-Alley Market. Brown Truck has also partnered with networking groups such as Winston Salem Housewives for a Girl’s Night Out.

### **Competitive Review**

Liberty Steakhouse and Brewery is located in High Point and provides an extensive restaurant menu in addition to approximately 10 year-round and seasonal brews. Liberty offers a membership club to its frequent visitors which allows its members to enjoy a 20 oz mug of their favorite brew rather than a pint. Upon registration, members also receive a t-shirt and their favorite brew in a growler.

Natty Greene's Brewing Company is located in Greensboro, NC and is considered a production brewery with a reach from Virginia to South Carolina. It opened in 2004 and currently features 17 different year-round and seasonal brews. It has expanded to include a fresh kitchen and market in addition to their brewpub.

Joymongers Brewing Company is located in Greensboro, NC and offers 16 different brews. It hosts food trucks and local musicians throughout the week. Joymongers offers "crawlers," a canned growler that allows guests to take 32 oz of any brew home.

The Deck at River Twist in Jamestown, NC, while not a brewery, is a popular spot for locals and university students. The Deck hosts several live bands and provides a fun and relaxed atmosphere for drinks and a night out.

Blue Rock Pizza & Tap opened in 2012 and is known for their specialty pizzas and their offering of over 40 beers on tap and over 50 bottled beers. It is a common spot for locals and university students who want drinks and a bite to eat.

After Hours Tavern in High Point, NC positions themselves as a bar and nightclub which allows them to cater to those going out for drinks, or those looking to dance. They feature weekly bring-your-own-mug specials in addition to cornhole tournaments, live music, and karaoke.

Blue Bourbon Jacks or BBJ's in High Point is a local bar that features live music on weekend nights. It advertises a "wonderful atmosphere" and features games and patios for guests.

### **Channels and Logistics Review**

Currently, brews are only sold in-house and in growlers to go. Brown Truck is able to sell merchandise in-store and online.

### **Macro and Micro Environmental Influences**

Craft brewers in North Carolina are limited by a state law that caps small brewery production to 25,000 barrels before a distributor is required. When looking at the economy of the city, a major part of High Point's population lives below the poverty line so it is important to target the wealthier population. High Point's population has been steadily increasing over the past 15 years. Approximately 34% of the population is between the ages of 20 and 44 (City of High Point Planning and Development Department, 2016).

## **SWOT ANALYSIS**

Some of Brown Truck Brewery's strengths include business from the local community, offering high quality craft beer, entertainment (live music/food trucks), and a nice atmosphere. Brown Truck's main area of weakness is their overall marketing efforts, which we hope to help them improve on. Some of their opportunities include improving their marketing by becoming more involved on social media. Another opportunity for brown truck could be to advertise directly to well known employers throughout High Point. There has been a list compiled of the largest employers in High Point as of 2016. This could be a good way for Brown Truck to get their name out to well known employers within the High Point community. Another opportunity for Brown Truck is getting more business from HPU students by offering a "college night" or getting in touch with HPU to market Brown Truck to their students. Brown Truck Brewery's major threats include other popular bar/restaurants in the area that cater to HPU students and the high point community; some of which include Liberty, The Deck and Southern Roots.

## **PLAN OBJECTIVE**

The overall objective of our Marketing Plan, is to obtain more customers for Brown Truck Brewery, and ultimately generate a higher revenue. While Brown Truck Brewery has been open for almost two years so far, and has definitely been successful, we want to continue to increase its success. Being able to establish a stable customer base, and increase customer loyalty may be an integral strategy to Brown Truck Brewery's success. For example, establishing a sense of loyalty with customers such as HPU students, may help increase the frequency in which current customers visit. Additionally, we believe that between building brand awareness, and increasing customer loyalty, Brown Truck Brewery will not only achieve obtaining more customers, but will be able to increase the frequency in which current customers already attend, which will only continue their success and add to both social media and word of mouth marketing. This has the potential to create a snowball effect, spreading the word about Brown Truck Brewery beyond Piedmont Triad, beyond North Carolina, and can contribute in making it a destination for craft beer lovers.

## **PLAN ISSUES**

Many issues can arise when putting together a marketing plan or any plan in general. With Brown Truck a major issue for this company would be their location. To market a small micro brewery and create success, being in a small town makes that difficult. Although, High Point does attract students from the university, the town itself does not have much compared to another brewery that may be located in Greensboro.

Another issue that could arise would be being able to track the success through this marketing plan to see what has and has not worked for the company. Realistic goal setting for a company of this size is also very important. For budgeting purposes, as well as the growth of the company.

## **GOAL**

Upon conducting market research of small breweries and identifying what Brown Truck is already doing as a small business, we have identified our main goal to be increasing number of customers overall. We believe that Brown Truck Brewery is a hidden jewel in High Point. Those who visit tend to visit often, and there are always people who are aware it's there but have not gone. In order to fulfill our goal, we are going to put in place strategies that will make people more aware of Brown Truck through social media and word of mouth. We also want to encourage customers to visit frequently by instilling into place loyalty programs. We also want to tap into the 21+ college student audience in High Point since High Point University students enjoy getting off campus and getting a meal or drink at places around the city.

## **MARKETING POSITION/SEGMENTATION**

The 30-50 year old market is a strong consumer base for Brown Truck at this time. This market tends to be more loyal than their 21-25 year old counterpart due to the fact they live in the community year-round, and this segment is where our goal to increase customer loyalty will thrive.

While we want to continue to target and support customers outside the 21-25 year old market, the 21-25 year old market is an important segment for Brown Truck to target due to the high number of college students in High Point. While college students already are customers of Brown Truck, we want to increase awareness among that age group. Many High Point University students are aware of Brown Truck and see it as their best kept secret. Brown Truck needs to capitalize on this interest and intrigue. Segmenting the market in this way will allow Brown Truck to specialize their tactics in order to reach the 21-25 year old market.

## **MARKETING STRATEGIES**

We have devised a few different strategies that will help us fulfill our goals listed above and allow us to see results. Brand awareness, customer loyalty, and engaging in a new target audience consisting of college students are the most important aspects for Brown Truck to work on.

- ❖ Increase brand awareness through social media following and market engagement
  - We will measure brand awareness by number of likes, follows, and check-ins on Facebook and Instagram. An increase in likes from 6,100 to 7,800 over a 24 month period will demonstrate increased brand awareness due to the campaign.
- ❖ Increase customer loyalty
  - Customer loyalty will be measured by the number of punch cards given out and the number of fully punched cards redeemed. A goal of 100 punch cards returned for a free pint in six months will show customers are loyal to Brown Truck.
- ❖ Target local millennials and 21+ college students
  - We will measure our reach of this market through college night attendance at Brown Truck. A goal of 60 college students present during college nights is a strong goal for the first 24 months.
- ❖ Increase community involvement

- Partner with local non-profit organizations to give back to the High Point community. Purchase a certain beer and a portion goes to supporting that community partner.

## **MARKETING TACTICS**

We are setting in place the following tactics for each strategy that will allow us to fulfill them, and in the long run work towards our goal of increasing the number of customers overall.

- ❖ Increase brand awareness through social media following and market engagement
  - We recognize that Facebook tends to be more popular with an older audience, whereas college students/millennials prefer Instagram. We want to work on both platforms to engage the type of audience that may come from them through the following tactics:
    - Facebook
      - Highlight a “beer of the month” on monthly posts, whether it is just recently on tap or has been a regular for a while, and include reviews from customers
      - Broadcast a performance from one of the live bands via Facebook Live once a week
      - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
      - Feature local/frequent customers
      - Host giveaways requiring customer entries
      - Facebook advertisements to push sponsored ads to different areas other than the Triad
      - Promote social media platforms at beer festivals and other events by having customers tag themselves in front of the Brown Truck booth for a chance to win free gear at said events
      - Print coupons for a free pint at these events and post this on social media platforms to encourage people to visit their booth--able to track sales/visits this way
    - Instagram
      - Advertise drink deals if an HPU team wins a game
      - Post photos of 21+ HPU students at the brewery
      - Utilize the Instagram Stories feature to show the live band, the food trucks, the drinks, and the customers
      - Feature local/frequent customers
      - Host giveaways requiring customer entries
      - Promote social media platforms at beer festivals and other events by having customers tag themselves in front of the Brown Truck booth for a chance to win free gear at said events
- ❖ Increase customer loyalty
  - Getting new customers is extremely important in our marketing plan, but keeping loyal ones is even more important because we want Brown Truck to appeal to consumers so much that they keep coming back for more.



- Give customers a punch card when they purchase, and for each pint they buy they will accumulate punches. After 5 punches, customers will receive a free pint of a beer of their choice.
- Customers can give their phone number at time of purchase and can opt to receive text updates weekly about deals, food trucks, and live bands
- Feature customers via social media platforms to show appreciation
- Invite frequent customers to events on Facebook to show Brown Truck notices their loyalty
- Take suggestions from customers on musicians and food trucks and bring back the ones that are customer favorites
- ❖ Target local millennials and 21+ college students
  - Working toward creating a larger 21+ HPU student audience will increase customer loyalty with them and spread the word to other students that are unaware of the brewery
    - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
    - Recruit 21+ college representatives who will advertise for Brown Truck on their own social media and serve as the voice for Brown Truck at HPU
      - Greek representatives from each Greek fraternity to “host” a night at Brown Truck
    - Take suggestions from students about student musicians at HPU they would like to see perform at Brown Truck
    - Random social media posts advertising the first 3 people to show up after seeing said post will receive a free pint
    - Picking random college student customers and giving them a free t-shirt or hat with the purchase of a pint
- ❖ Increase community involvement
  - By partnering with the High Point community and getting involved with local non-profit organizations, Brown Truck will receive positive PR and have a reputable brand image consumers will feel good about supporting.
    - Partner with a new non-profit organization every month for 24 months, 3 rotating
      - Portion of the price of a specific beer will go toward that organization
    - Host fundraising events at the brewery for organizations
    - Employees will help out at the specific organization’s events and represent the brewery
    - Post social media content involving the non-profit organizations or community members
    - Create partner merchandise featuring the organizations and Brown Truck
    - Contact businesses at business parks such as Enterprise Industrial Park and Enterprise Industrial Park

## **TIMELINE**

### **YEAR 1**

- January 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Start distributing printed loyalty punch cards
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- Feb 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- March 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- April 2018
  - Post beer of the month on social media platforms

- Advertise drink deals on social media platforms if an HPU team wins a game
- Reach and engage with a new business
- Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
- Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
- Feature local/frequent customers
- Host giveaways requiring customer entries
- Post photos of 21+ HPU students at the brewery
- Partner with a new non-profit organization
- Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- May 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Attend Carolina Brewsfest and post on social media
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- June 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- July 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals

- Feature local/frequent customers
- Host giveaways requiring customer entries
- Post photos of 21+ HPU students at the brewery
- Host fundraising events at the brewery for organizations
- Partner with a new non-profit organization
- Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- August 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- September 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- October 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization

- Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- November 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- December 2018
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Host New Year’s beer specials on 12/31
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal

## YEAR 2

- January 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- Feb 2019

- Post beer of the month on social media platforms
- Advertise drink deals on social media platforms if an HPU team wins a game
- Reach and engage with a new business
- Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
- Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
- Feature local/frequent customers
- Host giveaways requiring customer entries
- Post photos of 21+ HPU students at the brewery
- Partner with a new non-profit organization
- Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- March 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
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  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- April 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Reach and engage with a new business
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- May 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Attend Carolina Brewsfest
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week

- Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
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- Host fundraising events at the brewery for organizations
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- November 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game
  - Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
  - Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
  - Feature local/frequent customers
  - Host giveaways requiring customer entries
  - Post photos of 21+ HPU students at the brewery
  - Host fundraising events at the brewery for organizations
  - Partner with a new non-profit organization
  - Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal
- December 2019
  - Post beer of the month on social media platforms
  - Advertise drink deals on social media platforms if an HPU team wins a game



- Reach and engage with a new business
- Broadcast a performance from one of the live bands via Facebook Live & Instagram once a week
- Advertise Monday/Thursday/Sunday night specials based on the football games being played, featuring team-themed drink deals
- Feature local/frequent customers
- Host giveaways requiring customer entries
- Post photos of 21+ HPU students at the brewery
- Partner with a new non-profit organization
- Create a “college night” for college students that feature special drink deals and post about this night every week highlighting the deal

## **BUDGET/FORECAST**

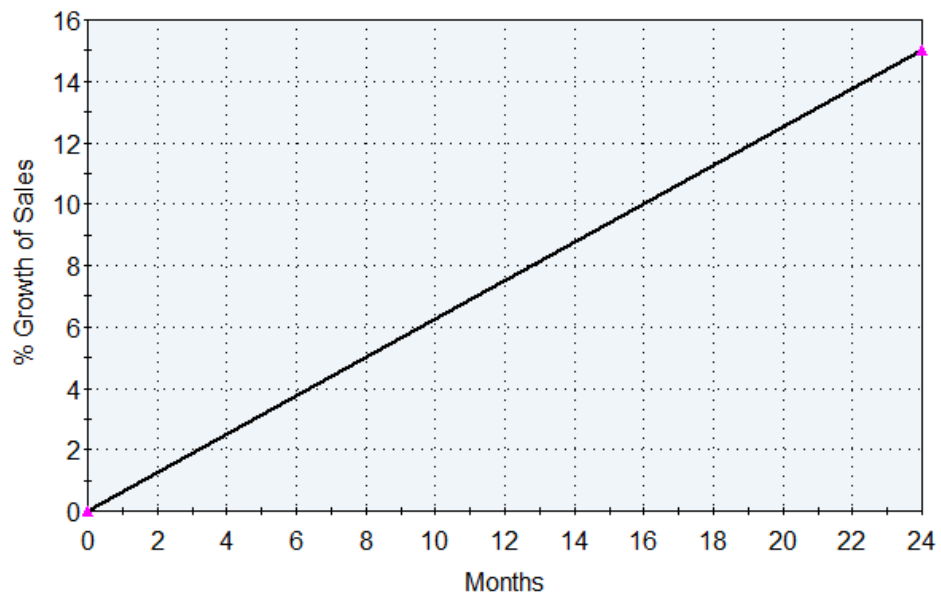
- We plan to use around \$4,000 for budgeting marketing expenses
  - includes :
    - Social media photography
      - Instagram, Twitter, Facebook
        - Instagram is strong with pictures, however needs to increase followers (Already have hired social media photographer/specialist student from HPU)
    - Brand Imaging (products)
      - T-shirts
      - Hats
      - Kuzies
    - Print Ads (include all awards won)
      - Local Magazines (Triad Region)
      - Local Papers
      - Local Universities (HPU, Wake Forest, UNCG)
      - Country Clubs (Triad Region)
    - Business Punch Cards
      - \$250 worth of business cards
      - Punching holes every visit to earn up to a free beer

## **CONTROLS- Key Performance Indicators**

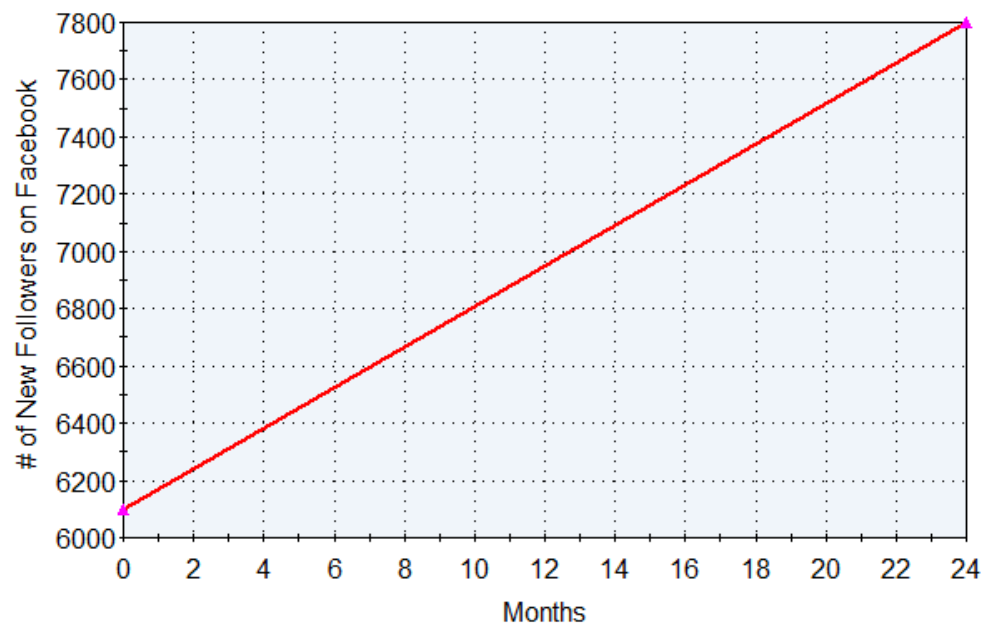
Key Performance Indicators that can be used to measure the success of this Marketing Plan between the time frames of January 2018 to December 2019 include revenue, profitability, and the Individual sales of each beer brand.

1. Sales - measured from January 2018 - December 2019
2. Social Media Following - increase from 6100 to 7800 on Facebook from January 2018 - December 2019
3. Individual Beer Brand Sales (discover which brands are the best sellers) - Measure from January 2018 to December 2019

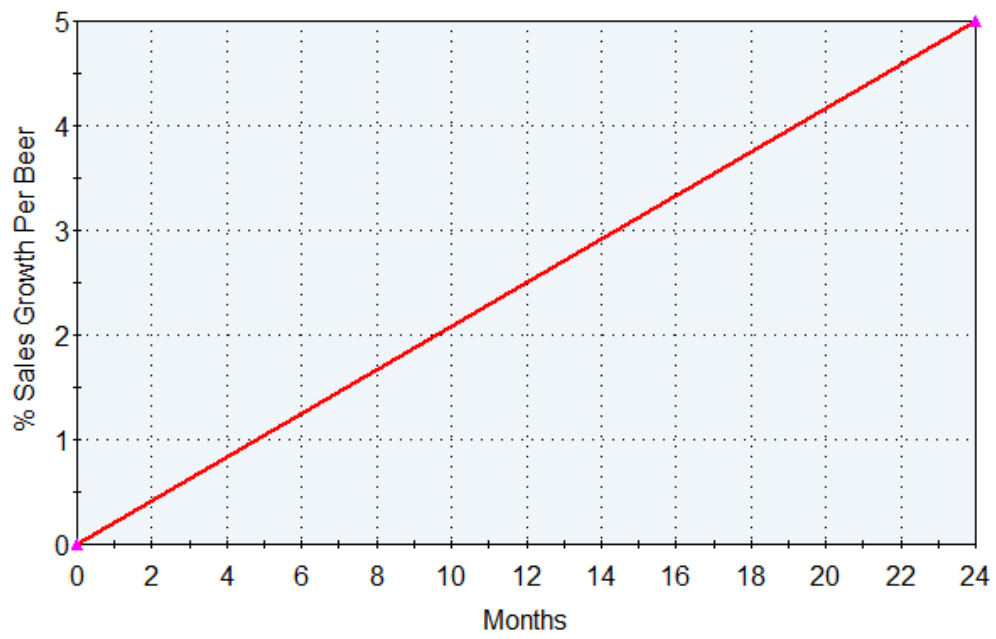
### Sales



### Social Media Following



## Individual Beer Brand Sales



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