

commonhouse aleworks



People are, by nature, social creatures who long for exploration, romance, artistic expression, imagination, and innovation to create a vibrant civilization. The mission of Commonhouse Aleworks is to foster these human drives through social lubrication and to produce a product that people desire to congregate around.

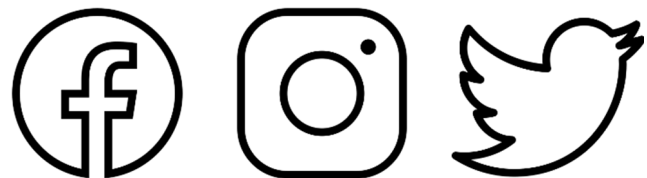
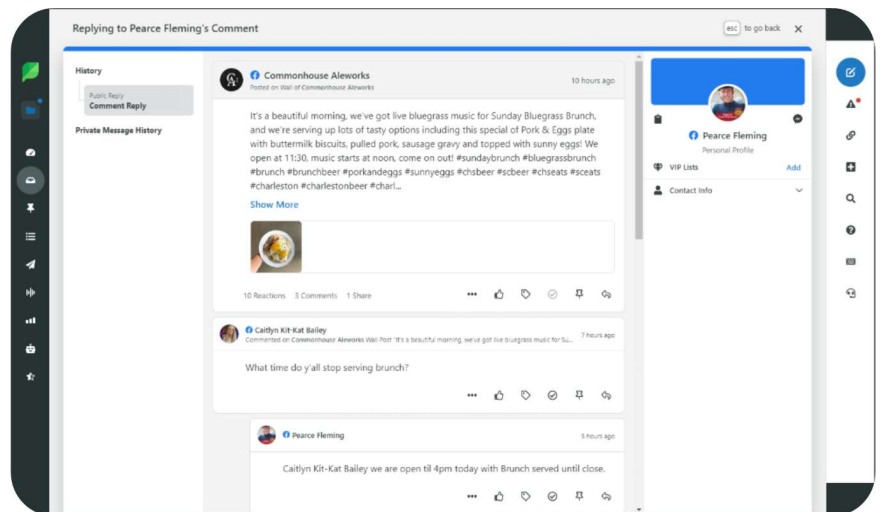
“During a transitional stage for us, it was critically important to stay engaged with our loyal fanbase via social channels. Market Your Craft helped set us up for success using Sprout Social.”

- Pearce Fleming, Founder

When Pearce Fleming from **Commonhouse Aleworks** asked for our recommendation on keeping a growing fanbase connected, we said Sprout Social – a best-in-class social media management solution for all industries. Like many craft beverage brands, efficiency and measurement were key decision-making criteria when selecting a new platform or service. Sprout Social delivers in spades, reducing the time investment needed to create and curate engaging content.

Project Scope

- Social management: provide listening, publishing, engagement and analytics tools via a single, easy-to-use interface
 - Set up a Sprout Social Advanced user account
 - Link Facebook, Instagram and Twitter channels
 - Create competitive benchmarking reports
 - Deliver initial monthly dashboard report
 - Provide 60+ engaging content ideas each month



Updated October 16, 2020

To drive traffic, build engagement and capture new sales, schedule an hour with one of our advisors for free at <https://bit.ly/Crafty8> or call (224) 999-0547.

