

hoppy brewing company



Great food. Awesome beer. Cool people. That's the slogan for Hoppy Brewing Company – one of the early pioneers in the Northern California craft beer industry. In 2018 owner Troy Paski added the Railyard Kitchen & Hoggarden, bringing award-winning beer and crafted meals to Old Sacramento's historic riverfront.

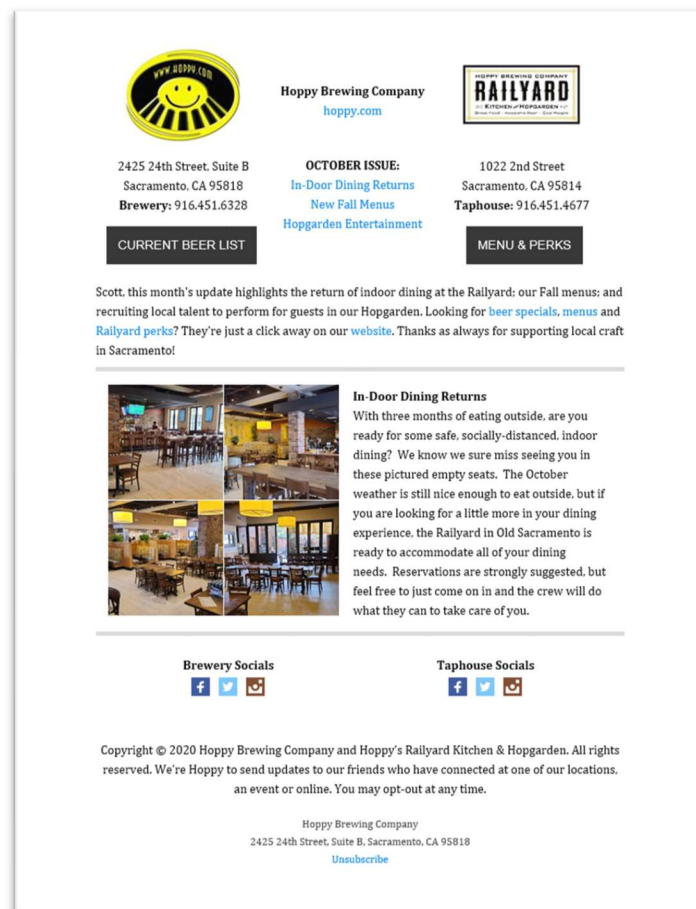
“Conversations with Scott at Market Your Craft have proven to us that sometimes less is more. We now use email to prompt our customers to take action and engage with the brand.”

- Troy Paski, Founder

For Troy Paski of **Hoppy Brewing Company**, the monthly email newsletter fires off at midnight the first of the month, no matter what. His brewery and restaurant are legendary in Sacramento, drawing locals and tourists alike. Streamlining outbound communications and designing a contemporary, mobile-responsive email ensures a huge fanbase remains engaged with the brand and all its activities.

Project Scope

- Content strategy: email messaging and why customers should care
 - Create a new template; brand and content guidelines
 - Ensure desktop and mobile-responsive display
- Mail services: audit technology, integration points, process
 - Streamline monthly sends using a single system
- CAN-SPAM: define best practices for list management, subscription



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