

tom's brew shop



With unmatched selection and service, Tom's Brew Shop has been helping hobbyists and commercial craft beverage producers alike fine-tune their recipes for over 10 years.

"It's difficult to reflect retail brand personality in a competitive market like Denver. A content strategy and posting calendar help us consistently engage current customers and reach new audiences."

- José Quiñones, GM

What started out as an outlet for reconditioned 5-gallon kegs, **Tom's Brew Shop** has grown to become one of Denver's leading homebrew supply businesses. To say it was a "happy accident" downplays the shared vision and strategy for standing out in a crowded market: greater selection and better service. Visual storytelling encourages new audience discovery while timely, topical discussions help foster a passionate homebrew community.

Project Scope

- Content strategy: social messaging and why customers should care
 - Brand and content guidelines
- Digital strategy: tech requirements, workflow
 - Sprout Social for listening, publishing, engagement, analytics
- Calendar: 60+ engaging content ideas each month
- Reporting: monthly performance reporting, audience insights

Tom's Brew Shop – March
| calendar

PROPOSED CONTENT CALENDAR – MARCH 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Video – Scott's first wine (Step 2) Adding pecanut flavor to beer	2 Remaining kits from Jan/Feb in 30% off room	3 World Wildlife Day	4 Ride the wave: Cerebral tasting post Customer focus: how you started	5 Inventory update Poll: best beer to drink in the Spring	6 Tom's pick: Orzo beer pairing Employee Appreciation Day	7 Brewery update – front entryway tile and staged tables/chairs?
8 International: Warner's Day Daylight Savings Time starts	9 Video – General A1 / CO2 refills Now March beer kits available	10 \$9.99 15-gallon blue barrels Drinking local customer focus: CDDA brewing	11 Beer and apple tart pairing Customer focus: biggest challenge	12 Inventory update Whiskey honey promo	13 Tom's pick World Siccop Day	14 Liking local – discuss local sourcing and partners in the community
15 Team highlight: Scott Brewing hard seltzers	16 Brewery update 30% off fermenters photo	17 St. Patrick's Day Responsibility message	18 Wine kits: what's hot this month Customer focus: entering contests	19 Inventory update First day of Spring	20 Tom's pick Beer and ravioli pairing	21 Drinking local customer focus: Guanciale Pass
22 World Water Day Bock Beer Day	23 Chip and dip pairing Orval Day	24 Josh and Jake: scaling up recipes for brewery	25 Customer focus: gifting bottles Choosing your summer cider	26 Inventory Update Historical photos	27 Tom's Pick Michael Jackson Day	28 Earth Hour Day
29 Support for local community How-to: fixing / clearing wines	30 Drinking local customer focus: Golden City	31 March beer kits April 1 6 & 40 Brewery is Open spool (beaver)				

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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.

