

marketyourcraft 

craft beverage is more challenging than ever





The beverage business has changed, are you keeping up?

If you're not evolving to meet new drinkers where they are, you may quickly become irrelevant. Storytelling ensures the liquid on their lips is yours, not your competitors'. Our **BRAND VIBE** methodology gives you the building blocks for a strong marketing plan and high-performing content strategy. We've designed a series of workshops to guide you through the fundamentals of effective promotion, including best-practice examples from leading brands and blueprints to execute. **Let's construct a brand storyline that's stronger and more relevant to today's drinker.**

Fixed Gear
BREWING CO.





Enable customer discovery and advocacy online.

There are simply far too many craft beverage choices to remain loyal to just one. In today's crowded market, digital media builds awareness and facilitates sales with unmatched scope and scale. We've led digital influencer programs for some of the most iconic beverage brands. We introduced digital advertising, discounts and IRCs for national chains and independents using **Inmar Intelligence**, **Neptune Retail Solutions**, **Vestcom** and **BYBE**. And we've participated in some of the biggest collaboration product launches in beverage. **Let's generate online buzz for your brand.**

**Maker's
Mark**



**RESTAURANT
BREWHOUSE**



traditional media won't reach new drinkers





Deliver an integrated digital experience that excites.

Digital touchpoints should add value to the shopping experience without creating additional steps. We've connected **WordPress** and **Shopify** ecommerce platforms with **Toast**, **Arryved**, **Clover**, **Stripe**, **Amazon**, **QuickBooks**, **Zoho** and **Salesforce**. We implemented **Talisma CRM** for both human and automated/bot customer service. We've mapped customer journeys using email service providers like **Exact Target**, **Klaviyo**, **SendGrid** and **MailChimp**. All in complete compliance with **CAN-SPAM**, Privacy Law and **Beverage Alcohol Advertising Guidelines**. **Let's design a winning digital solution for your brand.**

KNOB
CREEK



*Canadian
Club*



Capture new sales for your brand with sampling.


We've organized and managed hundreds of sponsorships, festivals, tradeshows and marquee events like [The Great American Beer Festival \(GABF\)](#), [Beer Camp Across America](#), [Natural Products Expo West](#), [Seattle Marathon](#), [Comicon](#) and others. Plus we've activated retail demos in thousands of store locations for [Whole Foods](#), [Target](#), [Total Wine & More](#), [Pavilions](#), [Vons](#), [Ralphs](#), [Sprouts](#), [Albertsons](#) and Independents. All using a mix of internal, contracted or agency Brand Ambassadors and performance tracking and reporting. **Let's put cans and cups in your customers' hands.**

Partake
Brewing



technology just makes selling more difficult





Develop a trade focus within your business.

Organizations of any size will benefit from strategic, deliberate communications with trade partners. We've established the Trade Marketing discipline internally for clients, including staffing, onboarding, promotions, demos, newsletters, data capture and performance reporting via tools like [Airtable](#) and [Promomash](#). We introduced [Absorb LMS](#) in 8 languages to incentivize Global Sales Associates, plus [Adobe Workfront](#) and Extranet for sharing electronic resources. And we've managed industry crisis communications during a [voluntary product recall](#). **Let's connect your brand to high-performance retail.**





Multiply your marketing efforts without adding headcount.

Work done now to craft your unique brand story will help Artificial Intelligence (AI) direct new drinkers to your tasting room. We've introduced **Guides** and **Workshops** to help you gain ranking and visibility in search engines. We're partnered with industry-leading **Sprout Social** - a tool for social marketing, customer service, data analysis, social listening and employee advocacy. We reviewed **ChatGPT**, **Bing** and **Bard** to understand the strengths and limitations of each platform, designing a blueprint for use. **Let's leverage available tools to grow your share of mind with drinkers.**



Partake
Brewing



**Market Your Craft connects
you to new drinkers, with
fractional marketing
leadership for your
mission-critical projects.**

Craft beverage is facing headwinds. Producers don't always have the tools and internal experience to address challenges before losing share to competitors.

Market Your Craft can deliver solutions quickly and often more affordably than full-time staff, without the layers of a bigger agency.

We provide a shortcut to success with very little onboarding, delivering high performance in a remote or hybrid environment.

CONSIDER THE ALTERNATIVES

Sameness: being content with doing nothing.

In-House Resources: may lack the time, objectivity and experience to deliver success.

Freelancers: offer creative expertise, but not strategy and multi-disciplinary background.

Agencies: can offer limitless human resources, but often at unmanageable cost.

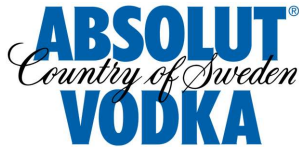
Other Consultants: if we are not the right fit, we'll open our network and make introductions!

Scott Kolbe

Principal Advisor
Market Your Craft

Marketing leader, coach and public speaker who delivers innovative solutions to critical marketing and sales challenges in the craft beverage industry. Expert at defining scope, securing resources, controlling budget and managing stakeholders. Specializes in marketing technology and automation, field marketing, loyalty marketing, project management and storytelling. Committed to enhancing customer experiences online and at retail.





Are you or anyone in your network
looking for marketing thought
leadership and project management?

marketyourcraft 

Scott Kolbe | 224-999-0547

scott@marketyourcraft.com

marketyourcraft.com