

WEBSITE

LiveTapLists | WordPress
Smush | Stripe | Multiple
Pages Generator | Beatgig
The Events Calendar
MyWorks & QuickBooks
Neve Theme | Google Site Kit
Yoast SEO | Age Gate
Wordfence WP-Optimize
Stackable | WP Rocket
WooCommerce | YITH
Gift Cards



BRANDED MOBILE APP

A mobile app may be right for your brewery if you want:

- Push notifications, digital mug clubs, memberships.
- Loyalty, punch cards, rewards, custom content.

TapWyse

ONE CRITICAL QUESTION

Why should I care about your brewery?

EMAIL

Mailchimp | Klaviyo
WPForms Lite

SOCIAL MEDIA

Fact is, your posts are being served to 10-20% of followers.

- Content calendar
- Competitor audit
- Social listening
- Track and report engagement

Sprout Social | Smash
Balloons



WHY WORK WITH MARKET YOUR CRAFT

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.

TIRED PROMOS AND POSTS AREN'T GOING TO SAVE CRAFT BEER

It's time to start thinking more strategically about sales growth, starting with your marketing plan. Owners and industry experts alike are placing their bets on a proven digital blueprint. **You should too.**

ARTIFICIAL INTELLIGENCE

Adobe Express | Windsor.ai
Canva | ChatGPT | Gemini
Chatbase.io | SendBird.ai
Storybrand.ai | Apollo.io
Shutterstock

LEVERAGE AI WITH CAUTION

- AI is a tool, not a strategy.
- AI can't replace your brand's human voice.

REPORTING

TapWyse | WooCommerce
Email | Social Media | Google
Analytics | SEMRush | Google
Looker Studio