



Brewery Marketing Plan

A step-by-step guide for marketing
your brewery in 2022

Welcome to Ekos's Marketing Plan Downloadable. This document is meant to be a workbook for you and your team to develop a marketing strategy for your brewery. You should complete this planning document while reading [this blog post](#) to get the most out of them both.

Happy planning!



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Identify Areas of Opportunity & Challenges

Use the blank chart on the next page to complete your SWOT analysis

Strengths

- What do your customers love most about your brewery?
- What do you love most about your brewery?
- Which products are the most popular?
- For events, which ones have the highest attendance?
- Do you have a good location?
- How do you compare to your competition/what do they fear about you?

Weaknesses

- What have customers (rightfully) complained about before?
- What changes do you want to see in your space?
- Are there goals you haven't followed through on yet?
- How do you compare to your competition/what do they do better than you?

Opportunities

- Based on previous answers, what areas could you make real changes in?
- What things are you going to make a priority to capitalize on?
- Other goals you'd like to bring to the forefront?

Threats

- What challenges is your business facing?
- Who is creating an obstacle for you and your team?
- Do you have limitations when it comes to distribution?
- Will you face any challenges in the market?

Identify Areas of Opportunity & Challenges

Use this blank chart to complete your SWOT analysis

Strengths

Weaknesses

Opportunities

Threats

Establish Your Mission & Goals

It's easy to get distracted from why you got into brewing when the day-to-day tasks take so much of your time and energy. However, it's important to bring it back to where you started every once in a while.

What are three things that make your brewery unique? Consider your neighbors, the market, and the image you're pursuing as a brewery owner.

What values best represent your business? Think about your team, your customers, your products. What are you looking for in a team member or employee?

In the next year, what are three concrete goals you want your business to achieve? These can relate to revenue, distribution, or anything in between. But be sure to qualify them. Think of specific targets and how you'll get there.

Now, write your elevator pitch. Take about 75 words (or 5-6 sentences) and pitch yourself. This might best be done said aloud and then written out. Remember, this is a pitch. It should be persuasive and communicate your core values.

Pinpoint Your Target Audience

Be sure to read through the target audience part of the accompanying blog post before completing this section. It will give you a few tricks for gathering this kind of information.



What is your target audience's...

- Age?
- Gender?
- Home neighborhood?
- Favorite passtime or hobby?
- Favorite thing to look for in a brewery?
- Biggest detractor at a brewery?

These customers are your target audience. They are who you will keep in the back of your mind every time you create a new marketing campaign or design a new beer label.

Customer Personas

It's time to build customer personas. You don't need just one. Maybe there are three "types" of people you see visit your taproom – could be more, could be less. This is going to depend on your particular space.

Personal info (age, gender, socioeconomic status, hobbies)

When do they come to your taproom? (Weekends vs. weeknights, typical length of stay)

Why do they come to your taproom? (Specialty beers? Food? Dog-friendly space? Great patio?)

What pain points do they have when they go out? (Kids running around? Poor service? Lack of options? Their own kids' bed time?)

Feel free to make these as personal as you'd like! You can even look up photos that represent these people – sometimes putting a face to it is really helpful, especially when you're using these personas to train front-of-house staff.



Lay Out Product Offering & Strategy

Will you have a core line of products? Or will you focus on small batches of specialty products?

If you're going to have a core line, how many flagships will you offer? What styles will they be?

If you're going to offer seasonal products or something special, how frequently will these come out? How many will you offer at a time?

If you're focusing on flagships, will you offer seasonals/specialty brews? How often?

Competitor #1:

of products in typical rotation:

Types of products in typical rotation:

Do they offer specialty or seasonal products?

If so, how often?

Competitor #2:

of products in typical rotation:

Types of products in typical rotation:

Do they offer specialty or seasonal products?

If so, how often?

Competitor #3:

of products in typical rotation:

Types of products in typical rotation:

Do they offer specialty or seasonal products?

If so, how often?

Competitor Product Analysis

Brand Your Business

Branding is one of the most important elements to running any successful business. Keeping your new mission, goals, customer personas, and strengths in mind, use this checklist to make sure you have it all covered.

- ☐ Logo
- ☐ Website
 - ☐ Hours
 - ☐ Location
 - ☐ Phone Number
 - ☐ Menu
- ☐ Social Media Accounts
 - ☐ Instagram
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Plan for messaging/voice
- ☐ Menus
- ☐ Signage
- ☐ Can/Bottle Art
- ☐ Packaging
- ☐ Product Photos
- ☐ Email Newsletter
- ☐ Merchandise
- ☐ Visually Appealing Space





Evaluate Your Branding

The work you've put in isn't worth much if it isn't serving you. Ask yourself these questions to see if your new strategy is hitting the mark.

Question:	Yes/No
Are you attracting what you see as your "ideal" customer?	
Are your customers satisfied with the positioning you're portraying?	
Is your brewery's customer base growing?	

If you answered "yes" to the majority of these questions, congratulations! You've developed an effective brand for yourself. If not, head back to the start of this section and reevaluate.

Create a Marketing Budget

The Small Business Administration recommends that businesses that do less than \$5 million in revenue should allocate 7%-8% of their budget to marketing. Try not to skimp. It's easy to brush this off as something unnecessary and manageable for the average joe, but your life (and your business's bank account) will thank you later if you set aside this money now.

Questions to consider

Will you hire a new staff member to execute your marketing plans or will it be a team effort?
Or will you outsource to a consultant or marketing agency?

Are you going to spend money on tools and software to help bolster your social media strategy?

How much of this budget is going to be spent on advertising (total)?

Of your advertising budget, how will it be split between digital, social media, and traditional print ads?

If you have a website, are you going to leave it as is or hire someone to redesign it?

Do you have a logo and branding already? Will you outsource this cost to a designer if not?

Laying out your budget doesn't have to be complicated. Create a simple table and fill it in — feel free to use the template on the next page or create your own.

Marketing Budget Template

Don't forget to put everything on this table. From the basics like office supplies to subscriptions to services like Adobe, this table should have it all. Like we said, your bank account will thank you later.

Expense	Notes	Price
Total		

Takeaways

Congratulations! You made it to the end of this guide. If you have any miscellaneous notes or thoughts to end with, feel free to leave them here.

Additional Resources

We might know a lot about brewery marketing, but we certainly don't know it all! Here is a list of recommended reading to keep you up to date while you embark on this journey for your business.

[Brewers Association](#)

[Craft Brewing Business](#)

[BeerMarketing.com](#)

[Ekos's CraftLab Thought Leadership Blog](#)

[Budget Branders' Brewery Resource Guide](#)

[TTB's Beer Information](#)

[Not Your Hobby Marketing](#)

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