

Marketing Support for Sales

12/18/17

With a clearly-defined brand voice and positioning, the following integrated marketing and sales efforts can be filtered and prioritized to attract prospects and reinforce loyalty among current customers.



Food/Beer pairing dinners are a great way to introduce new occasions to like-minded audiences. Where possible, **beer menu support** helps promote the brand around new product launches and seasonal offerings. **On- and off-premise takeovers** could include sampling in key accounts and email promotions to [loyalty] members. An **on-premise events calendar** highlights sponsorship of local events.

Beer Finder functionality on desktop/mobile/app – should feature at minimum a Zip code-level retail locator.

Collaborations not only produce great beer, but generate shared audiences of like-minded customers. Once there is enough scale and interest, a **loyalty program** could help stoke interest and passion from top-tier customers.

Distributor/Retailer Support

- Distributor/Retailer **presentations and incentive programs**.
- Customer-facing promotions or contests (**dealer loaders**).
- Video **training** for new beer launches PDF sell sheets and POS.
- **Distributor/Retailer portal** with promotional resources.
- Assistance with **planograms**.
- Process for **crisis communications**.



Use **disruptive trial occasions** to surprise and delight fans in un/natural settings, like: BBQ challenge, Food and Wine Classic, Telluride Wine Festival, Crested Butte Food and Wine Festival, Colorado Pork and Hops Event, A Taste of Colorado Festival, Breckenridge Wine Festival, Steamboat Wine Festival, Red Whites and Brews Festival, Colorado Mountain Winefest, Snowmass Wine Festival, Pueblo Chile and Frijoles Festival, Keystone Wine and Jazz Festival. Also consider high-traffic locations like Union Station off the A-Line from the airport and seasonal popups (like Miracle – holiday-themed popup at Wayword Restaurant, see this article in [MarketWatch](#)).