

## Social Media Plan: Black Husky Brewing

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## Table of Contents

Executive Summary.....	2
Introduction.....	3
Evaluation of Current Social Media Status.....	3-5
Objectives for Enhanced Social Media.....	5-6
Determine Personas.....	6-7
Competition Research.....	7-10
Social Media Strategies.....	7-10
Social Media Networks.....	7-10
Content Strategy.....	11-13
Social profiles.....	13-15
Voice and Tone.....	15-16
Assign Roles.....	16-19
Plan to Post, Analyze & Test.....	19-20
Track Social Media Results.....	24-26
Plan for Influencer Marketing.....	27-28
Editorial Calendar.....	29
Plan to build Social Media Following and Engagement.....	30-31
Conclusion.....	32

## **Executive Summary**

In this report our group examined Black Husky Brewing and their current social media strategy. We found out the company is already active on Facebook, Instagram, and Twitter. However, further evaluation uncovered that the company could create a more successful and effective social media marketing campaign with a few tweaks. Black Husky Brewing is a unique company that has an emotionally moving story that we thought should be emphasized and embraced. We determined the company's persona on social media and found that striving for increased customer engagement and a change in tone would allow the company to achieve more success.

Our group came up with a detailed content strategy that we believe will increase Black Husky's voice on their current social media platforms: Facebook, Twitter and Instagram. We recommend Black Husky Brewing include more video as a part of their strategy. Content including dogs, beer, and the announcement of promotional giveaways on social media can help build the company's customer base and overall brand image.

After further analysis our group concluded that Black Husky Brewing needs to put more of an effort in their social media campaign. They are a very unique company that has a lot of different services to offer customers. We believe the company would really benefit by changing their overall persona across platforms. Our group found that Black Husky would also see increased levels of success by engaging with more of their customers online.

## **Introduction**

Our group decided to develop a social media plan for Black Husky Brewing Company, which is currently located in the Riverwest neighborhood of Milwaukee, Wisconsin. Black Husky Brewing is a small company that was initially started in 2010, in a cabin in the middle of the woods in the rural town of Pembine, Wisconsin. Black Husky Brewing Company brews a variety of different flavored and crafted beers.

The company has grown significantly since 2010, and has moved all of their operations to Milwaukee. Even though the company has grown since recent years, Black Husky Brewing Company still bottles each of their bottles by hand and dedicates their products to the 23 dogs that co-founders Tim Eichinger and Toni Eichinger spent a large majority of their life with. It is clear that the company's values have not changed one bit since 2010. The company's commitment to care and dedication have stayed the same and this will be highlighted in our social media plan. The objective of our social media plan is to increase brand awareness for Black Husky Brewing Company and to develop effective social media marketing techniques that will help further and expand the business.

## **Current Social Media Strategy**

Black Husky Brewery is currently featured on Facebook, Twitter, and recently Instagram. Facebook and Twitter are important because they helped introduce social media into the business

world. Most businesses today have Facebook and Twitter accounts. With these two social media platforms being so popular it makes sense why Black Husky Brewing uses them to communicate

with their customers. These two huge social sites better target an older demographic which tells us they are mainly focusing their efforts towards an older group of people.

It's also important that we recognize their use of Instagram. They currently have 1,091 followers with only 39 posts. They started their Instagram journey September 16, 2016 which isn't that long ago. It's impressive to see that they have so many followers on Instagram in less than two years. Across the board of social media platforms their strategy is all over the place but one that stands out to us is how Black Husky keeps saying "the worst tour in Milwaukee" which is referring to their brewery tour.

Here is a post from Black Husky's Instagram talking about how they have the worst tour in Milwaukee. One of their strategies is to use a sarcastic tone when they post on social media. It's a playful tone poking fun at their disorganization. They continue to use this playful, sarcastic tone as part of their strategy in their posts on Facebook and Twitter.

On Facebook they currently have about 6,000 users following Black Husky Brewery and on Twitter they have a little over 1,000 followers. As it was said in the introduction, the brewing began in 2010. It wasn't until August 2016 when the brewery opened its doors in Milwaukee. This was about the time they decided to start their social media. Their social media campaign has been in action for about a year and a half which has shown Black Husky a positive return. On Twitter, Black Husky posts about 3 times a month. Facebook is similar but Instagram is a little less predictable due to their sporadic posts. Which is good but has some room for improvement. We were able to contact Black Husky through email and found out that they do not go by any specific social media strategy. Currently they have separate individuals maintaining their 3 social media outlets. Which is good and bad at the same time. Good because it divides the work evenly but can be bad because they are not consistent with their posts based on timeliness and cohesiveness. The lack of strategic planning is what Black Husky needs to work on. They are creative and have a pretty awesome following on their three social media platforms but there is room to go even farther into their social media journey.

### **Objectives for Enhanced Social Media**

Some things Black Husky could do to enhance their social media other than organization and a strategic plan is by increasing customer engagement. They can do this by restructuring their tone. We like the fact that they are playful and poke fun at themselves but could use a little more structure and filters on their verbiage. Saying "we have the worst brewery tour in Milwaukee" seems counterintuitive. A better caption could be "Come enjoy a brewery tour with

Tim! Don't worry we will make sure if Tim starts yelling again, everyone gets a free beer!" In this light there aren't any negative shadows cast on top of the brewery. Always maintaining a positive outlook on the business is important so the customer doesn't get the wrong idea.

Increasing the use of video is always a positive. There are some good pictures of their outside seating but a few video of a crowded sunny day is always a positive visual. Videos of dogs is a need on their social media platforms.

Another objective Black Husky can use to enhance their social media is increasing their brand equity. They can do so by telling a story about the times when they were in northern Wisconsin during the cold winters. Using before and after pictures of the owners/ husky's/ staff which can create a better connection with their customers. Stories are usually relatable and by posting things on social media that a customer relates to will enhance the customer experience. Another way they can increase brand equity is by updating their glassware and website. These two items on the to do list are easy to accomplish with a huge return. By updating their glassware with up to date Facebook, Twitter, and Instagram handles plus any hashtags Black Husky would like to feature pushes the customer to engage in the business even more. Not only that but while the customer drinks their beer they subconsciously recognize all of Black Husky's Social media platforms. A small website update is also needed. They are only featuring their Facebook and Twitter handles in the top right corner of the website. They should also include their Instagram handle next to their other social platforms.

## **Persona**

The first step we took in determining the Black Husky persona was to ask the owner who they think their customer is. Unfortunately we didn't get a clear answer to who their customer is. As of now their customer seems to be a male or female in the age range of 35 and above. This is because most of their social media marketing efforts are geared towards an older group of people. This is why Black husky puts most of their efforts in Facebook and Twitter. Obviously their ideal customer is a dog lover and enjoys the outdoors. Their customer is laid back and will sit down for a couple drinks. These are the types of vibes that are projected right when you walk into the brewery/bar. Things like the log bar, fireplace, and leather furniture make Black Husky feel like the northern cabin of Milwaukee. A lot of people can relate to cabins in northern wisconsin and is where Black Husky developed their roots. The type of customer that continually goes to Black Husky is the customer who can relate to the northern wisconsin cabin on the lake. The customer that enjoys their dogs, outdoors, and beer. The Black Husky customer is down to earth and gets to enjoy that memory of visiting a friends cabin on the lake or grandpa's home away from home right in the city of Milwaukee.

### **Competitor Analysis and Social Media Strategies**

Milwaukee's love for craft beers means a lot of competition for Black Husky Brewery. According to a poll from onmilwaukee.com, Black Husky Brewery won Editor's Pick in their 2018 search for the best breweries in Milwaukee. Other competitors who placed in the top five Milwaukee breweries include Lakefront Brewery, 1840 Brewing Co., Third Space Brewing, Explorium Brew Pub, and Gathering Place Brewing. All of these competitors bring something



different to the table. However, as long as Black Husky forms a strategic social media plan they can effectively compete in the market.

A large part of social media traffic is generated from a company's website. The top five breweries in Milwaukee all have their own websites with links to social media of some kind. Black Husky Currently has two social media links on their website, Facebook and Twitter. However, they also have an Instagram that isn't linked on their website. When it comes to strategy, Black Husky could learn from Lakefront Brewery who have narrowed their social media platform focus to Twitter and Instagram. They provide links to these platforms right below the fold on their website. However, they still keep a section at the bottom right to display all of their secondary focused social media platforms. In that section they also add a call-to-action to promote engagement. Other breweries on the list simply link their platforms on their websites with the use of icons and hyperlinks. The other breweries also may only link 2 out of 3 platforms they are on and more often than not the links will be at the bottom of their website. Overall, Lakefront Brewery has a winning strategy by focusing on two major platforms while maintaining the others. Although it would be strategic for a brewery with such a following to do the same, Black Husky Brewery doesn't quite have the reach or engagement of Lakefront yet. Therefore, Black Husky Brewery should stick to increasing their following and engagement on their current social media platforms.

Not surprisingly, the number one brewery in Milwaukee is also the only brewery to have a Pinterest in addition to the main platforms adopted by the other breweries. While the rest of the breweries, including Black Husky, stick to Facebook, Twitter, and Instagram, Lakefront Brewery's huge following is a good reason for them to create a Pinterest page. In addition, they

target families and therefore can utilize Pinterest to appeal to the audience they are looking to serve. To appeal to their target on Pinterest, they created “Weddings at Lakefront” and “Craft Recipes” boards in addition to other boards that hold information about their products, events, and history. In the end, Lakefront’s Pinterest could use work in terms of the content but they still effectively tell a story of Lakefront and promote engagement with their unique, tailored boards. Although this strategy works for Lakefront Brewery, Black Husky needs to focus on creating quality content that targets a specific audience in order to increase engagement before integrating other platforms into their social media plan.

Facebook is the most standard of all of Black Husky’s platforms and of all of the breweries mentioned. Each brewery from the online poll has established their own verified Facebook account. The ratings for the breweries on Facebook range from 4.6 to 5 out of 5 stars and the number of reviews range from 60 to 500 with the exception of Lakefront Brewery’s 8.3K reviews. Overall, the content on Facebook includes promotional photos, videos, and coverage or news of events the breweries are participating in. A weak point for Black Husky Brewery lies in their Facebook video content. Compared to the competition, their video content is in great need of an update as their current videos are super low quality. Although their video content does showcase the brand’s persona. They could maintain their tone while producing better, more engaging content. Compared to the brewery ranking third in the poll, Third Space Brewing Company, Black Husky should increase their overall use of video on Facebook and update the quality of their videos while establishing a more emphasized tone. When producing the content, Black Husky should look to Third Space Brewing when strategizing about what kinds of content to post. Third Space Brewing is their strongest competitor in terms of video and uses a wide

variety of topics in their videos including how to's, what's happening at Third Space, seasonal and promotional video. Overall, Black Husky should consider updating their video content on Facebook and organize that content to produce a cohesive tone throughout Black Husky's social media.

Secondly, Twitter is an important platform to focus on given it's massive amount of monthly active users and projected growth. Black Husky currently has a Twitter with very low engagement levels. Compared to the competition, low engagement could be due to the fact that Black Husky is fairly new to the market. However, Black Husky Brewing should seek to remedy their low engagement levels as soon as possible. A lot of their competitors do well on Twitter by posting a mix of content and cross sharing. If Black Husky uses some popular tactics and sticks to a content calendar, they can quickly and effectively increase their engagement levels. Black Husky should make sure that what they are sharing on Twitter aligns well with the company's persona as Twitter is one of the best platforms for establishing tone. Meanwhile, Black Husky should make sure they are practicing good netiquette by using both created and trending hashtags but keeping it to less than 10 per post. This seems to be one of their strong suits on the platform. Overall, Black Husky's Twitter revamp will increase their engagement levels and bring more traffic to their brewery.

Lastly, Black Husky's Instagram is probably their platform that needs the most work. Majority of the competition has a leg up on Black Husky since they've had longer to test different tones and strategies within the platform. Black Husky's Instagram is not found on their website so that should be the first order of business for the brewery. Third Space Brewing has the most reach out of all the competition, while Lakefront Brewery gets the most engagement. The

popular theme in the market is to tell your story and sprinkle in promotional product. Black Husky has endless possibilities when it comes to updating their Instagram. First and foremost, they need to make their profile easier to find by linking it to their website and maybe by cross sharing on Twitter or Facebook. Secondly, Instagram is the platform with the most possibility and therefore the greatest chance for failure. A big part of Black Husky's strategy on this platform is going to be the use of analytics. By measuring what formats of posts engage their audience best, Black Husky can learn to leverage Instagram to really establish themselves in the market. Overall, as Instagram and Black Husky continue to grow simultaneously, it will be crucial for the brewery to post engaging content that is formatting to their audience's preferences. If Black Husky can measure and analyze correctly, an Instagram revamp will be a huge step in the right direction.

When compared to the competition, Black Husky Brewing is lacking in terms of video content and customer engagement across their platforms. While working to create more video content and strategizing to get more engagement, Black Husky Brewing should consider strengthening the persona of their brand. By strengthening their already established, sarcastic and somewhat playful tone, Black Husky can effectively appeal to and engage with their target market. By developing better content through tracking, analytics, and constant competitor analysis, Black Husky will be able to expand their customer base and establish a higher level of brand equity in the future.

### **Content Strategy**

We want to make sure that Black Husky, as a business to consumer conducted business, creates social media content that is aligned with the brand message and values. We want content

that enhances Black Husky's credibility and helps Black Husky stand out from their competitors like The Lakefront Brewery, 1840 Brewing, and Third Space Brewing. Content strategies that can deliver these objectives for Black Husky on social media are:

- Calendar jacking
  - Calendar jacking is a term to describe taking a day out of the year that is recognized as a “national” day, or just a day out of the year that you can use to your advantage to promote your beer through social media.
- Days like this are:
  - Saturday March 23rd – national puppy day
  - Sunday August 26th – national dog day
  - Saturday April 7th – national beer day
- Newsjacking
  - Taking things that have happened in the news to possibly promote Black Husky Beer.
- Events that you could be apart of and then promote these days on social media prior:
  - German Fest - yodeling (German Fest is known for it's music that has some “yodeling” included in it, which is attached to Black Husky's message)
  - Beer festivals like: (“Wisconsin Beer Festivals Event Calendar | WI Beer Fests.”)
    - Milwaukee Brewfest - July 28, 2018
    - Beer Cheese and Pets Please (perfect for Black Husky brand) - July 13, 2018
    - Wisconsin Micro-Brewers Fest - May 20, 2018

- Beer Barons' World of Beer Festival - June 2, 2018
- Wisconsin Beer Lovers Festival - June 16, 2018
- Milwaukee Firkin Beer Festival - July 21, 2018
- Promote giveaways on social media for these events listed above prior to the event
- Tell a dynamic story with “Howler” your dog when creating posts on your social media
- Go heavy on visual content for your social media audience:
  - Dogs
  - People that are enjoying the beer with their dogs in the picture
  - Promote hometown WI in pictures with beer
- Create videos
  - Brewery tour video - New Belgium's Snapchat and Periscope content focuses on brewery life rather than product promotion, which is more likely to appeal to long-time customers and fans—and less likely to be censored
  - Promotional advertisement video (sample made and link attached)
- Use Mayfair filter on Instagram to increase engagement

## **Social Profiles**

The social profile that you will use in order to promote Black Husky Brewing is Twitter, Instagram, and Facebook. With these three social media accounts, you can find yourself trying to post at the most optimal times for these social medias. Below are the best days and times to post on each of these social profiles: ([“Best Times To Post On Social Media in 2018 | Mentionlytics Blog.”](#) )

Best Day for Facebook						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		3pm (peak time)	1-4pm (18% higher engagement)		12-1pm (32% higher engagement)	
Best times						
9am – 1pm (more shares)  3pm (more shares)						
Worst Time						
Anywhere between 8pm-8am						

Best Day for Twitter						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		best day		higher CTR		
					best days for B2C	
Best times						
12pm (highest CTR)						
3pm						
5pm (higher retweets) – 6pm (highest CTR)						
Worst Time						
Anywhere between 8pm-9am						

Best Day for Instagram						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
most effective day			most popular day			
Best times						
<b>8-9am</b> (most effective)  <b>1-2pm</b> (most popular)  <b>5pm</b>						
Worst Time						
3-4pm						

## Voice and Tone

In order for Black Husky to excel on social media and increase engagement, it'll need a strong voice, which will overall create a strong brand message. "Fans love a strong voice—it's the most identifiable aspect for any brand," said Rachel Korenstein, social strategist with Havas Worldwide New York, which manages all digital and offline creative and strategy for the brand.

Dos Equis incorporates it's character into posts and it is a very successful marketing beer brand, even though many people tend to disagree on it's taste. For black husky brewing, a good strategy for voice and tone might be to really delve into the "Black Husky" dog. This will lead into the voice, tone, and delivery that they take on social media – a mascot that they have incorporated into visuals, and videos in their posts. If Black Husky switches its tone from just announcing things to then being the husky announcing things, it would make Black Husky



unique on social media. Even Black Husky talks about this on the website: You don't name a brewery after a dog (Black Husky Brewing named after Howler) unless he's an exceptional dog. Not that Howler listened exceptionally well, or was an exceptionally good sled dog – he sucked! But he was a dog who lived his life as we all hope to live – with grace, integrity and character. Howler's philosophy could best be put in the words "Don't tell me what I can and can't do. Oh wait, there's a beer. OK." Howler once said to me, "Don't get pushed around, have some dignity, enjoy the buffet, a good beer and take time for naps."

Sample posts could be:

- Instead of: "For the artist in you! Don't delay; sign up today." It could read: "Paint, paint, and drink now! You do not want to miss this event. Black Husky approves of this event! Woof, woof. -Howler"
- Promote the other beers named after other dogs through Howler: "This is my friend Rinky. Rinky has a nice tan because Rinky lays on the deck all day. You could too and enjoy a Deck Dog beer while you're at it. Cool & delicious, like a summer breeze. Woof!"

Frantic posts and a scatterbrained tone will convey that a dog is the character, so, incorporating this into the writing will make it deliver in a way that's coming from a dog. Black Husky's messaging will have to be clear in terms of what they are trying to sell when using this voice, of course. An outro that says "woof, woof" or something along these lines may be good to do in order to communicate that it is a dog speaking. Things could get clever and funny if executed well by the one in charge of creating the social media posts. Drinking is a casual thing

to partake in, so being formal in delivery and tone of voice isn't necessary, but having a clear and strong message will.

One thing found in our research is that the voice for Black Husky brewery tours is hostile. If Black Husky likes this hostile message then do not adjust, but advertise as it being hostile and change the voice of the company to hostile. This may not be the best message to give to an audience. Playful is better than hostile because hostility can drive customers away that would otherwise have stayed. There are companies that do take on a hostile approach in service, but it is implied throughout the whole entirety of the business. Companies like this are "Dick's Last Resort" that teaches its servers to be obnoxious. Customers of Dick's are expected to be insulted and placed in uncomfortable situations ([www.thrillist.com](http://www.thrillist.com)). If the hostile direction is where you want to go, then it must be transferred across social media and in the voice and tone delivered to the public. To have the inconsistency in the brewery tour being known as "hostile" may be off-putting to customers. In order to implement a playful tone in social media, we believe fixing the image of the "worst brewery tour" will be the first step needed to take in order to implement the playful dog voice.

#### **Assign roles**

<b>Task</b>	<b>Person In Charge of Task</b>	<b>Implementation</b>	<b>Cost</b>
Find events to be a part of and the	Toni	As soon as possible	\$0

giveaways associated with them			
Posting to social media	Michael	Weekly (found in Editorial Calendar on page 29)	Hourly cost of employee
Monitoring comments and reviews on social media platforms - Yelp, Instagram, Facebook, Twitter	Michael	Daily	Hourly cost of employee
Tracking engagement through analytics on social media platforms	Michael/Toni	Monthly	Hourly cost of employee
Creating content like pictures/videos	Katie	Bi-weekly then to weekly (whatever is most manageable to consistently do)	Cost of employee
Hootsuite	Toni	If necessary	Hootsuite costs \$19 a

			month for the base plan most suited for your sized company at the moment
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### **Plan to post anaylze and test**

After our group had discussed and analyzed Black Husky Brewery's current social media profiles we were able to develop a plan to post, analyze, and test the success of the social media accounts. First, we wanted to improve the Black Husky Instagram, which is one of the most popular and useful social media platforms we have today. Developing their Instagram account was one of the objectives for our new social media plan. Instagram allows users to post photos, videos, slideshows, and edit their content through the app. Users can then "like", save, and share these posts through their account. With Black Husky being newer to the platform it is important that we develop a well-organized plan to reach the consumers we want. Howler, whom is the honorary dog and spokesperson of Black Husky will be the accounts core image and will make posts of his own. Using popular hashtags and customer engagement techniques we will post three times a week bringing a new theme with each post. Our consistent official hashtag is just like the Black Husky slogan "#aHowlingoodtime". Ultimately the goal with using Instagram is to promote our beer to the customers, with that being said we will post a "featured beer of the week" photo showcasing our rotating taps. Along with that there will be "throwback Thursday", "meet the staff", and "four legged friend of the week" posts. Instagram will also be a medium for Black Husky to promote events and reviews as well as convey changes and updates to their

brewery. Black Husky currently has a very good amount of followers compared to who they follow. With that being said it will be more important to analyze likes, comments and impressions instead of gained or lost followers. That does not mean the followers and following data should be ignored but rather taken with a grain of salt. When the account takes on our new strategy we will test our media posts and review engagement. That information will show to what extent brand loyalty and following are affecting Black Husky. The first post on the new account should be informative and engage the customer. Viewing the likes and impressions on the post will give more of an idea of what type of people are interested in Black Husky. After an introductory post, We can began different posts and see what type of response they each elicit. After gathering this information we will be able to schedule the Instagram posts to have a consistent message. It is important we maximize Instagrams media tools to make our photos, videos and slideshows appealing as possible. New to Instagram is their stories and live mode which can be used at our events to spread awareness and free advertising.

Not only is it important to have a consistent message on Instagram but across all of the social media platforms. Black Husky Brewery is already using Twitter but needs to establish and update its plan to engage customers. The plan to post on Twitter isn't as media oriented, as it would be on Facebook and Instagram. Black Husky currently posts very inconsistently and sporadically on Twitter and does not engage with followers or users very well. If Black Husky operated their Twitter account more as a medium to interact and receive feedback from followers they could see more response from their customer base. Similarly to Instagram, Black Husky's Twitter account should try to post about three times a week or when applicable. Black Husky

should always reply instantly to inquiries or tweets directed at them regarding the business of the brewery. Events such as Milwaukee Beer Fest, Summerfest, and Milwaukee Beer Week should be promoted via Black Husky's Twitter. These events frequently have hashtags associated with them and should be tagged in tweets as applicable. One of the tri-weekly tweets should promote Black Husky's "beer of the week" to show followers what to expect, other weekly tweets should engage followers with the brewery through pictures and news about the community. All beer and event related tweets should be finished with the hashtag #aHowlingoodtime. The use of this hashtag will create buzz and another link for users on twitter to be directed to Black Husky's media. The "pinned tweet" function should be used show the current seasons hours of operations and an inviting message to followers. The accounts bio should have the website link, phone number, and address of the brewery. Adding these small details will help followers become more familiar with the business. Twitter analytics is an extremely helpful tool that can give a business an idea of what their followers Interests and occupations are and then you can compare that data with all of Twitter. This can give a business a better scope and idea of their target market. Twitter analytics also will give you data on the number of engagements and impressions your tweets have. In the case of Black Husky we will began our "beer of the week" or "dog of the week" posts on Twitter and then use impressions and engagements to see which ones are drawing more attention. This tool will also allow us to look back at Black Husky's old tweets and see how they stack up. Twitter analytics gives you tons of ability to compare and test different styles of reaching your followers. One thing that will be tested and analyzed right away is whether tweets are being engaged with as much if they don't contain some kind of media bu

rather just words. This will ultimately tell us if we can focus our Twitter efforts away from owned media and more towards earned media and customer engagement.

Many people will call Facebook the most powerful social media platform we have today. In most facets this statement is true. Facebook reaches billions of people across the world and has collected tons of consumer information to increase their power. Black Husky is a unique business because it is so well connected with its community through its staff and open concept. They do a good job on Facebook engaging with their community and using their different dogs as the medium. Our plan for Facebook is to try and engage and entice our Facebook Followers with media that will bring them into the brewery. A post similar to the one below should be shared about three times a week.

It is Important not to post on Facebook too much and spam followers til they unfollow you. Our group agreed that making each post as memorable and as engaging as possible would help generate more likes and comments, and ultimately bring the post to the top of users feeds. The more buzz they can create on Facebook the better results they should see. Although there is the possibility of linking Instagram posts to Facebook, Our group decided that planning different Facebook posts would bring more of a charm that the place is built around. Using the Facebook insights feature we can test how the unique Facebook posts vs. the linked Instagram posts stack up. Having overlap content can be avoided by slight tweaks and being creative on the platform. Facebook recognizes business accounts and posts their hours, location, and customer rating. We plan to maintain Black Husky's 4.9 out of 5 stars by building relationships



with the community and immediately addressing any complaints or concerns. We also plan to take advantage of Facebook events tool. Promoting our own events and events our beer will be featured in can give an idea of how many people are interested or RSVP'd the event. This is another opportunity for us to test different events and ideas to bring into the brewery. Below would have been a perfect opportunity for Black Husky to use this events tool.

The Facebook events tool also allows users to share and invite others to the event. There is so much mobile use of Facebook that these posts and events are not just being shared through the app but also through messages and other mediums. Our group thinks this is a great way for Black Husky to have their customers do some free advertising.

### **Tracking Social Media Results**

One extremely beneficial aspect of social media is the ease of tracking results. For our first social media platform, Instagram, we are given free analytics through the Instagram app. Instagram analytics will provide stats assessing our instagram, and will help us choose content

that is more lovable to our audience! The first analytics screen that we will see using the instagram app shows high-level insights for the last weeks and comparison stats for the week before. The types of analytics provided are impressions, reach, profile views, and website clicks. The app also shows top posts and stats for our Instagram stories. While Instagram has its own popular days of the week to post, to help us better plan our social media calendar we can also track when our followers are most active on Instagram. This is very helpful because our audience is slightly older, this will allow us to see more accurately when it's most appropriate to post for them. Instagram's analytics allows us to track this using the app if we click on our followers we can see the demographics of our followers to help us locate where they live, how old they are and what gender they are dominantly. This will greatly help our social media efforts on Instagram and also help us find who our true target audience is.

Similar to Instagram, Twitter analytics provides a wealth of information that can help our business create meaningful tweets that will work well with our target audience. Using the audience insight dashboard on Twitter, we will be able to see our followers interests, occupation, gender, education, marital status and also buying style! We may already know who our target audience is at this point, however do our twitter followers match this profile. If not, we may need to rethink our audience and content strategy to better serve our followers. For example, if we are constantly tweeting about dogs and none of our followers like dogs, we probably need a new content angle. Or maybe we are constantly being sarcastic and comical but most of our followers are serious. This is where Twitter's analytics comes in handy as it allows us to see our followers interests. We can also **compare** our followers with different personas, demographics, interest and consumer behavior to see how our brand competes. Some other tools we can utilize under

twitter's analytics dashboard are tweet reach and impressions, we can see individual tweet performance, also recent months or 28-day overviews of impressions. Potential reach measures how many unique Twitter accounts your tweets could have reached. A potential impression means a tweet has been delivered to a Twitter account's timeline. We can gain followers by repurposing tweets that did well or create tweets similar to ones that did better. One thing we may want to add to our Twitter is photos and videos, which receives more engagement typically than tweets. We can see our engagement rates on twitter by dividing engagement by impressions. Another cool tool we can use that will help us see how our twitter page is doing is under the followers dashboard. We can track how our followers have increased over the last 30 days and also new followers each day. It will be important for us to go back and see which days we gained the most followers and understand why that might have been the case. If we see that we are not gaining followers we can also run a followers campaign on Twitter. This will give us the opportunity for our brand to be included on Home timelines, who to follow, and search results. This Twitter account suggestion will be labeled as "promoted" for viewers to see the difference from other recommended accounts. Finally, if we do end up posting videos we can see how many people viewed the video and if they completed it or not. All of this will be done using the Twitter Analytics dashboard.

Finally with our last social media platform, Facebook, we will also be using their very own analytics feature. This feature is titled, "Facebook Insights". After clicking on the gear wheel on our Facebook fan page we select "view insights". With Facebook's analytics, under overview we will be able to see the total number of likes whether it's increasing or decreasing, reach, and also engagement. One new feature is the most recent page posts section. We can see

the last 5 posts we made their reach, engagement and also promotion. Promotion allows us to spend money promoting our posts using Facebook ads. Under likes we can see our pages growth. We can focus on days, weeks, and months to see where we received the most likes. We can now also see where our likes came from via page suggestion, ads, or stories about other who have liked our page to see where we should invest the most time and money. The visits tab will be vastly important for us. Using the visits tab we will be able to see what parts of our Facebook page is visited the most, whether its our timeline, photos or info tab. Similar to Instagram and Twitter, Facebook also receives data on when our fans are online most to help us pick the best time of the day to post. Another similar feature under the people tab is the demographics of our fans. Finally, something unique Facebook insight offers is the ability to watch your competitor's growth by adding them to your pages to watch. This will show your competitors likes per week which we believe is very important for Black Husky to help us compete with other beer makers on social media.

### **Influencer Marketing Plan**

One of the main influencers that will take place in our social media is Howler the husky. Howler is the owners dog and Black Husky's official logo. We believe it would be a neat idea for him to play a special role in our social media. By incorporating Howler the husky in social media posts we can influence consumers to bring their dogs. The goal of this is to create long lasting friendships and connect with the community. By using Howler in posts we can not only speak to our consumers but maybe even fellow dog friends. Consumers will be anxious to bring their dog to meet howler and this will bring consumers back and spread positive word of mouth.

Another idea we came up with for Howler is to incorporate a certain voice in our posts for him. We believe it would be a cool idea for Howler to be able to talk in our social media posts. This would help consumers understand Howler's personality better and also bring comedy to our social media. An example of this is seen in the picture below, our idea is to take funny and cool pictures of Howler and attach a comment to the photo with Howlers voice/tone.

Another Influencer we thought could bring attention to Black Husky is Aaron Rodgers, every Wisconsin sports fans favorite athlete! A new influencer marketing trend in 2018 is to have the influencer of your choice post an instagram picture with your product as a paid partnership. Seeing a picture of Aaron Rodgers enjoying a Black Husky beer would urge many fans to try Black Husky's wide selection of beers and maybe create long term customers.

If you browse the Black Husky Brewing website you will notice that the company and its owners have an infatuation with "jodeling" or yodeling. This is because of their connection with the woods up North where they started and the German style brewing they do. In order to appeal to and engage some of the younger clientele we thought it would be a good idea to have the "yodeling kid" who was a viral sensation for signing in an Walmart. This influencer would maybe be more of a "news jacking" influencer because of the quick changes in viral videos.

However Hank Williams the yodeling kid has made quite a name and following for himself and could provide some humor and fun to Black Husky's advertising.

Our Group created a editorial calendar for the week of May 14th to May 20th. These are some Facebook posts and Tweets we think Black Husky could post to their customers or followers. First on Monday the 14th, we thought they should post that they are now open on Mondays. They weren't but as of a few weeks ago they are now open again on Mondays. We think they should let customers know this now so they might get more customers to come in on a Monday. Tuesday, we have the idea of mentioning or sharing location of Black Husky or

hash tagging Black Husky Brewing to receive a half off pint. By offering something to the customers it will allow Black Husky to get more social media engagement out there. On Wednesday they are hosting an event called Paints Pints & Pets. We think it would be important to remind the customers of the event and what will be happening at the event. Thursday, most bars always post or tweet on thursdays anticipating the weekend so we think Black Husky should too. By mentioning them in a tweet or post they can give out exclusive deals when they get there during happy hour or whenever they think is smart. Friday, its the weekend, most people love to grab a drink after work on Fridays, so we think they should mention their beautiful patio they have there to offer to their customers to hangout on after work. Saturday, they do brewery tours so we thought they should post and tweet what hours they are hosting their brewery tours to get as many customers as possible. Lastly Sunday, there is a event downtown called Micro Brew Fest, so we think Black Husky should host a pre event and offer deals on their mirco beers before customers head out to the festival.

### **Plan to build Social Media Following and Engagement**

Our group came up with several ways on different social media platforms to create more engagement and followers from current or future customers. By creating a bigger base on different social media platforms can allow more potential customers to come into the doors at Black Husky Brewing.

Starting with Facebook our group came up with a few ideas to draw more engagement on Facebook. The first idea we came up with is if someone likes Black Husky Brewing on Facebook they receive half off their first drink. This is a pretty standard idea at many bars, another idea our group came up with that is more creative to draw engagement is once you are

at Black Husky Brewing share a Facebook post to your friends of your location at the brewery and receive a free drink on a certain day of the week. By sharing this post all of your Facebook friends will see you are at Black Husky Brewing which will hopefully receive likes and comments on the post creating engagement with Black Husky Brewing. By giving away a free beer by sharing you are at Black Husky Brewing will cause others to want to come in the door and the person who shared the post is likely to stay for more than one beer, and will also want to come back.

Another social media platform Black Husky is active on is twitter. Twitter is a great way to tweet out events or specials to people. Twitter is also a great way to reply to complaints about possibly a not so great evening there, and also reply to tweets that were positive about the Black Husky Brewing experience or beer that they tried. To draw more engagement on twitter is Black Husky Brewing can give a beer half off if someone follows them on twitter. Another idea is giving a buy one get one brewery tour pass for recommending them on twitter or tweeting



something positive. Black Husky can also tweet out buy on get one free brewery tour drawing for anyone who likes and retweets this post. There are several options Black Husky can go with drawing engagement and followers.

## **Conclusion**

After evaluating Black Husky's current social media strategy, we were able to come up with a variety of new ideas on how to further campaign and promote Black Husky Brewing through social media. We found out that Black Husky Brewing are active on Facebook, Twitter, and Instagram and already have accumulated some followers, however, we found that they could enhance their social media marketing campaign. In order to do this, we suggested that Black Husky Brewing participated more with customers to increase customer engagement. Our group recommends that the company should share more stories and pictures on social media to heighten brand equity and their company's overall brand image. It could be found that Black Husky Brewing is a very unique company and that should be emphasized through their social media accounts. The content strategy our group came up with will allow Black Husky Brewing to effectively advertise the company's innovation and creativity through social media and will work to further build their brand and help the company gain a competitive edge in today's market.

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