



SOCIAL MEDIA & PUBLIC RELATIONS STRATEGIC PLAN

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Social Media And Public Relations Strategic Plan

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“Products are created in the factory, but brands are created in the mind.”

Marketing Relationships

“Why should I buy Coronado beer?” This is the most important question we must answer. Through research, strategy and planning we will answer that question by developing a **Position Strategy** – this will be our guiding light in marketing. Once the position strategy has been chosen, we must take strong steps to deliver and communicate this position to our targeted consumers. It is absolutely vital that our marketing communications be organized and integrated, so we can deliver a consistent message that reflects this positioning strategy. This strategy will be reflected in how we brand our product through marketing, social media and public relations. Below is a brief outline of how that process will go.

- Segmentation opportunities
 - o It starts with research, analysis, and data collection.
 - o We need to develop profiles and bases for identifying each market segment to best view the market structure. Thus dividing up the segments we need to market to by location, by demographic information, by psychographic and behavioral information.
- Target marketing
 - o Identify which segments provide the biggest growth potential and which have the highest value so we can target the segments we desire most.
 - Who are we targeting our marketing efforts to?
- Positioning for competitive advantage
 - o The place our product occupies in our consumers’ minds relative to our competitors.
 - o It is necessary to identify what makes CBC differentiate itself from its competitors; this requires thorough research, thought, and careful planning.
 - o What differentiates CBC from the others...? What value do we offer that’s better than the rest? How can we offer this value in a way that is difficult for our competitors to copy?
 - The people that work here and the unique experience we provide for our customers?
 - The quality and craftsmanship of our beers?
 - The way we connect with San Diego, and give back to our community?
 - The physical differentiation of our beer packaging?
- Integrated marketing communications
 - o Everything we do must communicate and support the ideals of our positioning strategy. This message needs to be clearly understood company-wide so we can all rally around the same ideal. From the experience our bartenders give our customers, to the way the media covers us, to the stories we tell on social media, the way we communicate with the world needs to support this ideal too.



Social Media & Public Relations Mission:

In order to support the ideals of our **Positioning Strategy**, we will utilize the media, and our social media to communicate our message to the world. Social media and public relations are intertwined and need to support each other always. By doing so we build relationships with them, understand them, and offer more value to them.

Social Media Strategy

- Business Goals
 - o Support our own positioning strategy.
 - o Increase brand awareness.
 - o Engage and retain followers.
 - o Promote our promotions.
- Determine which outlets to focus on
 - o Facebook, Twitter, Instagram
- Social Media Posting Themes:
 - o Each social media outlet will be used slightly differently on a microscopic level, but in general will deliver a similar message. Here is what that message should sound like.
 - o Everything we post should reflect the ideals of our positioning strategy.
 - o Make it fun, make it social, show people having fun. beer is so easy to make fun, it is fun, and it makes people happy.
 - o Show off cool things, photos, videos, etc. Develop a personality in our posts. Be witty.
 - o Share the kinds of things to our followers that you would share with your friends.
- Monitoring Social Media
 - o Be an active participant, engage the followers constantly.
 - o Stay on top of all comments, answer all questions. Keep them coming back to the page.
 - o Filter inappropriate remarks, there's always negative people who say negative things.
- Content! Stay active... Content, Content, Content!!!
 - o Content needs to be created constantly, this will require a team working together to produce:
 - New creative stories every week.
 - Cool photos and videos that will make our followers smile, like, and share.
 - o Beer isn't all we're selling
 - There is a big team of employee superstars that are responsible for the making of CBC beer... our following wants to get to know them as well.
 - Create a relationship between our followers and the owners, the brewers, the bartenders, etc.
 - Interview our head brewer who can speak passionately about how they make the beer... Interview our owners, tell their story.
 - Find out what events people are drinking our beer at, then tell that story.
 - "Sean just bought a case of beer because he and his friends just launched a startup and they are celebrating... go support their new business!"



- “Erica is leaving to work in Africa for the next 10 months and is having a going away party with her friends and they are sending her off with Coronado Beer. Good luck Erica!”
- Use our following to create content for us
 - Have people travel with their beer and take pictures of where they go with our beer.
 - Hashtags are very effective for this. Create Hashtag campaigns constantly so people share and post efficiently and in a way that connects us to them.
- Engage our following through social media activities, competitions, campaigns
 - Do contests to involve our following, and keep them looking at our page, and to show them about what we are up to as a brewery. Show them inside information that they wouldn’t normally get.
 - Learn what they like, dislike. Learn who they are, and what excites them, what they are passionate about.
 - What did our brand make them feel like?
 - Do giveaways/competitions for free merchandise, or free beer, or a private party.
- Content calendar
 - A long term marketing calendar needs to be created for all events in general, but a part of that calendar will include a social media content schedule for how and when to post.
 - In addition to a long term events calendar, a social media/marketing calendar needs to be created with information including when to post leading up to an event. For example promoting an event one month away, by posting 30 days before it, 20 days before it, 15 days before it, 10 days before it, 5, 4, 3, 2, 1... promote the promotion!
 - Day of the week themed posts.
 - Fridays: favorite beer of the week...Wednesday: a funny photo of a brewer doing something silly...etc.
- Pay attention to our followers
 - Gather as much information as possible from everyone who buys our beer, likes our posts, shares our content, comments on our posts, visits the restaurant, visits the tasting room, or buys our beer at a store.
- Internal Media Content Production
 - Make our own great quality content to share with the world.
 - A mid-level DSLR photo/video equipment and lighting will be needed to produce content that we share, a computer to edit photos and videos on, and a space to conduct interviews, take photos, take videos



- Involve our team
 - Create a culture where every employee at Coronado is responsible for the marketing of our product, because they already are.
 - Teach everyone to pay attention and think of ways to come up with content, take photos, videos, new ideas for stories, new ideas for videos, new ideas for sharing cool things. Create an open door policy for all marketing, capitalize on our staff. Here is an example.
 - A woman who works for Coronado Brewery Co. has a son who's best friend is about to propose to his girlfriend. This is an opportunity for us. We encourage him to do it at the brewery. Then we have an amazing story to tell on our blog, that we share with the media, and post on all of our social networks. We then invite both families to celebrate in the tasting room, then offer them a discount on our beer to use at their ceremony and we do a follow up story a year later when they get married. This is a simple way to create a sense of community around our beer, take advantage of our personal networks, and to engage our own following.
- Instagram
 - Post at least once per day.
 - Utilize as many hashtags as possible to increase our following, and engage more people.
 - Share visually cool things, fun things, funny things, promote our own promotions.
- Twitter
 - Schedule:
 - Tweet at least six times per day.
 - Morning, Mid-Morning, Mid-Day, Mid-Afternoon, Evening, Night.
 - Creativity with tweets
 - Engage local media, follow local media personalities.
 - Share cool stories that other breweries are doing.
 - Retweet restaurants that are serving our beer.
 - Show off our followers, tweet a pic and of someone who just bought a growler in the tasting room, then have him go home and take a picture of him and his friends drinking the beer and having fun in a responsible way.
 - Promote responsible drinking.
 - Users like being tweeted at.
 - Show people having fun, enjoying the product.
 - Make partners with independent liquor stores/markets/grocery stores.
 - Tweet the fillet mignon from seaside market, and throw them a shoutout and then mention what a good beer to pair with it might be.
 - Think of stories we can generate on the blog, then tweet them.
 - Interview the owner(s) in an article/video
 - Show the individual personalities of the people who work here.
 - Maybe there is a lady who works there and has an interesting hobby.
 - Brewery tours, have them, promote them, and invite people to take them.



Public Relations/Communications

The backbone of most successful PR programs is the ability to generate and market news. PR plans are always subject to change, but planning a PR strategy in advance is necessary. Doing so will help create opportunities for us to succeed, provide peace of mind in our daily operations, and allow us to better stay consistent with delivering the message of our positioning strategy.

- Managing the press
 - o Core Values
 - Don't lie. Don't waste your time. Don't waste their time.
 - Bring media availabilities to them when you have real content that they may care about.
- Planning ahead, looking behind.
 - o We must evaluate the previous year in terms of media attention, and do this honestly. What worked well for us, what stories got attention, which ones didn't get attention, who covered us, who didn't cover us. What could we have done better? We need to be our own harshest critics.
 - o Use this information to sketch out media plans for the upcoming year. Think ahead at all times while remembering short term objectives as well. Many medias have deadlines months in advance for certain stories.
- Create content that matters to the media
 - o Constantly be working to create content that they care about, and will want to cover. Make sure content fits in with our positioning statement.
- Media outreach
 - o Pitching reporters stories and press releases are the fundamental foundation of a PR strategy.
 - This is our bread and butter. Every member of the marketing team will learn how to write a successful press release, how to write AP style, systems will be put in place to check and double check all information we send out.
 - o Internal publications
 - Make our information, easy to find for the media. Information about who we are, our story, our brand, our products, our involvement in the community. Present it in an organized and clear way so anyone who wants to do a story on us, can do it as easily as possible.
- Editorial calendars
 - o Newsworthy events offer the most direct way to create media attention, but in-between events, we can create media attention ourselves through editorial calendars.
 - o Providing an article/interview written by our owner or head brewer on a controversial issue in the industry or a hot topic that we happen to be very in-the-know about, and can speak intelligently and articulately to.
 - For example: Lagunitas Brewery owner Tony Magee speaking out on the hot topic of packaging beer in aluminum cans and his very strong opposition to it. His controversial and strong opinions started on twitter, and generated numerous media opportunities for Lagunitas.



- Speaking opportunities
 - o Looking ahead in the year at events where our owners or head brewers could speak at, this will create free publicity for us, and can add value to our brand at the same time. Events could include:
 - Local/national conferences, trade shows, events where we can nominate keynote speakers. Brewery schools like the UC San Diego Extension Brewing Certificate are always looking for guest lecturers. These opportunities need to be arranged months in advance usually.
- Crisis Management
 - o Include possible negative scenarios that could arise.
 - o Then develop a plan ahead of time for how to handle these scenarios.
 - o Make sure the team knows the crisis procedures and take time to practice these procedures internally.
- Case Studies
 - o Do studies on our own product, or on our own business practices to release to the public. These studies might take time, effort, and involvement from many people, but are very attractive to the media.
- Relationships with the media
 - o Establish and build many strong relationships with local medias so when a good story does come up, we can talk about it with them.
 - o Create a contact list of all details of the publications and journalists that pertain to the craft beer industry. Organized according to how valuable each is in terms of reaching our target audience.
 - Local media outlets, newspaper, tv media, radio.
 - Morning shows are big, they have to go out and find content to cover every day.
 - o Something to give back to the community, activeness, an event, get them to do visual things with their hands.
 - Writers, personalities, editors, etc.
 - Internet bloggers, magazines, beer enthusiasts.
 - o Communicate with these people on a regular basis.
 - Pitch stories regularly.
 - Check in with them regularly, ask how they are doing, make friends with them, so when you have a good story, they might run it.
 - Email press releases regularly.
 - Invite them to events. But not every media is invited to every event, for every given event, make sure there are a few medias that are invited, and mix it up on a regular basis.
 - Offer them incentives that benefit them and their following.
 - Tweet at the media personalities. Invite them to come have a beer, or challenge them to do something fun or charitable, or just share something funny with them. Tweet at them regularly.



- Educate and utilize the marketing team
 - Teach team how to call media, how to write stories, how to develop relationships over email, over the phone. Guide them in this process.
 - Delegate and extend the social media/pr responsibilities to a team
 - Some are better at creating witty posts.
 - Some are better at running and taking care of the stories.
 - Who does the phone calls? Who sends nice email intros?
- Community awareness/involvement
 - Always do good work in the community. Become an extension of the community. Not everything needs to be about beer drinking.
 - Work with a non-profit.
 - Host or help with a charitable event.
 - Think of things that are good for the local community.
 - Think of things that are good for San Diego.
 - What does San Diego mean to us?
 - What do we mean to San Diego?
 - We want to see San Diego succeed, how can we help?
 - We want to celebrate San Diego. We want to go do hospitals? We want to go to schools.
 - We want to partner with local organizations, maybe a different one each month.
 - Use the brewery as a representation of San Diego. We are ambassadors of San Diego. Not just beer makers.



