

Go-to-Market Strategy for Opening a Local Brew Pub

Introduction

A new brew pub offering a wide selection of foreign and domestic beers, along with a cozy ambiance and a menu of delicious pub fare. A comprehensive go-to-market strategy combining digital and legacy marketing, advertising, and promotional activities is essential for a successful launch. This strategy will outline the necessary steps to execute the plan effectively and provide a summary of the expected outcomes.

Digital Marketing and Advertising Strategy

1. Website Development and SEO

Steps to Execute:

- **Develop a Professional Website:** Create a user-friendly website featuring the beer menu, food offerings, location, contact information, online reservations, and a blog.
- **SEO Optimization:** Implement SEO best practices to ensure the website ranks high on search engine results for relevant keywords.
- **Content Creation:** Create detailed pages with high-quality images, descriptions, customer testimonials, and event information.

Sample Activities:

- **Blog Posts:** Write articles about different types of beers, brewing techniques, and upcoming events.
- **Beer Tasting Videos:** Produce videos showcasing the different beers, tasting notes, and customer experiences.

2. Social Media Campaigns

Steps to Execute:

- **Platform Selection:** Focus on platforms like Facebook, Instagram, Twitter, and YouTube, where visual and engaging content performs well.
- **Content Calendar:** Develop a content calendar to regularly post updates, beer features, customer reviews, and event highlights.
- **Engagement:** Actively engage with followers through comments, polls, and direct messages.

Sample Activities:

- **Event Highlights:** Share photos and videos from beer tasting events and live music nights.
- **Giveaways:** Host giveaways for free beer tastings or meal discounts to increase

engagement and generate buzz.

3. Email Marketing

Steps to Execute:

- **Email List Building:** Build an email list through website sign-ups, local events, and in-pub promotions.
- **Personalized Campaigns:** Create personalized email campaigns introducing WorldBrews Pub and offering exclusive discounts.
- **Follow-ups:** Send follow-up emails to gauge interest and remind customers about upcoming events and promotions.

Sample Activities:

- **Invitation Emails:** Announce the grand opening with engaging visuals and a clear call-to-action.
- **Promotional Series:** Send a series of emails highlighting different beers, customer testimonials, and exclusive offers.

4. Online Advertising

Steps to Execute:

- **Ad Platforms:** Use Google Ads, Facebook Ads, and Instagram Ads to reach a wider audience.
- **Targeting:** Utilize detailed targeting options to reach potential customers based on demographics, interests, and behaviors.
- **A/B Testing:** Test different ad creatives and messages to determine the most effective approach.

Sample Activities:

- **Search Ads:** Run search ads on Google targeting keywords related to brew pubs, beer tasting, and pub food in the local area.
- **Display Ads:** Run display ads on relevant websites and local community forums to increase visibility.

Legacy Marketing and Advertising Strategy

1. Print Advertising

Steps to Execute:

- **Publication Selection:** Choose high-quality local newspapers and community magazines for print ads.
- **Ad Design:** Design eye-catching ads that highlight the brew pub's features and

- beer selection.
- **Ad Placement:** Schedule ad placements in upcoming issues to coincide with the grand opening.

Sample Activities:

- **Newspaper Ads:** Full-page ads in local newspapers.
- **Magazine Inserts:** Colorful inserts in community magazines targeting beer enthusiasts and local residents.

2. Direct Mail Campaigns

Steps to Execute:

- **Target Audience:** Identify and compile a mailing list of local households and businesses.
- **Mail Content:** Design and print high-quality brochures, postcards, and flyers featuring the brew pub.
- **Distribution:** Plan and execute the distribution of the mailers.

Sample Activities:

- **Brochures:** Send detailed brochures showcasing the beer selection, food menu, and pub ambiance to local households.
- **Postcards:** Distribute postcards with a special launch discount code and event information.

3. Community Engagement

Steps to Execute:

- **Event Participation:** Identify and participate in local events, fairs, and food festivals.
- **Sponsorships:** Sponsor local community events and charity functions to increase brand visibility.
- **Open House Events:** Host open house events before the official opening to generate excitement and gather feedback.

Sample Activities:

- **Local Events:** Set up a booth at local fairs to engage with the community and distribute promotional materials.
- **Open House:** Host a pre-opening event for local influencers, media, and potential customers to experience the brew pub.

4. Referral Programs

Steps to Execute:

- **Program Development:** Create a referral program offering incentives for customers who refer new patrons.
- **Promotion:** Promote the referral program through digital and legacy marketing channels.

Sample Activities:

- **Referral Cards:** Distribute referral cards to existing customers and local businesses.
- **Online Promotion:** Promote the referral program through email marketing, social media, and the website.

Execution Plan and Timeline

Phase 1: Pre-Launch (1-2 Months Before Launch)

- 1 Brand Identity and Messaging:**
 - Finalize new branding elements, including the logo, color scheme, and brand story.
 - Develop key messaging points that highlight the unique features and benefits of WorldBrews Pub.
- 2 Website and SEO Preparation:**
 - Develop the website with optimized content, including service pages and blog posts.
 - Implement SEO strategies to ensure the site ranks well for relevant keywords.
- 3 Social Media and Content Creation:**
 - Create a content calendar for social media posts, blogs, and videos.
 - Begin teaser campaigns on social media to generate excitement.
- 4 Advertising and Media Planning:**
 - Plan and design online and print advertisements.
 - Schedule ad placements in relevant publications and online platforms.
- 5 Direct Mail Campaigns:**
 - Design and print brochures, postcards, and flyers.
 - Prepare mailing lists and schedule the distribution.

Phase 2: Launch (Launch Week)

- 1 Website and Social Media Launch:**
 - Launch the website and update social media profiles.
 - Announce the grand opening on all social media platforms with engaging posts and videos.
- 2 Email Marketing:**
 - Send out a launch email to all subscribers with details about the opening

- and a special discount code.
- Follow up with a series of emails highlighting different beers, customer testimonials, and exclusive offers.
- 3 Advertising Campaign Kickoff:**
 - Launch targeted online ad campaigns across Google, Facebook, and Instagram.
 - Start running print ads in selected newspapers and magazines.
- 4 Community Engagement:**
 - Set up promotional materials at local businesses.
 - Train staff to assist customers and answer questions about the brew pub.
- 5 Event Participation:**
 - Host a grand opening event with live music, free samples, and special offers.
 - Provide live beer tasting sessions and distribute promotional materials.

Phase 3: Post-Launch (1-3 Months After Launch)

- 1 Content Marketing:**
 - Continue to publish blog posts, videos, and social media content about the brew pub and its offerings.
 - Share customer testimonials and case studies to build trust and credibility.
- 2 Ongoing Advertising:**
 - Monitor and adjust online ad campaigns based on performance data.
 - Continue running print ads and evaluate their effectiveness.
- 3 Direct Mail Follow-Up:**
 - Send follow-up mailers to potential customers who showed interest but did not visit.
 - Offer additional incentives or discounts to encourage visits.
- 4 Community Engagement:**
 - Participate in local events and sponsor community activities to maintain visibility.
 - Host workshops or seminars on beer tasting and brewing techniques.
- 5 Customer Feedback and Adjustments:**
 - Collect and analyze customer feedback to identify areas for improvement.
 - Make necessary adjustments to marketing strategies based on feedback and sales data.

Summary Conclusion

By following this comprehensive go-to-market strategy, WorldBrews Pub can expect:

- 1 Increased Brand Awareness:** A well-executed branding strategy combined with effective digital and legacy marketing efforts will significantly enhance brand visibility.
- 2 Higher Customer Engagement:** Engaging content, active social media presence, and interactive events will foster strong relationships with potential and

existing customers.

- 3 **Boosted Sales:** Targeted advertising campaigns, promotional offers, and a robust online presence will drive sales and increase revenue.
- 4 **Strengthened Market Position:** Consistent community engagement, positive customer experiences, and strategic partnerships will establish WorldBrews as a leading brew pub in the local market.
- 5 **Sustained Growth:** Ongoing marketing efforts and continuous improvement based on customer feedback will ensure long-term success and market relevance.

This strategic approach ensures a successful brew pub launch, leveraging the strengths of both modern digital marketing techniques and traditional legacy marketing methods to achieve maximum impact and sustained growth.