All Ale the Power of Social Media

Why social media is a brewtiful, brewtiful thing



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Who Am I?

Laura Smith, aka @loraexplora on Instagram.

I love beer. I love Fort Collins. And I love giving back.

Professional experience in writing, social media, event coordination and community engagement.

I also spend a lot of my time hashtagging my beer drinking adventures, and other adventures all over the Front Range.

Originally from Nebraska, I moved to Fort Collins two years ago, in search of adventures, new brews and new challenges.

Luckily, I found all of those.

Enough about me though - let's talk social!



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So, goals.

Goals for the social campaign

Build Awareness of Fort Collins Ale Trail/Donor Trail Successfully Reach Target Audience of Socially Responsible Micro Beer Drinkers Interested in Giving

Increase Followers/Likes on Instagram and Facebook

Promote the Brand of Drink Locally/Impact Globally

Post Giveaways on Instagram to Get More Reach/Interaction Organically

Main Objective:

Get those who visit breweries in the Front Range to purchase an Ale Trail Pass.

How? Putting the *brewtiful* deal in front of them on social media.



Build Awareness

How?

- Weekly posts on Instagram and Facebook that go back to the basics of what the FCAT is, and why it matters.
- Running sponsored, targeted ads on Facebook that run nearly the entire campaign. These ads will boost the page, and target those who are socially responsible beer drinkers.



Increase Followers

How?

- 1. Analyze current followers on Facebook
- 2. Create an editorial calendar to figure out what to post, when to post, and what is working
- 3. Inviting friends, groups, nonprofits, etc to like the page
- 4. Interactive posts that asks questions, and beg for interaction



What	Images/Link/content	Channel
	2/1	
Start boosting Ale Trail Day		Facebook
throwing it back thursday		Facebook
	2/2	
Friday feeling	where are you going after work - fort collins ale trail stop	facebook
	2/3/2018 - saturday	
	2/5/2018 - brewery on ale trail - highlight	
start posting about beer package	post photo w/ foco ale trail logo in background	facebook
		instagram
	2/6 - Highlight beneficiary	
talk about supporting local charaties	2.77	facebook
post contest		instagram
	2/8/2018 - throwing it back thursday	
highlight stop on ale trail -COPPERSMITHS		Facebook
		instagram

Editorial calendar...or how to stay on top of posting.

Increased followers + likes

What has the impact on followers/likes with a consistent posting schedule, interaction and boosted posts really been?

Facebook

	Start (1/11/18)	End (3/18/18)
Page Likes	130	280
Page Followers	136	284

Instagram

	Start (1/11/18)	End (3/18/18)
Followers	0	245
Impressions (average/week)	0	181

Post Giveaways

03

Why?

Everyone loves to win stuff. And if it's as easy as commenting + tagging a friend, that sounds a lot better than filling out a survey. Right?

Contests are ran every month on Instagram. They encourage followers to comment a joke, a brewery, etc. + tag a friend.

This months is still running, head over to @focoaletrail to enter!



Reach Target Audience 04

If your target audience is fuzzy on what the Ale Trail/Donor Trail is, then the product will never work.

So, how do we reach them?

- Target beer drinkers, socially do-gooders in the Front Range on Facebook
- 2. Post things that matter to them: beer deals, brewery highlights, what the Ale Trail gives back to, etc.
- 3. Continually tweak ads to make sure you're reaching the right people



You are targeting men and women, ages 21 - 65+ who live in 1 location, and have 2 interests.

Location - Living In:

United States: Fort Collins (+50 mi) Colorado

Age:

21 - 65+

People Who Match:

Interests: Beer or Nonprofit organization

Hide full summary





Interact!

05

It's not always you, you, you.

To create and execute a solid social campaign you need to interact....with the other pages!

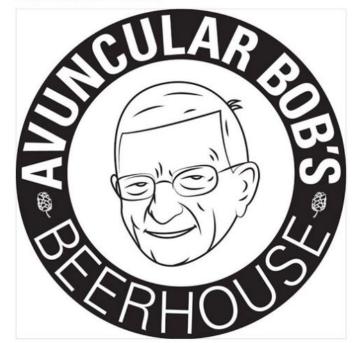
Like their posts, tag them in posts, share when they're doing good.



Fort Collins Ale Trail

Published by Laura Smith [?] · March 1 at 3:00pm · €

It's throwing it back Thursday! This week we're highlighting Avuncular Bob's Beerhouse. New to the Fort Collins scene, Avuncular Bob's is a cozy, local beer house with over 20 taps and an abundance of locally sourced dishes. Stop in for 2 for 1 beers with the Fort Collins Ale Trail! #beerme #tbt #visitfortcollins #focoaletrail



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Let's take a second...

Fort Collins Ale Trail becomes the Donor Trail

WAIT, WHAT?

How to make followers understand the transition from the FCAT to Donor Trail App on social media:

Post easy to understand social posts that explain + highlight WHY the Donor Trail makes more sense.





focoaletrail . Following

focoaletrail Have you heard? Last week we rolled out the Donor Trail app! What does this mean? Better deals and more breweries and bars to explore on the Fort Collins Ale Trail! If you already have the FOCO Ale Trail app, simply download the Donor Trail and login to your account to get all the new BOGO deals at no cost. Not a member yet? Download today to get over \$110 in deals for only \$20 (all while supporting awesome non-profits). Questions? DM us! #focoaletrail #bogobeers #dogood #supportlocal #fortcollins

savacenter Wow!! May we regram this? focoaletrail @savacenter of course!

(Q

29 likes

JANUARY 31

Add a comment...

...

Let's get back to talking social...



SOCIAL PLATFORMS

Instagram

A picture is worth a thousand words.

And hopefully a thousand likes?

Why use Instagram for the Ale Trail/Donor Trail?

- 1. Immediate results
- 2. Increased reach
- 3. Connections to target audience
- 4. Fun, shareable content





focoaletrail Relationships are complicated, getting BOGO beers at @odellbrewing isn't.

#bogobeers #greenevents

#visitfortcollins #beerme



Facebook

Making us Facebook official.

Why use Facebook for the Ale Trail/Donor Trail?

- 1. Easy way to create/share events
- 2. Target audience with ads
- 3. Be a presence in the community
- 4. Fun, shareable content that is easy to track
- 5. Another tool to reach those who don't use Instagram



Fort Collins Ale Trail

Published by Laura Smith [?] - March 5 at 2:08pm - @

Ale Trail Days! at Maxline Brewing is right around the corner! Stop by after work for beer discounts, lots of fun and more information on the Fort Collins Ale Trail. It's sure to be a brewtiful time! #focoaletrail #fortcollins #drinklocal #maxlinebrewing



MAR

Ale Trail Days!

Wed 5 PM · Maxline Brewing · Fort Collins Jarad, Jessica and 8 friends ✓ Interested ▼

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Example Posts

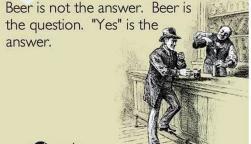


Throwing it Back Thursdays

Like #tbt but with beer. Highlighting stops along the trail, consistently.

Monday Motivation

Because we all need a little help on Mondays. And reminding people that beer is near, helps, a little.











Highlighting Beneficiaries

The Fort Collins Ale Trail/Donor Trail IS about beer, but it's also about helping local nonprofits do what they do best. Highlighting them is key.



Analytics: Broken Down

After 90 days of posting, analyzing and interacting: the results were in.

Social media DID make an impact. Here's how.

Like, like, like.

149

Increase in Facebook Page Likes An ale of a good time...

83

Increase in Ale Trail event interest from January to March

Cha-ching.

35

Number of online sales in January + February



Reeeeach

1,198

Average reach increase on Facebook

good impressions only

570

Average increase of impressions on Instagram

Engagement, sans diamonds

50

Average increase of post engagement on Facebook in January



Because nothing is ever perfect.

The struggle is (sometimes) real...

- Not seeing as great of results with Facebook
- Getting people who are interested in events on Facebook to actually attend
- 3 Consistently having photos for posts

How to overcome...

- Continue to post engaging content on Facebook, while also boosting posts/events/page to get information in front of the right people
- Boosting events and targeting the right audiences, while also offering incentives to attend Ale Trail events (deals on beer, swag, raffle opportunities)
- Work with committee to share photos, carve out time for photo shoots at breweries

What's Brewing Next?

Content, content, content

- Videos on stops along the Ale Trail to be played on social platforms (simple, creative and fun)
- Working with a videographer to create a promotional video
- Email blasts that are fun, creative and highlight stops along the Ale Trail

- Scavenger hunt around Fort Collins that would take place throughout the year + offer prizes
- Raffling off a donor trail app at Ale Trail Events

Continuing to post engaging content on social media + target the right audience to increase sales and awareness

How Can Supporters Help?

For no cost at all...

Like/Follow the Fort Collins Ale Trail on Facebook

Share the posts + events to help increase reach organically

Follow @focoaletrail on Instagram

Invite your friends to like us on Facebook + Instagram

3 Like the posts on Instagram + Facebook

Comment on posts that invite conversation

Questions?

