



BREWERY CONTENT MARKETING SERVICES

Let's be honest: Marketing can seem like a distant priority for independent breweries. Production and customer service takes priority, and budgets are often tight. But with [nearly 8,000 craft breweries](#) in the U.S., having an online presence is no longer a luxury — it's a necessity. To help people find and connect with you online, you need a partner with industry expertise and a personal passion for what you do.

What is content marketing?

Content marketing may sound like a buzzword, but it simply means creating and sharing stories and information that educates your audience and helps them solve problems. By offering an inside look at your brewery and building thought leadership for your name, beer lovers will turn to you first for insights and information — driving business to your space.

Blogging and social posting helps you actually appear in searches and news feeds. And when people find your content, it needs to tell a consistent, compelling story about who you are. I can create clear messaging that resonates with visitors, is true to your identity and puts butts in barstools.

But there's a catch: This only works if you do it *consistently*. Committing the budget may be tough, but it's crucial for capturing consumer attention. In fact, businesses that blog once or twice a month see [67% more sales opportunities](#) than those that don't blog at all, and consumers are [77% more likely to buy](#) from a brand they follow on social media.

Build relationships before they get to the bar

Just as you do in the taproom, build community with current and potential patrons online. Talk about topics they're interested in and share your expert knowledge. Craft beer fans love to nerd out on industry trends; new yeasts, malts, grains and additions; discussions of different styles, barrel-aging processes and experimental concoctions; and more. They also want the inside scoop about your brewery, your staff and how you make your beer.

When I create and schedule a month's worth of engaging content, all written from your business' perspective, it makes your customers see your brand as reliable, trustworthy and — most importantly — *human*. That's what makes them fans for life and regulars in the tasting room, telling everyone what they love about you.

To do it right, you need an expert

I'm a professional writer, editor and storyteller — but food and beverage, and craft beer in particular, is my personal passion. This is backed with industry expertise, as I am a member of the Pink Boots Society; [a freelance beer journalist](#); and an expert [creator of beer descriptions and pairings](#). I also [write my own food and drinks blog](#) and helped launch a [touring cheese-pairing business](#).

Finally, my uniquely creative perspective includes a background in anthropology as well as in marketing. I truly love people, and thrive on sharing stories about who they are, what they do and why they do it.

CONTENT MARKETING CAMPAIGNS

Choose your campaign, or contact me for a custom quote. Pricing is often negotiable, and á la carte options are available. To learn more or ask questions, drop me a line: hello@bardcreativecontent.com.

Taster: \$150/month

- One short blog post (300 - 500 words)
- Two social media posts
- One email promoting the blog

Pint: \$300/month

- One long blog post (500 - 800 words)
- Four social media posts
- Two promotional emails OR one email newsletter promoting the blog, news and events

Pitcher: \$450/month

- Two blog posts (up to 800 words)
- Six social media posts
- Two promotional emails OR one email newsletter OR one press release with distribution

Keg: \$650 flat fee

- In-depth article (up to 1,500 words) on a topic of your choosing (e.g., origin story; your brewing process/philosophy; deep dive on a beer-nerd topic)
- Four social media posts
- Two promotional emails OR one email newsletter OR one press release with distribution

Beer Descriptions & Pairings: Starting at \$100 (*dependent on project scope; contact me to discuss*)

- Writing mouth-watering descriptions of your latest beer offerings
- Creating beer and food pairings, either for written content or in-person tasting events

Staff Bios, Website & Social Copy: \$400 flat fee

- Updating all website copy to tell a clear, compelling story about your brewery
- Writing engaging bios of your core staff members
- Creating social media profiles that are consistent with your site

Staff & Space Photo Shoot: \$350 flat fee (*for Washington state breweries only; available in non-local areas for an additional travel stipend*)

- Professional photos of your staff and space for use across your channels
- Uploading of photos to your site and social profiles