



FOOD & BEVERAGE CONTENT MARKETING SERVICES

Let's be honest: Blogging, social media and marketing can seem like a distant priority for food and beverage businesses when compared to production and serving customers. But in today's digital world, having an online presence is no longer a luxury. For wineries, distilleries, restaurants and specialty food and beverage producers, content marketing is a necessity — and with [over 1,500 distilleries](#), [nearly 9,000 wineries](#) and [over 660,000 restaurants](#) in the U.S., it's more important than ever for consumers to find and connect with you online.

What is content marketing?

Content marketing may sound like a buzzword, but it simply means creating and sharing stories about your business and industry through digital channels. An effective content marketing strategy not only informs people about who you are and what you do, but it also positions you and your staff as experts in your niche. Publishing authoritative content builds trust for your name, causing consumers to seek your insights and information — and driving business to your space.

Blog and social content gets you more business

Blogging helps increase your search engine rankings, making it easier for new and returning patrons and customers to find you. Sharing blog content, news and announcements on social media boosts your presence on these networks, too — so you'll actually appear in peoples' news feeds, instead of getting lost in the crowd.

But there's a catch: This only works if you do it *consistently*. One blog post a year won't get you noticed. But if you share fresh, regular content through a number of channels — including your blog, social media, newsletters, emails and other online publications — then the impact can be huge. 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 taste your product

Just as you do in the tasting room, shop, restaurant or food truck, build community with current and potential customers online. Talk about topics they're interested in, and share openly about how you make your wine, spirits or food. Post about upcoming food and beverage events, festivals and competitions, and share new releases or special varieties you're experimenting with. Create a personal connection by telling your "origin story," giving fans a peek at how your business got started and sharing personal bios of your staff.

You're an expert in your field, whether that's wine, spirits, cheese, chocolate, coffee, gluten-free pastries or fine French cuisine — so share that knowledge by posting content and sparking conversations online. Those who love wine, spirits, cheese, chocolate, vegan and gluten-free cuisine or any type of specialty food and drink also love to nerd out on industry trends; new or popular flavors or styles; yeasts, grains, aging processes and additions; different methods of cooking, brewing, fermenting or baking; and more.

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

Tell a consistent, compelling story

Your website, blog, photos and social accounts must all tell a consistent, compelling story about your winery, distillery, specialty food and beverage business or restaurant. I can help you create clear messaging that resonates with visitors, is true to your brand and keeps people coming back.

I'll update your website copy and social media profiles, and can also write captivating bios of your staff. For local businesses (or a travel stipend), I can also take professional photos of your people and your space for use across all of your channels.

CONTENT MARKETING PACKAGES

Choose your package, or contact me for a custom quote. If you have questions or want to learn more, drop me a line: hello@bardcreativecontent.com

Hors d'Oeuvre: \$200/month

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

First Course: \$350/month

- One long blog post (500 - 800 words) or two short posts
- Four social media posts
- One email newsletter promoting the blog, news and events

Entrée: \$550/month

- One long and one short blog post, or three short posts
- Eight social media posts
- Two promotional emails OR one email newsletter OR one press release with distribution

Feast: \$800 flat fee

- In-depth article (up to 2,000 words) on a topic of your choosing (e.g., origin story; your process/philosophy; deep dive on a nerd-out topic)
- Four social media posts
- Two email updates OR one newsletter
- One press release with distribution

Staff Bios, Website & Social Copy: Negotiable, based on existing content; starting at \$350 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: \$500 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 photos to your site and social profiles