



WINE & SPIRITS CONTENT MARKETING SERVICES

Let's be honest: Marketing can seem like a distant priority for independent wineries and distilleries. Production and customer service takes priority, and budgets are often tight. But with [nearly 9,000 wineries](#) and [over 1,500 distilleries](#) 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 operation and building thought leadership for your name, beverage 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 tasting room, build community with current and potential patrons online. Talk about topics they're interested in and share your expert knowledge. Wine and spirits enthusiasts love to nerd out on industry trends; new grains, grapes and additions; discussions of different styles, fermentation processes and experimental concoctions; and more. They also want the inside scoop about your business, your staff and how you make your beverages.

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 most importantly, food and beverage is my personal passion, backed with industry expertise. I've not only created [marketing materials for the food and beverage industry](#), but also [write my own food blog](#), [share stories from craft beverage producers](#) and helped launch a [touring cheese-pairing business](#).

My uniquely creative perspective includes a background in anthropology as well as in food and beverage 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: \$175/month

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

Heavy Pour: \$325/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

Bottle: \$475/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

Barrel: \$675 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

Beverage Descriptions & Pairings: Starting at \$125 (*dependent on project scope; contact me to discuss*)

- Writing tantalizing descriptions of your latest wine and spirits offerings
- Creating food and beverage pairings, either for written content or in-person tasting events

Staff Bios, Website & Social Copy: \$525 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 facilities 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