

THE K.I.S.S. METHOD:
KEEP IT SIMPLE, STUPID,
WITH MARKETING & MEDIA

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ABOUT US



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UNDERSTANDING MARKETING AND
MEDIA IS EASIER THAN YOU THINK.

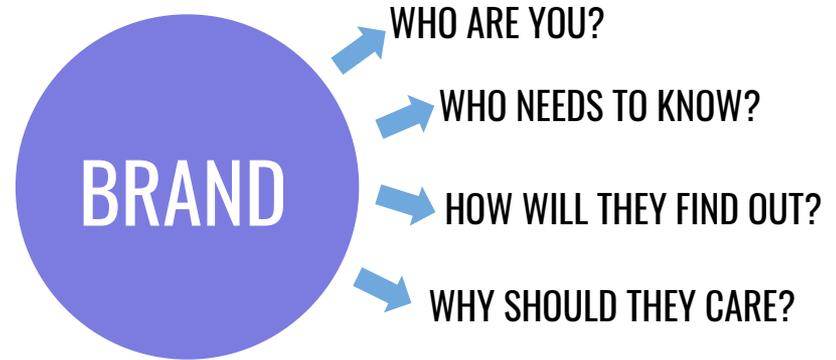
JUST REMEMBER TO KEEP IT SIMPLE.

marketing is what you do.

branding is what you are.

DEFINING YOUR BRAND & YOUR VOICE

- Before marketing your brand, it is crucial to define what it is – and what it isn't.
- Define and communicate the positioning, personality, values and tone of voice to the entire staff
- Determine and establish your brand
 - Clearly deliver the message
 - Establish credibility
 - Emotional connection
 - Create user loyalty



DEVELOP A MESSAGING ARCHITECTURE - INVOLVE EVERYONE!

Theme/Tagline			
Central Position			
Audience			
Key Message			
Supporting Messages			

DEVELOP A MESSAGING ARCHITECTURE - INVOLVE EVERYONE!

- What is your company's history?
- What's in the name?
- What do you see the brand growing in to?
- What are the key offerings/aspects you want to highlight? Don't want to highlight? (i.e. what are your strengths and weaknesses?)
- What is the number one thing that makes your company unique?
- How do you want people to feel about your brand?
- If you could write the headline for a feature story about your company, what would it say and which media outlet would it be in



WORDS TO LIVE BY

Consider the words you're using and what they convey to your consumer.

- Modern vs heritage vs orchard-based
- Small batch, handcrafted, craft
- Location indicators

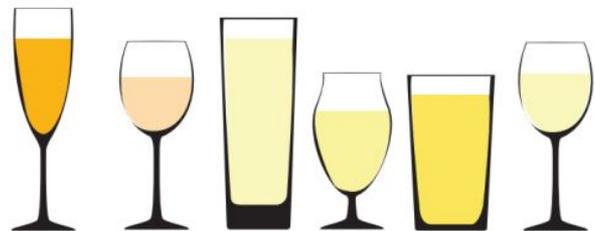
Determines not only the tone of your brand, but the way in which you market it and who you market it to.

Make sure your using language familiar to the audience you are trying to reach.

Identify both words you associate with your brand, as well as words you **do not**.



United States Association of
Cider Makers: Cider Style Guide



PACKAGING: QUESTIONS TO ASK

- **Who**
 - Who do you want to market your product to?
 - Who will be attracted to your brand, and how will they be enjoying your product?
- **What**
 - What packaging makes the most sense, both for your product and your audience?
 - What price point will your product land at?
- **Where**
 - Where will it be placed on the shelf, and what other brands will be it placed by?
- **DON'T FORGET ABOUT THE FUTURE!**
 - Will your needs change?



LOGOS & LABELS: THINGS TO CONSIDER

- Hiring a designer - a real one!
- Does it represent your brand?
- Does it stand out shelf among a sea of other products?
- Must haves:
 - FDA/TTB requirements
 - Information about your cider
 - ABV, IBU
 - Flavor cues and tasting notes
- Make it clear they're drinking **cider**
- How will growth affect your labels?



Seek outside opinions!

FINDING YOUR CONSUMERS

You've defined your target audience.
How do you engage with them?

- Local community
- Social media
- Like-minded companies
- Strategic partnerships
- Look beyond the expected!
- Build loyalty



CONSISTENCY IS THE KEY - TO EVERYTHING!

Consistency across all avenues

- Tasting room
- Social media
- Sales sheets
- Website
- Branded items

From founder to bartender - everyone needs to be on the same page and using the same language!

Constant and clear communication

TOOLS FOR SUCCESS

- Logo(s) & brand guide
- Photography
- Sales materials
- Clear and consistent messaging
- Simple press materials
- Designated person to handle media/PR (media@yourcompany.com)
- Social media presence
- Clear & informative website: address, phone number, list of offerings and when they're available, short description/history, contact page with links to social media, keep it up to date; additional assets: blog, news section, events page, multimedia



ARE YOU THERE, MEDIA? IT'S ME, MY BRAND!



UNDERSTANDING THE BASICS AND SIMPLE TRUTHS OF MEDIA

Two types of media in 2019: traditional and nontraditional

Traditional media: print, TV, radio

Nontraditional media: social media,
influencers/personalities/brand ambassadors, podcasts,
bloggers

Even if you pitch them the same, they result in different outcomes, different mediums.

HOW TRADITIONAL MEDIA WORKS

Editorial breakdown: writers, editors, fact-checkers, copy desk

Web vs. print: timelines, turnarounds, needs

Rules, ethics and integrity

Grasp the formal pitch



HOW NONTRADITIONAL MEDIA WORKS

A hybrid of grassroots marketing and media platforms.

Cross your t's and dot your i's.

Speak social to them.

How can this elevate your brand?



REACHING ALL MEDIA



When making contact, include the following in an **email**:

- A short intro to your company.
- A one-page press release (how to on that) or a few informative paragraphs.
- Professional photography - aim for under 1MB as not to crash email.
- Give them everything they need just to post the story if that's the case.
- Your availability

TELLING YOUR STORY



Publications get pitched constantly, make them care about **YOU**.

- Know what sets you apart.
- Bring your story to life.
- Why is your pitch relevant?
- Think like a writer.
- Think like a drinker.
- Know the scope/interests/lead time/deadlines of the media you contact.

REAL LIFE HORROR STORIES FROM MY DESK

From: Melissa Poon <Melissa.Poon@SIPNorthwest.com>

Date: Monday, January 21, 2019 at 10:03 AM

To: "editor@sipnorthwest.com" <editor@sipnorthwest.com>

Subject: Wild Things Happen

Hi Erin,

Just wanted to follow up re: Wild Things Happen in the PNW.

I look forward to hearing from you!

Warm regards,

Melissa

Sent from my iPhone

REAL LIFE HORROR STORIES FROM MY DESK

Hi, Erin,

Ultimately, I'd like an article written about us. We are unique in the Seattle Beer Scene but have been woefully under represented in the media. We are the only brewery in Seattle and perhaps the only in Washington State that does the type of very specific Belgian-inspired complex ageing and blending process with our Sours, adding multiple layers of complexity. We do this with a staff of two-my husband and I. We are remarkable, yet get no press. It is a story that gets very favorable gushy reactions from customers. It is a story that needs to be told.

Cheers,



Owner





Sent from my iPhone

DREAM PITCH STORIES FROM MY DESK

Story Idea: Women of the Willamette Valley (March: International Women's Month)



erin@sippublishing.com

Wednesday, February 6, 2019 at 4:48 PM

[Show Details](#)

Hi Erin,

When we last met, we talked about highlighting the women of the willamette valley and they are elevating Oregon wine through community.

A small group of women, spanning generations of winemaking, gather monthly to share ideas and talk about how they make their wine. Each provide a different perspective and path to success. They tour each other's cellars, taste wine and talk about how made them. In addition, they provide each other feedback and implement each other's winemaking processes.

This group consists of seven winemakers:

- Gina Hennen, Adelsheim Vineyard
- Luisa Ponzi, Ponzi Vineyards
- Cheryl Francis, Winemaker A to Z Wineworks and REX HILL
- Lynn Penner-Ash, Penner Ash Wine Cellars (First female winemaker in Willamette Valley)
- Wynne Petersen, Chehalem Winery (Youngest, Took over from her dad)
- Gina Hennen, Adelsheim Vineyard
- Kate Payne Brown, Stoller Family Estate
- Anna Matzinger, Matzinger-Davies

You mentioned you were interested in telling this story, but could not find spokespeople. We have connected with the group and they are open to having you come out to an event they are putting on, for others, for the first time. **On March 11** they are coming together to share stories and discuss their individual journeys. It would be a great opportunity to talk to these women and learn more.

Let me know what you think!

DREAM PITCH STORIES FROM MY DESK

 Spring 2019 Pitch



pitchus@sippublishing.com

Friday, December 28, 2018 at 12:14 PM

[Show Details](#)



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[Show Forward](#)

I'd like to pitch the inclusion [\[redacted\]](#) in your **Old World Beer in the New World** article. Not only do we have a GABF winning spontaneous fermentation program (our *Turbulent Consequence* series)—which was inspired by Belgium's old world lambic and gueuze traditions—we were actually the first brewery in the Northwest and one of the first in the country to install a coolship in our wild cellar, which our founding brewer Nick had custom fabricated for our brewery after sampling this unique style of wild ales in his travels through Belgium a decade ago.

On top of the coolship, our brewers strive to follow lambic/gueuze brewing traditions and techniques as closely as possible, including the labor-intensive production of a turbid mash, 100% spontaneous inoculation in the coolship followed by fermentation and aging in neutral oak, maturation on local fruit, and natural carbonation via bottle conditioning with local honey (and no priming yeast added to the bottle, relying only on the resident yeast and bacteria already present in the beer).

Finally, we actually have a wonderful writeup courtesy of [Jeff Alworth](#) (author of *The Beer Bible*) on the brewing and blending techniques (and backstory) behind our spontaneous fermentation program that you can pull from (or even completely reproduce) for this story, if you like. Though he gave us the rights to distribute its content, we haven't actually done so as of yet, meaning that Sip Northwest would be the first publication to feature this content.

I've gone ahead and attached that writeup for your consideration. It's currently written in our own voice, but that could totally be adjusted to come from a third-person perspective.

IF NOT NOW, NEXT TIME.

When pitching media outlets, keep this in mind:

- Learn to take dismissal in stride and come back with a better suiting story.
- If sending samples, don't be afraid to ask for feedback.
- Be respectful of the reporter's right to make the decision.
- Stay in touch, quarterly pitches/updates are welcome, monthly even. Don't get too aggressive or you might get auto-trashed.
- Get social: interact with the publications on social media and you'll stay front-of-mind.
- Build your own media list.
- Keep your artwork fresh: invest in photography!



SAMPLES 101



Do your homework.

It never hurts to reach out and ask to send product first.

Send product relevant to an editorial calendar or call for submissions.

Not sure how to ship your product?

Be aware of the seasons in which you ship.

Please, please, please, PLEASE do not use packing peanuts.

QUESTIONS?

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BRANDING VS MARKETING

“A brand is a person’s gut feeling about a product, service, or company.”

Marty Newmeier, The Brand Gap

Branding is not a push, but a pull. It should precede and underlie any marketing effort.

An expression of the essential truth or value of an organization, product, or service. It is the communication of characteristics, values, and attributes that clarify what a particular brand is and is not.

The brand does not say “*buy me.*” Instead, it says “*This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me.*”

Branding is strategic. Marketing is tactical.