

Austin Druse
ADPR 866
Final Project – Brand Boost and Social Media Rollout

BUSINESS/CLIENT

Nathan Hoefft, Co-Founder and Brew-Master, First Street Brewing Company
[Website](#), [Facebook](#) page, [Twitter](#) page, [Instagram](#) page

Timeline – planning stage late April/early May 2021. Campaign runs Memorial Day through Labor Day, 2021.

OVERVIEW

First Street Brewing Company has become a staple in downtown Hastings. While already an established brand with a decent social media presence, more could be done to expand its digital footprint. This taproom has a website and social media accounts, but it could do more to promote. This proposal will outline a campaign for First Street, including but not limited to, an enhanced social media push. *All images were taken from the First Street*



Instagram page.

As mentioned, First Street has a brand identity – their communications director used to run a publication in rural Nebraska. She has an understanding of graphic design and is capable of managing the platforms. But, as discussed in class – a team of one isn't ideal if a brand really wants to utilize socials to their fullest potential. This business could, and should, take advantage of existing merchandise, events, and atmosphere.

Unlike typical bars, First Street is a taproom where all the available product was made in-house. You can't walk up and order a Coors Light. The selection is original, and the feel of the establishment is one of community. Folks can study when it's quiet, and in the summertime, the windows open up and it's a small concert venue. Additionally, First Street is home to a rotation of food trucks.

It's no secret that the pandemic has given a beating to local establishments such as First Street. While things have slowly started to wind down in the U.S., this company must

boost its brand by expanding its marketing. It will take more than social media posts and word-of-mouth to recover and prosper – First Street needs a digital marketing makeover.

OBJECTIVE

The purpose of this social strategy is to generate and run a multi-tiered campaign across an entire season; one that includes new online content, social media hashtags, a streamed concert series, and a branding boost.

Challenge – First Street is looking to expand its brand recognition to boost sales after quarantines and lockdowns.

Opportunity – Incentivize customers to purchase from First Street and engage with online content, that which we can grow post-COVID.

Objectives (all will be measured using OKR) – (1) To establish a new online presence for First Street by building a WordPress blog site. Key results: completed within 30 days, three prompts and 10 outside responses posted by the end of the campaign. (2) To implement various hashtags that will be tracked using social listening – #FirstStreetFirst, #FirstStreetSwag, #FirstStreetBeer, and #ThirstStreet. Key results: at least 10 reposts per social media channel per month for each of the hashtags. (3) To host an inaugural concert series that will be open to the public and livestreamed. Key results: all concerts hosted, 500 total stream viewers.

SOCIAL STRATEGY

Audience

There are multiple target audiences for this branding push, because there are a variety of demographics that patronize First Street. Based on anecdotal evidence, the most consistent customers are Hastings locals, ages 21-35. The next-highest demographic is ages 40-60.

Action steps: After engaging with our message, we want folks of each of these demographics to choose First Street to get their beer and pretzels over other establishments in the area. Additionally, we want them



to feel inclined to post to their social media accounts, book events, and purchase merchandise, increasing revenue.

Messaging

We are using these specific hashtags because they play on a few motifs. All posts with these specific tags will be promoted on the First Street social media channels. First and foremost (no pun intended), #FirstStreetFirst will be used for a new customer of the taproom. #FirstStreetSwag is used to highlight tee shirts, hats, and other merchandise. #FirstStreetBeer will be utilized for customers to promote their favorite selection from the taproom, and #ThirstStreet will be used for all other posts – especially during planned events (discussed below). Finally, we can utilize Boolean searches with these codewords to get a better understanding of the customer base.

ROLLOUT

Social Media – In addition to the hashtags, we'll be putting together a social media plan and brand book that includes best practices, goals, and other materials. The team can create or enhance existing pages on Twitter, Facebook, and TikTok to push content onto multiple platforms that share the same branding. This is important because it's one thing to promote a store on social media – it's an entirely different matter to *be a brand*. Each week, on Tuesdays and Fridays, reminders will be posted to each social channel. This will total 28 social media reminder posts.

Blog – If people are still stuck at home, why not allow them to participate in the bar talk? We will create a WordPress blog that emulates that of The Ministry of Magic's *Daily Prophet* from the Harry Potter series. This publication will be interactive, as it will include news and updates, increasing brand awareness of the taproom. Plus, it will be a form of dynamic advertising that uses customer participation to market the taproom. Finally, it's something that can be continued once the pandemic is ancient history (this will supplement the social listening done through Boolean searches).

Every Sunday throughout the campaign, a new prompt will be posted on the blog for First Street fans to discuss. These posts (14 total), will vary from beer and product polls, to Husker football predictions as the season nears.

Graphic Design – First Street has awesome swag, and now is a great time to capitalize on it. The team will run a t-shirt promotion (with new designs that include the hashtags on the back) through the end of the summer that will hopefully boost sales and profits



heading into late 2021. The idea is to get people to get as many shirts as possible, so we'll first run a "buy-one, get one 50-percent off" in June. In July, we'll run a "buy-two, get one 50-percent off." And in August, we'll run a "buy two, get one free" to really encourage folks to stock up on First Street apparel. Once they have their new swag, they can post it on social media and be promoted by the First Street pages.

Concert Series – Over the past few years, First Street has become a nice small-concert venue for Hastings. That's why we are going to set up a Twitch account and schedule five local artists and two non-local artists to stream a concert from First Street to viewers at home if they can't make it in-person. The concerts will run Saturdays from June 26th through July 31.

The goal is to get as many folks as possible viewing the stream, so it will be free to viewers for the local artists. As for the out-of-towners, there will be a paywall for the stream (price TBD).

But, in order to not lose out on the revenue from the free viewings, there will be a Patreon link within the Twitch streams that will encourage viewers to donate to both the artists playing as well as First Street itself.

Those that donate 25 dollars will be entered into a raffle to win free beer for a month. Those that donate 50 dollars will be entered into a raffle for free beer for a month and two free shirts of their chosen hashtag. Finally, those that donate over 100 dollars will be entered to win free beer for a year and five free shirts.

With this strategy plan in place, Mr. Hoeft and the team are hopeful that we can improve on the already-strong brand that is First Street and boost its social media presence unlike any other small-town taproom. We'll be able to turn this small-town taproom into a powerhouse of social listening, a concert venue that is immune to viruses, and a #TeeShirtFactory with cold beer on tap.

