



# Social Media Campaign: Go Brewing

*By: Claire McSpedon & Bridgette Laszlo*

# MEET THE TEAM:



**CLAIRE  
MCSPEDON:**

Public Relations Major, from New York  
Favorite Flavor Brew:  
Sunshine State Tropical IPA



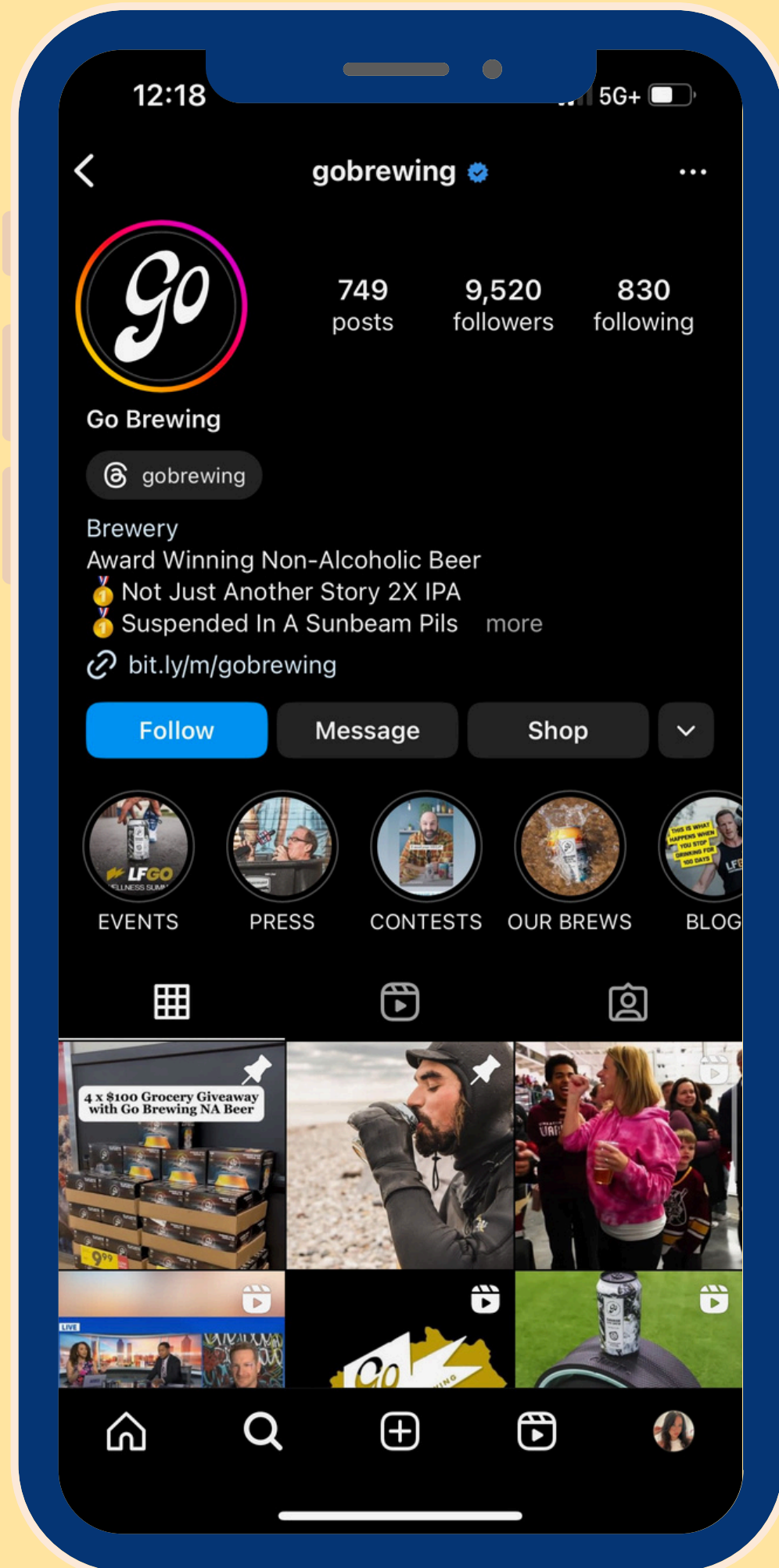
**BRIDGETTE  
LASZLO:**

Psychology Major with a Minor in Business, from  
California  
Favorite Flavor Brew: Pineapple Sour



# WHO IS GO BREWING?

Go Brewing crafted a beer lineup of low and non-alcoholic brews designed to allow people to go out have the social scene of the bar without the pressure of drinking and waking up feeling bad the next day.



# WHAT IS THE PROBLEM?

- Social Media accounts do not have a great flow to it
- Their **highest** Instagram **engagement** is on **partnership**, **Chicago related**, and **pairing posts**
- X is not updated
- There is **no presence** on **TikTok**
- They have crafted an REI, Yeti, outdoor nature vibe and **need to narrow in on a few key demographics.**

# SWOT ANALYSIS & SOCIAL MEDIA AUDIT

A look into Go Brewing's Social  
Media Presence



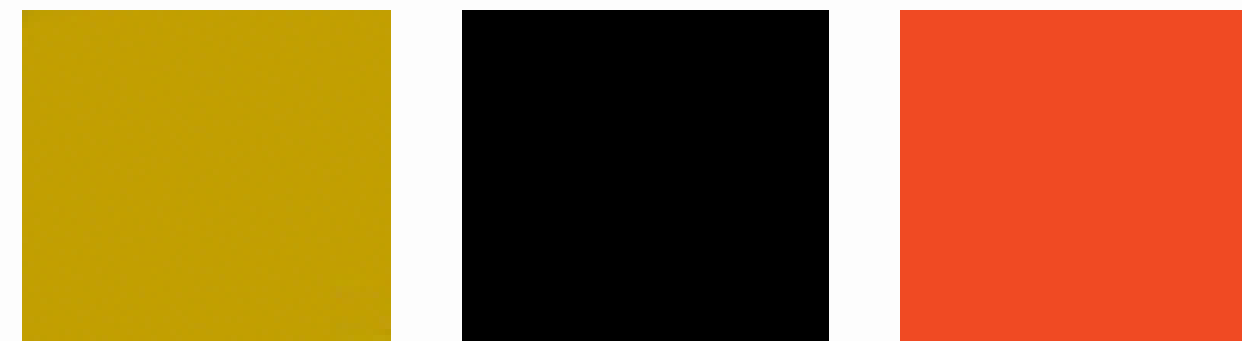
# BASIC SCHEMES



- Good logo, professional font and trendy style
- Black and white

- No official color scheme aside from the logo

- Accents of mustard yellow and orange are common on the website and social media



## CONTENT & VOICE



- Emphasizes personal testimony, Chicago local events
- Casual tone and targets the active person (running, outdoorsy activities)

## STRENGTHS:

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- Engaging logo design
- Includes personal testimony, makes the brand feel accessible
- Good hashtag that is original (#remembertomorrow)

## WEAKNESSES:

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- Poor grid - no real flow to it
- No color scheme
- Too much noise, too many IG story posts at one time, lots of information

## OPPORTUNITIES:

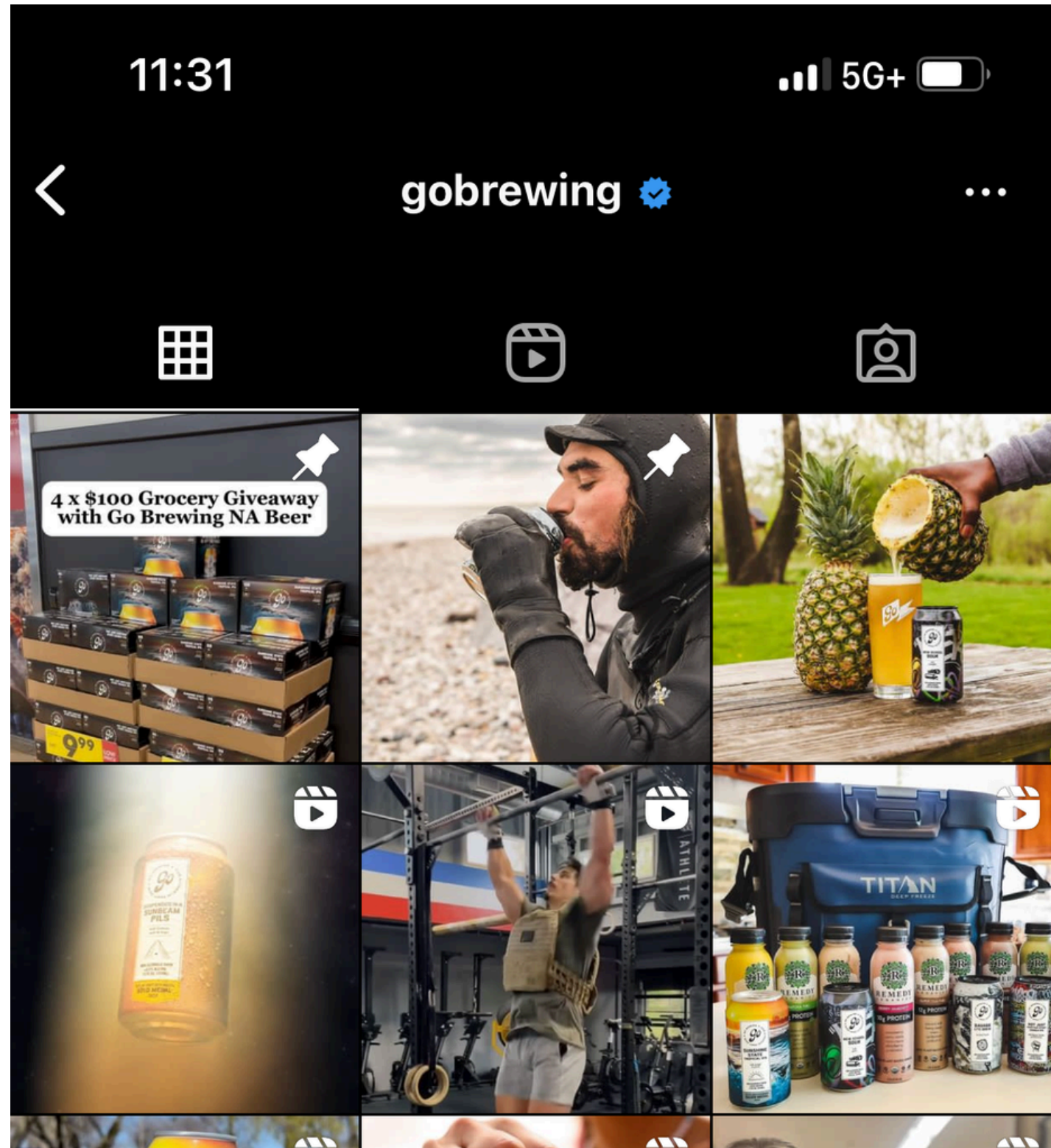
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- Create a content calendar according to different themes of posts (events, influencer collabs, and personal testimony)

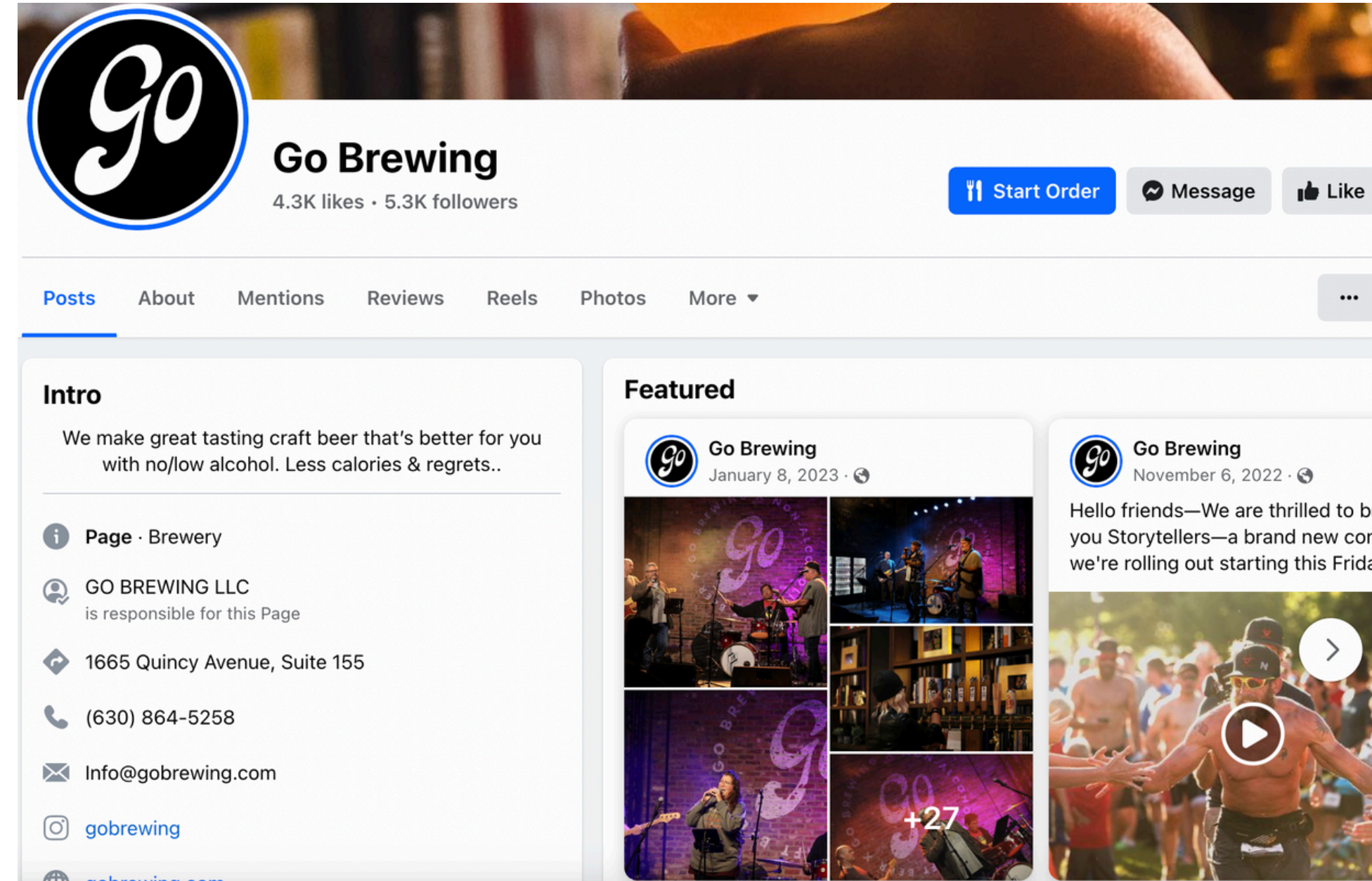
## THREATS:

- They are pretty much in a league of their own. The non-alcoholic beer market is slim and its devoted audience is always seeking new options. Heineken NA Beer is the primary competitor.

# INSTAGRAM

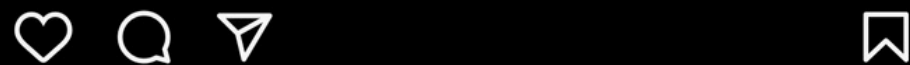


# FACEBOOK





# INSTAGRAM

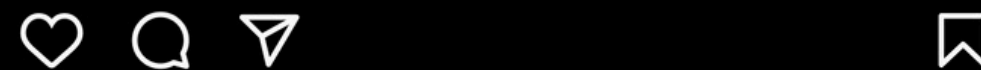


Liked by **lightningpartyfitness** and **others**  
**gobrewing** "I've been sober for almost 2 years and this is one the best NA IPAs I have had. Fruit notes are subtle and don't over power crisp hops. Will be purchasing again and again!"

-Greg Werntz



CRAFTED  
FOR RUNNERS  
BY RUNNERS



Liked by **thehorriblemeadery** and **others**  
**gobrewing** On race day, the Go Brewing team will be turning the Life Time @chicagohalf presented by @hoka into a party you can't miss!

Visit their tent, in the finish fest, for the ultimate post-race celebration. 🍷 Taste their award-winning, non-alcoholic brews that keep you running long after the finish line. 🏆

Have to bolt after? No worries! Just visit the link below to elevate your game from the comfort of your home.



# FACEBOOK



Introducing the latest thrill in our lineup: The New School Pineapple Sour! This vibrant non-alcoholic brew combines the tropical zest of ripe pineapples with a cheeky, tangy twist, ensuring each sip is bursting with bold, refreshing flavors.

Perfect for sipping on sunny days or brightening up the night, it's a craft sensation that dances on the palate. Dive into the Pineapple Sour and treat yourself to a taste of paradise—no ticket necessary!

<https://gobrewing.com/products/new-school-sour-pineapple>

#gobrewing #nonalcoholic #lowalcoholbeer #craftbrewers #nabeer #gotime #lowalcohol #beer #pineapple #sour #newschool #pineapplebeer #pineapplesour



# SOCIAL MEDIA AUDIT AND TAKEAWAYS

## Instagram Engagement:

- Floats at around 1 percent
- Posts are all over the place and have no flow to them
- They need to pick an audience and select number of tactics and stick to them instead of being all over the place
- Influencer collabs and giveaways had the highest engagement

## FaceBook Engagement:

- Similar to Instagram, floats at around 1 percent
- Influencer collabs and giveaways had the highest engagement
- Post style/images posted were much more attractive and flowed better.

# SMART GOALS



# STRATEGIES

**1) PARTNER WITH INFLUENCERS**

**2) CHANGE EXPOSURE**

# TACTICS TO BE USED: PARTNER WITH INFLUENCERS

## Partner with podcasts

**such as:** Will and Rusty Play Date, Brooke and Connor Make a Podcast, Give them Lala, Giggly Squad

**Chicago based influencers such as:** Renee DiNino (Chicago by Ren)

*Or any influencer that is outspoken about sobriety or has a heavy drinking audience to give them alternatives.*

**Partner with someone doing the 75 Hard challenge, a fitness influencer such as:** Katie Austin



**All of these images in theory, when partnered with Go Brewing would have the cans in their posts.**

# WHY WILL THIS WORK?

**Sobriety is trendy:** Many celebrities and influencers are becoming increasingly open about their sobriety, and attaching this image to a specific product would improve sales, even if it is just people wanting to try it

**Gives more attention to certain regions:** Mass marketing is risky. Giving our efforts to more specific areas of the country (Chicago and Los Angeles, in this case) allows us to target our audience more effectively.

**75/30 hard is incredibly popular:** All over TikTok there are major trends of fitness, lifestyle and even socialite influences dropping the drinking for a couple months. Cleverly incorporating a nonalcoholic beverage into the mix would be a successful marketing strategy.

# TACTICS TO BE USED: CHANGE EXPOSURE

Sponsor a number of runners doing a race outside of Chicago and in Chicago

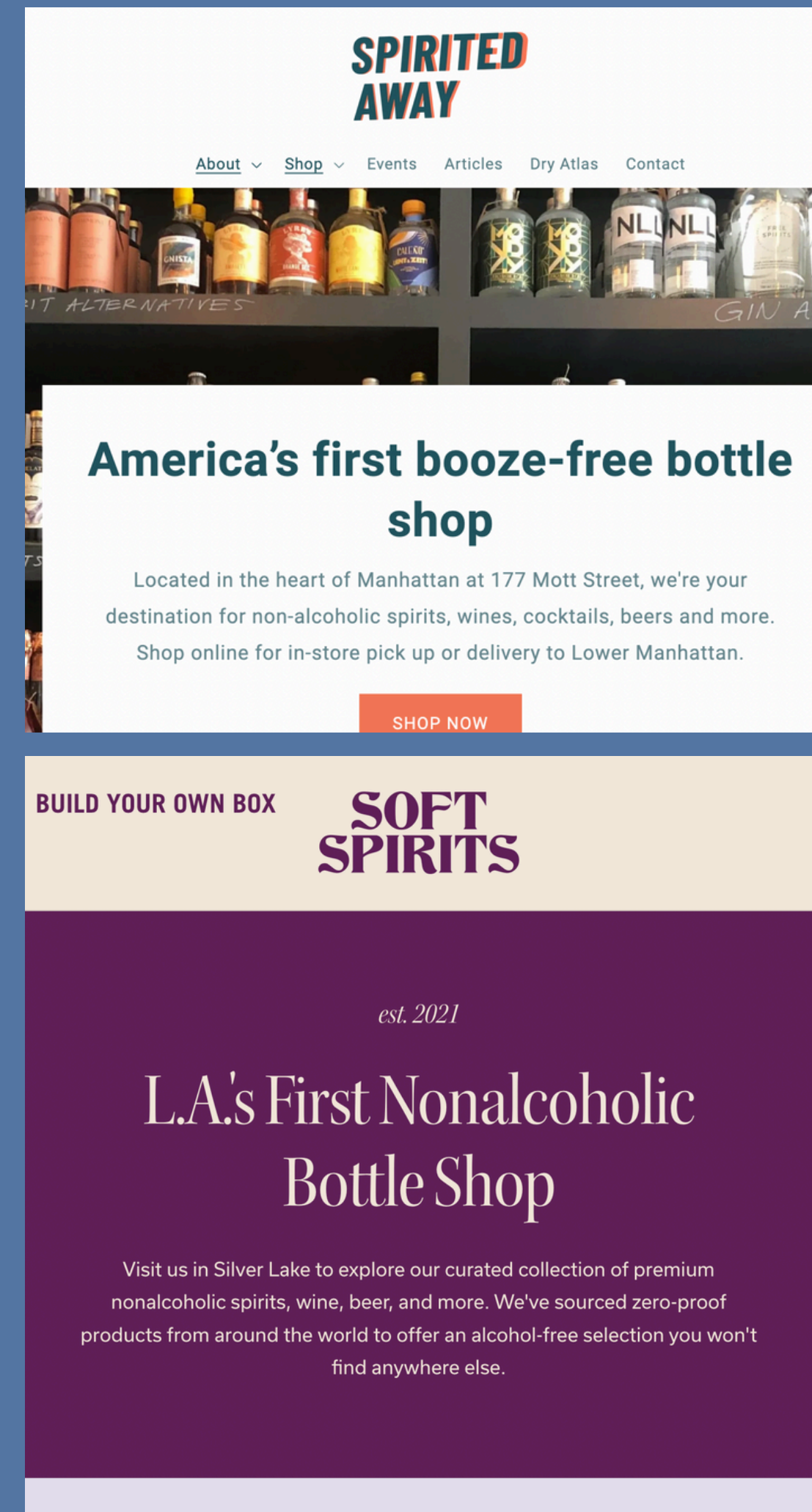
For a bigger festival/event give away a years supply (Lollapalooza)

Two of the first Non-Alcoholic Liquor Stores started in New York and Los Angeles, we would plan to join the market here

Run engagement stories on your live events and everything listed on your website

Wellness, Live Music, Good Eats, Watch Party, Off-Site

Run a giveaway for the events for either a free night of drinking



**SPIRITED AWAY**

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**America's first booze-free bottle shop**

Located in the heart of Manhattan at 177 Mott Street, we're your destination for non-alcoholic spirits, wines, cocktails, beers and more. Shop online for in-store pick up or delivery to Lower Manhattan.

[SHOP NOW](#)

**BUILD YOUR OWN BOX** **SOFT SPIRITS**

*est. 2021*

**L.A.'s First Nonalcoholic Bottle Shop**

Visit us in Silver Lake to explore our curated collection of premium nonalcoholic spirits, wine, beer, and more. We've sourced zero-proof products from around the world to offer an alcohol-free selection you won't find anywhere else.

# WHY WILL THIS WORK?

**Running and beer culture:** Many running clubs meet at bars/breweries after weekly runs or races. Also, most races give beer to runners after completion. This would be a great way to wedge Go Brewing in there for sober runners.

**Sobriety and festivals:** Lollapalooza has regularly featured LiquidDeath, a water that looks remarkably similar to a beer can. It was a smashing success, and Go Brewing would offer the same benefits of the appearance of a alcoholic bevarage without the alcohol, allowing people who aren't drinking to partake in the festivities.

**Nonalcoholic liquor stores:** It's only a matter of time before these branch out, and this would be a great time for Go Brewing to get in there.



# MOCKUP POSTS



**Reality TV: Vanderpump Rules did a water tasting as most of the cast is sober or “sober curious” they are always looking for new options in this field. Sending them product would potentially open an entire new demographic for this brand.**

*Mockup of what it would look like in a podcast setting. (Pictured here: Will and Rusty’s Play Date)*

*Use most of the marketing budget on summer campaign as this will gain loyalty for our fall drinkers- summer is a huge drinking time: also a huge market if you partner with reality TV because the episodes will air in the off season*



**Run the campaign from May 20th to September 8th, strategically before Memorial Day to after Labor Day.**

# **BUDGET AND TIMING**

# CONTENT CALENDAR EXAMPLE:

## MAY

*All posts using IG and FB.*

2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Chicago 1/2 marathon "get excited". Announce sponsorship.	2 LaLa Kent - VPR influencer post (this is the day for each new VPR episode)	3 Will and Rusty's Play Date episode with Go Brewing in the background	4 Partnership announcement with 3Run2 Running Club (Logan Square, Chi)	5 Chicago by Ren influencer post	6
7	8	9 LaLa Kent - VPR influencer post (this is the day for each new VPR episode)	10 Will and Rusty's Play Date episode with Go Brewing in the background	11	12	13
14 1 week until race day post	15	16 LaLa Kent - VPR influencer post (this is the day for each new VPR episode)	17 Will and Rusty's Play Date episode with Go Brewing in the background	18	19 Chicago by Ren influencer post	20 Race day tomorrow post.
21 <b>Chicago half marathon &amp; 10k</b>	22 1/2 Marathon post recap	23	24 Will and Rusty's Play Date episode with Go Brewing in the background	25	26	27
28 Chicago by Ren influencer post - she gives a "weekend recap"	29 <b>Memorial Day Weekend Post</b>	30	31 Will and Rusty's Play Date episode with Go Brewing in the background			

# **HOW WILL WE MEASURE OUR GOALS?**

**Our goals will be measured in comparison to our social media audit, we will compare the engagement in September to see how these platforms grow. We would be entirely creating a Tik Tok account for Go Brewing so any success would be entirely form this campaign. We also have found they are primarily based and sold in Chicago so we would note the expansion of this product based on where it is being purchased from.**

# HOW DOES THIS MATCH GO BREWING'S BRAND AND VISION?

By partnering with Chicago based influencers, events and making sure we don't stray too far from their outdoor social brand, we adhere to their main vision. We don't want a mass marketing strategy, as this has failed for them. We can always expand. With our suggestions we better push their goals and help attain other niche demographics that would love their brand.

**THANK YOU!**  
**QUESTIONS?**