

Craft Brewery Exceeds High “Hops” for Online & Digital Branding

With a brewing digital community local San Antonio brew masters grow their online presence using DGTL Agency

Craft brewers co-founders started brewing beer in their garage with the mission of producing high quality yet approachable craft beer for celebrations big and small. The flavor and inspiration of their brand comes from its beloved hometown of San Antonio with its four core beers Amarillo Ale, Americana Lager, Ale Niño, and Battle of Hops.

CHALLENGES

- With a local word of mouth spreading and a digital audience growing a more mature and strategic plan was needed to launch the brand on the digital spectrum.

OBJECTIVES

- Create a unified single-branded online community to grow digital presence through online engagement, content development, and brand recognition.
- Use one overarching tool to implement a seamless digital platform to manage the brand digitally.



The National Institutes of Health reports that online sales of alcohol increased 477% by the end of April 2020.

“We’ve were humbled by the support of the community who had been eagerly waiting for our beer. DGTL Agency helped put our cervezas to our friends hands and made us a household name by using digital mediums and marketing creative.”
-CRAFT BREWER & CO-FOUNDER

SOLUTION With DGTL Agency and DGTLsuite’s proprietary SaaS platform each tool and solution provided the craft brewery a streamlined process for engagement across multiple channels and teams; a bank of rich multimedia content, and data to develop the best strategies to enter more markets and retail locations.



Create

The Create tool funneled content development, creation, approval, publication, and amplification all in one place to build brand symmetry and consistent visual identity across traditional marketing materials and social platform content.



Engage

Engage managed all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service to ensure that every message was carefully tailored to each customer’s question and the brand’s unique voice.



Analyze

With increased responses and overall volume on each digital platform came increased visibility and insight to data. Analyze allowed reporting to become simplified and streamlined and provided reporting on keywords, trending topics, and hyper-local insights.

BUSINESS IMPACT



regional media coverage

LOCAL & INDUSTRY COVERAGE



50 per day

NEW INSTAGRAM FOLLOWERS



Doubled x2

SIZE OF FACEBOOK AUDIENCE



5+

LOCATED ON LARGEST GROCERY & LIQUOR STORE SHELVES



60+

NUMBER OF LOCATIONS ON TAP



348K

TOTAL SOCIAL MEDIA REACH

SOCIAL MEDIA RESULTS IN FRIST SIX MONTHS