

NOT YOUR HOBBY MARKETING SOLUTIONS

Turning Your Social Media Posts Into Wine Sales

IF YOU HAVE CUSTOMERS YOU HAVE A BUSINESS, NOT A HOBBY

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not
your
hobby
MARKETING
SOLUTIONS

The Problems

Social media is confusing

Social media is time-consuming

Social media is overwhelming & changes quickly

**Modern day wine consumers don't want to speak to
"brands"**

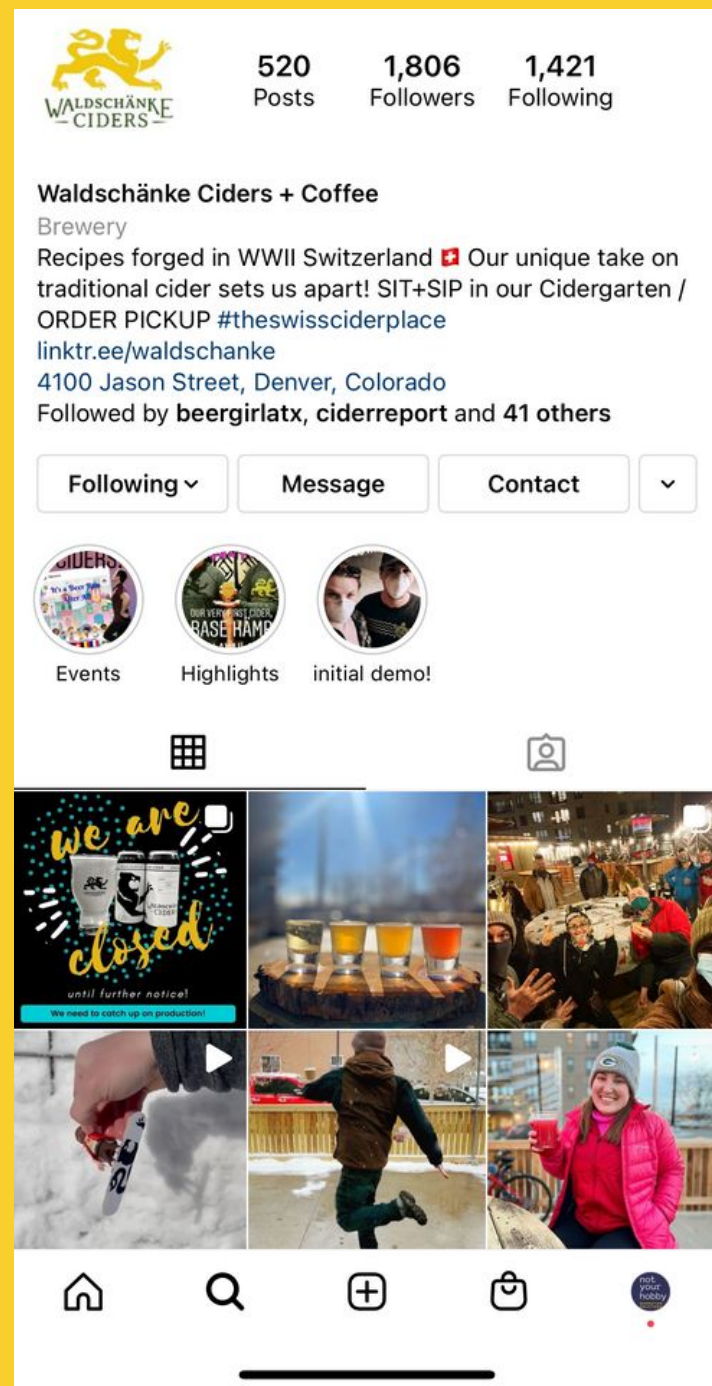
Organic reach is dead ☠️

Solutions!

- some fundamentals of social media marketing
- ways to save time and effort
- the anatomy of a great post
- tools to use to make your job easier
- basic analytics
- how to jive with algorithms (you can't beat them)



Fundamentals of Social Media



BRAND AWARENESS

COMPLIMENTING THE ALGORITHM

COMMUNITY BUILDING IS KEY

LEARN HOW TO FAIL FAST

BATCH & SCHEDULE TO SAVE TIME

ANATOMY OF A GREAT POST

3 COMMON MISTAKES



—
**What is brand
awareness?
Memorization**

Repetition - rule of 3

Consistency

Experience

Algorithms and Organic Reach

- every interaction with your audience scores you a "point"
- the more points you get, the more eyeballs are exposed to your brand
- some interactions count more than others
 - DM's count!
- you can't hack the algorithm, but you can compliment it by utilizing a paid social media strategy alongside your organic strategy

Community Building

ENGAGEMENT

AUTHENTICITY

REAL PEOPLE - NOT A BRAND

TESTIMONIALS

INFLUENCERS

OCCASION DRINKING

OMNICHANNEL MARKETING

- some basic analytics can help you determine what's working and what's not working
 - Insights
 - Social media manager
 - Marketing hub
- stop doing the same thing over and over again

"When you confuse, you lose"
Donald Miller

Learn How to Fail Fast

Basic Analytics

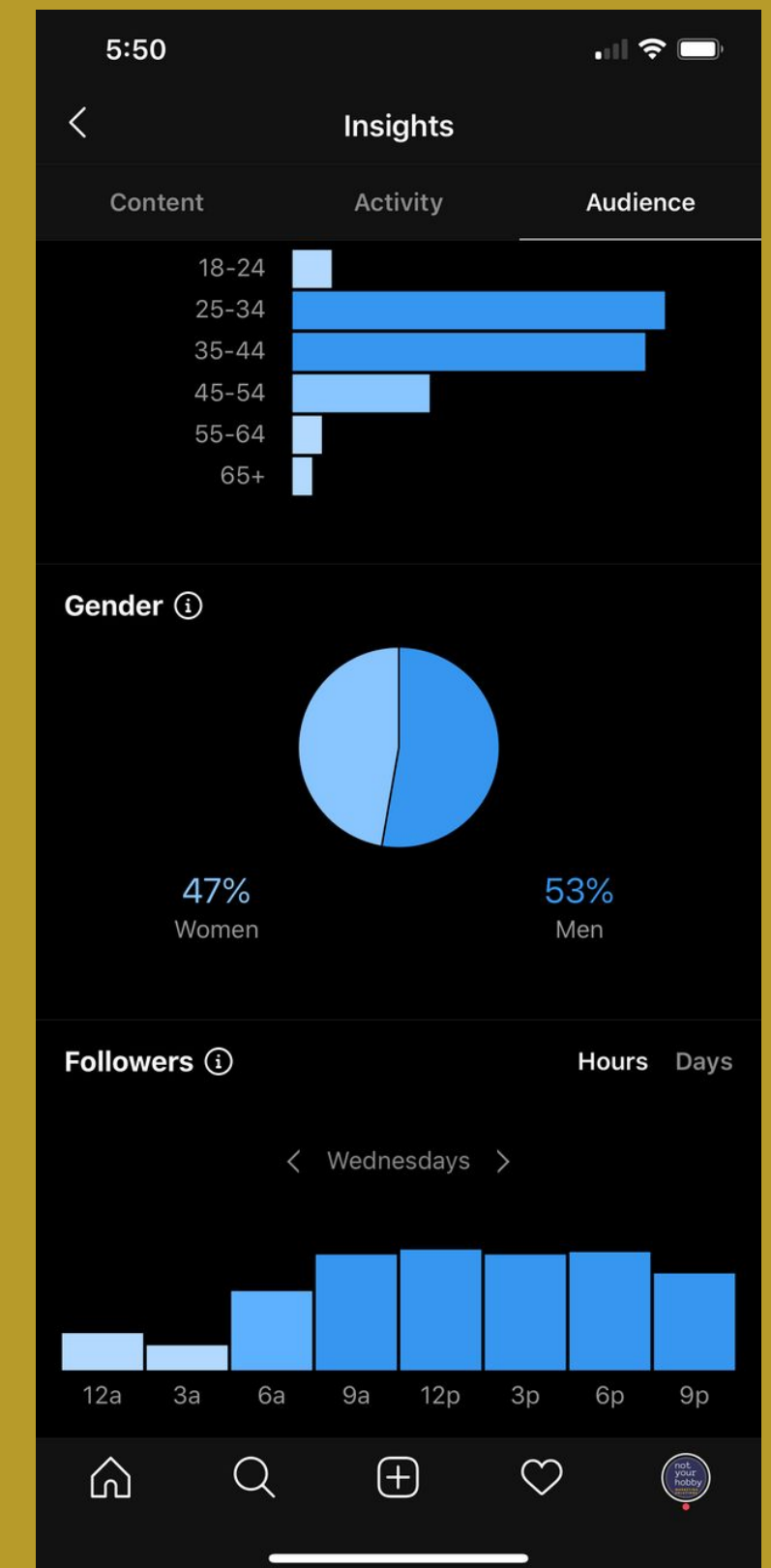
- Awareness
- Engagement
- Conversions

Social Media Insights

Website Analytics

Google Analytics

Social Media Management Tool



Save Time & Effort

- Create a content bank
- Batch plan your social media content
- Advance scheduling
- Hashtag bank
- Build up a media library
- Repurpose your content

July 2020						Key:
						Facebook
						Instagram
						Twitter
						LinkedIn
						Other
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 staff spotlight	2 ordering procedures	3 new product release	4 July 4th
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5	6	7	8	9	10	11
package sizes available for	lagers are complex	#worldchocolateday beer and chocolate pairing	staff spotlight now hiring post	why lagers travel well	canning line video	brewmaster interview
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12	13	14	15	16	17	18
what makes us different	history of German brewing	virtual beer dinner	staff spotlight	food and beer pairing guide	new product release #worldemojiday	time lapse patio video
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
19	20	21	22	23	24	25
#nationalicecreamday ice cream and beer pairings	recipe creation	our beertenders talk about	staff spotlight	our core values	#nationaltequiladay chrity even post beer and tequila	German beer purity law
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	
ordering our products online	upcoming events	quality post about lab	staff spotlight	video of Oktoberfest event	new product release lagers and dessert	brewhouse virtual tour

Editorial Calendar



Tools and Apps

ANATOMY OF A GREAT POST

Your checklist

MEDIA

sensory

emotional

situational

EFFECTIVE CAPTION

Hook

Body

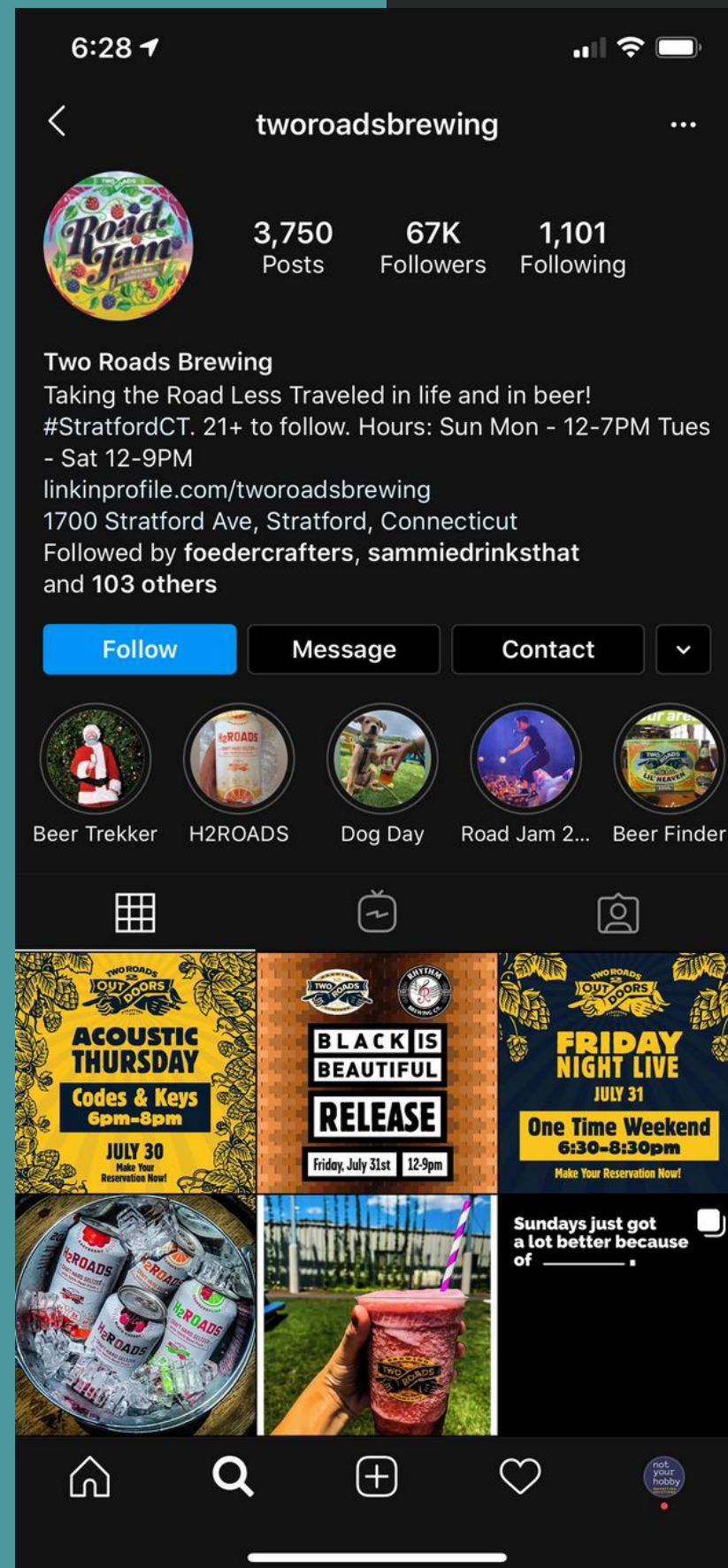
Call to action

RELEVANT LINKS & HASHTAGS

use clickable links

hashtag strategy for maximum reach

Creating Sales-Focused Content



The goal is to provide your audience with branded content that will pique their interest and drive a purchase decision

3 Common Mistakes

**You're not priming your audience for
sales**

**You're talking about features and not
benefits**

Focusing on short term gains



BEST PRACTICES FOR SALES POSTS

BUILD AUTHORITY

Know, like and trust factor

SHIFT THEIR MINDSET

Your value proposition

Unique selling points

Make it personal

COMBAT OBJECTIONS

Counter their objections indirectly

THANK YOU!

Any questions?

Please find me online!

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or email me direct: julie@notyourhobbymarketing.com

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