



FH BEERWORKS
COLORADO SPRINGS

not
your
hobby
MARKETING
SOLUTIONS

CASE STUDY

2020-2021

OVERVIEW

Not Your Hobby Marketing Solutions began work with FH Beerworks in September 2020 for a 6 month customized coaching service contract. They are a 1500 BBL, self-distributing craft brewery in Colorado Springs, CO. They have one sales rep, one delivery driver, and no marketing personnel. Our goals together included training for their sales rep, creating strategic sales plans, refreshing the Fieldhouse Brewing brand, improving marketing tactics and onboarding marketing personnel, optimizing retail sales in a pandemic era market, and infrastructure planning.

Services were extended at the end of the contract until the end of August 2021, and continuation goals included finishing a strategic operations plans, tech & data analysis training for the sales team, onboarding marketing assistance, market expansion plans, adding a cocktail bar and establishing infrastructure processes for the entire FH Beerworks team.

DELIVERABLES

Tools & resources developed together:

- sales growth analysis
- sales projections
- strategic annual sales plans
- strategic annual marketing plan
- Traction-inspired business plan
- sales payroll calculator
- pricing analysis tool
- communication expectations
- employee quarterly review tool
- sales management guide
- social media marketing bootcamp
- social media content planner & matrix tool
- off site sales SOPs
- remoting selling templates
- off site sales & revenue trackers
- HR tools (social media agreement, PIP, etc.)

STRATEGIC COACHING

Topics covered:

- operations
 - company quarterly assessment
 - issues & "to-do" lists
 - long term growth targets & vision plan
 - company, sales & marketing scorecards
 - annual brand calendar
 - production SOPs
 - staff analyzer
 - quarterly operations goals
 - meeting structures
 - implementation of a brewery ERP system
- marketing
 - social media marketing batch planning
 - content marketing planner
 - content marketing matrix
 - email marketing 101
 - brand refresh plans
- sales
 - development of point of sale materials
 - remote selling techniques
 - sales data analysis
 - annual sales planning & projections
 - off site sales SOPs
 - historical sales data analysis
 - creating target account lists
 - historical distribution data analysis
 - quarterly sales goals
 - strategic prospecting
 - Key Account identification & analysis
- HR
 - performance improvement plans
 - employee write ups
 - social media agreement
 - code of conduct
- finance
 - collections process

we met once per week over Zoom during the course of their service contract, plus additional bonus sessions for progress updates



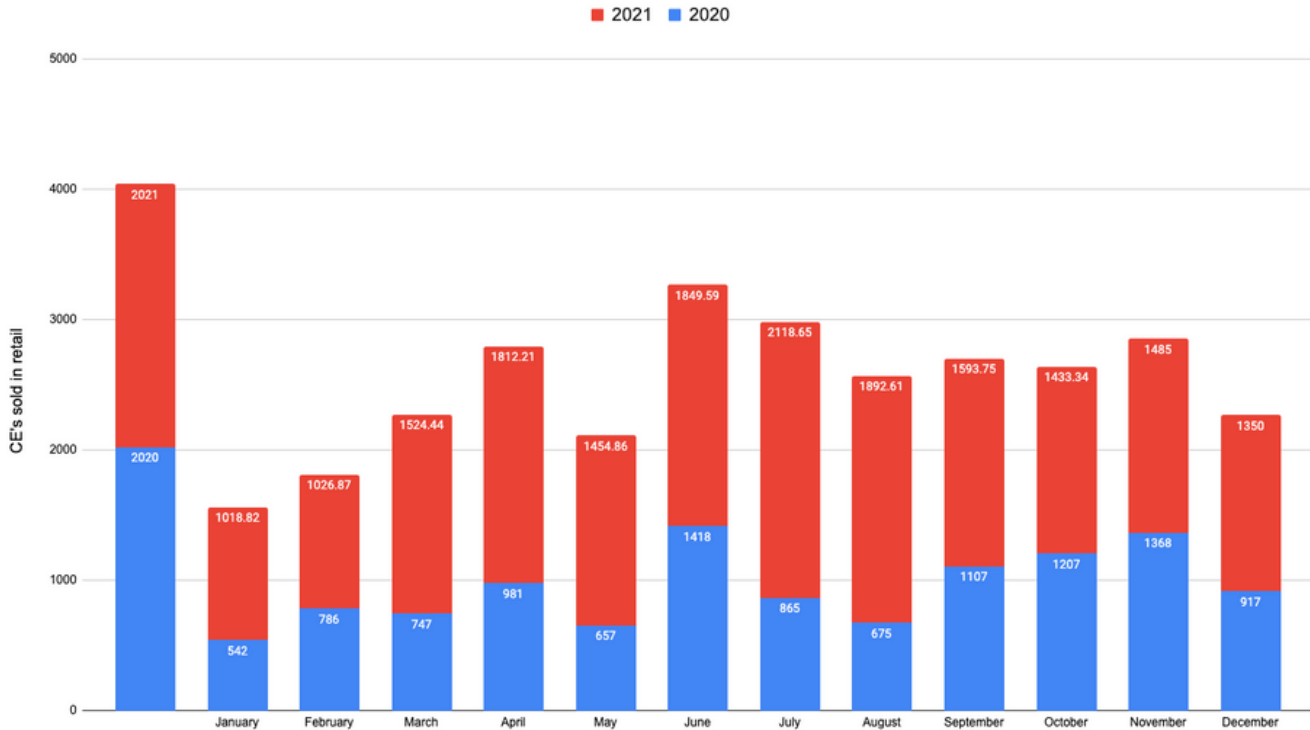
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SALES GOALS

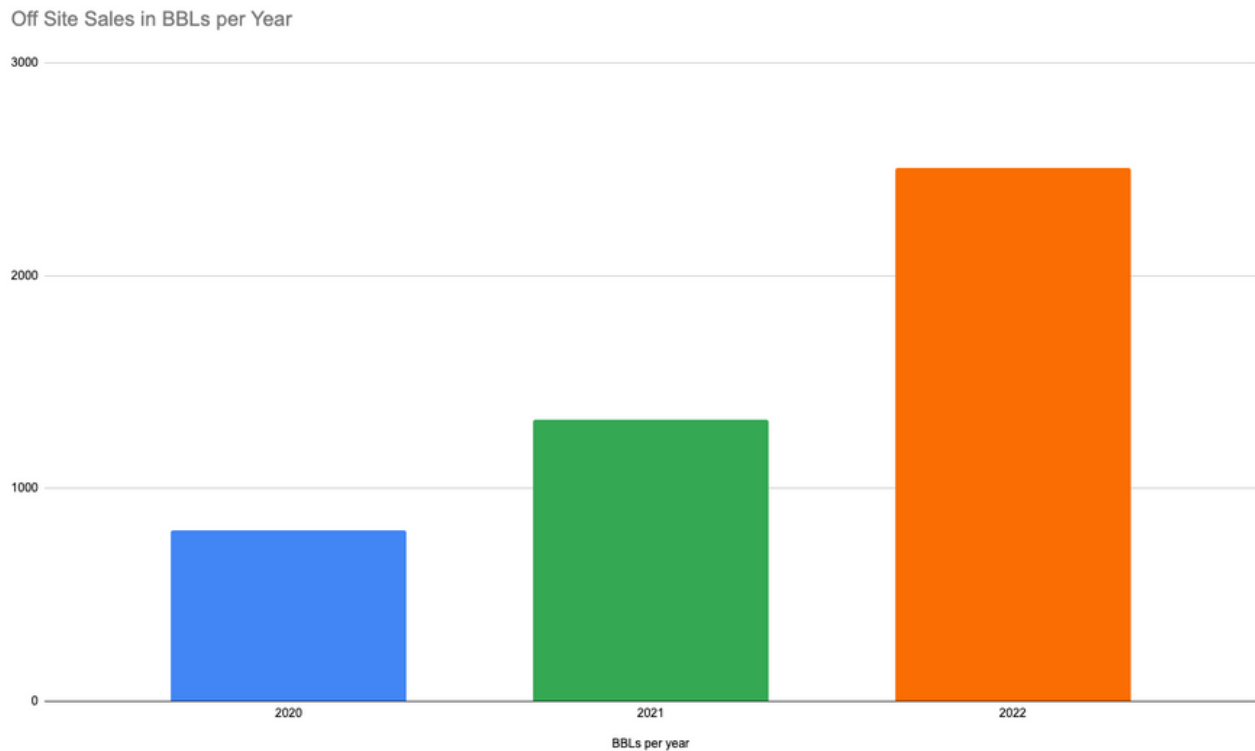
After analyzing and organizing 2020 off site sales numbers, we agreed on projections for an overall 46% increase in CEs sold. We blew this out of the water with what should end up as an 70% increase in case equivalent sales YOY. We increased BBL for retail by 65% and increased retail revenue by 48%.

FH Beerworks CE Growth



In 2022, we have projected outside sales to increase by another 70% and BBLs to increase by another 52%. Revenue has the potential increase by another 65% in 2022.

BBLs sold in retail basically doubled from 2020 to 2021, and we expect the same to happen in 2022.



SO HOW DID WE GET THERE?

- We created a reliable way to track outside sales volume and revenues.
- We set specific, measurable annual sales goals for volume and revenue.
- We ensured that marketing materials were available to support sales efforts in the trade.
- We worked on needs-based selling skills and how to make quality account visits.
- We used strategic route planning for their sales rep.
- We leverage repeat orders from Key Accounts.
- We identified prospecting activities every month.
- We started using a sales CRM system to track sales activities.
- We streamlined the infrastructure for the overall business.



FUTURE RECOMMENDATIONS

Based on working with FH Beerworks and my professional experience, I would suggest that you move forward by taking these next steps.

- stick with one sales rep until you are selling products in at least 50% of Colorado
 - adding delivery staff to cover market expansion is less expensive than adding more bodies to the sales team before you are ready
 - do not address aligning with a wholesaler until you absolutely cannot handle self-distro logistics to more areas of CO
- expand market presence in off site sales to Denver Metro ASAP
 - tackle expansion into the I-25 corridor in 2022
- create a strategic marketing launch plan for "Craft Life!" in 2022
- continue with planning for the Neat Whiskey House
- optimize website ASAP according to the guide I have given you
- expand into email marketing in 2022
 - start with once per month and work up to once per week
- create production calendars in Q3 annually
 - set off site & taproom sales projections in Q4 annually
- invest in social media marketing advertising in 2022
- get on a regular schedule for quarterly employee reviews
 - start with production, sales, finance & marketing staff before FOH
- continue to innovate with beers in the taproom, but take a more conservative approach in the retail channel
 - reduce number of 16 oz can releases
- finish production SOPs by the start of 2022
- off site sales should be focused heavily on growing Off Premise number of accounts, number of placements & overall volume for at least the next year, possible longer
 - for On Premise, stick to focusing on growing only Key Accounts
 - our market is still too unpredictable to put trust in On Premise
- as the company continues to grow, Seth might need help with taproom management so he can focus on operations



WANT SIMILAR RESULTS?

Book a call with me to discuss how we can work together based on the unique needs of your growing brand

<https://calendly.com/julie-nyhmarketing/discovery-session>

I can help you take the guesswork out of your sales, marketing & distribution plans.

I will teach you how to work smarter, instead of harder, by navigating you through my ABV Path to Process + Profits

ABV Path to Process + Profits

Not Your Hobby Marketing Solutions utilizes a strategic planning & execution system to help you achieve profitability and business proficiency through repeatable processes that will allow your craft brand to expand and grow in a crowded and traditionally macro-brand dominant market.

Together we can streamline your sales & marketing plans to keep your craft beverage brand thriving for the long term.

Analysis
DISCOVERY - HISTORICAL METRICS - CURRENT STRATEGIES

Validation
EXECUTION - SCORECARDS - TRENDS

Blueprint
GOALS - TIMELINES - FOUNDATIONS

PROCESS + PROFITS

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