



CLOUD MARKETING 2021

Know More, Do More, Grow More with MarketMyBrewery™



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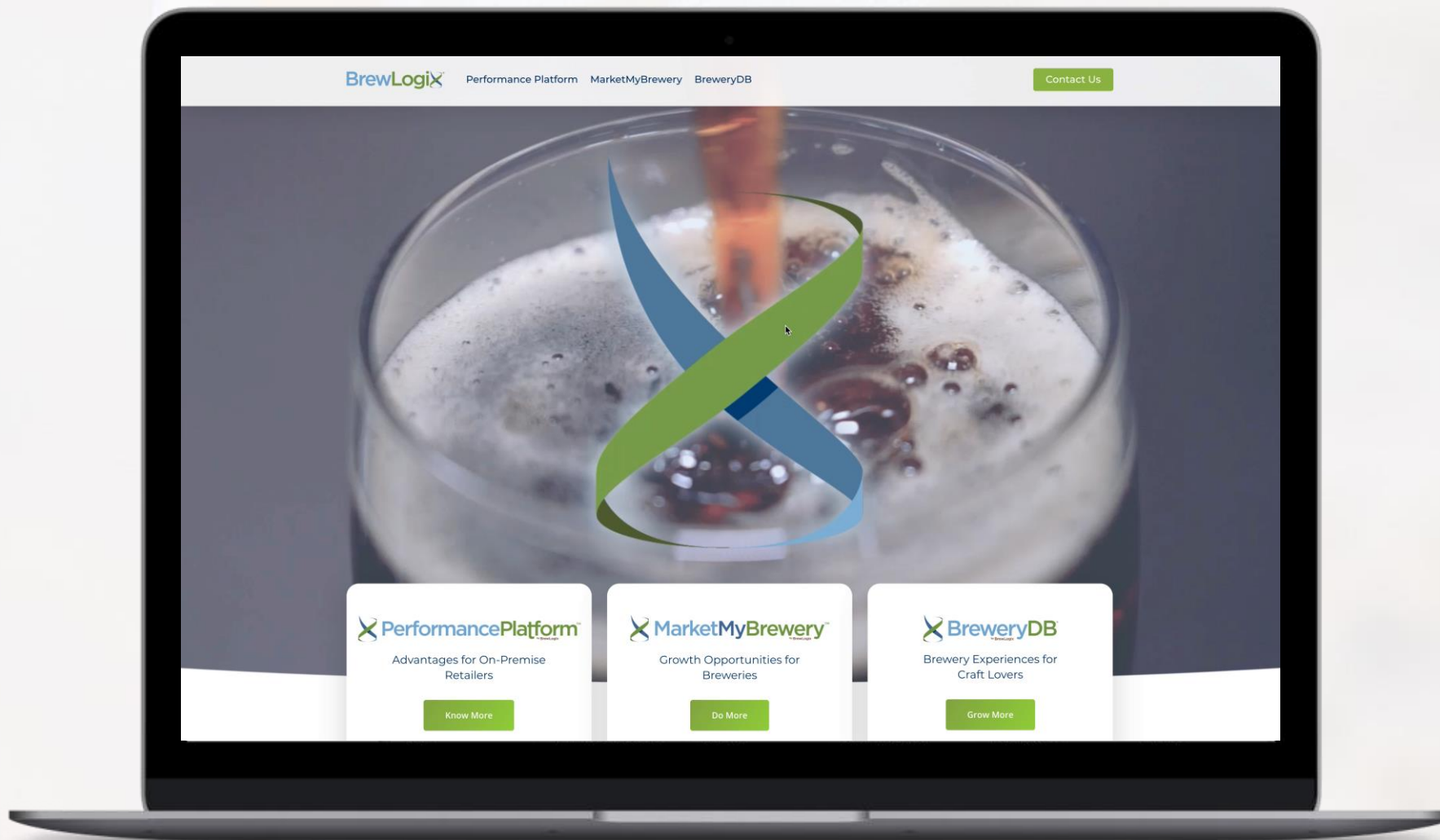


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Who is BrewLogix®

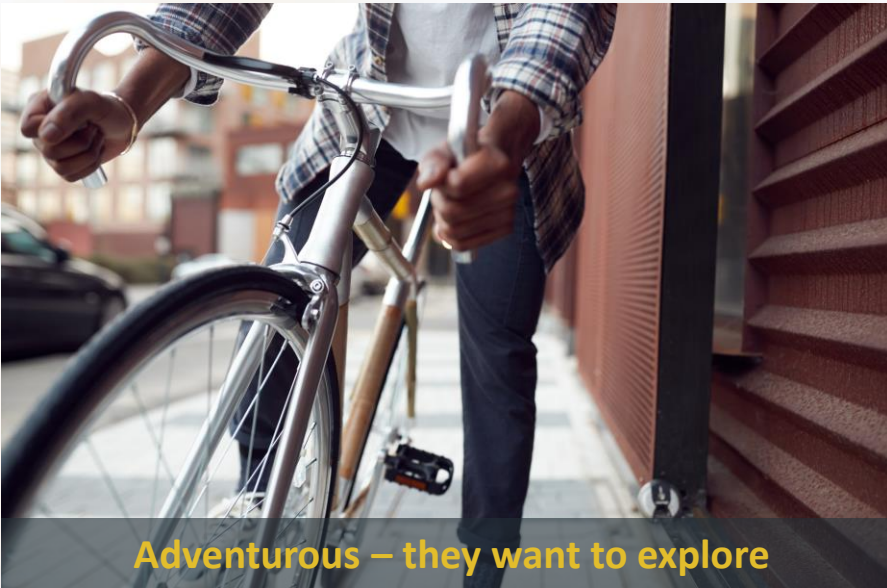
- An integrated suite of products designed to help you know more, do more, and grow more.
- 13 Full Time Employees
- Independently Owned Small Business



What's in it for me?

- Need to **CONTROL**
- No **RATINGS**
- Keep the focus on **ACCURACY**
- Help **PROMOTE** brand and drive traffic





Adventurous – they want to explore



Desire authentic experiences



High Level of Engagement



Desire brewery experiences with friends/family

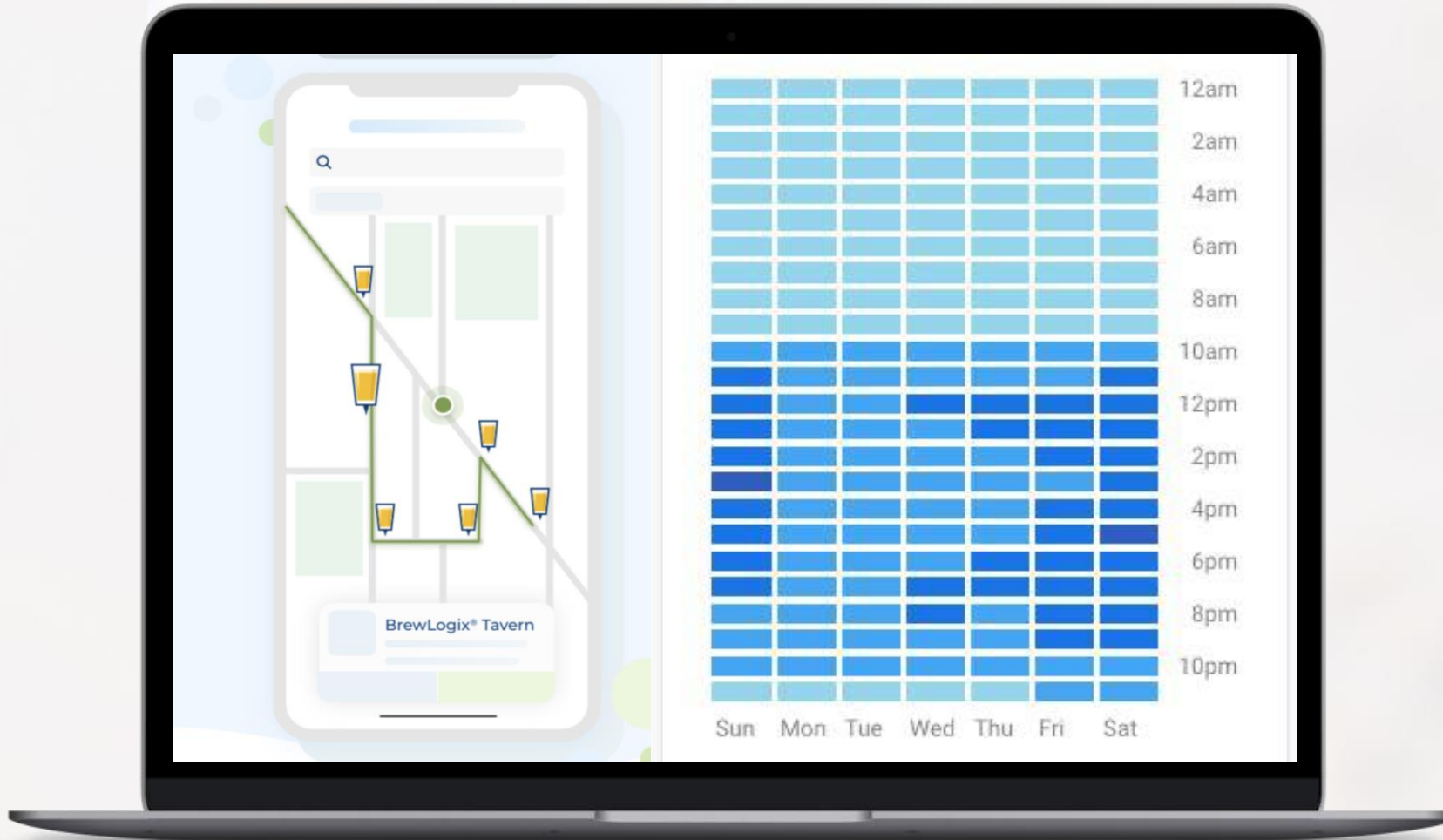


Want to integrate brewery experiences with other things they enjoy.

“...I would love a way to have the app plan out bike/brewery tours. For instance, I say ‘My starting location is X and I feel like riding 80 (or 30) miles,’ then [it would help me] plan a brewery bike ride to hit up some spots along the route...”



DIGITAL BEHAVIOR



Annual Engagement

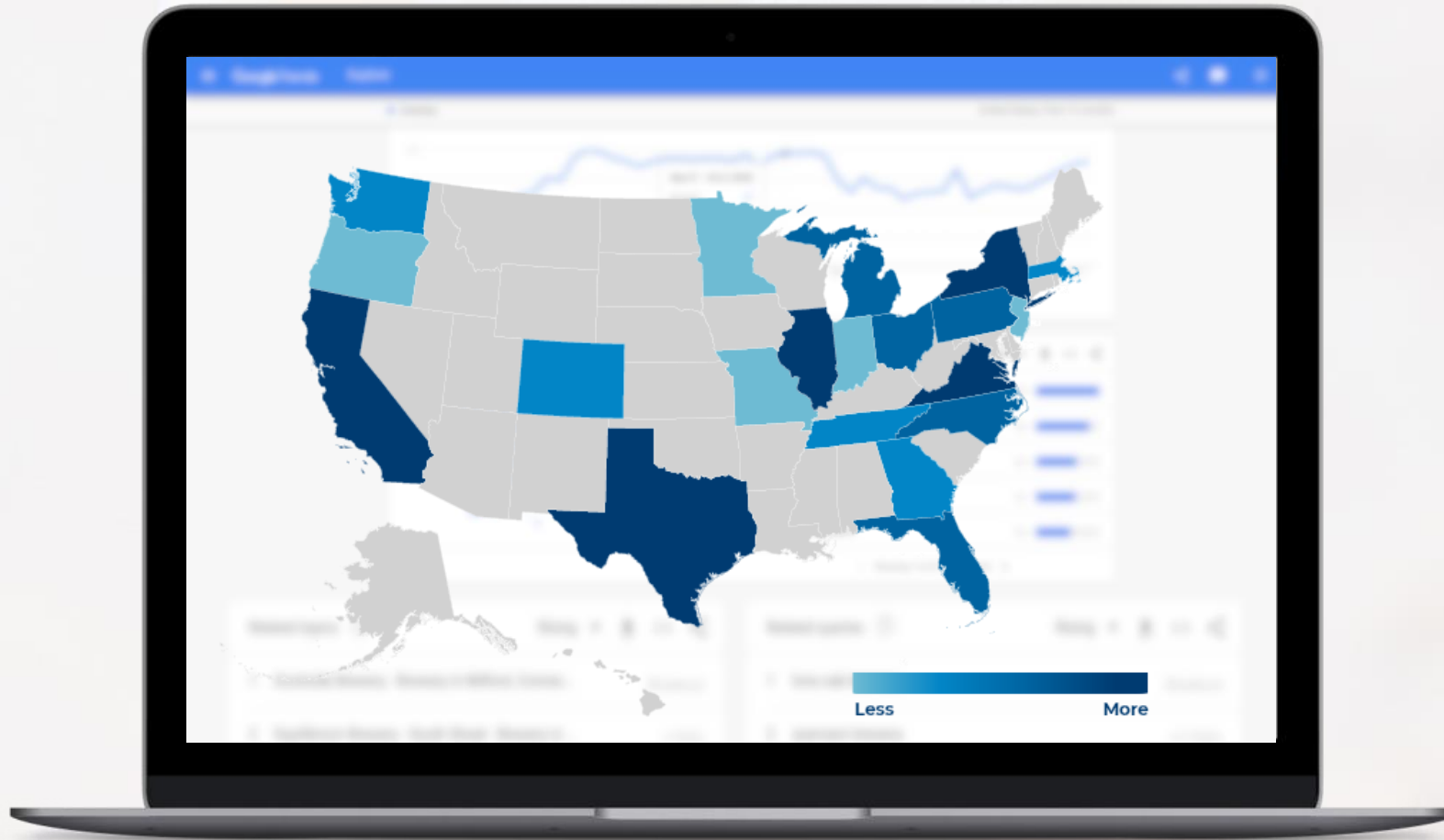
- Over **1.5 million** planning sessions
- Over **350,000** unique users

Willingness to Travel

- Over **1 million** sessions planned multiple brewery visits in an area
- 2/3rds planned routes **outside their local area**



Where are they Searching?

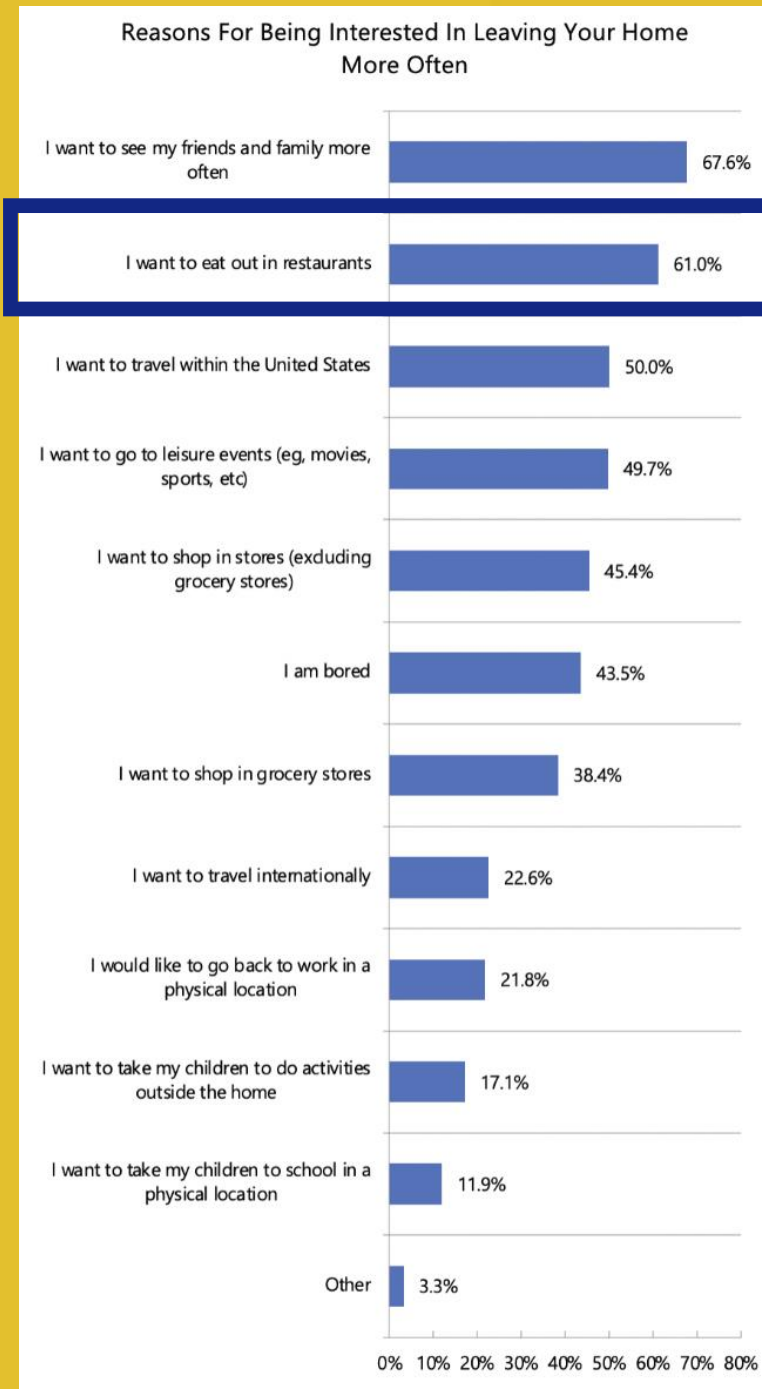


Top 20 States

- | | |
|--------------------|-------------------|
| 1. California | 11. Massachusetts |
| 2. Texas | 12. Colorado |
| 3. New York | 13. Georgia |
| 4. Illinois | 14. Washington |
| 5. Virginia | 15. Tennessee |
| 6. Florida | 16. New Jersey |
| 7. Pennsylvania | 17. Minnesota |
| 8. Ohio | 18. Oregon |
| 9. Michigan | 19. Missouri |
| 10. North Carolina | 20. Indiana |



Consumers Show Pent-Up Dining Demand In Post-Pandemic World



PYMNTS.com
<https://www.pymnts.com/news/retail/2021/new-data-consumers-show-pent-up-dining-demand-in-post-pandemic-world/>



Return to the On-Premise Environment

No. 2 Reason For Wanting to Leave the Home

Pandemic fatigue is leading to on-premise beverage and dining facilities gearing up to open safely.

BreweryDB® is seeing 4,000 active daily users searching for brewery experiences.

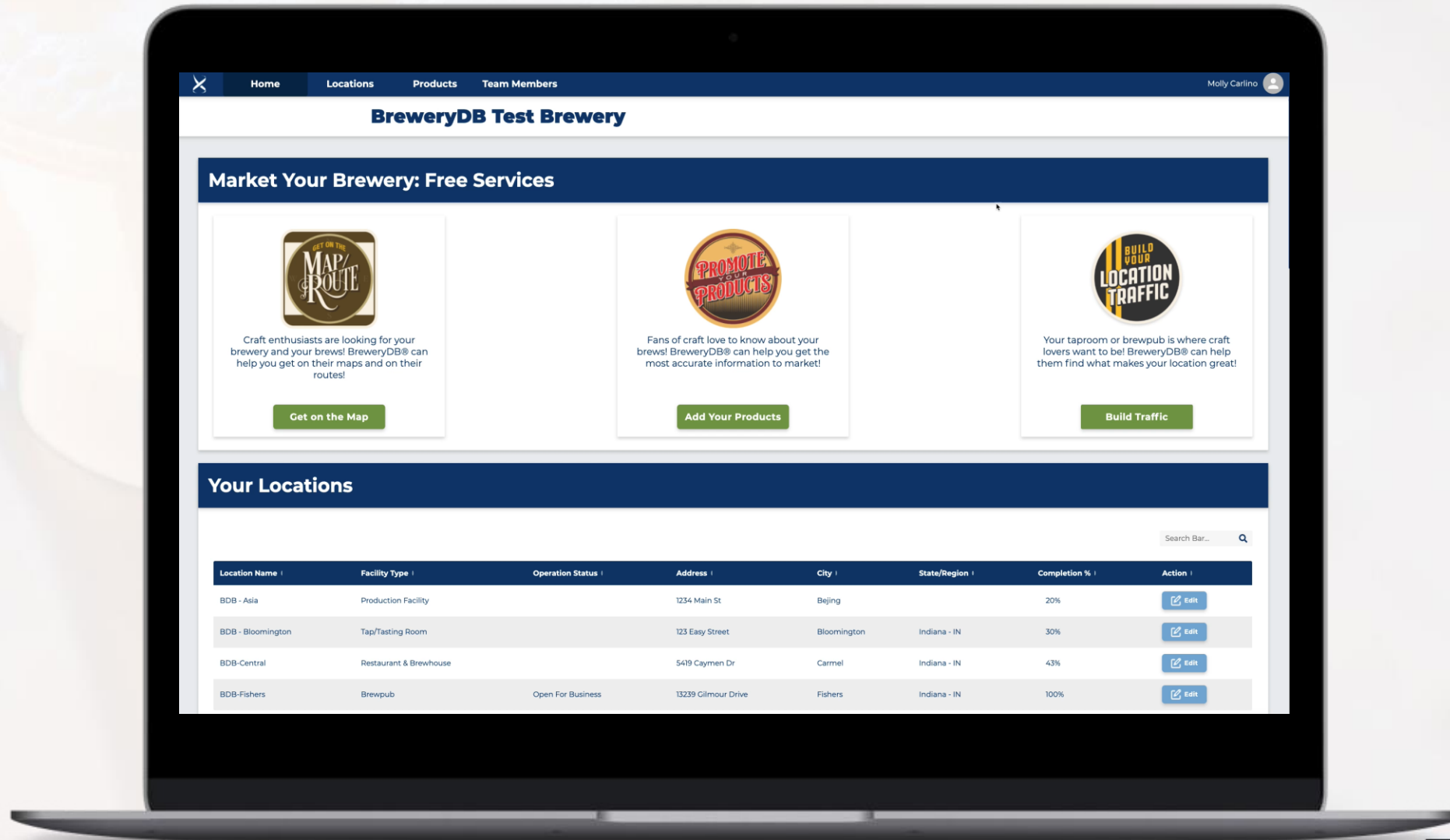


“A year ago, COVID forced our love affair with pubs and breweries into a long-distance relationship. As we prepare to reunite, we have to acknowledge that neither of us are the same. We’ve changed. Business as usual will no longer cut it. Now, we need better tools and systems to help us reconnect and reengage in a new and meaningful way.”

- Jeremy Storton, Certified Cicerone®



Know more. Do more. Grow more.





The Ideal Partner for Growth Minded Brewers



Social Media Best Practices



Content Marketing and Strategy Planning



Digital Marketing Tools



Communicating Your Brewery's Brand Experience



Anyone who is a part of MarketMyBrewery™ is growing the craft beverage industry with us.



WANT TO....

REQUEST AN
ACCOUNT

HEAD TO

Our Website

MarketMyBrewery.com

SCHEDULE A
CONVERSATION

EMAIL

BreweryOutreach

@MarketMyBrewery.com

HOST A GUILD
WEBINAR

TALK TO

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THANKS!

