

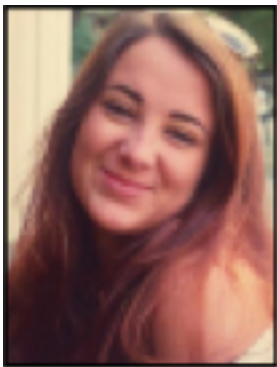


Public Relations Specialists

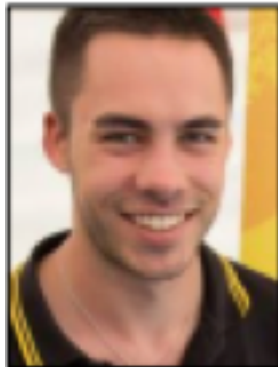




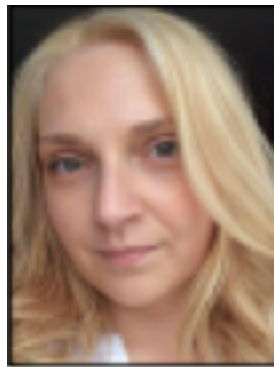
CINCO PR



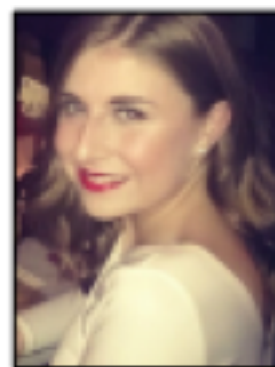
Rebekha
Team Manager &
Client Liaison



Harry
Design & Research
Executive



Tina
Administrative &
Research
Executive



Ruth
Tutor Liaison



Clare
Head
Research Executive



Saltaire Brewery

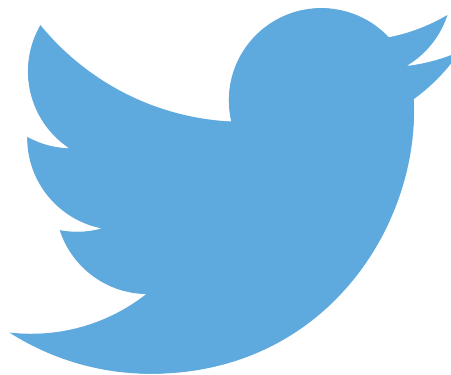
- Saltaire Brewery is an international award-winning brewery located in Shipley, West Yorkshire.
- Formed in 2005, it began creating hand-crafted ales in 2006.
- Saltaire Brewery's ales have won more than 70 trade awards.
- The Brewery produces more than 600 casks each week.
- The Saltaire Blonde is a permanent ale on over 200 bars and pubs all over Yorkshire and the North
- Bottled beers are also available in most major supermarkets in Yorkshire
- Members of the Society of International Brewers
- Saltaire Brewery is also home to well-known monthly Beer Club and regular Trade Nights.



Saltaire Social Media



3,654 likes



17.3K followers



Introduction

This presentation outlines the communications audit project we have undertaken on your behalf. We will review the brief and objectives, and discuss our research and recommendations.



The Brief

A communications audit to analyse and put forward recommendations for Saltaire Brewery's website and social media.

We have looked specifically into interactivity and engagement with end user consumers and on trade customers also highlighting website development and branding.

We have established a strategic picture of communication that will assist your business to grow and develop markets in the next 12 months!

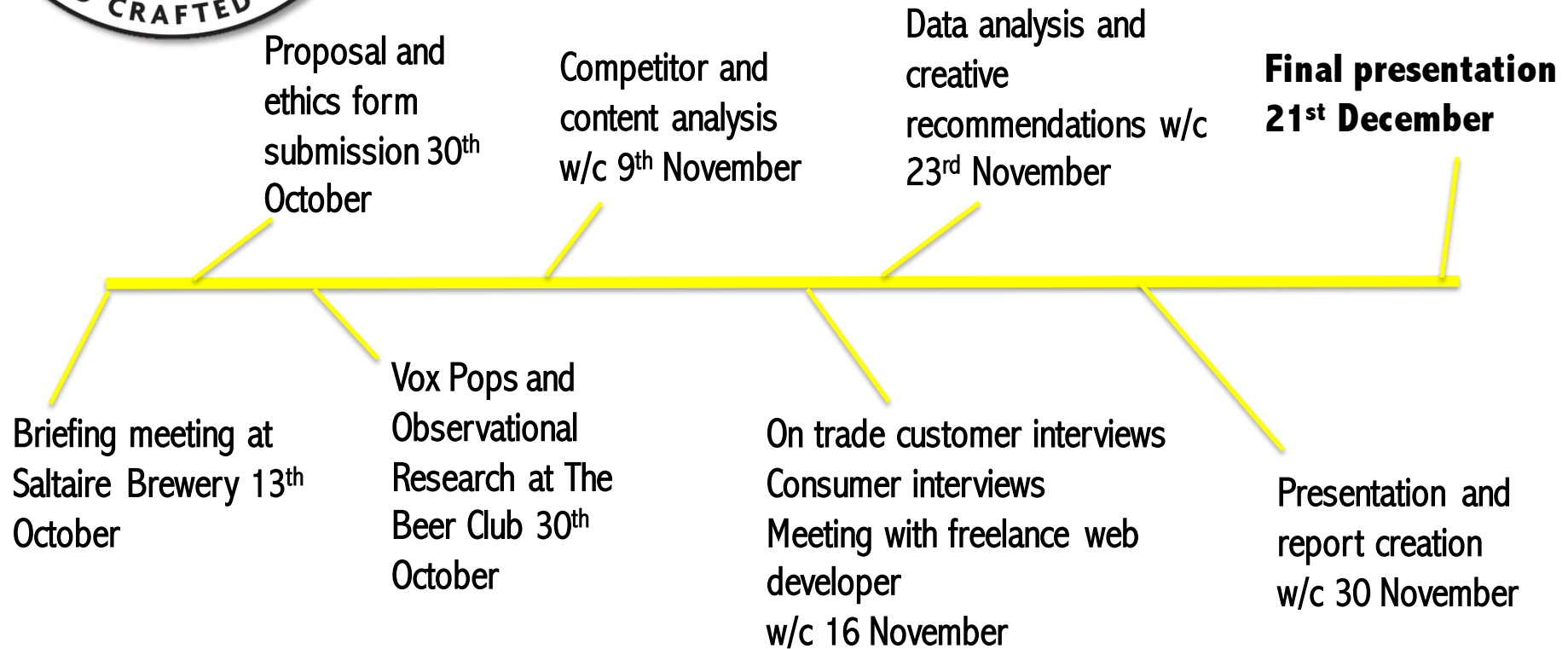


Aims & Objectives

1. To explore the potential to build on online engagement through social media and the website
2. To make recommendations for improvements to the website
3. To explore how current customer relationships can be strengthened through social media
4. To identify all audiences and their online preferences to target them on a more personal level
5. To research new social media channels to place brand in the eyes of new customers
6. To undertake competitor research on 4 of Saltaire Brewery's main competitors with a focus on marketing methods



Timeline





Target Audiences

Off Trade Customers

On Trade Customers

End User Consumers



Primary Research Methodology

Vox Pops

Observational

On Trade Customer Interviews

End User Consumer Interviews





Our Findings

The next part of our presentation will take you through our key findings following the research primary research we undertook.



The Beer Club

We asked three simple questions, to find popular opinion and gather comments from your public.

1. Are you on social media?
2. If so, what platforms?
3. What content would you like to see from Saltaire Brewery on it's social media channels?





Vox Pops and Observational Findings

- Large variety of ale drinkers
- Around 3/4 of participants were on social media
- Facebook and Twitter were used most
- Main interests: Promotions, events, special brews and the brewing process





Consumer Interviews

Engaging audiences

Instagram
used by 66%

"Behind-The-Scenes content"

"Less sale promotions"

"Where to find products"

"Information on upcoming events; so
that I can engage face to face"

"Events and competitions"

"Interesting pictures and videos"



Consumer Interviews

Website

"Must be easy to navigate"

"Likely to revisit if it is user-friendly"

"If it's unprofessional it can reflect badly on the brand"

"Detailed product information"

"To order products online and discover more about the brand"

"Interactive features and upcoming events"



Customer Interviews

Key Findings

1. An online store could encourage sales

2. Low awareness of mobile trade application

3. Continued engagement with suppliers on social media

4. Products tend to sell quicker following events



Insight Into Website Development

We met [Mike Lawton](#), the freelance web developer behind [Headrow House](#), who works closely with Leeds-based designers [Duo](#), to discuss:

- Responsive web design
- Interactive features
- Techniques for achieving engagement
- Linking social media to website design
- Pricing and timings



Secondary Research Methodology

We carried out content analysis and competitor research to find out what other beer brands are currently doing on social media and why their websites work.

So that Saltaire Brewery can do it better!



Secondary Research

And by doing it better we mean meeting your core business objectives!

- Drive sales
- Expand your distribution and market area
- Compete with competitors





Competitors – Our Findings

Website

Beerfinder

Beers can be bought direct

Brewery tours

Facebook

6505 'likes'

Events

Beer Availability

Twitter

31.1K Followers

Retweet trade and consumer

Beer availability

Instagram

859 Followers

Brewing Process

Use #Brewshots to win prizes



DARK STAR
BREWING CO



Competitors – Our Findings

Website

Visually very impactful

Text rich

Facebook

9095 'likes'

Linked with Twitter account

Twitter

30.3K Followers

Retweet trade and consumer

Events

Instagram

9104 Followers

Events





Competitors – Our Findings

Website

Interactive animation

Beerfinder

Newspaper news page

#FindMary campaign

Facebook

1857 'likes'

News brews

Twitter

18.4K Followers

Retweet trade and consumer

Local news

Seasonal gift suggestions

Instagram

480 Followers

Activity at the Brewery

Events





Competitors – Our Findings

Website

Modern and Minimalistic

Easy to Navigate

'Meet the team'

Facebook

368 'likes'

Events

Local interest and news

Twitter

12.2K Followers

Local interest

Trade news

Instagram

654 Followers

Availability

Humour

LEEDS BREWERY



Summary of Competitors

Personalised

Humorous Character

Photography

Strong Navigation

Minimal

Impactful

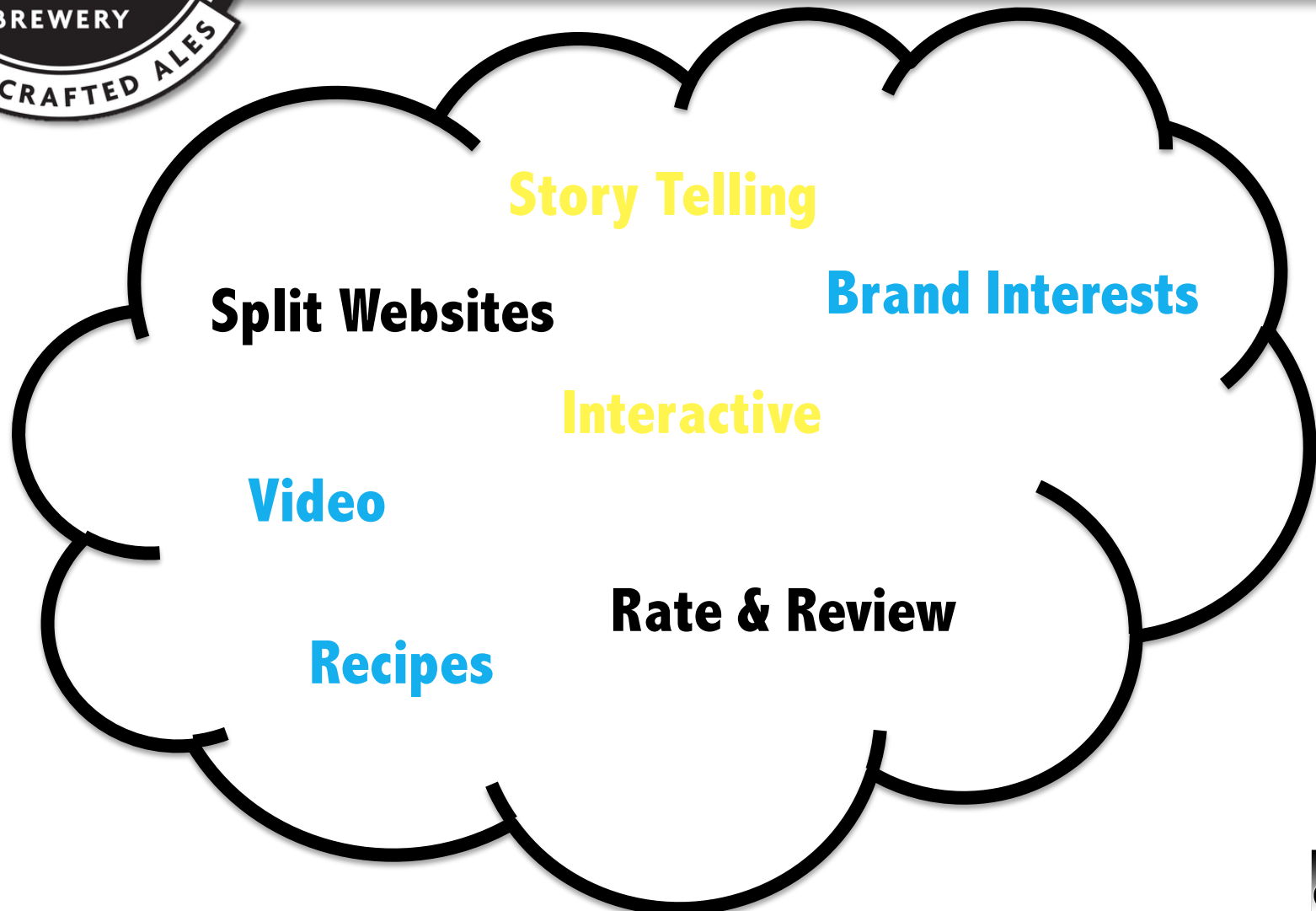


Web Content Analysis





Summary of large brands

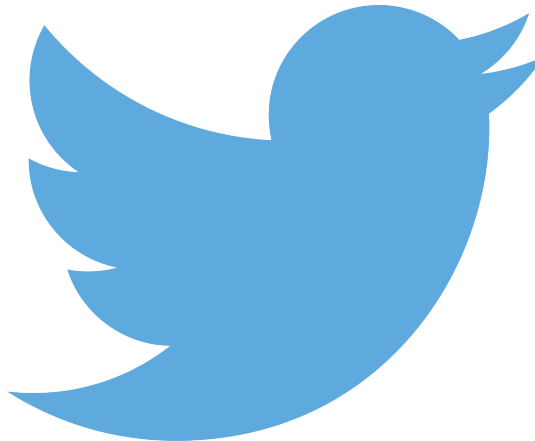




Social Media Content Analysis

Seeking international insight

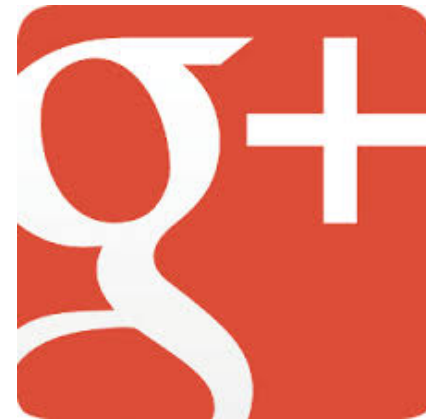
BROWAR AMBER





Social Media Content Analysis

Linked 



You 



Cinco Recommendations

Let's get creative...

Here are our recommendations so that you can increase interactivity, create engagement and develop your customer and consumer relationships.

Which will lead to **increased sales** and **expanded markets**.



Website Recommendations

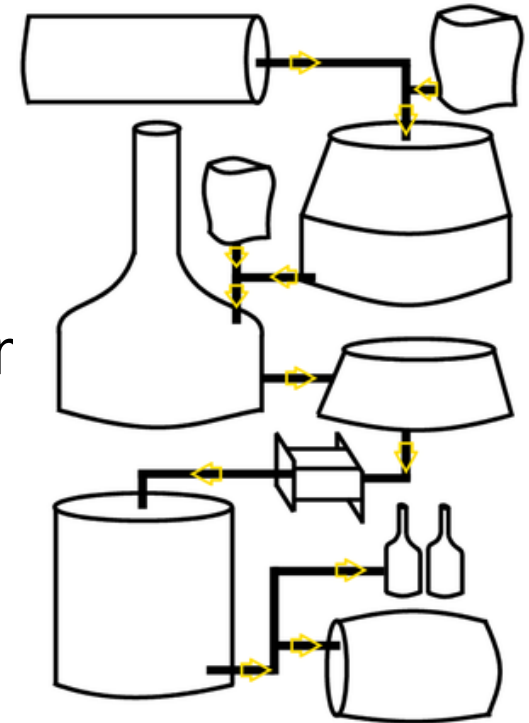
- Go responsive
- Split trade and consumer websites
- Develop e-commerce
- Push Beer Club online
- Photography





Website Recommendations

- Consolidate your features
- Add entry page
- Interactive brewing process with light animation
- E-newsletter sign up
- Interactive 'beerfinder'





Website Recommendations

Option 1: Photography, Redesigned & Responsive Rebuild

Photography: 0.5/1 day shoot = £550

Design: 5 days = £1,500

Development: 13 days = £4,680

TOTAL = £6,730

Development Time breakdown

- Project Setup (0.5 day)
- Homepage (1 day)
- Beers (2 days)
- Beer Club (0.5 days)
- The Brewery (About/Staff) (1.5 days)
- Blog (2 days)
- Shop (keep as is - link to 3rd party shop)
- Trade area (on subdomain) (1 day)
- Responsive Build (4 days)
- Server Setup (0.5 day)



Website Recommendations

Option 2: Photography, Redesigned, Responsive, Basic Prepurchased Ecommerce Build

Photography: 0.5/1 day shoot = £550

Design: 5 days = £1,500

Development: 15 days = £5,400

TOTAL = £7,450

Development time breakdown

As above (option 1) with an added 2 days for ecommerce premium theme setup, test and product upload.

NB: this option will use a prebuilt premium theme that is in keeping with the overall brand aesthetic. We will not be able to customise the inbuilt functionality.



Website Recommendations

Option 3: Photography, Redesigned,
Responsive, Bespoke Ecommerce Build

Photography: 0.5/1 day shoot = £550

Design: 10 days = £3000

Development: 26 days = £9360

Development Time breakdown

As above (option 1) plus the following:

- Project Setup (Shipping, Product Relationships etc) (1 days)
- Main Shop Archive Theme (2.5 days)
- Individual Product Theme (2 days)
- Reviews Theme (1 days)
- User Account Area Theme (2.25 days)
- Basket/Cart Area Theme (2.25 days)
- Checkout Area Theme (2 days)

TOTAL = £12,910



Event Recommendations

YEASTIE BOYS

BRUDENELL TAKEOVER
LTD EDITION BEERS + LIVE MUSIC & FUN

- NOT KETTLE BLACK** (WILD FERMENT PKB, BARREL AGED IN PORT-STYLE PINOT NOIR)
- WHITE NOISE** (AMERICAN WHEAT, WITH CHAMOMILE - 4.4%)
- PKB REMIX 2015** (DARK MATTA, EARL GREY BLACK IPA, 7%)
- HIS MAJESTY 2014** (TRIPLE STOUT PORTER, 9%)
- HER MAJESTY 2014** (BELGIAN IPA, 8%)
- DIGITAL IPA** (PACIFIC IPA, 5.7%)
- REX ATTITUDE** (SINGLE MALT, HEAVILY PEATED GOLDEN ALE, 7%)
- I AM** (EXTRA PALE ALE, AMERICAN AND NZ HOPPED, 5.3%)
- MINIMATTA** (EARL GREY SESSION ALE, 4%)

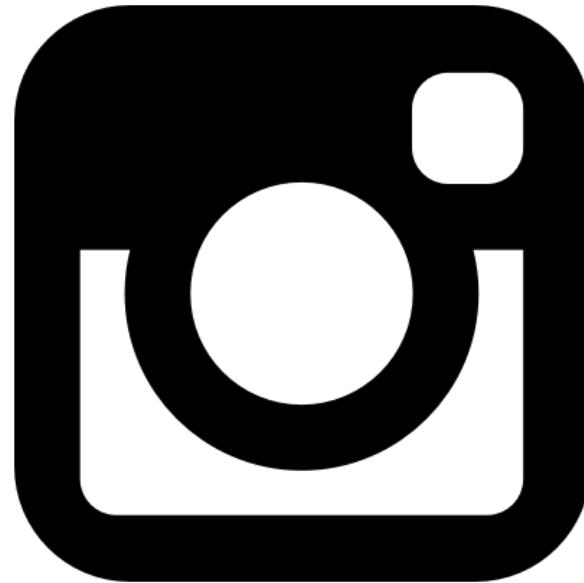
TUES 1ST & WED 2ND DECEMBER
BRUDENELL SOCIAL CLUB, LEEDS
33 QUEENS ROAD, LEEDS, LS6 1NY • YEASTIEBOYS.CO.NZ





Social Media Recommendations

- Extend Saltaire Brewery's current platforms by getting visual on Instagram
- **#SaltaireTakeover**
- **#SaltaireSnaps**





Social Media Recommendations

#SaltaireBeerClub

Take your monthly Beer Club online!



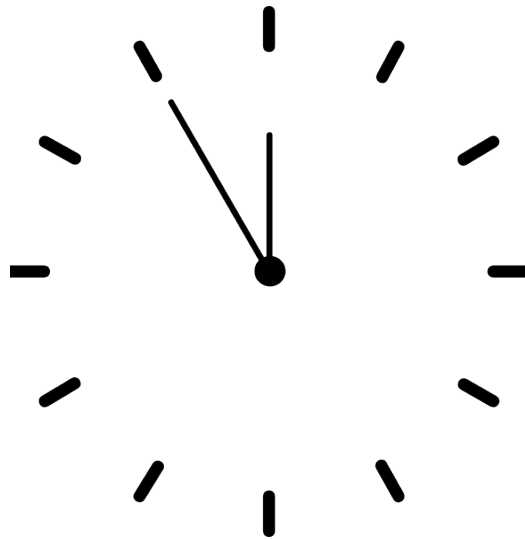


Social Media Recommendations

Live Feed

can you handle the reaction?

- 'Real time'
- Instant reaction
- Natural conversation





Promotions Recommendations





Creative Content



SaltaireBrewery

+ FOLLOW



...

♥ 1,435 likes

1d

Post your Triple Chocaholic baking treats using [#SaltaireBakeOff](#) for your chance to win a limited Saltaire gift set. On your marks. Get set... [#BAKE!](#)



Creative Content

#SaltaireSolstice Beer Club

- Summer special beer club in June to launch new seasonal brew
- Tweet/post using #SaltaireSolstice to retrieve prizes
- Social media competitions in the run up to the event to win tickets
- First beer club to purchase tickets through the developed online store
- Host live feed at the event
- Beach themed with BBQ and deck chairs





Recommendations summary

To develop interactivity and encourage engagement...

- Go responsive
- Develop e-commerce
- Take Beer Club online
- Split trade and consumer websites
- Extend your social media channels
- Host live feeds
- Run competitions
- Seasonal campaign Summer 2016



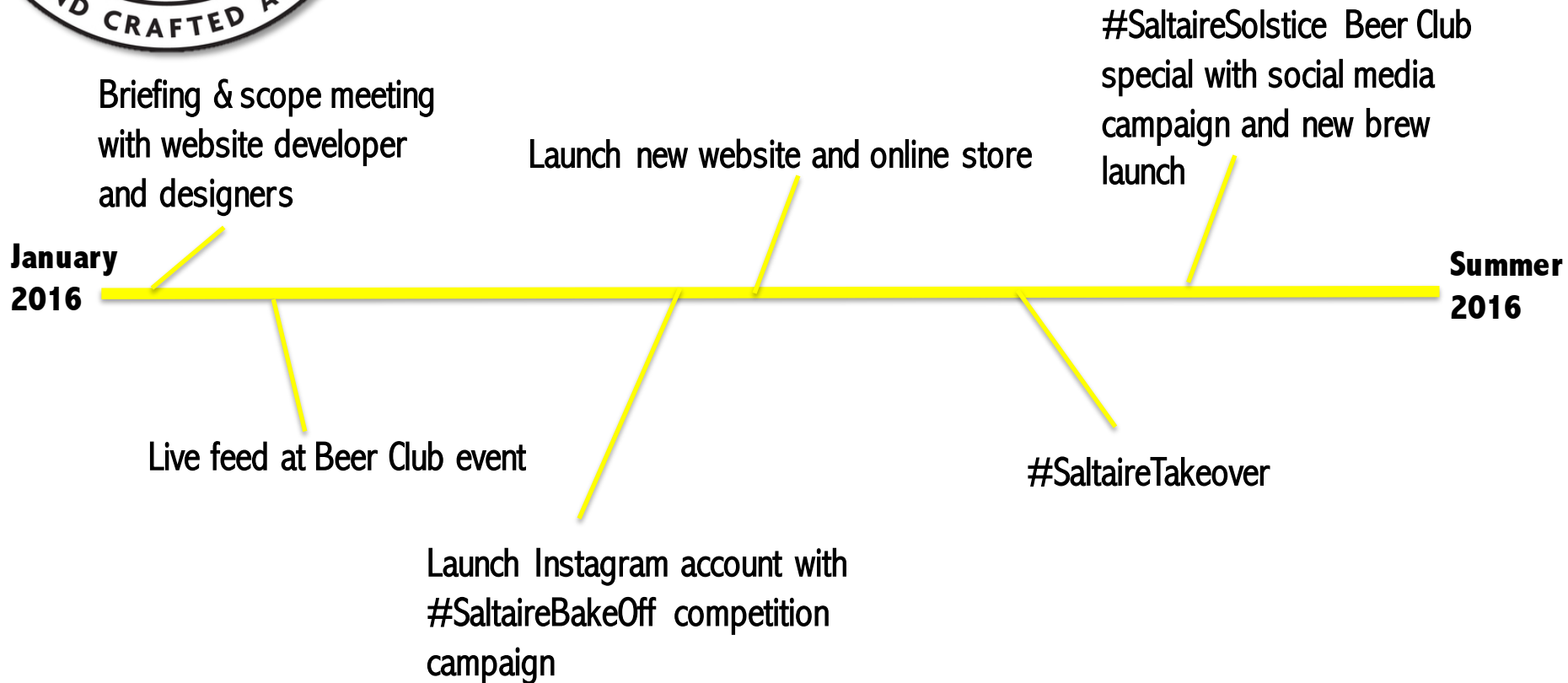
Evaluation

- Social media analytics websites
- E-commerce sales
- Monitor online sales enquiries post website development
- Monitor online sales enquiries through social media activity
- Observe website hits

Google Analytics



Timeline





Resources

- Sandwich year placement
- Part-time student
- Voluntary work experience
- Outsource a PR or digital agency
- New full-time or part-time staff member



**LEEDS
BECKETT
UNIVERSITY**

CHEERS!

**We welcome any questions
you may have**



Public Relations Specialists

