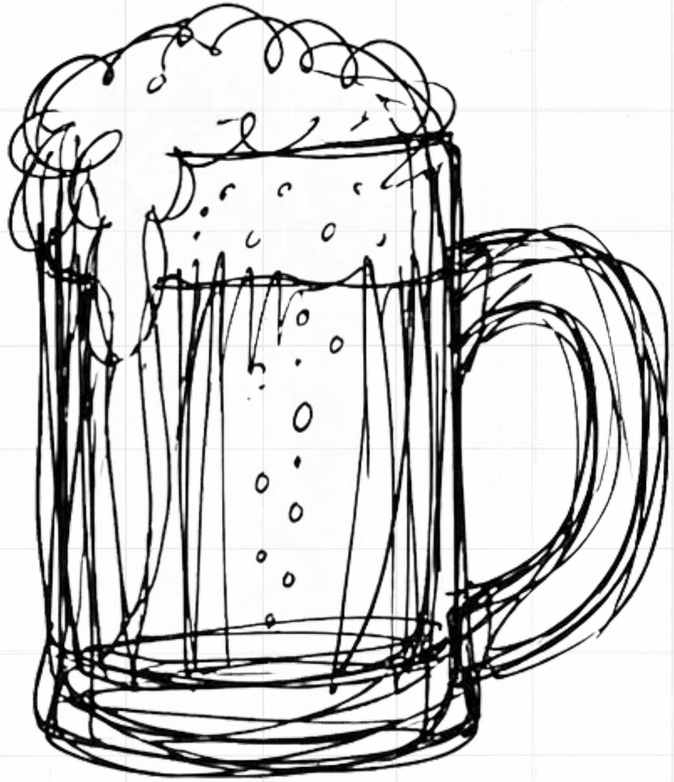
FROM SCROLL TO SIP

TURNING DIGITAL PRESENCE INTO TAPROOM TRAFFIC

HAILEY THRASH-NELSON



HI,
I'M HAILEY



FOUNDATIONS OF A STRONG DIGITAL PRESENCE

Because most of your customers discover your business online well before they ever step foot in your taproom...

01 GOOGLE

02 SOCIAL MEDIA

02 WEBSITE

GOOGLE BUSINESS

Must-Have Information

Business description, hours, website, address, phone number, menus

Photos

Food, drink, and atmosphere

Frequently Asked Questions

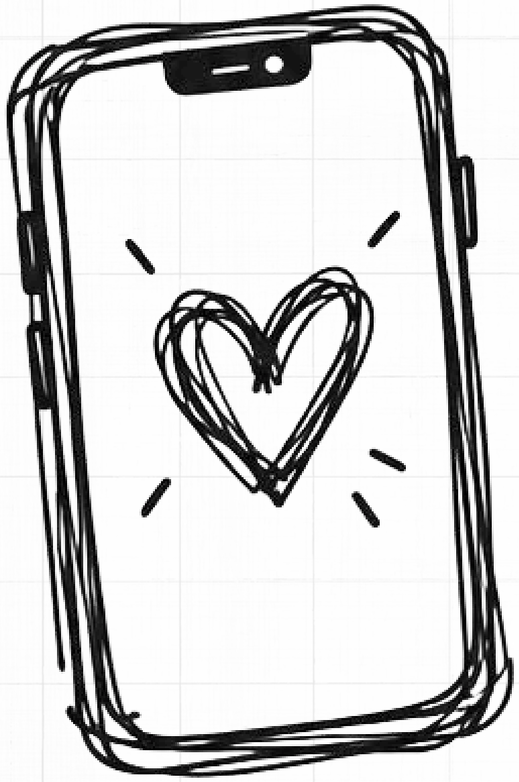
Kid friendly? Dog friendly? Parking? Events? Kitchen, food trucks, or BYOF?



SOCIAL MEDIA PROFILE

Bio Basics
Make it clear who you are,
where you are, and why to visit

Other ways to share important information:
Links in bio, pinned posts,
pinned story highlights



SOCIAL MEDIA STRATEGY

What to post?
Think of your content pillars as your core themes:
the repeatable categories you post most often about



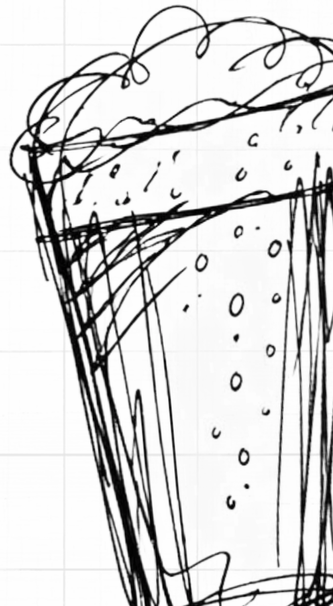




SOCIAL MEDIA CONTENT

Post about your PEOPLE!

1. Introduce team members (brewers, bartenders, owners, kitchen crew).
2. “A Day in the Life” follow someone on the team as they do their job.
3. New hire welcomes + staff promotions.
4. Everyone’s favorite beverage/style. ***Educational bonus:*** *Have them define each style or how it’s made!*
5. Shoutouts for birthdays and work anniversaries.



SOCIAL MEDIA CONTENT

Post about your PRODUCT!

6. Production day behind-the-scenes.
   Educational bonus: *Have them explain the process!*
7. Beverage release announcements and tasting notes.
8. What's pouring now / on-tap updates.
9. Canning or bottling day.
10. Seasonal beverage transitions.
11. Explaining ingredients.
    Pro-tip: *ask your suppliers for images!*
12. Explaining production techniques (in simple terms).

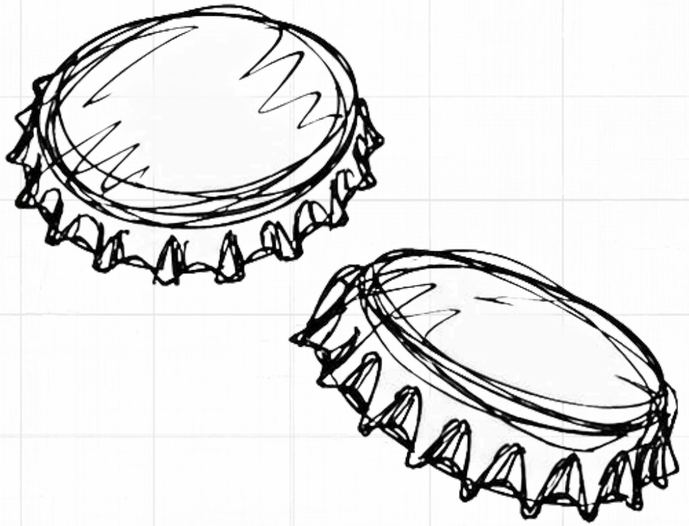
SOCIAL MEDIA CONTENT



Post about your PRODUCT!

13. New food meny items or specials.
14. Food truck schedule for the week.
15. Beverage + food pairings.
16. New merch arrivals.
17. Limited drops or seasonal merch.
18. Merch bundles or matching sets.
19. Merch modeled by staff or customers.
20. Pet merch modeled by taproom pups.

SOCIAL MEDIA CONTENT



Post about your SPACE!

21. Taproom photos.
22. Patio on a sunny day.
23. Dogs of the day.
24. Game collection.
25. Family-friendly perks.
26. Artwork on the walls + artist spotlights.
27. Event reminders + countdowns.
28. Active events happening now.
29. Recaps from successful events.
30. Private party or event rental info.

Question for the audience:

WHAT OTHER IDEAS DO YOU HAVE FOR CONTENT OR CONTENT PILLARS ?



SOCIAL MEDIA TIPS



CONSISTENCY > PERFECTION



BATCH SHOOT YOU CONTENT



REPURPOSE CONTENT

SOCIAL MEDIA TOOLS

SCEDULING POSTS

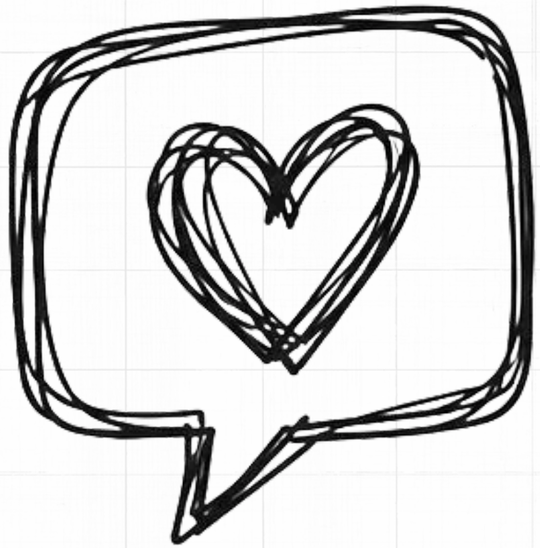
Meta Suite, directly on Instagram,
or paid options like Hootsuite

CREATING GRAPHICS

Canva and Adobe Express

Pro-tip: *Limit the amount of "posters" on your social media.*

Faces > Flyers



WEBSITE GOLDEN RULES

1. Make your hours and location impossible to miss
2. Keep your menu updated
3. Add a simple events section
4. Answer your top customer questions
5. Real photos > Stock images
6. Show your brand personality

THANK YOU!

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