



American Homebrewers Association®

BIG BREW

MARKETING CHECKLIST 2017

PLAN YOUR SHOP'S CELEBRATION

- Make brewing plans! Designate brew leader(s).
- Assign extra employees to handle the increased traffic.
- Connect with local homebrew club to invite their involvement.

MARCH

- Order extra ingredients based on this year's Big Brew recipes. Have ingredients in-house by mid-April.
- Register your Big Brew Site on HomebrewersAssociation.org.
- Order copies of Zymurgy: An Introduction to Homebrewing.
- Set up a meeting with your local homebrew club to plan the event. Determine who is responsible for outreach, promotion, ingredients, brewing, food, etc.
- Post the editable Big Brew Poster (available on HomebrewersAssociation.org) in your shop and around town (brewpubs, breweries, bars, grocery stores, liquor stores and anywhere else!).
- Post the event date and info on your shop's website.

FIRST WEEK OF APRIL

- Send a save-the-date reminder to your shop's email contacts and your local homebrew club. Tell them what the plan is for the big event and invite them to bring their friends.
- Promote your event on social media—Twitter, Facebook, and anywhere else you have a presence.
- Update your shop's website to remind visitors of the event.

SECOND WEEK OF APRIL

- Offer copies of Big Brew recipes with shopping lists so brewers can buy the ingredients they need—from you!

THIRD WEEK OF APRIL

- Send a second message to your shop's email contacts reminding them to participate.
- Highlight any updates or fun plans on social media to reinforce your email reminder.

FOURTH WEEK OF APRIL

- Send editable press release (available on HomebrewersAssociation.org) to all local media outlets to promote the event taking place at your shop.
- Confirm that all brewing equipment and ingredients are ready to go.
- Order food for the party (if applicable).
- Ensure the information on your website is up to date.
- Final event reminders on social media.
- Follow up with local media via phone or email to remind them of your event and invite their coverage again.

AFTER AHA BIG BREW:

- Thank everyone for coming and tell them to save the date for Saturday, May 5, 2018!

