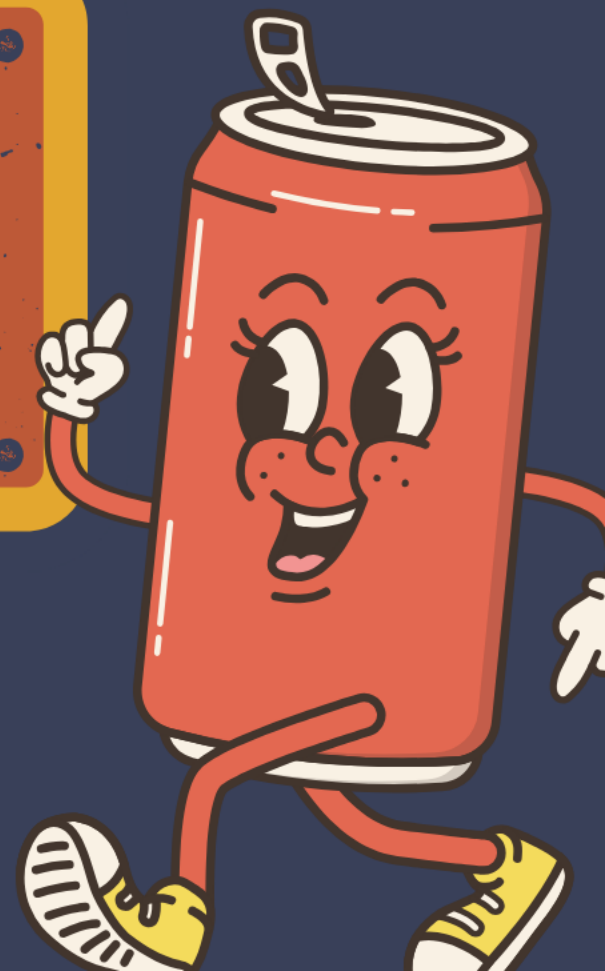


not  
your  
hobby

MARKETING  
SOLUTIONS

# READING BETWEEN THE GRID LINES

Allowing Data To Drive Your  
Sales & Marketing Plans



# HI, I'M JULIE

With over two decades of experience in the food and beverage industry, Julie Rhodes is an expert in off-site beverage sales, digital marketing, leadership, team management, and distributor partnership management.

She owns Not Your Hobby Marketing Solutions, an educational services and strategic business consulting company built specifically for small—to medium-sized craft beverage companies. There, she teaches owners, operators, and teams how to work smarter, not harder.

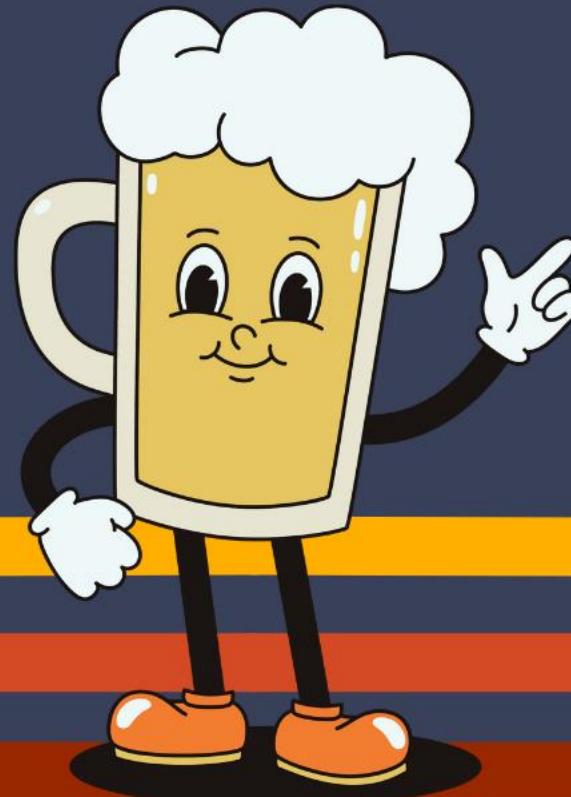
She is also a freelance business journalist and active public speaker, belonging to multiple state brewery guilds and cider trade associations. She was the 2023 Mentor of the Year for the Brewers Association, sits on the BA DEI Committee, and teaches marketing and sales for multiple business of craft beer programs at the university level.

I live in Broomfield, CO, with my industry husband, two crazy boys, and a gaggle of pets. I'm a donut connoisseur and sci-fi nerd, and I used to play competitive billiards.



# SCAN THIS!

To ask all the questions



# WHY DATA MATTERS

It's now a must  
have, not a nice-  
to-have.

You can make  
smarter, more  
informed business  
decisions.

It's not just for  
big business  
anymore.

Leverage insights to  
boost sales, foster  
customer loyalty &  
stay profitable.

It's your  
competitive  
advantage.



# WHAT IS DATA-DRIVEN?

- Making informed decisions
- Having access to the right data
- Utilizing data consistently and frequently
- Leveraging focus
- Prioritizing efficiencies and profitability

**Data-Informed**





# CHALLENGES



Data Overload & Lack of Clarity

Lack of Time & Resources

Difficulty Connecting The Dots

Inconsistent Collection

# TAPROOM & DISTRIBUTION KPI'S



## TAPROOM

Monthly Sales Revenue  
# of Checks - Monthly  
Top Sellers  
Average Monthly Tab

## DISTRIBUTION

Sales Volume or Revenue  
Rate of Sale  
PODs (placements)  
Buying Accounts



# HOW TO USE IT



## TAPROOM

- Analyze peak times
- Identify slow days
- Recognize declining checks
- Optimize menu items
- Activate upselling



## DISTRIBUTION

- Be proactive with declines
- Determine sales team focus
- Mitigate velocity drops
- Monitor market share
- Service Key Accounts

# DIGITAL MARKETING KPI'S

## WEBSITE

traffic  
sources  
keywords  
key phrases

## SOCIAL MEDIA

post  
engagement  
rate  
  
follower  
growth



## EMAIL

open rates  
  
click through  
rates

## DIGITAL ADS

CPC  
Conversions  
CTR  
Frequency



# HOW TO USE IT

## WEBSITE

Understand how customers are finding your brand online.

Identify keywords to boost SEO, brand visibility & hashtags

## SOCIAL

Monitor Proxy Conversions

Engagement = Success

Form content patterns

Test content ideas

## EMAIL

Look for Open Rates above 40% and Click Through Rates above 4%

## DIGITAL ADS

Look for CPC below \$1.00, CTR above 1%, Frequency below 3, and Conversions Rates above 2%



# TOOLS FOR COLLECTION



- **Taproom Data:** POS system
- **Distribution Sales:**
  - ERP system
  - accounting software
  - wholesaler
  - data portal
- **Website Data:** Google Analytics or developer
- **Social Media:**
  - Insights dashboard
  - Scheduling or listening tool
- **Email:** from your Email Service Provider
- **Advertising:** from your ads dashboard
- Just spreadsheets!



# OVERCOMING DATA PARALYSIS

- Focus on 3-5 Key Metrics
- Set a regular review schedule
- Use data templates and dashboards
- Create “checkpoints” for critical decisions
- Delegate tasks & involve your team





# LET'S GET STARTED!



Start Small & Scale Up

Set Incremental Goals

Automate When Possible

Involve Your Team

Set Up A Tracking System

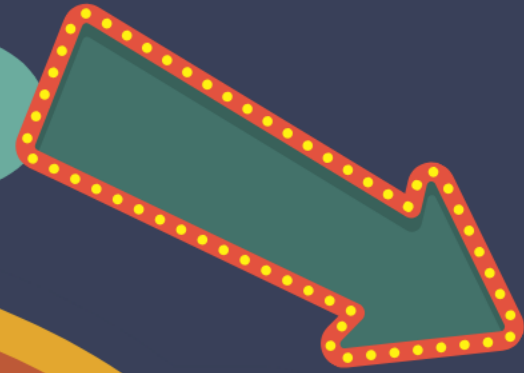
Celebrate Progress Together

Build The Habit

Recognize Confidence

[illegible]

SCAN HERE FOR YOUR DIGITAL SWAG BAG



THANK  
YOU

Questions



[www.notyourhobbymarketing.com](http://www.notyourhobbymarketing.com)

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