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READING BETWEEN THE GRID LINES

Allowing Data To Drive Your Sales & Marketing Plans

BEER WORTH FINDING
VBA
VERMONT BREWERS ASSOCIATION

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.

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SCAN THIS!

To ask all the questions

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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

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CHALLENGES

- Data Overload & Lack of Clarity
- Lack of Time & Resources
- Difficulty Connecting The Dots
- Inconsistent Collection

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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

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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

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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!

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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

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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

	A	B	C	D	E	F	G	H	I	J	
1	**Department**	**KPI**	**Goal**		**Jan**	**% to Goal**	**Feb**	**% to Goal**	**Mar**	**% to Goal**	**Apr**
2											
3	**Taproom**	Draft Beer									
4		Wine									
5		Liquor									
6		NA									
7		Food									
8		Total Revenue									
9											
10		Average Tab									
11		# of Checks									
12		Revenue per Serving									
13											
14											
15	**Distribution**	Volume in CEs									
16		Revenue									
17		PODs									
18		Did Buys									
19		Rate of Sale per Placement									
20											
21											
22	**Digital Marketing**	Email Open Rate									
23		Email Click Through Rate									
24		Social Post Engagement Rate									
25		Follower Growth									
26		Website Visits									
27		Digital Ad CPC									
28		Digital Ad CTR									
29		Digital Ad Frequency									
30											
31											

SCAN HERE FOR YOUR DIGITAL SWAG BAG

THANK YOU

Questions

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