

# Social Media PR Campaign

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**International Tap House**

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## Company Background

The International Tap House (iTap) has two convenient locations in the St. Louis area; one in Chesterfield and the other located in the Soulard area. By offering customers a vast selection of more than five hundred beers from around the world, this 21- and-over venue provides for a very unique pub experience.

In addition to bottled beer, iTap offers forty beers on tap that rotate in selection. The iTap brand is an image that boasts of a friendly staff and comfortable environment that is never corporate—a place where litigators and laborers can all come together to have fun. The weekends include an extra fun-factor bonus of live entertainment performed by local and touring acoustical musicians.

To add further enjoyment to the unique experience, customers can enroll in the passport program and *travel the world of beers* using an iTap issued passport. Traveling earns rewards such as merchandise, engraved nameplates, parties and more. Another unique facet of iTap's branding is that neither of the locations have kitchen facilities.

Although food is not offered, patrons are allowed and encouraged to bring their own or have something delivered. The impressive beer selection is the business focal point. And, this beer lover's Mecca has been voted "Best Neighborhood Bar" and "Best Beer Selection" by the Riverfront Times.

## Social Media Campaign Background

- Target Audience Psychographic: Beer Enthusiasts. Demographic: 21 and Over.
- Selected Social Media Platforms: Facebook, Twitter and Foursquare.
- Key Messages: *Selection*, *Unique* and *Convenient* (refer to Message Map-Appendix C).

## Campaign Goals, Objectives, Strategies and Tactics

- Goals: To increase brand awareness, brand preference and sales.
- Objectives: Over the course of a year, increase traffic across selected social media platforms by five percent.
- Strategy: To engage iTap's target audience(s) using the key messaging of *Selection*, *Unique* and *Convenient*. Incorporate these concepts into various social media platforms to promote awareness and preference for the iTap brand.
- Tactics: There are four tactics for this campaign. They include: Foursquare, Twitter, Facebook and the Co-op Restaurant Program.

## Foursquare Tactic

*Incorporates the key message(s): Unique | Convenient*

In 2010, Dr. Nate Bonilla-Wardford came up with the idea to create a 'Foursquare Day.' He decided on the clever date of April 16, because four squared is sixteen; hence the date 4/16. The driving point behind creating this annual event date is to increase the foot traffic for a business. The Foursquare social media platform provides business owners with the ability to connect and build relationships with patrons at little expense.

The International Tap House can use this platform and the “Foursquare Day” to their advantage by creating incentives for patrons to come by and check-in on the event date. Some examples of incentives are to offer free merchandise, discount coupons for restaurants in the co-op program and bonus stamps for *iTap* passport holders for the first twenty-five people (or other designated amount) who check-in on the April 16 date.

To get started, *iTap* would sign-up for the event at [www.4sqday.com](http://www.4sqday.com). Next, visit the company’s Foursquare page for each location and pull out all the names from the “who’s been here” section of the application. Also, when looking at this section keep in mind who the *mayor’s* are and give them a special incentive for coming in on “Foursquare Day.”

After that, go to the Twitter account for each *iTap* location and make a list of Foursquare users. Send a tweet thanking them for their patronage along with providing information about the upcoming event. To further promote the campaign, tweet using the hash tag “#4sqday” and announce it on *iTap*’s Facebook page per location.

Moreover, by creating a master list from Twitter of the Foursquare users, *iTap* can interact one-on-one with patrons, announce new specials and run promotions for other dates— offering additional rewards for checking-in. By using the Foursquare platform and participating in the “Foursquare Day” this not only brings in existing customers, it also creates chatter that captures the attention of potential customers and entices new ones to visit. This aids in meeting the campaign goals and objectives.

### **Twitter Tactic**

*Incorporates the key message(s): Selection | Unique*

A huge part in communicating a trend on Twitter involves a hash tag phrase or keyword. In turn, this phrase or keyword connects people to one topic and gets them talking about similar things. The hash tag phrase created for this campaign is “#tapthisbrew” (tap this brew). This incorporates the tap house itself along with what’s on tap for the day. It is short, clever, and to the point.

Using the designated hash tag phrase will get people involved and talking about *iTap* and the unique selections it has to offer. Individuals who would use the hash tag phrase include customers and employees of *iTap*. Employees can use the hash tag to highlight the bottled beer or draft that incorporates the “Pairing Post” specials and “Co-op Restaurant Program”. Customers and fans can also use it to share their *iTap* favorites with others.

In order to execute this social media tactic, it is up to each *iTap* location and its employees to get their customers involved. Employees should inform patrons and encourage them to use the new hash tag phrase. The *iTap* website would also have a section dedicated to explaining the new hash tag and how to go about using it.

An important factor that must be taken into consideration by *iTap* before proceeding with this part of the campaign concept is that there is no governing force or administration rights to control how a hash tag is used by fellow tweeters.

## **Facebook Tactic**

*Incorporates the key message(s): Selection | Unique | Convenient*

The “Pairing Post” is a custom application that would be created for Facebook, which allows the user to find the right food to pair with a particular selection of *iTap* beer. However, before using this application, the Facebook user would have to confirm that they are of the legal drinking age of at least 21 or older. The pairing post application will then allow the user to share with their friends what they ultimately decide to pair together.

This post will not only have an online presence, but also be available on-site at the two *iTap* locations. A screen will be set up at the bar with the “Pairing Post,” so that customers can interact with the application. Since *iTap* does not serve food, the “Pairing Post” will pair a selected beer with different foods that are available through the “Co-Op Restaurant Program” (refer to Appendix A for an example). The custom application will also give the user the information needed to call the partnering restaurant and order the food they have selected to complement their beer choice. In turn, the restaurant will then deliver the food to the customer at their *iTap* location with no delivery charge.

In conjunction with the online “Pairing Post” application that customers can interact with, beer pairing specials will be posted on the Facebook wall to highlight a certain beer and food combination for the week. If the customer decides to go with the pairing “Special of the Week” they will receive a discount on their purchase.

It is important to note that the beer is being advertised with food in this campaign, which is in cooperation with the alcohol advertising laws. Since the discounted promotion does not list an actual price or discounted amount it is also being presented in a way that is within the rights of alcohol advertising under the law. The posts are all being done through the custom application in Facebook, which keeps the company in compliance with all of Facebook’s policies and regulations.

## **Co-Op Program Tactic**

*Incorporates the key message(s): Selection | Unique | Convenient*

Partner with local restaurants near each neighboring *iTap* location that offers delivery services. Arrange for *free* delivery to *iTap* customers in exchange for promoting the participating restaurants through *iTap*’s selected social media platforms, accentuated by a print media element. The “Co-Op Program” tactic is an offshoot of and works in conjunction with the “Pairing Post.” The co-op and pairing specials can be announced and promoted by means of Twitter and Facebook coupled with using Foursquare to offer check-in rewards or bonuses.

Produce table tents that bring public awareness to the exciting partnership between beer enthusiasts and food. The print media will then be predominantly displayed on tables at *iTap* and the partnering restaurants. This will inform consumers of the newly formed co-op program and “Pairing Post”—encouraging participation with a call-to-action to follow the specials through *iTap*’s use of selected social media platforms. A QR Code consisting of *iTap*’s website URL will be printed on the table tents, as well.

As customers or curious potential patrons engage in the social media experience they will discover weekly food and drink specials that highlight a partnering restaurant along with selected *iTap* beers. The specials and pairing concept are also intended to engage the consumer with

iTap's passport *travel the world of beer* experience. The food and beer pairing specials promoted through social media will highlight a particular restaurant's cuisine and offer a selection of iTap beers which complement their food choice.

## Content Calendar

Each social media tactic will be promoted differently with varying launch and run dates (refer to Appendix B-Content Calendar Graph). The Foursquare tactic will run from February 1<sup>st</sup> through April 16<sup>th</sup>. Since "Foursquare Day" is on April 16, the few months prior are prime times for promoting the event. Employees and customers should promote the new hashtag for Twitter throughout the campaign with a strong emphasis the first few months to familiarize people with it and to generate iTap brand awareness. The Facebook tactic launches in March and runs through December; highlighting weekly co-op/pairing specials.

## Responsibility

The manager for each location would be responsible for developing promotions, specials and content. Generating and maintaining interaction on the social media platforms of Foursquare, Twitter and Facebook posts could then be delegated to the assistant manager(s) or other staff members.

## \*Measurement & Analytics

**Foursquare:** Measuring the results for Foursquare would be analyzed using the Foursquare analytics tool. This tool measures (1) total check-ins; (2) unique visitors; (3) demographics (men & women); and (3) what is sent to Twitter and Facebook. These key performance indicators are important, because they show whether the social media platform is increasing traffic for the iTap locations.

**Facebook:** Measuring the results for Facebook would be calculated using "Facebook Insights." This application measures *Page Views* and *Feedback*, such as likes, comments, and shares. These key performance indicators are important, because increases in feedback and page views correlate to an increase in brand preference.

**Twitter:** Measuring the results for Twitter would be analyzed using Twitter Counter. This application measures: (1) the number of followers; (2) who iTap is following; (3) tweets; (4) retweets; and (5) hashtag use. These key performance indicators are important, because an increase in these areas directly correlates with an increase in brand awareness.

\*The co-op strategy would be measured through the social media platforms as noted above.

# Appendix

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## Appendix A

### Example of "Pairing Post"

Things to Pair	
Food Selection	iTap Beer
BBQ	Dunkel, Rauchbier, Bock, Amber
Lamb	Scottish Ale, ESB, Marzen
Salad -	
vinegar dressing	Brown Ale
creamy dession	Pilsner
Crab and or lobster	Stout, Pilsner
Fish	Wheat, Pilsner
Pizza	Amber, ESB
Pasta	Amber
Spicy	Mexican Lager, Pilsner, Bock
Breakfast foods	Oatmeal Stout, Stout, Bock
Fried Foods	Pale, IPA, ESB, Pilsner
Restaurants	
The Soulard Coffee Garden & Café	
Chavas	
Bogarts Smoke House	
Mollys	
Dominos	
Imo's	

## Appendix B

### Content Calendar Graph

January	February	March	April	May	June	July	August	September	October	November	December
		Foursquare									
Twitter											
		Pairing Post									

# International Tap House (iTap)

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