

Annex I. Registration of the Title of the Final Degree Project (TFG)

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Program: E-2 Bilingüe

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Provisional TFG title: Digital Marketing Plan for Riggs Beer Company

Proposal:

The main purpose of this work is to develop a digital marketing plan for the American company Riggs Beer Company. In it I will make an internal, external and competitor analysis. In addition, I will create a strategy for Riggs so they can implement it in their business model.

The main objective of the digital marketing plan is to achieve its business goals through digital channels. Some of the goals are:

- Increase brand visibility
- Increase traffic to the website
- Generate leads and increase conversions
- Improve customer relationships
- Increase sales
- Monitor and adjust strategies in real time

Introduction to the company:

Riggs Beer Company was founded in 2016 by the brothers Matt and Darin Riggs in Urbana, Illinois. The idea of founding a brewery grew out of Matt's passion for Brewing beer, which was born during his military service in Germany. Matt took the opportunity to study brewing at a German brewing school, where he learned traditional techniques and the high-quality approach that defines the European style.

Once back in the United States, Matt and Darin decided to found Riggs Beer Company. Leveraging their agricultural expertise, the brothers integrated their knowledge into the brewing of quality beers using local grains grown on their family farm. This approach allowed them to establish quality control at every stage of the process and to emphasize the local character of their beers.

Riggs Beer Company has focused primarily on the local and regional market within Illinois. Their products are available in bars and stores in the central Illinois region, but they have also begun to expand into other areas of the state. While their focus is largely local for now, they have gained notoriety at national brewing events and have the potential to expand nationally in the coming years.

Target and buyer persona:

The target audience for Riggs Beer is a mix of local craft beer drinkers, eco-conscious consumers, and beer enthusiasts who appreciate traditional brewing methods. They likely span ages 25-45, with interests in sustainability, local agriculture, and high-quality products.

Short term or long-term objectives of the company:

- Focus on environmental sustainability efforts
- provide a great workplace for the employees
- provide continuous high quality product and service to the customers.

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Abstract

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- Situation and background
- Mission and vision of the company
- Overall Objective
- SMART Objectives

External analysis

- PESTEL
- Competitors:
 - Benchmark
 - Competitors' digital ecosystem
 - Positioning

Internal analysis

- SWOT
- CAME
- USP

CBM (Canvas Business Model)

Target Audience

- Target
- Buyer persona

Action plan:

- Strategies, actions and KPIs

Budget

Implementation schedule

Contingency plan

Conclusions

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