



Facultad de Ciencias Económicas y Empresariales
ICADE

DIGITAL MARKETING AND SOCIAL MEDIA PLAN FOR RIGGS BEER COMPANY

Autor: Blanca Fernández De Alarcón Ramírez
Director: Antonio Tena Blázquez

MADRID | Marzo 2025

Table of contents

1	INTRODUCTION	4
1.1	Mission and Vision of the company.....	7
1.2	Overall Objective	7
1.3	S.M.A.R.T. Objectives.....	7
2	EXTERNAL ANALYSIS.....	11
2.1	Industry analysis	11
2.2	PESTLE Analysis	12
2.3	Competition Analysis	16
2.3.1	Two brothers Brewing Company.....	16
2.3.2	Sierra Nevada Brewing Company	17
2.3.3	New Belgium Brewing Company	17
2.3.4	Dogfish Head Brewery	18
2.4	Positioning	18
3	INTERNAL ANALYSIS	20
3.1	SWOT Analysis	20
3.1.1	Strengths	20
3.1.2	Weaknesses	21
3.1.3	Opportunities	22
3.1.4	Threats.....	24
3.2	Canvas Business Model.....	25
3.3	Target and Buyer persona	26
4	STRATEGIES	29
4.1	Increase visibility and engagement on digital platforms.....	29
4.2	Increase traffic to physical points of sale and to the web	32
4.3	Generate leads and increase conversions	32
4.4	Expand the brand into new markets	33
4.5	Launching educational content about sustainability and brewing.....	33
4.6	Improving the customer experience at points of sale	34
4.7	Encourage community participation in sustainable activities.....	34
4.8	Innovate with a new line of experimental craft beers	35
5	CONTINGENCY PLAN	36
6	CONCLUSION	38
7	BIBLIOGRAPHY.....	40

Table of Figures

Figure 1: Pestle Analysis summary 15

Figure 2: Positoning Matrix. 19

Figure 3: Business Model Canvas 26

Figure 4: Buyer Persona. Christopher Thompsom 28

Figure 5: Buyer Persona. Anna Carter 28

1 INTRODUCTION

In recent years, it has been observed how digital marketing has revolutionized the way companies interact with their consumers, allowing more precise and personalized strategies. According to the American Marketing Association (AMA), digital marketing is defined as the use of digital strategies and technologies to create, communicate and deliver value to consumers through online and digital channels while providing a two-way communication channel between a company and its current or potential customers (American Marketing Association, 2024). This approach has gained considerable traction in the last years as it enables companies to reach a wider audience, optimize their campaigns in real time, and enhance customer experience.

The growth of digital commerce and the presence of brands on the Internet has been exponential. According to Statista (2024), digital advertising spending worldwide reached US\$667 billion in 2023, consolidating as the main advertising investment channel. This trend evidences the importance of digital marketing as an essential component in the strategy of companies, especially for small and medium-sized companies seeking to compete in saturated markets.

In this context, the craft beer sector has undergone a significant transformation, with steady growth over the last decade. Craft breweries have leveraged digital tools to promote their products, differentiate themselves from the competition and connect with consumers who value quality, authenticity and a commitment to sustainability. However, many of these companies have yet to develop comprehensive digital strategies that maximize their growth potential.

This paper focuses on the development of a digital and social media marketing plan for Riggs Beer Company, a craft brewery located in Illinois, USA. The choice of this company is due to both personal and academic interest. During my exchange at the University of Illinois, I had the opportunity to learn about their business model and their focus on sustainable production. Riggs Beer Company stands out for using ingredients grown on their own farm, which allows them to control product quality and reinforce their local identity. Despite its success in the local market, the company has not yet optimized its digital strategy to expand its reach and increase its sales.

The main objective of this work is to develop a digital marketing plan that will allow

Riggs Beer Company to strengthen its market presence, improve its positioning and increase its customer base through effective strategies on digital platforms. To do this, the main factors that influence the craft beer industry, the opportunities offered by digital tools and best practices in social media marketing will be analyzed.

Social networks have become fundamental tools in the digital marketing strategies of companies, allowing them to get closer to their consumers in a direct and personalized way. These platforms not only facilitate the promotion of products and services, but also encourage interaction and engagement with the audience, strengthening loyalty and trust towards the brand.

In today's business environment, social networks offer multiple benefits. They enable companies to reach potential customers in different geographic locations, enhance brand image and reputation, and gather valuable information about consumer preferences and behaviors. This constant, two-way interaction facilitates the adaptation of business strategies to real market needs, thus optimizing business results.

However, in an information-saturated world, consumers are exposed to an overwhelming amount of advertising media on a daily basis. According to a study made by the University of California in 2014, attention spans have dramatically decreased from 2.5 minutes in 2014 to 47 seconds in 2023. This confirms that we are in the era of digital immediacy, where companies must adapt their communication strategies to capture and retain the consumer's attention. Brands must not only be brief and visually appealing but also offer content with value and have an emotional connection. In an environment saturated with stimuli, structured messages, authentic storytelling and interactive formats must be prioritized to improve retention and engagement with the audience (Rodríguez, 2025).

To stand out in this competitive environment, companies must develop authentic and relevant content that identifies their target audience. Strategies such as personalization of advertising, stories that connect emotionally with people, and actively engaging users can increase the likelihood that the message will be noticed and remembered. In addition, the implementation of segmented advertising campaigns and the constant analysis of performance allow adjusting strategies to maximize the impact and effectiveness of marketing actions on social networks.

Company presentation

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 the state of 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. Its most outstanding products are Riggs Hefeweizen; which is a German-style wheat beer with fruity and spicy flavors. American Lager, which is a light and refreshing beer brewed with barley grown on their own farm. India Pale Lager (IPL), a fusion between a Pale Ale and a Lager, with citrus flavors and a clean, refreshing taste. And the Red Lager, a medium-bodied beer, balancing sweetness and bitterness, with a touch of roasted malt. In addition to these, they have seasonal beers that vary according to the availability of fresh and local ingredients (Riggs Beer Company, 2024).

Although for now their activity is mainly focused locally, they have gained notoriety in national beer events and have the potential to expand nationally in the coming years. Therefore, through this work I want to develop a digital marketing plan that will help Riggs Beers Company increase the company's sales as well as help open new points of sale.

1.1 Mission and Vision of the company

a) Vision:

At Riggs Beer company we aim to be a benchmark in the craft brewing industry, combining over 150 years of agricultural tradition with sustainable innovation to deliver quality beers that connect people to the origins of their ingredients and promote a more sustainable future for generations to come.

b) Mission:

To brew exceptional craft beers directly from our family farm, growing our own ingredients with sustainable practices. We are dedicated to preserving our agricultural heritage, supporting our local community and providing an authentic and conscious experience for beer lovers.

1.2 Overall Objective

The main objective of this project is to elaborate a digital and social media marketing plan for Riggs Beer Company in order to achieve its business goals through digital channels.

The objectives 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

1.3 S.M.A.R.T. Objectives

S.M.A.R.T. objectives, created by George T. Doran, are designed to guide the development of a company's marketing strategies. Their purpose is to establish clear and achievable goals that facilitate success in meeting them. The acronym S.M.A.R.T. is broken down into specific, measurable, achievable, relevant and time-bound. If objectives meet these characteristics, the organization can achieve a precise focus that minimizes dispersion and maximizes the efficient use of resources. In addition, this technique allows the performance of objectives to be evaluated and adjustments to be made when necessary, ensuring a more effective and results-oriented management process (Doran,

1981).

According to Colicev et al. (2018), the Marketing Funnel is a strategic model that portrays the different stages a consumer goes through from brand awareness to becoming a regular customer and potentially a brand ambassador. The funnel consists of four main stages: awareness, consideration, purchase intent and advocacy, representing the consumer decision process (Colicev et al., 2018).

Thus, to structure Riggs Beer Company's marketing plan in this way, the S.M.A.R.T. objectives have been organized following this logic, ensuring that each action contributes to guide the customer through this funnel. First, awareness strategies will be implemented to increase the brand's visibility and generate traffic both on the web and in the stores. Then, consideration and purchase intent initiatives will be implemented, transforming this traffic into conversions through engagement and loyalty strategies. And finally, actions focused on advocacy will be addressed, encouraging community participation and collaborative initiatives so that customers become brand ambassadors.

This approach will maximize the impact of each initiative and ensure that the strategies are coherent, measurable and aligned with the company's business objectives.

Awareness: Increase visibility and engagement on digital platforms

To increase engagement on Instagram and TikTok by 25% over the current monthly average within six months. To measure this growth, interactions such as likes, comments, shares and content views on both platforms will be considered. The current monthly average will be used as a reference and compared with the results obtained at the end of the period. To achieve this, a content strategy focused on the brewing process, the local community and sustainability will be implemented. In addition, thematic posts will be published weekly, and collaborations will be established with nano- and micro-influencers from the brewing and gastronomic sector, with the aim of expanding the reach and generating greater interaction with the audience.

Consideration: Increase traffic to physical points of sale and to the web

The objective is to increase the number of visits to the website by 30% and the number of visits to the affiliated bars by 15% in a period of six months, taking as

a reference the current monthly average to evaluate the progressive growth. To measure web traffic we will use Google Analytics, and it will analyze both the number of visits and the conversion rate. In the case of bars, monitoring will be done through digital discount coupons, which will allow tracking how many customers have reached the establishments thanks to digital campaigns. To achieve this goal, advertising campaigns will be implemented in social media, in addition to a traffic redirection strategy from publications on Instagram and TikTok to the website. Furthermore, bar visits will be incentivized through discounts and exclusive promotions for customers who present a digital code at the point of sale, thus ensuring an increase in traffic and brand recognition.

Conversion: Generate leads and increase conversions

To achieve at least 200 registrations in the membership program in one year, by offering incentives such as brewery tours, tastings and special discounts to encourage participation. To measure the impact of this strategy, the number of customers registered in the program will be measured, as well as the conversion rate from the website and social networks to the registration form. To achieve this, an optimized landing page will be implemented to facilitate the registration process, in addition to email marketing campaigns aimed at potential customers. Also, new members will be recruited through social media posts with testimonials from current participants, highlighting the exclusive benefits of membership and reinforcing trust in the brand.

Conversion: Expanding the brand into new markets

In order to expand Riggs Beer's presence, we will seek to expand into two neighboring states. The goal is to reach distribution in at least 10 points of sale within these markets within one year. To measure the impact of this expansion, the number of active points of sale outside the current state and the sales generated in these new markets will be analyzed. To achieve this objective, strategic distributors will be identified, and commercial alliances will be established to facilitate entry into these territories. This expansion will increase the brand's scope without compromising its family values and local identity.

Loyalty: Launching educational content about sustainability and brewing

The goal is to position Riggs Beer as a benchmark in sustainability and brewing education, achieving at least 10.000 views in the first three months of a series of educational videos on YouTube and social media. To measure the impact of this strategy, the total number of videos views will be analyzed, as well as the engagement generated through likes, shares and comments. To achieve this objective, specialized educational content will be developed, highlighting the brand's commitment to sustainable production. In addition, a promotion strategy will be implemented in social media and email marketing campaigns to expand the reach of the videos. Finally, the visibility of the campaign will be strengthened through collaborations with craft beer influencers, who will help disseminate the content and attract an audience interested in the brewing industry and sustainability.

Loyalty: Improving the customer experience at points of sale

A digital and in-person feedback system will be implemented in bars and stores and at the brewery itself. The goal is to collect at least 500 opinions over the next six months to analyze preferences and optimize product and service offerings. To measure the impact of this strategy, the number of completed feedback forms and the average customer satisfaction rating will be analyzed. As part of the key actions, a QR code will be implemented at each point of sale to facilitate access to the feedback forms, allowing customers to share their experience quickly and easily. In addition, incentives such as discounts or prizes will be offered to those who complete the form, encouraging greater participation and gathering valuable information to optimize the customer experience and strengthen the relationship with the brand. This action will allow the company to adjust its marketing strategies and improve brand perception, strengthening the connection with its audience and increasing loyalty.

Loyalty: Encourage community participation in sustainable activities

To further involve the community in Riggs Beer's vision of sustainability, quarterly events will be organized, such as cleanups of natural areas, reforestation days and recycling workshops. The goal is to reach a participation of at least 300 people in these activities in the first year. Dissemination will be done through social networks and local organizations. With this initiative, the company will

strengthen its connection with the community and its commitment to the environment, generating a positive social and corporate impact.

Advocacy: Innovate with a new line of experimental craft beers

To diversify its offerings and attract new customers, Riggs Beer will launch a line of experimental beers with innovative ingredients, such as rarely used local hops, seasonal fruits and alternative fermentation techniques. The goal is to develop and launch at least three new limited editions over the next 12 months, evaluating their acceptance through surveys and sales. The strategy will include collaborations with local chefs and producers to highlight unique flavors and generate a stronger connection to regional identity.

2 EXTERNAL ANALYSIS

2.1 Industry analysis

In 2024, the beer market reached a value of approximately \$724,55 million and is expected to continue to grow at a compound annual growth rate of 4,76% between 2024 and 2029 (Beer Market Size | Mordor Intelligence, n.d.). This growth is mostly driven by Millennials' and Generation Z's preference for beverages with lower alcohol content by volume, aligning with a trend toward a healthier lifestyle. In addition, the incorporation of new ingredients in craft beers has generated greater appeal among younger consumers (Market Size Beer | Mordor Intelligence, n.d.).

The U.S. beer industry is characterized by high market concentration, dominated by a small number of large producers. Anheuser-Busch, Miller and Coors control approximately 65% of industry revenues, offering a wide range of brands ranging from popular to premium beers, such as Budweiser, Miller Lite and Coors Light (Ashenfelter et al., 2015).

In contrast, the craft brewery market has reached a state of maturity. In 2023, 9.761 craft breweries were registered in the country, indicating a high supply and possible saturation of the sector (Brewers Association, n.d.). The main difference between industrial and craft beer is in the method of production. While large breweries employ highly automated and large-scale processes, craft breweries use traditional methods with local and natural

ingredients, prioritizing quality and creativity over quantity.

In addition, craft beer in the United States is heavily regulated by the Alcohol and Tobacco Tax and Trade Bureau (TTB), which oversees everything from production and labeling to advertising and tax collection. These regulations are key to ensuring compliance with quality and safety standards, defining permitted ingredients and establishing standards of identity for each type of beverage. There are also tax rates differentiated according to the volume of production, which favors small producers. In addition, the Department of Agriculture supports the industry through agricultural research programs and regulations on crops used in brewing. These regulations not only protect the consumer, but also foster a dynamic and diverse market for craft beers (Johnson & Cilluffo, 2021).

2.2 PESTLE Analysis

To assess the external factors that influence the company, I will perform a PESTLE analysis. This term refers to the political, economic, social, technological, legal and ecological factors that may impact the organization. Through this approach, we will identify the variables that affect Riggs Beer Company, both directly and indirectly.

The following is the development of the analysis:

Political factors:

In the political context, the U.S. beer market is influenced by several government policies that affect the production and distribution of alcoholic beverages. Therefore, a key factor is the government's support for entrepreneurship and small businesses that has allowed the proliferation of independent breweries in different regions of the country. On the other hand, political stability and government decisions at federal and state levels have a great impact on the brewing industry. Consumer confidence and the growth of the sector can be affected in periods of uncertainty or political crisis, as the consumption of non-essential products, such as beer, tends to decrease. However, craft beer has shown resilience due to its differentiation and the loyalty of its consumer base (Bronnenberg et al., 2021).

Economic factors:

The craft beer market has experienced considerable growth, reaching 20% in revenue and 12% in volume between 2004 and 2018. This growth is due to several factors, including

an increase in consumer inclination toward more authentic, quality brands (Bronnenberg et al., 2021). However, as the market becomes more saturated, small companies are challenged to stand out in a highly competitive environment and avoid dependence on the local market.

On the other hand, inflation and rising costs are affecting the brewing industry globally. The price of raw materials and energy has increased significantly, which has a direct impact on brewery production and operating costs.

The purchasing power of a country is measured by the Gross Domestic Product adjusted to Purchasing Power Parity. According to the latest World Bank data, the United States had a GDP per capita PPP of \$82,769.4 thousand (World Bank Open Data, n.d.). This data indicates that the United States has high incomes and an expensive standard of living, which makes it competitively cheap. However, consumers' ability to purchase a premium beer varies depending on the individual's economic situation. In times of economic downturn or uncertainty, consumers may opt for more affordable products, affecting craft beers.

Social factors:

Millennials represent a significant portion of the demand for craft beers, reflecting a generational shift in consumption behavior. This generation prioritizes quality over quantity and shows a strong preference for products that tell a story or convey local authenticity. In addition, the growing interest in responsible and sustainable consumption has boosted craft breweries, with many using local ingredients and adopting environmentally friendly practices in their production. Furthermore, these breweries not only offer a beverage, but also actively integrate into their communities, organizing cultural events and collaborating with local businesses. This not only strengthens customer loyalty but also fosters the growth of a craft beer culture in various regions (Bronnenberg et al., 2021).

Technological factors:

In terms of technological factors, we are in a completely digital era. For the beer industry in the United States, technological development has been key for companies to innovate in the way they produce, sell and market their products. Technology has allowed companies to improve their processes but also to adapt to consumers who increasingly

demand more personalized experiences and ease in the purchasing process.

One of the most relevant changes has been access to e-commerce platforms and payment automation. After the COVID-19 pandemic, companies quickly adapted to online sales. In 2020, e-commerce profits increased by 44%, and during the first months of 2021, they grew by 39% compared to the previous year (McAdams, 2021). Although beer sales have traditionally been linked to physical distribution through supermarkets and pubs, the growth of e-commerce has changed the dynamics of the market. Consumers now value the ability to source products online, subscribe to loyalty programs and receive personalized offers.

Digital marketing is also an essential tool for breweries. There is a lot of competition and brand differentiation depends not only on the product but also on the ability to connect with the audience. Social networks are a great ally for small breweries as they allow them to reach large audiences without large advertising expenses, making collaborations and targeted campaigns.

However, technology dependency also has challenges. Digitalization has led to the need for increased investment in technology infrastructure and staff training, which can be a barrier for small businesses. In addition, the fact that social networks are saturated with content means that companies have to develop innovative and original strategies to attract the attention of customers.

Legal factors:

The United States is a country where alcoholic beverages are regulated by each state, and states have the authority to produce, sell and distribute these products, which could make interstate distribution difficult (Alcohol Beverage Authorities in United States, Canada, and Puerto Rico | TTB: Alcohol and Tobacco Tax and Trade Bureau, n.d.). However, there are grants and incentives that are intended to help small breweries foster local economies and sustainable practices. One example is the Craft Beverage Tax Modernization and Reform Act (CBMTRA), that this law has succeeded in reducing federal excise taxes for small breweries (Johnson. P, 2020). Also, trade agreements and various tax policies that are governed under political influences can be affected in their cost of production due to the cost of imported ingredients needed to brew the beer.

Another important factor affecting Riggs Beer Company is the regulation of alcoholic

beverage advertising. In the U.S., the promotion of beverages containing alcohol must comply with regulations to prevent advertising that is misleading or encourages irresponsible consumption. According to the Code of Federal Regulations (27 CFR Part 7, Subpart N), advertisements for craft beers may not include false claims, claims of health benefits or content that could mislead the consumer (*27 CFR Part 7 Subpart N -- Advertising of Malt Beverages*, n.d.).

Ecological factors:

Environmental factors are key in the brewing industry, especially when it comes to craft breweries whose business model is based on sustainable production and the use of local ingredients. Implementing green practices not only responds to environmental regulations but has also become a competitive advantage as more and more consumers are committed to the environment. In recent years, climate change has had a major impact on business. Rising global temperatures are affecting barley growth. These high temperatures are negatively affecting grain production and quality, reducing productivity and profitability. Precipitation is also altering and generating periods of drought and excess rainfall in different regions. These factors affect the stability of supply for craft breweries (Cortex, 2025). It should be noted that climatic factors not only affect production but also the costs of these raw materials. According to USA Grain Report 2024, the average price of barley in the 2024-2025 season has increased to \$6,60 per bushel, reflecting an increase in value. And in September 2024, the price reached \$7,01 per bushel. Indicating a price increase due to reduced supply (Jose, 2025).

Political	Economical	Social	Technological	Legal	Environmental
Government support for small breweries	Growth of the craft beer market	Generational change in consumption	E-commerce growth	Alcohol advertising regulations	Impact of climate change on production
State regulation of alcohol	Inflation and cost increases	Responsible and sustainable consumption	Digital marketing and social networks	Impact of trade agreements and fiscal policies	Sustainability as a competitive advantage

Figure 1: Pestle Analysis summary
Source: Own elaboration

2.3 Competition Analysis

The craft beer industry in the United States is highly competitive. It has numerous established brands in a mature market, which have developed different innovative strategies to differentiate themselves and attract consumers. Riggs Beer Company operates in a market where breweries such as Two brother Brewing Company, Sierra Nevada, New Belgium and Dogfish Head are its most direct competitors and have established their presence through powerful digital marketing strategies, customer loyalty and expansion of distribution channels. Conducting a competitive analysis will allow us to identify key trends, opportunities for improvement and other competitive advantages that Riggs Beer Company can leverage to strengthen its positioning. Then, a thorough examination of the digital marketing strategies, loyalty programs, e-commerce and partnerships of these leading brands will be conducted, providing valuable information to develop an effective plan of action.

Chandra and Weinberg (2018) discuss how brewing companies compete intensely not only through pricing, but also through advertising and marketing strategies, which are critical to capturing market share. In the context of Riggs Beer Company, it would be useful to investigate how competing brewers use digital platforms to promote their products. For example, social media campaigns and influencers can be effective strategies to attract a younger audience (Chandra & Weinberg, 2018).

The three most direct competitors mentioned above are discussed below:

2.3.1 Two brothers Brewing Company

Two Brothers Brewing Company is a craft brewery with local roots in Illinois. Its history and tradition play a key role in the loyalty of its customers as they value its commitment to quality and authenticity. Unlike Riggs Beer Company, Two Brothers has established a strong presence at local bars and events, strengthening its connection to the community. While its digital strategy is not extensive, its market positioning has been based on point-of-sale expertise and direct relationships with consumers.

For Riggs Beer Company, this represents an opportunity to strengthen its local presence by implementing social media campaigns that highlight its history and values, as well as offering exclusive promotions for recurring customers, could be a key differentiating factor to improve consumer loyalty.

2.3.2 Sierra Nevada Brewing Company

Sierra Nevada Brewing Company is one of the best known craft breweries in the United States and has already established a very effective digital strategy. Its presence in social networks is significant as it has more than 414 thousand followers on Instagram. This allows it to interact with its followers on a constant basis. The company uses these platforms to share content about its production process, events and new product launches, generating a close connection with consumers.

Another strength of Sierra Nevada's is its commitment to sustainability. The company uses renewable energy for its production and has launched green initiatives that appeal to environmentally conscious consumers. In addition, it has a large product portfolio that allows it to reach different market segments and adapt to current trends.

Riggs Beer Company can learn from Sierra Nevada to develop a more active communication strategy on social media and get more exposure for its green initiatives to improve its positioning and increase its appeal to environmentally responsible consumers.

2.3.3 New Belgium Brewing Company

New Belgium Brewing Company has established itself in the market as a company driven by sustainability, innovation and connection with its community. It has a B Corporation certificate that strengthens its social and environmental commitment, which have been key aspects in its digital marketing strategy. It also uses storytelling as a technique to share stories of impact and encourage interaction with its customers on digital platforms.

Another factor that has led New Belgium to be successful is its e-commerce model, which not only facilitates the purchase of its products but also offers personalized experiences. Consumers can customize their beer packages or join a loyalty club where they accumulate points to earn promotions on future purchases. With this strategy, the company makes its customers more loyal and strengthens the relationship between the brand and its consumers.

Riggs Beer Company could develop a loyalty program that rewards frequent customers. In addition, implementing storytelling strategies that highlight its history and values can strengthen its connection with its audience and differentiate it within the craft market.

2.3.4 Dogfish Head Brewery

Dogfish Head Brewery stands out in the beer market for its focus on experimentation and creativity. Its commitment to producing innovative beers with unconventional ingredients has been a key factor in attracting consumers in search of new experiences. Since its foundation, the brand has positioned itself as one of the most innovative in the sector, generating interest and curiosity among consumers.

Its digital marketing strategy has also been a pillar of its success. The company uses social networks to carry out exclusive collaborations, promote events and share content about its production processes. In addition, its strong storytelling strategy has allowed it to generate a differentiated brand identity and a community of loyal followers.

For Riggs Beer Company, Dogfish Head is a clear example of how creativity can be used to stand out in the marketplace. While Riggs maintains a more traditional approach to brewing its beers, it could explore the possibility of launching limited editions. In addition, a more dynamic and engaging social media content strategy could increase brand visibility and attract new customers.

2.4 Positioning

In terms of positioning, Chandra and Weinberg (2018) highlight how companies use advertising to differentiate themselves in a saturated market, which is particularly relevant for a small brewery looking to find its niche among big brands. Riggs Beer can use its local craft identity as a point of differentiation in its digital marketing, relying on the regional preferences of consumers who value sustainable products. An effective strategy could be to highlight its origin and artisanal effort in digital campaigns, which could attract consumers interested in supporting local businesses and opting for unique products.

From this perspective, Riggs Beer Company seeks to strengthen its positioning by highlighting its quality and authenticity, based on the use of its own sustainable ingredients that guarantee a fresh and differentiating product. Its commitment to sustainability not only defines its identity but also enhances its appeal among consumers who value sustainable and environmentally friendly choices. Added to this is its focus on offering premium experience at an affordable price, balancing exclusivity and

accessibility through limited editions and loyalty strategies. In addition, the brand creates a connection with the local community, promoting experiences and events that strengthen its link to the craft beer tradition and market.

Below is the positioning matrix in which Riggs Beer Company is positioned against its competitors based on two variables: price and natural ingredients.

Riggs is in the most affordable price quadrant with a high use of natural ingredients, reflecting its strategy of offering quality and sustainability at a competitive cost. Sierra Nevada and New Belgium have higher price points but continue to focus on natural ingredients, albeit with different approaches to distribution and marketing. And finally, Dogfish Head is positioned with the highest price and less emphasis on natural ingredients, and is differentiated by its innovation and experimentation in flavors.

This positioning matrix allows to visualize how Riggs Beer Company is positioned as a quality and sustainable option within the craft beer market, differentiating itself from its more established competitors.

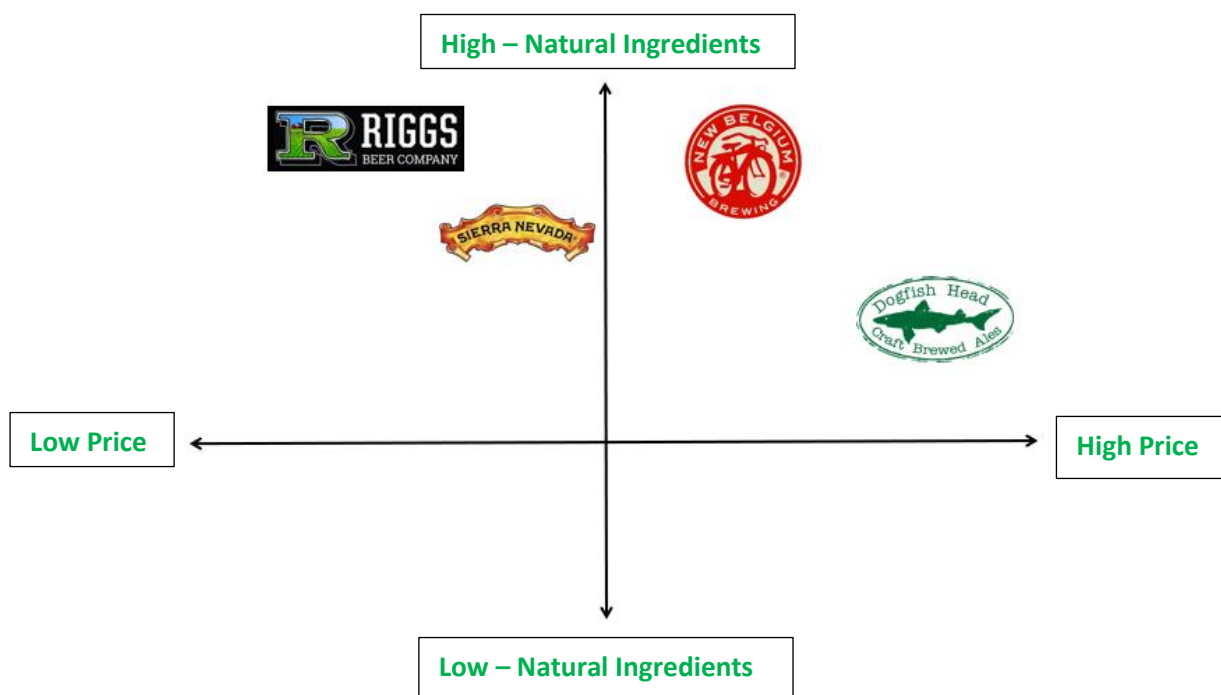


Figure 2: Positioning Matrix.
Source: Own elaboration

3 INTERNAL ANALYSIS

3.1 SWOT Analysis

This analysis helps companies to analyze their strengths, weaknesses, opportunities and threats in order to effectively implement their strategies. It consists of both internal and external factors that can influence the company's development. Through the Swot Analysis, it is possible to identify competitive advantages, opportunities that can be taken advantage of, risks that could impact the business and areas that need to be improved. This analysis is valuable for the Digital Marketing Plan as it provides a strategic basis for designing effective actions aligned with the company's objectives.

This analysis will now be conducted.

3.1.1 Strengths

Own crops and unique brewing techniques:

Using traditional techniques along with innovative recipes allows the company to brew unique beers. It also uses barley and corn from its own crops, which gives Riggs Beer Company total control over the quality of the ingredients. This reinforces its identity as a premium craft brewery and allows it to stand out in a market saturated with industrial and craft beers without differentiation. The use of raw materials grown on their own farm gives them a competitive advantage in terms of freshness and authenticity of the product. In-house production not only guarantees quality but also allows the company to avoid supply problems that can affect other breweries dependent on external distributors. In addition, the vertical integration model reduces long-term costs, giving it greater independence in a market with fluctuating raw material prices.

Sustainability awareness:

Commitment to sustainability is a key aspect of its differentiation strategy. The company also implements responsible practices in its production, such as using renewable energy through solar panels and waste management. This enables the company to attract consumers who are increasingly concerned about the environmental impact of their purchasing decisions and reinforces its positioning within the organic and responsible beer segment. The interest in sustainable

products has grown significantly in recent years, and more and more consumers are looking for brands that reflect their values. Riggs Beer Company can make of this a competitive advantage by communicating its green efforts through digital marketing and social media strategies.

Strong local identity and brand positioning:

Commitment to sustainability is a key aspect of its differentiation strategy. Riggs Beer Company also implements responsible practices in its production, such as the use of renewable energy through solar panels and waste management. This enables the company to reach consumers who are concerned about the environmental impact of their purchasing decisions and strengthens its position in the segment of ecological and responsible beers. Riggs can leverage this trend to strengthen its brand identity by communicating its eco-friendly practices and differentiate itself in the competitive craft beer market.

Engaged community and customer base:

The company has developed a close relationship with its community through events, tastings and collaborations with local businesses. These initiatives foster earned marketing, strengthen customer loyalty and consolidate the brand's presence in its region. Holding events both in partnerships and in its own infrastructure allows the company to interact directly with its consumers, receive feedback on its products and reinforce its reputation in the market. This customer approach also generates networking opportunities with distributors and investors that facilitates future collaborations and business expansion strategies. Establishing loyalty to the brand through the community is key for the business, as a committed customer not only repeats purchases but also becomes a brand ambassador.

3.1.2 Weaknesses

Limited production capacity

Although Riggs Beer Company has a strong local identity and control over its raw materials, its production capacity is limited compared to larger breweries. This

may restrict its ability to expand quickly to other states and meet growing demand. Also, the lack of infrastructure and personnel to increase production may limit its competitiveness against larger companies with economies of scale and greater resources.

Limited marketing budget:

As the company does not have any marketing team it makes it difficult to develop good marketing campaigns as they do not have professionals with the necessary skills. Moreover, their marketing budget is limited compared to larger and well-established competitors. This is one of the reasons the company opts mostly for organic campaigns. All of this can hinder their ability to create mass marketing campaigns or increase their visibility outside the state of Illinois.

Product diversification challenges:

Although Riggs Beer Company is noted for its unique brewing techniques, its focus on producing craft beers could limit its ability to diversify products compared to larger brands that offer a wider range of choices. The lack of diversity in offerings could make the company more vulnerable to changes in consumer preferences. In addition, by having a strong local presence its national reach is limited. They have a dependence on local distributors and lack of infrastructure for expansion may limit the brand's growth.

3.1.3 Opportunities

Consumers of a broad age range:

The craft beer market continues to attract a diverse range of consumers, from young adults to older generations seeking quality products and differentiated dining experiences. This presents an opportunity for Riggs Beer Company to segment its products and marketing strategies based on the preferences of each demographic. Younger consumers can be attracted through social media, engaging in digital content and interactive events, while older consumers can be engaged with tastings, brewery experiences and a focus on product tradition and quality. By diversifying its market focus, Riggs Beer Company can strengthen its customer base and improve its positioning.

Growing Craft Beer market in the U.S:

The continued growth of the craft beer sector in the United States represents a key opportunity for Riggs. Demand for craft beers continues to grow especially among consumers seeking quality, authenticity and product innovation. This gives the company the opportunity to expand beyond its domestic market and capture customers in different states across the country. By taking advantage of emerging trends, such as the preference for natural ingredients, flavor innovation and sustainable production, Riggs can position itself as a benchmark brand in a growing segment.

Positioning as a healthy and natural drinking option:

The growing interest in natural and health-promoting products represents an opportunity for Riggs Beer Company. According to a study by Redondo et al. (2018) moderate consumption of natural beer can provide benefits such as increased bone density, cardiovascular protection and a positive impact on gut microbiota, thanks to its content of phenolic and antioxidants. Moreover, integrated into a balanced lifestyle, it can promote socialization and responsible enjoyment (Redondo et al., 2018). Highlighting these attributes in the communication strategy can differentiate the brand in a market that is becoming increasingly concerned with health and wellness and attracting consumers who are looking for quality and responsibility in their consumption choices.

Legislative support for small breweries:

In the United States there are several laws and regulations that benefit small breweries, such as tax incentives and facilities for local distribution. The boom in craft production has led different states to promote regulations that favor small and medium-sized breweries, reducing taxes or simplifying direct-to-consumer sales processes. This may allow Riggs Beer Company to optimize its business model and take advantage of these incentives to expand distribution and reduce operating costs.

Potential partnerships and collaborations:

Collaborations with other breweries, restaurants and events can significantly

expand Riggs Beer Company's reach. Partnering with complementary businesses in the industry can enable the creation of unique products, enhance brand visibility and attract new customers. In addition, participating in beer festivals, local brewers' associations and co-branding campaigns can help the company strengthen its reputation and establish itself in the marketplace.

3.1.4 Threats

Mature market with strong competition:

The market in which Rigg Beer Company operates is already very mature, with more than 9,700 breweries registered in 2023 (Brewers Association, 2023). This means that there is a large supply of this product, making it difficult for new brands to differentiate and position themselves. Established companies, such as those analyzed in this study, have considerable resources to invest in marketing, distribution and expansion. This is a challenge for a small brewery like Riggs. In addition, local breweries in Illinois and other nearby states are also competing in the same market segment, with strategies focused on regional identity and product customization.

Competition from low-cost brands with lower quality and lower priced beers:

The beer market faces strong competition from low-cost brands that offer lower quality beers at lower prices. This may pose a threat to Riggs Beer Company, as some consumers may prioritize price over quality, affecting demand for craft beers. In addition, large industrial brewers with economies of scale can mass produce and reduce costs, allowing them to compete aggressively on price. To counter this threat, it is necessary to reinforce the brand perceived value.

Regulatory challenges

As mentioned above, the brewing industry is highly regulated by the government in the United States. Regulations on production, distribution and advertising can represent a barrier to brand expansion. Some threats include:

- Interstate distribution has restrictions as each state has its own alcohol

sales and distribution laws. This affects the expansion of the brand to marketers outside of Illinois.

- Although tax incentives such as CBMTRA exist, taxes remain high and can negatively affect small breweries.
- Restrictions on the promotion of alcoholic beverages on social media and digital media can limit the execution of aggressive marketing campaigns.

Economic uncertainty and rising costs:

Economic conditions in the rest of the world can also pose a significant threat to Riggs. Inflation in the cost of raw materials, energy or fuel can reduce revenues and hinder the company's financial stability. When there is an economic downturn, consumers reduce their consumption of premium products and opt for more affordable options.

Changing consumer preferences:

Alcohol consumption trends are constantly evolving. In recent years, there has been an increased demand for lower alcoholic beverages such as mocktails, kombucha, hard selzer beers. Young people are showing an inclination toward healthier options and lower calorie beverages, which may affect the demand for beers. While Riggs is adapting to these changes with the launch of Hopilly, which is a sparkling hop water, it still needs to continue adapting to stay relevant in a changing market.

3.2 Canvas Business Model

For the development of a company's marketing plan, it is important to clearly establish the business model. In the case of Riggs Beer company, its business model combines the brewing of craft beers with the operation of a brewery with a focus on sustainability and local identity. Through the Canvas Business Model, which was developed by Alexander Osterwalder, the different components of the business model can be defined in a visual way (Villar, 2024). Riggs Beer Company's business model is based on the production of high-quality craft beer, using local ingredients that are grown on their farm. This not only ensures their commitment to sustainability but also supports the local economy. However, the company faces challenges in propagating its digital presence and increasing its sales.

In this context, the Canvas Business Model applied to Riggs Beer Company's digital marketing plan will allow us to analyze how the company can leverage its resources and strengths to improve its market positioning. The integration of digital strategies within its business model will facilitate the expansion of the brand, optimize the relationship with customers and open new revenue opportunities through online platforms and loyalty strategies. The table below shows a visual representation of the Canvas Business Model that has been developed for the company and adapted to the digital marketing plan.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none">- Distributors and supermarkets- Thrid-party crops- Bars and restaurants- Beer influencers- Digital marketing agencies- Events and festivals agencies- IT providers	<ul style="list-style-type: none">- Alliances with bars, influencers and distributors- Event organization- Beer production- Warehousing- Logistics- Data analysis- Creation and improvement of the e-commerce- Management of advertising campaigns	High quality craft beer <ul style="list-style-type: none">- Commitment with sustainability- Authenticity and proximity- Enriched digital experience- Access to exclusice beers	<ul style="list-style-type: none">- Loyalty strategies- Interaction in social networks- Digital and physical events- Personalized customer service	Craft beer enthusiasts <ul style="list-style-type: none">- Young adults (21-35 yrs): digital and non-digital consumers- Adult with beer experience (35-50yrs): digital and non-digital consumers
	KEY RESOURCES		CHANNELS	
	<ul style="list-style-type: none">- Local ingredients and processes- Digital platforms- IT- Marketing staff- Suppliers- Analytics software		<ul style="list-style-type: none">- Local bars and restaurants- Participation in beer fairs- Social networks- Email marketing- E-commerce	
COSTS STRUCTURE	<ul style="list-style-type: none">- Raw materials, equipment, brewery personnel- E-commerce development and maintenance		REVENUE STREAMS	
	<ul style="list-style-type: none">- Marketing campaigns- Content creation- Events and promotions- Analytics and automation software		<ul style="list-style-type: none">- Beer sales in bars- Publicity- E-commerce- Events and experiences- Merchandising such as tating kits- Memberships and subscriptions	

Figure 3: Business Model Canvas
Source: Own elaboration

3.3 Target and Buyer persona

For the development of this plan, it is essential to define the company's target audience. The target refers to the group of consumers to which a company directs its products, based on market data such as age, location, socioeconomic level and consumption habits. On the other hand, the buyer persona is a more detailed representation of the ideal customer, built from real information about their behaviors, needs, interests and motivations.

Establishing these profiles allow us to design more effective digital marketing strategies, ensuring that messages and campaigns reach the right consumers. By understanding who

are the potential customers and how they relate to the brand, Riggs Beer Company will be able to optimize its market positioning, increase its reach and strengthen customer loyalty through personalized content and actions.

The following will detail who Riggs Beer Company's target and buyer persona is:

Target :

Riggs Beer Company's target audience is composed of men and women between the ages of 21 and 50, with a university level of education and medium to high purchasing power and are professionals with annual incomes between \$50,000 and \$100,000. Their residence is primarily in Illinois, especially in urban areas with a strong beer culture, although there is also potential for expansion into other cities in the Midwest U.S. They are characterized by their interest in craft beer, sustainability and supporting local businesses, prioritizing quality and authenticity in their purchases. They consume craft beer 1-3 times per week, spending between \$50 and \$150 per month at specialty bars, gourmet stores and local breweries, in addition to exploring e-commerce options when available. Their purchase decision is influenced by social media recommendations and previous experiences with the brand. They are digitally active and consume content on Instagram, TikTok and Facebook, where they respond positively to marketing strategies based on storytelling, exclusive experiences and collaborations with beer influencers.

Buyer persona:



Figure 4: Buyer Persona. Christopher Thompson
Source: Own elaboration

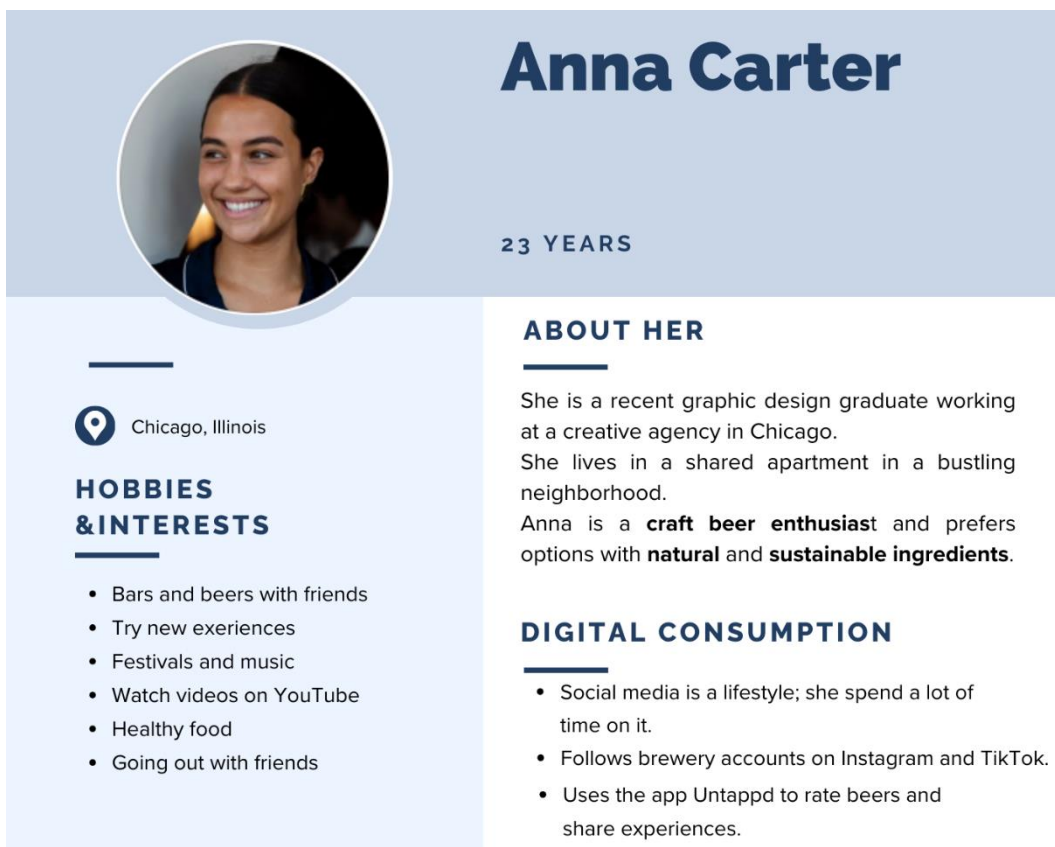


Figure 5: Buyer Persona. Anna Carter
Source: Own elaboration

4 STRATEGIES

The following is a comprehensive development of the digital marketing strategies that have been designed for Riggs Beer Company and that will be implemented to strengthen its market positioning and achieve its growth goals. Considering the limited budget, the proposal focuses primarily on maximizing owned media and earned media, which allows building an effective and sustainable communication in the long term. At the same time, the strategic and temporary use of paid media is incorporated in order to generate an initial impulse, which will later be consolidated through organic and collaborative actions. Each strategy has been designed in line with the SMART objectives that have been previously set out in this work, thus guaranteeing detailed planning and follow-up of each action. To maintain clarity and consistency, the strategies, actions and KPIs will be structured goal by goal, ensuring that each initiative is developed specifically to contribute to Riggs Beer Company's specific business objectives.

This section details the strategies to be followed in the plan and also outlines the specific actions that will be implemented to achieve the set of objectives and the Key Performance Indicators (KPI's) that will be used to measure success. This ensures that each initiative contributes in a measurable way to the positioning, customer loyalty and expansion of Riggs Beer Company in the competitive craft beer sector.

The three key strategies that will be used to achieve these objectives are email marketing, keyword buying (SEM), and social media collaborations with influencers. These strategies complement each other and will be implemented in a coordinated way to maximize their impact.

4.1 Increase visibility and engagement on digital platforms

To increase engagement on Instagram and TikTok by 25% over the current monthly average within six months, Riggs Beer Company will implement a social media collaboration strategy with influencers. Nowadays, consumers trust the recommendations made by word-of-mouth more than traditional advertising (Nielsen, 2012). Therefore, the organic exposure of a brand through mentions and content generated by third parties in social networks, plays a key role in the credibility and reach of the company.

For Riggs Beer Company, implementing a campaign with organic influencers is a key opportunity to raise brand awareness and strengthen its presence in the craft beer market

and consolidate its digital presence. Collaborating with content creators who are aligned with the brand's values allows the company to reach specific audiences and encourage recommendation of its products. In addition to expanding Riggs' reach, this strategy will also help the brand differentiate itself in a highly competitive industry, fostering its growth in a sustainable and effective manner.

The following is a detailed plan of action for the social media campaign:

The campaign will consist of an immersive experience at the brewery, where the influencers will have the opportunity to learn first-hand about the production process, participate in a beer tasting, and share their experience on social networks through publications, reels and stories from Instagram or TikTok. The purpose of this strategy is to position Riggs Beer Company in the craft beer market through increased visibility on social media and direct interaction with potential consumers. And with all this, it is intended to encourage interaction and engagement on social networks, enhancing the company a digital community and strengthening its positioning in the market.

Since the brand has a limited advertising budget, it will opt to work with nano- and micro-influencers who have considerable impact in specific niches. Nano-influencers have between 1.000 and 10.000 followers and stand out for their authenticity and closeness to their audience, making them ideal for specific niches and brands with tight budgets; and Macro-influencers have up to 100.000 followers, they are experts in their sector which generate trust and high engagement rates, and are ideal for brands looking to increase sales with segmented strategies (Lastra, 2024). This choice is key because these profiles generate greater credibility compared to macro-influencers, as their followers perceive their recommendations more authentic, which can increase trust in the brand. From a cost perspective, using these profiles is a cost-effective strategy as they do not require high investments and allow building a network of brand ambassadors who recommend Riggs Beer Company organically and continuously.

To maximize the impact of the campaign, a sample of a combination of influencers covering different approaches that will allow to reach a diverse audience.

In the beer tasting area:

- *@Hoppyhayes*, 22.000 followers it is an account specialized in beer culture.
- *@Drinkswithmandy*, has 28.700 followers and is a tasting and pairing expert.

- *@IllinoisBrewing*, an account focused on promoting breweries in Illinois, counts with 1.683 followers.

To reach audiences looking for local plans and recommendations:

- *@midwestlivingmag*, a medium specializing in tourism and gastronomy in the Midwest, has 98.200 followers.

On the other hand, to connect with audiences interested in lifestyle and food experiences, collaboration will take place with:

- *@The_midwestern_man*, a content creator focused on lifestyle and food content. Has 18.800 followers on Instagram.

The campaign will be developed in three phases over a three-month period, that will allow to evaluate its impact and make any adjustments if necessary.

The first phase consists of a pre-campaign and expectation generation and it will take place during the first month. Influencers will be contacted and sent a presentation package with detailed brewery information and beer samples. In addition, teaser posts will be shared on social media to generate expectation about the event and encourage audience participation.

The second phase will be the private tour of the brewery, where the influencers will learn about the production process and participate in a guided tasting. During the event, live content creation on social media will be encouraged and using the hashtag #RiggsBeerExperienced.

The third phase is the post-campaign and the analysis of results. It will take place throughout the last month. In this phase is where the content generated by the influencers will be collected and reused for social media and email marketing. In addition, key metrics such as reach, impressions and web traffic will be analyzed to assess the impact of the strategy. Also, to obtain feedback the influencers will receive a survey in order to improve future collaborations.

By combining the participation of profiles specialized in beer tasting, gastronomic recommendations and lifestyle, the brand will be able to connect with its target audience in an effective and sustainable way. And creating a sustained impact over time, as the

influencers' posts and reviews will continue to generate traffic and visibility even after the campaign has ended. The KPIs to measure success will include the number of posts and mentions generated by influencers, impressions (likes, comments, shares) and increase in followers on Instagram and TikTok.

4.2 Increase traffic to physical points of sale and to the web

To increase website visits by 30% and visits to the affiliated bars by 15% in six months, Riggs will combine keyword buying (SEM) with social media collaborations to drive highly targeted traffic. According to Nagpal & Petersen (2020), bidding on competitive keywords and relevant generic terms is one of the most effective techniques for capturing traffic from potential customers who are actively searching for craft beer but they have not yet established brand loyalty. The keyword buying strategy will focus on acquiring high-intent keywords, including competitor brand names and local craft beer-related searches. The campaign will be divided into different phases, targeting informational keywords to educate potential customers and transactional keywords to capture purchase-ready consumers.

Additionally, the influencer collaboration strategy will encourage them to include calls to action that lead to the website and bars. Promotions will be launched in collaboration with affiliated bars, where customers will be able to redeem exclusive digital discount QR, trackable through the website. For this action, the KPI's will be measured through increased website traffic (Google Analytics), click-through rates on influencer ads and links, and coupon redemptions at partner bars.

4.3 Generate leads and increase conversions

To achieve at least 200 loyalty program sign-ups within one year, Riggs Beer Company will implement an email marketing strategy combined with keyword buying (SEM). Email marketing is considered one of the most effective tools for increasing customer retention and conversions, generating an average ROI of \$42 for every \$1 invested (Team, 2024).

The email marketing campaign will be structured based on three types of emails:

Newsletter, every 15 days that includes relevant content about the brand, brewing industry news and specialized articles such as beer pairing guides. This will help increase brand awareness and drive audience engagement.

Promotional and discounted emails, these will be sent monthly. Are designed to incentivize purchases through exclusive deals and time-sensitive offers.

Post-visit follow-up, after visiting the brewery or attending an event, customers will receive an email encouraging them to share their experience through a review on the website or on Google, with incentives such as sweepstakes or discounts.

In addition, keyword buying (SEM) will target users searching for membership-based beer programs and craft beer subscriptions, directing them to a landing page optimized to maximize sign-ups. For this strategy, success will be measured by the number of new memberships, email open and click-through rates, and search ad conversion rates.

4.4 Expand the brand into new markets

To grow to 10 new outlets in two new states by next year, Riggs Beer Company will rely on geo-targeted keyword buying (SEM) and collaboration with influencers in those markets. The SEM campaign will focus on region-specific searches related to craft beer, optimizing local landing pages with information about retailers and distributors in the new markets. And, for the other side, collaborations with influencers in the states we want to enter will help introduce the brand to local audiences through personalized content, giveaways and product recommendations.

The number of new retailer partnerships will be the key performance indicators, along with sales volume in the new regions and increased website traffic from the targeted locations.

4.5 Launching educational content about sustainability and brewing

To achieve 10,000 educational video views within three months, Riggs Beer Company will leverage influencer partnerships and email marketing to promote content highlighting its sustainability and brewing expertise. A series of educational videos will be produced and launched on YouTube covering topics such as green brewing techniques, beer pairing and the use of local ingredients. These videos will be shared by influencers and promoted through email marketing to ensure they reach the right audience.

For this strategy, key performance indicators will include video views, engagement rates and increase in social media and email subscribers.

4.6 Improving the customer experience at points of sale

To enhance the in-store customer experience and engagement, the brand will implement a rating and reviews strategy that not only gathers customer feedback, but also strengthens its SEO positioning and fosters a collaborative economy approach. This strategy will encourage beer lovers to actively participate in the creation of future products by sharing their preferences, ideas for new flavors and their overall experience with the brand. There will be established a digital and in-person feedback system in bars and at the brewery itself where customers will be encouraged to leave feedback via QR codes placed at each point of sale, which will direct them to an online feedback form. This initiative will have two main objectives:

The first one is to achieve an SEO boost, encouraging customer reviews on Google and on the Riggs Beer website will improve local search rankings and make the brand more visible to potential new customers looking for craft beer experiences.

And on the other hand, a Beer Lab, a collaborative economy approach where customers will have the opportunity to suggest new beer flavors and give feedback on product innovation. The most popular ideas will be considered for limited edition releases, creating a sense of community involvement and brand loyalty.

To increase participation, incentives will be offered to those who submit feedback or flavor suggestions, such as discounts on future purchases or tickets to exclusive beer tastings. In addition, the most engaged participants will be featured on social media, reinforcing the idea of a beer-loving community actively shaping the brand's offering. In this case, success will be measured by the number of reviews submitted and customer satisfaction score, the increase in website traffic thanks to reviews contributing to SEO and with the participation rate in the Beer Lab initiative (number of flavor suggestions, participation in community voting and potential product launches).

4.7 Encourage community participation in sustainable activities

To engage at least 300 people in sustainability-focused events within a year, Riggs Beer Company will use social media partnerships and email marketing to promote its community engagement initiatives. Events such as reforestation, cleanups and recycling workshops will be organized and the influencers will help raise awareness and encourage participation. The key performance indicators will be measure I this strategy with the

attendance at events, social media engagement and measurable impact of activities (trees planted, waste collected, etc.).

4.8 Innovate with a new line of experimental craft beers

In order to diversify offerings and attract new customers, Riggs Beer Company will launch a line of experimental beers with innovative ingredients, such as rarely used local hops, seasonal fruits and alternative fermentation techniques. The goal is to develop and introduce at least three new limited-edition beers over the next 12 months, evaluating their acceptance through consumer surveys and sales performance.

Building on the previously mentioned Beer Lab, which was introduced as a tool to enhance the customer experience, this initiative takes the concept further by directly involving consumers in shaping the range of experimental beers. Beer enthusiasts will have the opportunity to suggest new flavors, vote on proposed recipes and provide feedback on test batches, ensuring that the most popular creations make it to market. This participatory approach will increase consumer loyalty and tailor product development to market demand. In addition to leveraging customer participation, the experimental beer line will be developed in collaboration with local chefs and producers, incorporating unique regional ingredients and highlighting local flavors. These collaborations will reinforce Riggs Beer's regional identity and offer consumers a distinctive craft beer experience that reflects the terroir and creativity of the area. The launch of these beers will be amplified through influencer collaborations, where beer experts, food bloggers and lifestyle influencers will be invited to exclusive tasting sessions. These influencers will create content around the flavor profile, brewing process and uniqueness of each edition, generating buzz and demand through their platforms. In addition, keyword buying (SEM) will be used to target craft beer enthusiasts actively searching online for unique, limited edition releases. The ads will direct users to a specific landing page where they can explore new beers, learn about the collaboration process and pre-order upcoming releases. To create a more engaged and loyal customer base, a subscription-based model will also be introduced, granting members early access to limited-edition beers and exclusive invitations to Beer Lab events, further reinforcing the community aspect of the brand.

This strategy will be measured through several key performance indicators. These include the number of beer ideas submitted by users and votes in the Beer Lab, which reflect

customer participation in the product development process. In addition, the participation rate in influencer-led tasting sessions and social media promotions will indicate the reach and effectiveness of the campaign. The click-through rate (CTR) and conversions from SEM campaigns will determine the effectiveness of digital ads in driving interest and sales. Finally, sales performance of experimental craft beers, including pre-orders and subscriptions, will provide insights into consumer demand and the overall success of the new product line.

5 CONTINGENCY PLAN

In today's dynamic environment, unforeseen events can arise at any time. In the digital environment, any marketing strategy is exposed to various risks that can affect its performance and results. For this reason, it is essential to have a contingency plan for Riggs Beer Company's Marketing Plan, which allows us to anticipate problems and define how to act in the face of adverse situations. To this end, we have identified the possible risks that could affect the strategies to be implemented in this Marketing Plan, and which could affect the achievement of the established objectives, and preventive actions will be established to minimize the negative impact. The main objective of this plan is to protect the image and operability of the brand to ensure the continuity and effectiveness of digital actions under any circumstances.

For the strategies with collaborations with influencers and social networks, there is the possibility of a reputation crisis in social networks, since a negative comment in social networks can go viral in a matter of minutes, becoming an image problem for the brand. To mitigate this risk, a quick and transparent response protocol will be established, based on active listening and effective problem solving. A positive content strategy will be reinforced, highlighting the brand's values and history.

If the digital campaigns do not achieve the established metrics and low performance is observed, the response protocol will be initiated. The effectiveness of campaigns in social networks and other digital media can be affected by poor segmentation, changes in algorithms or due to lack of interaction with the audience. Therefore, KPIs will always be monitored and adjusted in real time if necessary. The content strategy will also be reinforced through a narrative approach and active community engagement.

On the other hand, after analyzing the climatic and economic problems we have been facing in recent decades, it is possible that these may lead to delays or shortages in the brand's supply chain. This could affect product availability in the marketplace, negatively impacting sales and brand reputation. To avoid this problem, alternative suppliers will be established, a safety stock of key inputs will be maintained and customers will be informed of any possible delays, ensuring transparency and trust.

And finally, and a very important risk in a digital plan are cyber-attacks or technical failures. Digital security is a crucial aspect to prevent data loss and attacks on social networks. Therefore, advanced cybersecurity measures will be implemented, such as two-step authentication and regular backups. In addition, the IT team will constantly monitor the web platform, ensuring a rapid response to any technical incident.

This preventive and tactical approach will allow Riggs Beer Company to respond effectively to any incident, ensuring the continuity and success of its digital marketing strategy.

6 CONCLUSION

This work was born from the idea of developing a digital marketing and social media plan to raise awareness and grow a small craft brewery that, until now, had no marketing team or strategy behind it. Riggs Beer Company had a lot of potential thanks to its commitment to sustainability and its close relationship with the local community, but it needed more digital presence that would allow it to grow beyond its local environment. With this project, it has been able to design a realistic marketing plan that was tailored to the company's current resources and could be implemented immediately. The goal was not only to offer a set of specific actions, but to build a solid foundation that would serve as a guide in the medium and long term, with a clear vision of where the brand can grow in the digital environment.

From the beginning of this work, it has been important to maintain the essence and values that define Riggs Beer Company at all times. It is not about changing who they are, but helping them to better convey their story, their product and their purpose through digital channels. To do this, an in-depth analysis of their internal and external situation has been carried out, which has allowed us to detect opportunities, define S.M.A.R.T. objectives and design strategies aligned with their identity.

One of the things I have learned is that you don't need a big budget to have an impact. With a clear strategy focused on leveraging your own media, working with like-minded micro-influencers and making the most of the tools available, you can achieve a strong and coherent digital presence. It has been possible to design actions for all stages of the buying process that consumers go through: from attracting new users to converting them into loyal customers committed to the brand. The expected result of this plan is not only to increase visibility and sales, but to build a solid community around the brand, generate an emotional connection with the public and position Riggs Beer Company as a reference within the craft beer sector, both locally and regionally.

In conclusion, through this marketing plan it has been possible to develop strategies and adapt them to the reality of the brand that started from scratch in the digital area. Before, Riggs Beer Company did not have this area and now it has a complete roadmap that will allow it to grow, connect with new audiences and reinforce its brand identity. This plan not only marks a digital starting point for the company but also opens a new one to consolidate itself as a benchmark within the craft beer world.

Declaración de Uso de Herramientas de Inteligencia Artificial Generativa en Trabajos Fin de Grado

Por la presente, yo, Blanca Fernández de Alarcón Ramírez, estudiante de E-2 en Inglés de la Universidad Pontificia Comillas al presentar mi Trabajo Fin de Grado titulado "Digital marketing and social media plan for Riggs Beer Company" declaro que he utilizado la herramienta de Inteligencia Artificial Generativa ChatGPT u otras similares de IAG de código sólo en el contexto de las actividades descritas a continuación:

1. **Brainstorming de ideas de investigación:** Utilizado para idear y esbozar posibles áreas de investigación.
2. **Crítico:** Para encontrar contra-argumentos a una tesis específica que pretendo defender.
3. **Referencias:** Usado conjuntamente con otras herramientas, como Science, para identificar referencias preliminares que luego he contrastado y validado.
4. **Constructor de plantillas:** Para diseñar formatos específicos para secciones del trabajo.
5. **Corrector de estilo literario y de lenguaje:** Para mejorar la calidad lingüística y estilística del texto.
6. **Sintetizador y divulgador de libros complicados:** Para resumir y comprender literatura compleja.
7. **Revisor:** Para recibir sugerencias sobre cómo mejorar y perfeccionar el trabajo con diferentes niveles de exigencia.
8. **Traductor:** Para traducir textos de un lenguaje a otro.

Afirmo que toda la información y contenido presentados en este trabajo son producto de mi investigación y esfuerzo individual, excepto donde se ha indicado lo contrario y se han dado los créditos correspondientes (he incluido las referencias adecuadas en el TFG y he explicitado para que se ha usado ChatGPT u otras herramientas similares). Soy consciente de las implicaciones académicas y éticas de presentar un trabajo no original y acepto las consecuencias de cualquier violación a esta declaración.

Fecha: 24 de marzo, 2025

Firma: Blanca Fernández de Alarcón

7 BIBLIOGRAPHY

27 CFR Part 7 subpart n -- Advertising of malt beverages. (n.d.).

<https://www.ecfr.gov/current/title-27/part-7/subpart-N>

Alcohol beverage authorities in United States, Canada, and Puerto Rico / TTB: Alcohol and Tobacco Tax and Trade Bureau. (n.d.). <https://www.ttb.gov/business-central/alcohol-beverage-authorities-in-united-states-canada-and-puerto-rico>

American Marketing Association. (2024, 1 julio). *What is Digital Marketing?*

<https://www.ama.org/what-is-digital-marketing/>

Ashenfelter, O. C., Hosken, D. S., & Weinberg, M. C. (2015). Efficiencies brewed: pricing and consolidation in the US beer industry. *The RAND Journal of Economics*, 46(2), 328–361. <https://doi.org/10.1111/1756-2171.12092>

Berman, R., & Katona, Z. (2013). The role of search engine optimization in search Marketing. *Marketing Science*, 32(4), 644–651. <https://doi.org/10.1287/mksc.2013.0783>

Brewers Association. (n.d.). *National Beer Sales & Production data*. Retrieved February 3, 2025, from <https://www.brewersassociation.org/statistics-and-data/national-beer-stats/>

Bronnenberg, B., Dubé, J., & Joo, J. (2021). Millennials and the Take-Off of Craft Brands: Preference formation in the U.S. beer industry. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3761978>

Cerveza Tamaño del Mercado / Mordor Intelligence. (n.d.).

<https://www.mordorintelligence.com/es/industry-reports/beer-market>

Colicev, A., Kumar, A., & O'Connor, P. (2018). Modeling the relationship between firm and user generated content and the stages of the marketing funnel. *International Journal of Research in Marketing*, 36(1), 100–116. <https://doi.org/10.1016/j.ijresmar.2018.09.005>

Cortex. (2025, January 28). *Cultivos de cebada en peligro: ¿Cómo afecta el cambio climático a la producción de plantas naturales?* cervezaartesana.org.

<https://cervezaartesana.org/cultivos-de-cebada-en-peligro-como-afecta-el-cambio-climatico-a-la-produccion-de-plantas-naturales/>

Digital ad spend worldwide 2027 / Statista. (2024, 3 abril). Statista.

<https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

Dogfish Head Craft Brewed ales / *Off centered stuff for off centered*. (n.d.). Dogfish Head Craft Brewed Ales | off Centered Stuff for off Centered People.

<https://www.dogfish.com/>

Doran, G. T. (1981). There's a S.M.A.R.T. way to write management's goals and objectives. *AMA Forum*.

<https://community.mis.temple.edu/mis0855002fall2015/files/2015/10/S.M.A.R.T-Way-Management-Review.pdf>

Home / *Sierra Nevada Brewing Co. Start your adventure*. (n.d.). Sierra Nevada Brewing Co. <https://sierranevada.com/>

Human-Powered Brewery / *New Belgium Brewing*. (n.d.).

<https://www.newbelgium.com/>

Johnson, P. (2020, August 14). *Craft Beverage Modernization and Tax Reform Act*.

Brewers Association. Retrieved February 18, 2025, from

<https://www.brewersassociation.org/current-issues/craft-beverage-modernization-and-tax-reform-act-21/>

Johnson, R., & Cilluffo, A. A. (2021). Craft Alcoholic Beverage Industry: Overview and Regulation. In *Congressional Research Service* (No. IF10973). Retrieved February 3, 2025, from <https://crsreports.congress.gov/product/pdf/IF/IF10973>

Jose, C. (2025, January 20). USA Grain Report 2024 - Milling and grain. *Milling and Grain*. <https://millingandgrain.com/usa-grain-report-2024/>

Lastra, E. (2024, December 8). Nano, micro o macro: ¿el tamaño importa en el influencer marketing? *Marketing Directo*.

<https://www.marketingdirecto.com/marketing-general/nano-micro-macro-tamano-importa-influencer-marketing>

Manual CPC bidding - Google Ads Help. (n.d.). <https://support.google.com/google-ads/answer/2390250?hl=en&sjid=4980082797991963172-EU>

McAdams, J. (2021, August 24). La creciente importancia del comercio electrónico

durante COVID-19 y los beneficios de la venta en línea. *Progress Blogs*.
<https://www.progress.com/es/blogs/the-growing-importance-of-ecommerce-in-a-post-covid-19-world?>

Nagpal, M., & Petersen, J. A. (2020). Keyword Selection Strategies in Search Engine Optimization: How Relevant is Relevance? *Journal of Retailing*, 97(4), 746–763.
<https://doi.org/10.1016/j.jretai.2020.12.002>

Nielsen. (2012). Global Trust in Advertising and Brand Messages. In *Nielsen*. Retrieved March 12, 2025, from <https://www.nielsen.com/wp-content/uploads/sites/2/2019/04/global-trust-in-advertising-2012.pdf>

Redondo, N., Nova, E., Díaz-Prieto, L. E., & Marcos, A. (2018). Effects of moderate beer consumption on health. *Nutrición Hospitalaria*, 35(6).
<https://doi.org/10.20960/nh.228>

Riggs Beer Company. (2024, October 16). *Our story - Riggs Beer Company*.
<https://www.riggsbeer.com/our-story/>

Rodríguez, M. (2025, February 26). *Have we lost patience? The challenge of capturing (and maintaining) attention in the digital age*. Agencia Comma. Retrieved March 13, 2025, from <https://agenciacomma.com/en/content-creation/el-reto-de-captar-y-mantener-la-atencion-en-la-era-digital/>

Team, B. (2024, August 1). *Cómo calcular el ROI de tu email marketing*. Benchmark Email - Herramienta De Email Marketing.
<https://www.benchmarkemail.com/es/blog/como-calcular-el-roi-de-tu-email-marketing/#:~:text=El%20ROI%20de%20tu%20email%20marketing%20es%20la,marketing%20m%C3%A1s%20rentables%2C%20si%20no%20la%20que%20m%C3%A1s.>

Villar, B. (2024, October 4). *Guía Completa del Modelo Canvas: Cómo Usarlo para Crear y Optimizar Tu Negocio*. Espacio De Liderazgo. <https://liderazgo.space/modelo-canvas/>

World Bank Open Data. (n.d.). World Bank Open Data.
<https://datos.bancomundial.org/indicador/NY.GDP.PCAP.PP.CD?end=2023&locations=US&start=1990&view=chart>