

# **Engaging Your Core Audience Through Writing**

**Meredith Collins**  
*Along Came a Cider*

**Eric West**  
*Cider Guide*

# What does blogging do for cider?

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- Builds standing within multiple communities (local, cider, etc.)
- “Long tail search queries” or in plain speak weird Google searches

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- Factual information not designed to sell something
- A language of tasting cider that you can use and adapt yourself

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- Motives buyers to try new things
- Mediates between buyer and seller
- Suggests uses, occasions, and pairings for cider

How to help cider blogs work for you

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- Optionally, add a newsletter, Instagram feed, an in house blog, or participation in online communities

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- No information on how to purchase cider
- Neglected blogs
- Only promotional copy, no information

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- Cider listings on bar and restaurant pages

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- Comments or questions on the post are welcome

# Meredith Collins' Contact Information

- *Along Came A Cider*

<http://alongcameacider.blogspot.com>

[alongcameacider@gmail.com](mailto:alongcameacider@gmail.com)

# **Engaging Your Core Audience Through Writing**

**Eric West**

Interim Director  
Cider Certification Program

Competition Director  
Great Lakes Int'l Cider & Perry Competition (GLINTCAP)

Founder  
Cider Guide

[ciderguide.com/about](http://ciderguide.com/about)

# Content Marketing

Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers.

This information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, and blogs.

[en.wikipedia.org/wiki/Content\\_marketing](https://en.wikipedia.org/wiki/Content_marketing)

# **Inbound Marketing**

Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention.

Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

[en.wikipedia.org/wiki/Inbound\\_marketing](https://en.wikipedia.org/wiki/Inbound_marketing)

# Permission Marketing

Permission marketing is the opposite of interruption marketing.

Instead of interrupting the customer with unrequested information, permission marketing aims to sell goods and services only when the prospect gives consent in advance to receive the marketing information.

[en.wikipedia.org/wiki/Inbound\\_marketing](https://en.wikipedia.org/wiki/Inbound_marketing)

# Digital Sharecropping

“If you’re relying on Facebook or Google to bring in all of your new customers, **you’re sharecropping**. You’re hoping the landlord will continue to like you and support your business, but the fact is, the landlord has no idea who you are and doesn’t actually care.”

[copyblogger.com/digital-sharecropping](http://copyblogger.com/digital-sharecropping)

# Digital Sharecropping

“Anyone can create content on sites like Facebook, but that content effectively belongs to Facebook. The more content we create for free, the more valuable Facebook becomes.

**We do the work, they reap the profit.”**

[copyblogger.com/digital-sharecropping](http://copyblogger.com/digital-sharecropping)

# Digital Sharecropping

“If you’re not paying, you’re not the customer; **you’re the product.**”

Brian Clark, Rainmaker Digital

# MySpace, Friendster, Digg...

“It’s easy to think everything in social media is so set, but it’s not—ten years ago, nothing looked the way it does now. It won’t look this way ten years from now either.”

[seanwes.com/221](http://seanwes.com/221)

# Effective Social Media Use

“Provide actual value on social media. Use it as an entrance point to something greater.”

“Go where the people are, but point them to your own platform.”

[seanwes.com/221](http://seanwes.com/221)

# The Sacred Inbox

“In many ways, social media made the email address a more sacred form of communication.”

“The email inbox is a special place of attention, and more importantly, **the email address is something you control.**”

[seanwes.com/221](http://seanwes.com/221)

# Three Crucial Assets

“There are three assets you should build today and should continue to focus on for the lifetime of your business:

- 1) A well-designed **website**
- 2) An opt-in **email list** with a high-quality autoresponder
- 3) Providing impeccable and consistent **value**

Developing these assets are the equivalent of buying your building instead of renting it.”

[copyblogger.com/digital-sharecropping](http://copyblogger.com/digital-sharecropping)

# Email Marketing Software

**MailChimp**

[mailchimp.com](https://mailchimp.com)

**ConvertKit**

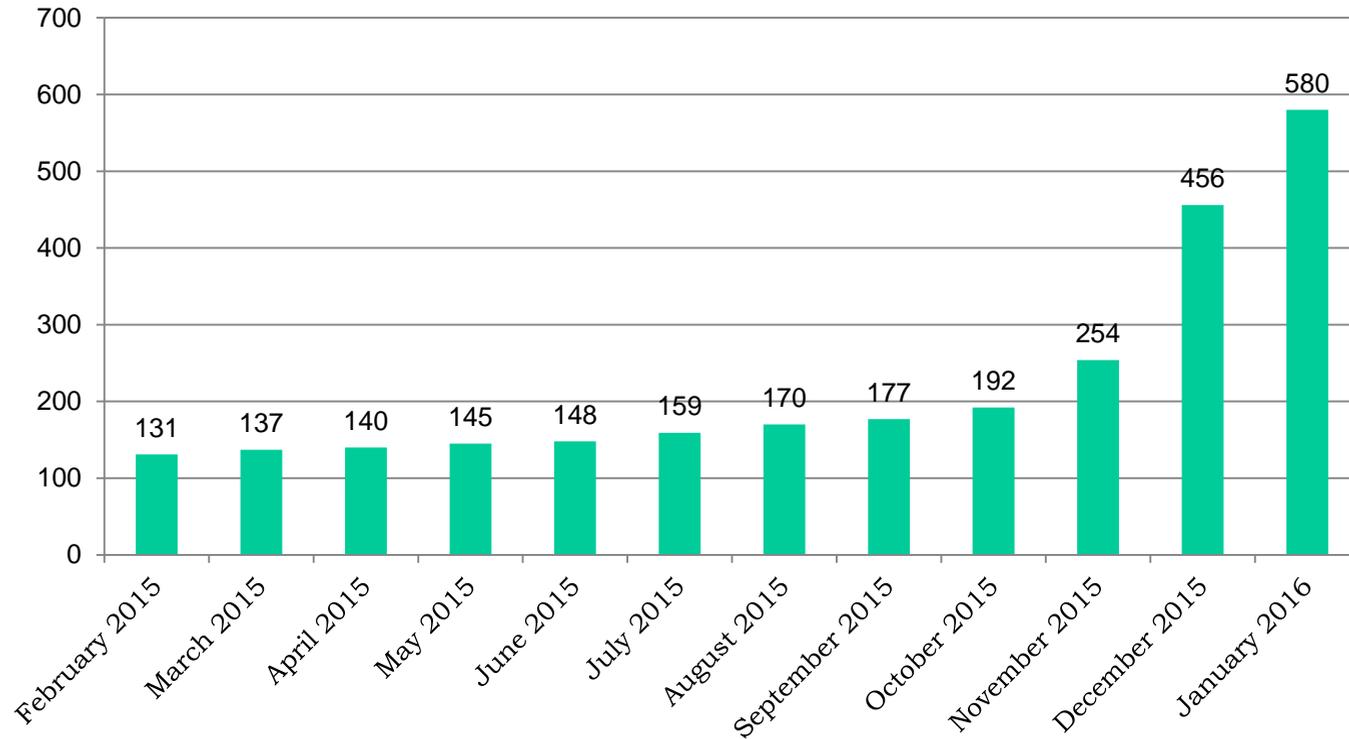
[convertkit.com](https://convertkit.com)

Segmenting  
Automation (Drip Emails)  
Analytics

[seanwes.com/159](https://seanwes.com/159)

# Cider Guide Newsletter

## Subscribers



# Cider Guide Newsletter

Cider News – January 29, 2016 Completed January 29 at 6:05am

Pacific

539 Recipients • 65.5% Open Rate • 27.8% Click Rate • 1 Unsubscriber

Cider News – January 22, 2016 Completed January 22 at 7:10am

Pacific

517 Recipients • 67.9% Open Rate • 25.0% Click Rate • 0 Unsubscribers

Cider News – January 15, 2016 Completed January 15 at 6:42am

Pacific

522 Recipients • 54.6% Open Rate • 26.8% Click Rate • 0 Unsubscribers

# Typical Email Subscriber

EMAIL TYPE	SUBJECT	SENT
<input checked="" type="radio"/> Broadcast	Cider News - January 29, 2016	Jan 29 at 6:05am
<input type="radio"/> Broadcast	Cider News - January 22, 2016	Jan 22 at 7:10am
<input type="radio"/> Broadcast	Cider News - January 15, 2016	Jan 15 at 6:43am
<input type="radio"/> Broadcast	Cider News - January 8, 2016	Jan 8 at 6:25am
<input checked="" type="radio"/> Broadcast	Cider News - January 1, 2016	Jan 1 at 7:34am
<input type="radio"/> Broadcast	Cider News - December 25, 2015	Dec 25 at 6:39am
<input checked="" type="radio"/> Broadcast	Cider News - December 18, 2015	Dec 18 at 6:45am
<input type="radio"/> Broadcast	Cider News - December 11, 2015	Dec 11 at 6:04am
<input type="radio"/> Broadcast	Cider News - December 4, 2015	Dec 4 at 6:55am
<input type="radio"/> Broadcast	Cider News - November 27, 2015	Nov 27 at 7:00am
<input type="radio"/> Broadcast	Cider News - November 20, 2015	Nov 20 at 6:28am



## Leadbetter Cider Company

Boise, ID

Drinks

**\$30,000**

pledged of \$30,000 goal

### Pledge \$5 or more

8 backers

Causal Supporter:

You will receive oodles of gratitude and your name on our wall of supporters in our cidery.

Estimated delivery:

Jul 2015

### Pledge \$10 or more

26 backers

Interested Supporter:

You will two Leadbetter Cider stickers and a place on our wall of supporters.

Estimated delivery:

Jul 2015

Ships to:

Anywhere in the world

### Pledge \$25 or more

54 backers



Urban Forage Winery & Cider House-  
Minneapolis, Minnesota

📍 South Minneapolis, Minneapolis, MN    🍷 Drinks

**\$23,559**

pledged of \$19,800 goal

**Pledge \$10 or more**

🟢 21 backers

Sign our banner, which will be displayed until the end of time in our fermentarium, and someday in our taproom. Also, our eternal gratitude.

Estimated delivery:  
Nov 2014

**Pledge \$25 or more**

🟢 57 backers

Sign our banner, and also receive an Urban Forage wood handled waiter corkscrew, perfect for opening a bottle on a cold winter night. And our eternal gratitude

Estimated delivery:  
Feb 2015

**Pledge \$50 or more**

🟢 40 backers



📍 Eureka, CA

🍷 Drinks

❤️ Project We Love

**\$37,821**

pledged of \$36,000 goal

### Pledge \$10 or more

🟢 15 backers

A virtual high-five and a big thank you for believing in our dream. Your name will be featured as a backer on our website.

Estimated delivery:

Feb 2015

### Pledge \$25 or more

🟢 48 backers

The \$10 level plus a series of limited run Humboldt Cider Company STICKERS and a POSTER designed by logo artist Dave Van Patten. You will also be considered a founding member of HCC and your name will be displayed on the FOUNDERS WALL located in the tasting room. The higher the level you are as a backer- the larger your name will appear on the wall.

Estimated delivery:

Feb 2015

Ships to:

Anywhere in the world



74

backers

\$10,890

pledged of \$25,000 goal

0

seconds to go

### Funding Unsuccessful

This project's funding goal was not reached on March 24, 2015.

Ovid, NY   Drinks

Help Blackduck Cidery finish our tasting room to provide a place for real folks to taste and buy a pome beverage out of the elements.

### Blackduck Cidery

First created | 0 backed

[blackduckcidery.com](http://blackduckcidery.com)

[See full bio](#)   [Contact me](#)





30

backers

\$3,184<sup>CAD</sup>

pledged of \$30,000 goal

0

seconds to go

### Funding Unsuccessful

This project's funding goal was not reached on December 7.

📍 Truro, Canada

🍷 Drinks

Born out of a love for our Province, our community, New Scotland Cider will aim to create jobs, grow farms, and make world class cider.

**Dylan Sagar**

🕒 First created | 0 backed

🌐 [twitter.com](#)

[See full bio](#)

[Contact me](#)





Become a founding member of our Cider Club, and help build our ecommerce platform for online sales.

**\$5,725** USD  
raised by **107 people** in 2 months

57% funded No time left

 **\$10,000 USD** goal  
Flexible Funding [?](#)

**CAMPAIGN CLOSED**  
This campaign ended on August 16, 2015

## Select a Perk

**\$30** USD + Shipping

### Drink Cider Towel

If you'd like to support our efforts but

# Why Crowdfunding Campaigns Fail

“Kickstarter appears to be a great way to find fans for your work. You put up a great video clip and a story and wait for people who will love it to find you.

But that’s not what happens. What happens is that people who already have a tribe use Kickstarter to organize and activate that tribe. Kickstarter is the last step, not the first one.

[thedominoproject.com/2012/06/why-kickstarter-campaigns-fail.html](http://thedominoproject.com/2012/06/why-kickstarter-campaigns-fail.html)

# Why Crowdfunding Campaigns Fail

“Build your tribe before you need it, give the tribe something that they want, and make it easy for them to believe it’s actually going to work.

Kickstarter looks like a shortcut. It’s not. It’s a maximizer.”

[thedominoproject.com/2012/06/why-kickstarter-campaigns-fail.html](http://thedominoproject.com/2012/06/why-kickstarter-campaigns-fail.html)

# Recommended Blogs & Email Newsletters

[Blue Bee Cider](#) – Virginia

[Farnum Hill Cider](#) – New Hampshire  
#OrchardCiderYear, #WineStudio

[Finnriver Farm & Cidery](#) – Washington  
Farmwife Diaries

[Foggy Ridge Cider](#) – Virginia  
Audio Essays

[Sapsucker Farms](#) – Minnesota

[Worley's Cider](#) – Somerset

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