

ONLINE BRANDING

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ONLINE BRANDING

What is your online brand?

ONLINE BRANDING

What is your online brand?

*The sum total of what someone
finds about your company online*

ONLINE BRANDING

What is your online brand?

*At CiderCon 2015,
Martin Thatcher described branding as
“a window to a company’s values”*

ONLINE BRANDING

What is your online brand?

*At CiderCon 2015,
Martin Thatcher described branding as
“a window to a company’s values”*

- your website
- your listings
- your social media pages
- your mentions
- reviews
- search results
- public comments

ONLINE BRANDING

Website

*A website is the most valuable part of online branding,
because it is **your** space that **you** control.*

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A website needs to foreground key information

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A website needs to foreground key information

- **YOU! Including your location, story, and history**
- **products and services**
- **events and seasonal info**
- **how to reach you**
- **all your social media links**
- **newsletter signup**

ONLINE BRANDING

[HOME](#)[CIDERS](#)[VIDEOS](#)[CIDERHOUSE / CONTACT INFO](#)[CIDER FINDER](#)[BLOG](#)

From the Great Lakes, to the Land of 10,000.



AVAILABLE NOW IN MINNESOTA



ONLINE BRANDING

Website

*A website showcases **identity**.*

ONLINE BRANDING

Website

*A website showcases **identity**.*

*This comes from a blend of explicit
and implied aesthetics and values*

ONLINE BRANDING

Website

*A website showcases **identity**.*

*This comes from a blend of explicit
and implied aesthetics and values*

- **photos**
- **keywords**
 - * *“heritage”*
 - * *“innovative”*
 - * *“local”*
 - * *“heirloom”*
- **connections to community**
- **what you leave out**
- **fun, optional stuff**
 - * *histories*
 - * *awards*
 - * *recipes*
 - * *videos*

ONLINE BRANDING



OPEN DAILY 12-6pm and Fridays & Saturdays until 9pm. La Crêpes de Quimper Fri. evenings & Sun afternoons. Local Bratwurst Special plate, Saturdays 12-8pm. Live Music returns to Saturday evenings 5-8pm!



CIDERY FOOD & EVENTS TASTINGS FARM ORCHARD GROUPS STORY VISIT CONNECT STORE



Fine Hard Ciders & Fruit Wines • Farmcrafted & Fermented on the Olympic Peninsula, Washington



TASTE LIFE ON THE LAND
View a short film about Finnriver



EVENT CALENDAR
What's Happening at Finnriver



JOIN A WINE CLUB
Discount cider & wine clubs for the hard core



NEWSLETTER SIGNUP
Monthly Farm Journal



VISIT US
Directions to the Cidery

ONLINE BRANDING

Website

*Your website is a combination of
what you say (or show)
and **how you say it**.*

ONLINE BRANDING

Website

DO NOT:

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**
- **confuse visitors with multiple brand identities)**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**
- **confuse visitors with multiple brand identities)**
- **have a neglected blog—better none at all**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**
- **confuse visitors with multiple brand identities)**
- **have a neglected blog—better none at all**
- **provide promo text without information**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**
- **confuse visitors with multiple brand identities)**
- **have a neglected blog—better none at all**
- **provide promo text without information**
- **display irrelevant material**

ONLINE BRANDING

Website

DO NOT:

- **have a blank or “site not found” page**
- **leave out important information**
- **display outdated information**
- **confuse visitors with multiple brand identities)**
- **have a neglected blog—better none at all**
- **provide promo text without information**
- **display irrelevant material**
- **make an ugly website**

ONLINE BRANDING

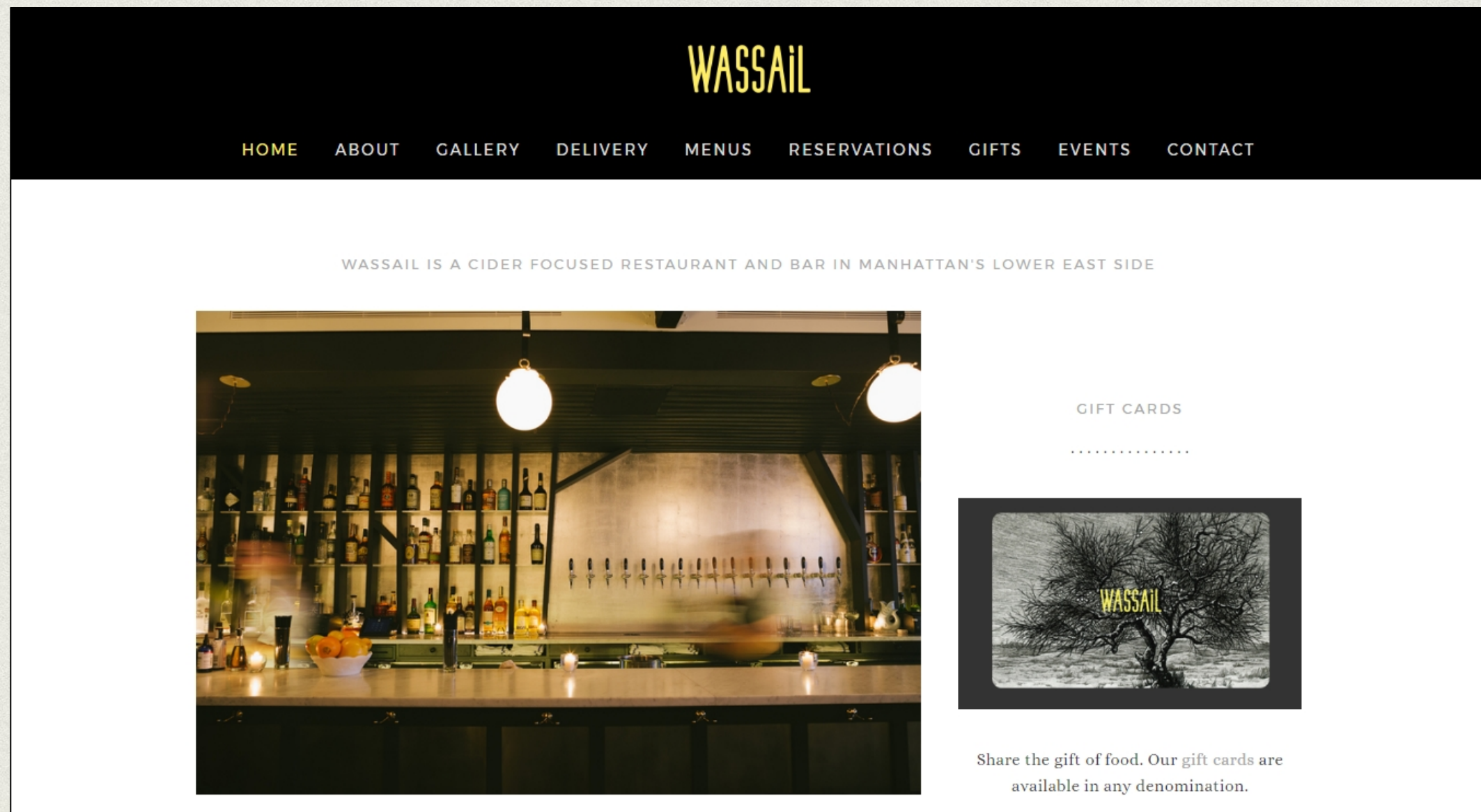
Website

I'D LOVE TO SEE

- **shared factual language between cider drinkers and makers**
- **up-to-date information**
- **how to buy the cider both on- and off-premises**
- **appealing images**
- **personality**

ONLINE BRANDING

Squarespace Sites



ONLINE BRANDING

Squarespace Sites



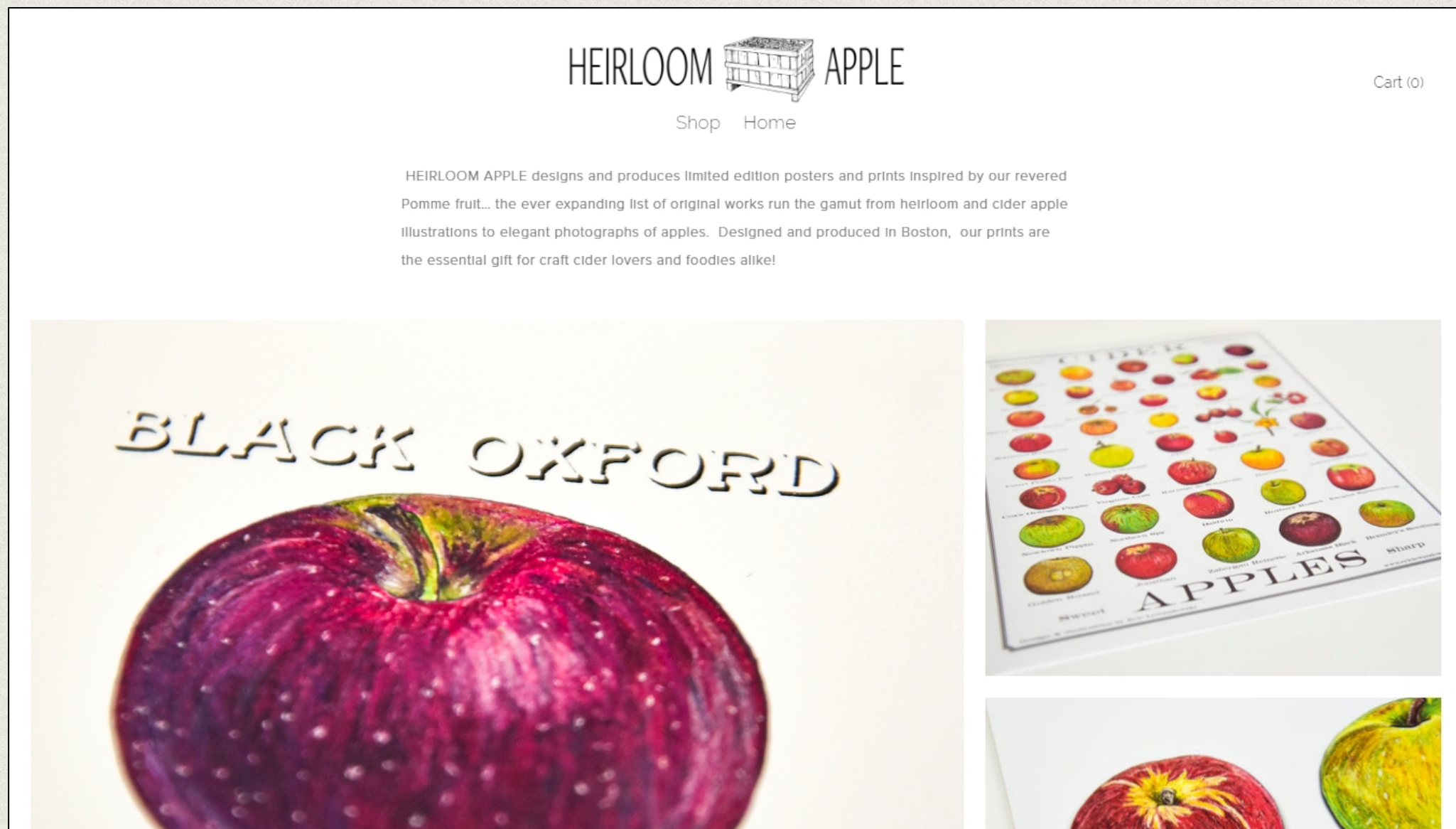
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Squarespace Sites



ONLINE BRANDING

Squarespace Sites



ONLINE BRANDING

Squarespace

Simple Pricing

WEBSITES

ONLINE STORES

PERSONAL

\$12

Per month billed annually or \$16 month to month.

A beautiful, simple website.

BUSINESS

\$18

Per month billed annually or \$26 month to month.

Perfect for businesses of all sizes.

ONLINE BRANDING

Duplicate Your Info @



ONLINE BRANDING

Duplicate Your Info @



*Not everyone has the same online habits.
You can't just do one part of the work and hope
that other folks will magically do the rest.*

Point everything back to your website and your Facebook!

ONLINE BRANDING

Content-Based Marketing

Blogs and Journalism

ONLINE BRANDING

Content-Based Marketing

Blogs and Journalism

What does **blogging** do for cider?

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Content-Based Marketing

Blogs and Journalism

What does **blogging** do for cider?

for cider companies:

- improves search visibility
- increases label recognition
- directs traffic to your site
- builds standing in food, drink, blogging, and local communities
- “long tail search queries” or “weird Google searches”

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Content-Based Marketing

Blogs and Journalism

What does **blogging** do for cider?

for cider fans:

- offers a free preview of ciders
- provides factual information not designed to sell something
- establishes a language for tasting cider

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Content-Based Marketing

Blogs and Journalism

What does **blogging** do for cider?

*for **cider sellers** (bars, restaurants, bottle shops):*

- educational material for employees, 24/7
- motivation for buyers to try new things
- it mediates between buyer and seller
- suggests new uses, occasions, and pairings for cider

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Content-Based Marketing

Blogs and Journalism

Work with existing blogs or start one?

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Content-Based Marketing

Blogs and Journalism

Work with existing blogs or start one?

(business blogging sometimes has slightly negative connotations)

- selling-motivated
- fluff
- uninteresting

ONLINE BRANDING

Content-Based Marketing

Blogs and Journalism

Work with existing blogs or start one?

(business blogging sometimes has slightly negative connotations)

- selling-motivated
- fluff
- uninteresting

But there are exceptions!

If you have something to say, say it!

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[Home: Welcome](#) [Posts](#) [About](#) [Contact](#)

Rectangular Snip

Welcome

 [Follow Cidernomics](#)

“How do the economics of small, low-tech, agriculture-based manufacturing work? There is so much romance about these kinds of businesses, but really, what does it take to ensure a happily-ever-after?”

In 2007 I started a small hard cider company in Vermont. I'd been

Follow Blog via Email

Enter your email address to follow this blog and receive notifications of new posts by email.

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Content-Based Marketing

Blogs and Journalism

Working with bloggers

- this is a labor of love: our time is limited
- samples are appreciated, but they aren't bribes
- sometimes samples won't get reviewed
- we appreciate detailed information
- if you have hopes, questions, or expectations, share them
- if you hope a certain cider will be reviewed, send that one

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Content-Based Marketing

Blogs and Journalism

Make the most of your cider being on a blog!

- if you like what we said about your cider, share it!
- there's not really any such thing as bad press
- interact on social media
- comments or questions on the post are welcome

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Content-Based Marketing

Blogs and Journalism

Talking with mainstream journalists

- amazing opportunity for discovery
- limited depth, but greater breadth
- remember you are no longer talking to cider nerds
- highly seasonal
- ask for the chance to fact-check, review quotes, & check spelling
- may have an angle at odds with yours

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Social Media

What can social media do?

- promotion
- public relations
- customer service
- interaction with communities,
fans, other businesses, new people

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Social Media

Social media is

- direct
- interactive
- personal
- cheap

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Social Media

Ok, I'm convinced. Now what?

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Social Media

Ok, I'm convinced. Now what?

Set goals, measure success, and don't waste time

ONLINE BRANDING

Social Media

Ok, I'm convinced. Now what?

Set goals, measure success, and don't waste time

Example of a platform-specific goal:

On Instagram, we will share photos that showcase our cidery culture, posting three photos per week.

Our target for each is at least 30 likes and 3 comments.

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Social Media

Ok, I'm convinced. Now what?

Set goals, measure success, and don't waste time

Example of an overarching goal:

We will post in our channels about each new product release, off-site tasting, hours change, and promotion for six months.

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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)

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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)



- good for conversation with other cider folks
- bad for selling
- if you have even a nominal presence you can interact and let others work for you
- features to know: #hashtags, @, and retweeting

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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

- best return on investment
- most people are already spending time here
- easy to update information here
- built-in functionality for listing hours, making events, etc.

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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)



- very visual, and folks respond to the visual
- easy-to-use photo editing
- low bar for what makes a post
- location tagging

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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)

Beverage Apps



- claim your business and fact-check

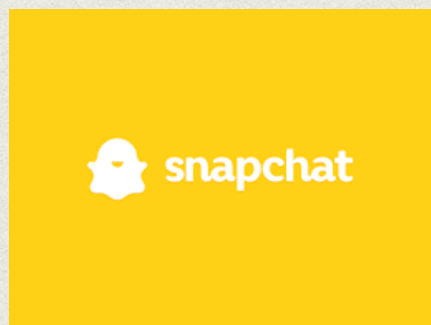
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Social Media

Ok, I'm convinced. Now what?

The Platforms

(a micro-mini guide)



- claim your space
- don't overcommit
- figure out what you like:
that's what you'll do well

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Social Media



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Social Media

Ok, I'm convinced. Now what?

Common Problems & Solutions

- **Bad formatting** —> Post natively in each platform
- **Unfocused content** —> Plan more than improvise
- **Off-topic content** —> Split your personal and cider accounts
- **Too busy to post** —> Delegate

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Social Media

Ok, I'm convinced. Now what?

Best Practices Across All Platforms

- be consistent
- be clear
- be genuine (but kind)
- interact with others on social media
- schedule strategically

ONLINE BRANDING

and finally...

DON'T LOSE SIGHT OF THE
BIG PICTURE

Online branding helps your business, *but*—
it's probably not why you grow trees, clean
tanks, and explain for the **thousandth** time
that cider is not beer!

Along Came a Cider

Exploring the world, one cider at a time



Meredith Collins is

Along Came A Cider

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<http://alongcameacider.blogspot.com>

ONLINE BRANDING

Eric West
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Curator — Cider Guide Newsletter

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

Contributing Writer — CIDERCRAFT Magazine

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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

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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

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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/Permission_marketing

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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.**

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Sending Email Is Easy, Right?

Limit to how many recipients in a single message.

Must remember to use BCC rather than TO.

Challenging to create well-designed templates.

Messages more likely to end up in Spam folder.

Keeping up with subscribe/unsubscribe requests.

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MailChimp
mailchimp.com

Subscribers	Emails per month	Monthly cost
0 - 2,000	12,000	Free
0 - 500	unlimited	\$10.00
501 - 1,000	unlimited	\$15.00
1,001 - 1,500	unlimited	\$20.00
1,501 - 2,000	unlimited	\$25.00

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ConvertKit

ConvertKit
convertkit.com

0 - 1k

subscribers

\$29 /month

GET STARTED

1k - 3k

subscribers

\$49 /month

GET STARTED

3k - 5k

subscribers

\$79 /month

GET STARTED

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Landing Pages / Signup Forms

The world's best cider news.

Delivered to your inbox each Friday. 1,000+ subscribers can't be wrong.

Subscribe

Powered by ConvertKit

2017

February 3 — Chicago Cider Week

January 27 — 2017 Good Food Awards Winners

January 20 — The English Wassail Tradition

January 13 — Basque Txotx Season and Euskal Sagardoa

January 6 — Cidercraft Magazine Issue 7

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Autoresponders

Welcome!

Thanks for subscribing to the Cider Guide Newsletter.

While you're waiting for the next edition, here's a short list of my best content:

[Podcast Archive](#)

Tune in as I chat with the most interesting personalities in the world of cider. I'm proud of every episode, but listeners especially praise the interviews with [Tom Oliver](#), [Nicole Leibon](#), [Andy Brennan](#), and [Bill Bleasdale](#).

[United States Cider Map](#)

On the road and looking for a good bar, restaurant, or bottle shop? Headed out for the weekend and want to visit a cidemaker or two? Wondering which parts of the country are hot cider destinations? I've got you covered. (Tip: ciderguide.com/us takes you there.)

[Cider Festivals](#)

As the cider revival continues to gain steam, there are more opportunities than ever to sample a wide range of ciders at festivals. Check out my regularly updated list of cider events [in the US](#) and [around the world](#).

Cider Styles

My first article for Cidercraft Magazine--[The Many Sides of Cider](#)--has been shared widely on social media and remains a popular introduction to the topic. My taster's guides for [Cider Summit Chicago](#) and [Cider Summit Seattle](#) have also proven very popular. Still curious about cider styles? Have a look at the [style guidelines](#) from the Great Lakes International Cider & Perry Competition.

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Analytics

Recipients, Open Rate, Click Rate, Unsubscribes

Cider News – January 27, 2017 Cumulative

994 Recipients • 68.9% Open Rate • 25.6% Click Rate • 580 Clicks • 4 Unsubscribers

Cider News – January 27, 2017 Completed Jan 27 at 11:00am EST

994 Recipients • 58.7% Open Rate • 22.5% Click Rate • 533 Clicks • 4 Unsubscribers

[View Report](#)

Cider News – January 27 Completed Jan 30 at 1:25pm EST

437 Recipients • 27.9% Open Rate • 7.6% Click Rate • 47 Clicks • 0 Unsubscribers

[View Report](#)

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Top Links Clicked

TOP LINKS CLICKED

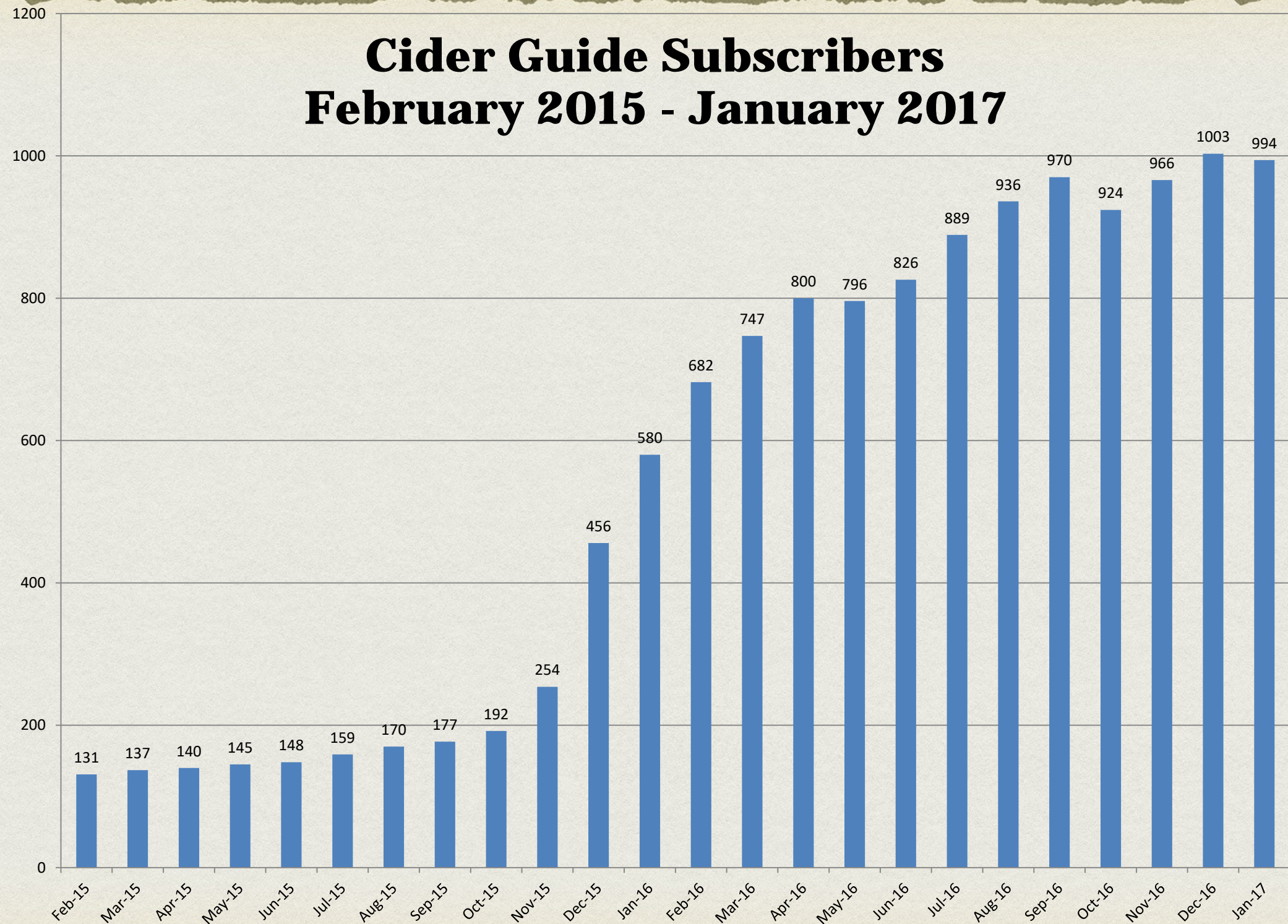
<http://dev.bjcp.org/newsletter/acidity-in-cider-and-perry/> (37)
<http://us6.campaign-archive1.com/?u=86557301683de8a745b58cb2e&id=f3a83124e8> (42)
<http://draftmag.com/wild-fermented-ciders-court-sour-beer-drinkers/> (40)
<http://www.ediblemanhattan.com/drink/the-cider-makers-cider/> (21)
<http://www.cheatsheet.com/culture/hard-ciders-youve-never-heard-of-but-n...> (55)
<https://cider> (1)
<http://www.realciderreviews.com/australian/daylesford-cider-alf-n-alf/> (4)
<https://www.ciderfood.com/> (28)
<http://beervana.blogspot.com/2017/01/how-to-do-social-media.html> (26)
<https://www.ciderfood.com/blog/2017/1/18/this-is-a-headline-about-cider-...> (17)
<http://www.goodfoodawards.org/2017-winners/> (34)
<https://ciderassociation.wildapricot.org/CiderCON-Schedule> (11)
<http://cidercraftmag.com/5-new-cideries-to-explore-in-2017/> (38)
<http://cidercraftmag.com/blue-bee-cider-aragon-1904/> (5)
<http://www.cidersessions.com/windfall> (10)
<https://www.amazon.com/Cider-Made-Simple-About-Favorite/dp/1452134456?ta...> (12)
<https://cidersays.com/2017/01/23/double-cider-review/> (4)
<https://www.instagram.com/p/BPgCHW0gU65/> (6)
<https://www.youtube.com/watch?v=pbCZtNizFO0> (3)
<https://cidersays.com/2017/01/25/honest-abe-cider/> (5)

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Typical Subscriber Activity

EMAIL TYPE	SUBJECT	SENT
 Broadcast	Cider News – February 3, 2017	Feb 03 at 10:52am
 Broadcast	Cider News – January 27, 2017	Jan 27 at 11:01am
 Broadcast	Cider News – January 20	Jan 23 at 1:28pm
 Broadcast	Cider News – January 20, 2017	Jan 20 at 9:04am
 Broadcast	Cider News – January 13, 2017	Jan 13 at 12:16pm
 Broadcast	Cider News – January 6, 2017	Jan 06 at 10:46am
 Broadcast	Cider News – December 30	Jan 02 at 1:28pm
 Broadcast	Cider News – December 30, 2016	Dec 30 at 11:05am
 Broadcast	Cider News – December 23	Dec 26 at 1:28pm
 Broadcast	Cider News – December 23, 2016	Dec 23 at 8:32am
 Broadcast	Cider News – December 16	Dec 19 at 11:21am
 Broadcast	Cider News – December 16, 2016	Dec 16 at 11:46am

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1,000 True Fans

A true fan is defined as a fan that will buy anything you produce.

If you have roughly a thousand true fans, you can make a living — if you are content to make a living but not a fortune.

This new technology permits creators to maintain relationships, so that the customer can become a fan, and so that the creator keeps the total amount of payment.

kk.org/thetechnium/1000-true-fans/



By Robert Cordtz
First created

Follow

Sonoma Cider Taproom

Help us make the Sonoma Cider Taproom a reality! Opening September 2016.



\$6,748

pledged of \$15,000 goal

71

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on September 13.



By Galen Cunning &
Stacey Barnes
First created

Follow

Let's Build A Cidery!

Belstar Orchards is an artisanal hard cidery in Buxton, Maine, striving to bring the finest cider apples to the table in bottle form.



\$2,013

pledged of \$15,000 goal

19

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on August 4.



Arizona's first craft cidery & taproom

By Cider Corps

First created

Follow

Crafting small batch ciders that will give you a whole new appreciation for an old american drink. No added sugars & gluten free



\$12,706

pledged of \$30,000 goal

60

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on October 6.



By Josh Bennett and Will
Lewis

First created

Follow

Hawk Knob Hard Cider and Mead West Virginia's First Cidery

We make traditional, craft, locally farmed hard cider and mead. We stick to our Appalachian roots and you can taste the tradition.



\$6,481

pledged of \$22,000 goal

87

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on
March 27.



By The Denkers

First created

Follow

Coyote Hole Ciderworks - 100% Organic Virginia Hard Cider

Coyote Hole Ciderworks is a family owned hard cidery located in Virginia at Lake Anna, operating on 20 beautiful acres opening in 2016.



\$2,540

pledged of \$10,000 goal

22

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on May 19.

Closed

Serpentine Cider Tasting Room & Kitchen

Help us be the first hard cider brewery in San Diego!
Fresh juice with ZERO artificial ingredients.



Sean Harris
San Diego, United States
[About](#)

\$9,147 USD raised by 111 backers



61% of \$15,000 [flexible goal](#)

Closed

Support Lassen Traditional Cider!

Producing small-scale, artisanal style, high quality
cider in Chico, CA



Ben Nielsen
Chico, United States
[About](#)

\$5,586 USD raised by 55 backers



49% of \$11,500 [flexible goal](#)

Closed

Right Bee Cider

Brewer meets girl. Brewer makes cider to woo girl. It worked. Right Beside Her... RIGHT BEE CIDER!



Katie Morgan
Chicago, United States
[About](#)

\$8,545 USD raised by 111 backers



28% of \$30,000 [flexible goal](#)

Closed

Texas Keeper Taproom!

Texas Keeper Cider is raising moolah to open a taproom!



Brandon Wilde
Austin, United States
[About](#)

\$16,450 USD raised by 152 backers



82% of \$20,000 [flexible goal](#)

Closed

Twisted Limb Hard Cider Expansion

Twisted Limb Hard Cider is NJ's first hard cider company, and we need your help to expand!



Martin Willard

Newton, United States

[About](#)

\$5,630 USD raised by 65 backers



56% of \$10,000 [flexible goal](#)

ONLINE BRANDING

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.**

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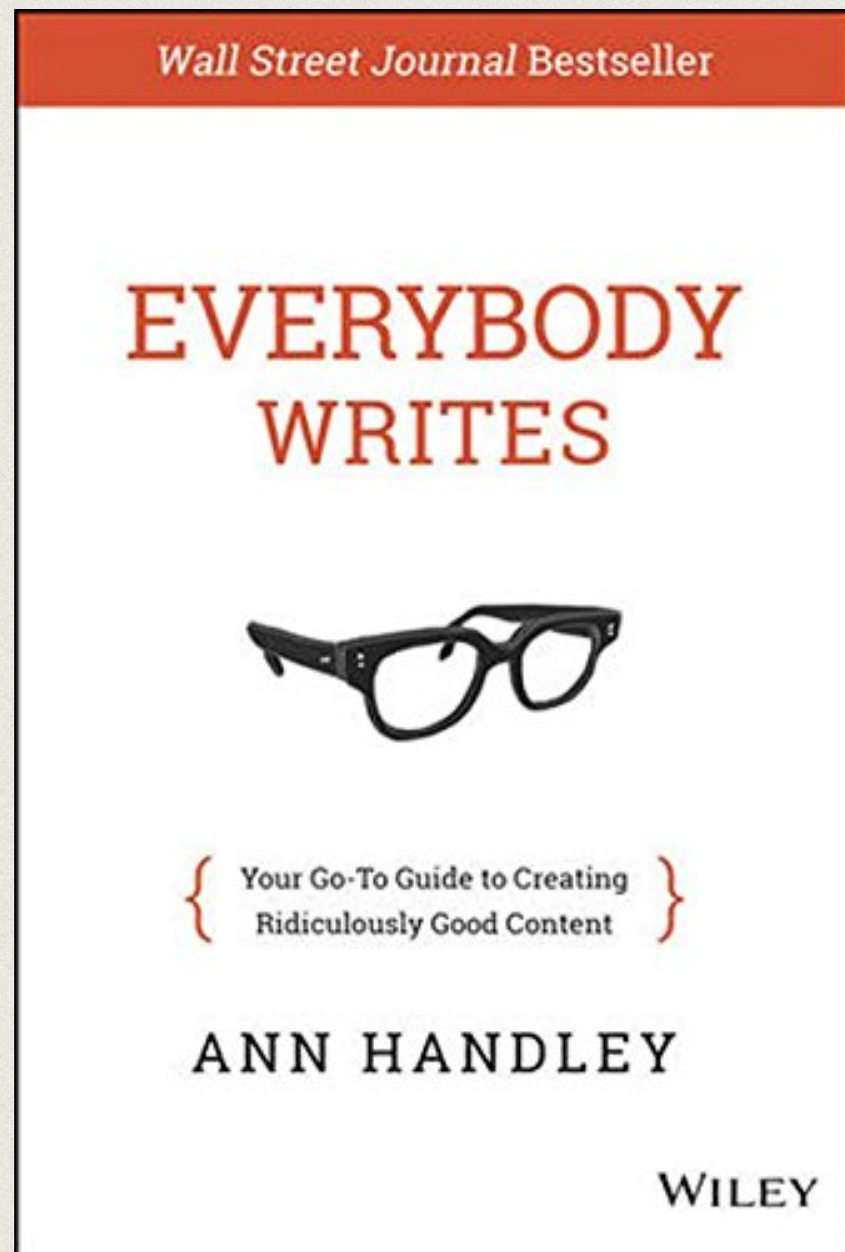
Why Crowdfunding Campaigns Fail

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.

thedomino.com/2012/06/why-kickstarter-campaigns-fail.html

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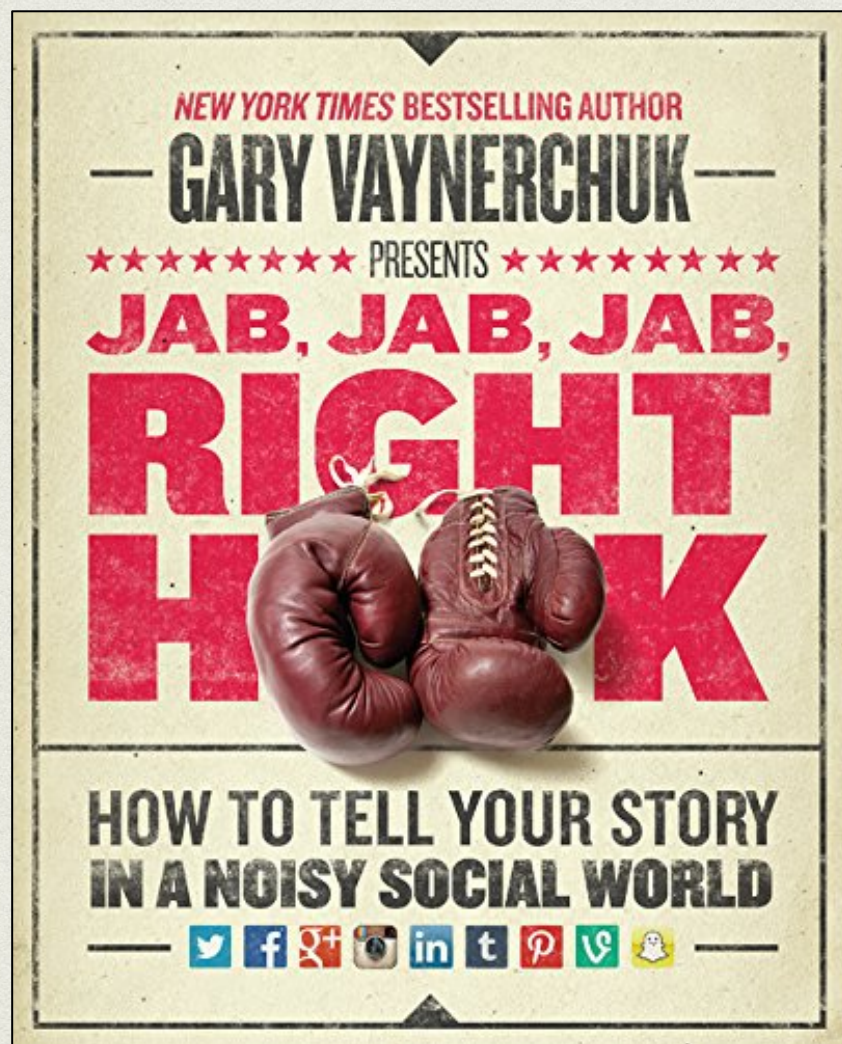


Everybody Writes

**Your Go-To Guide to Creating
Ridiculously Good Content**

Ann Handley

ONLINE BRANDING

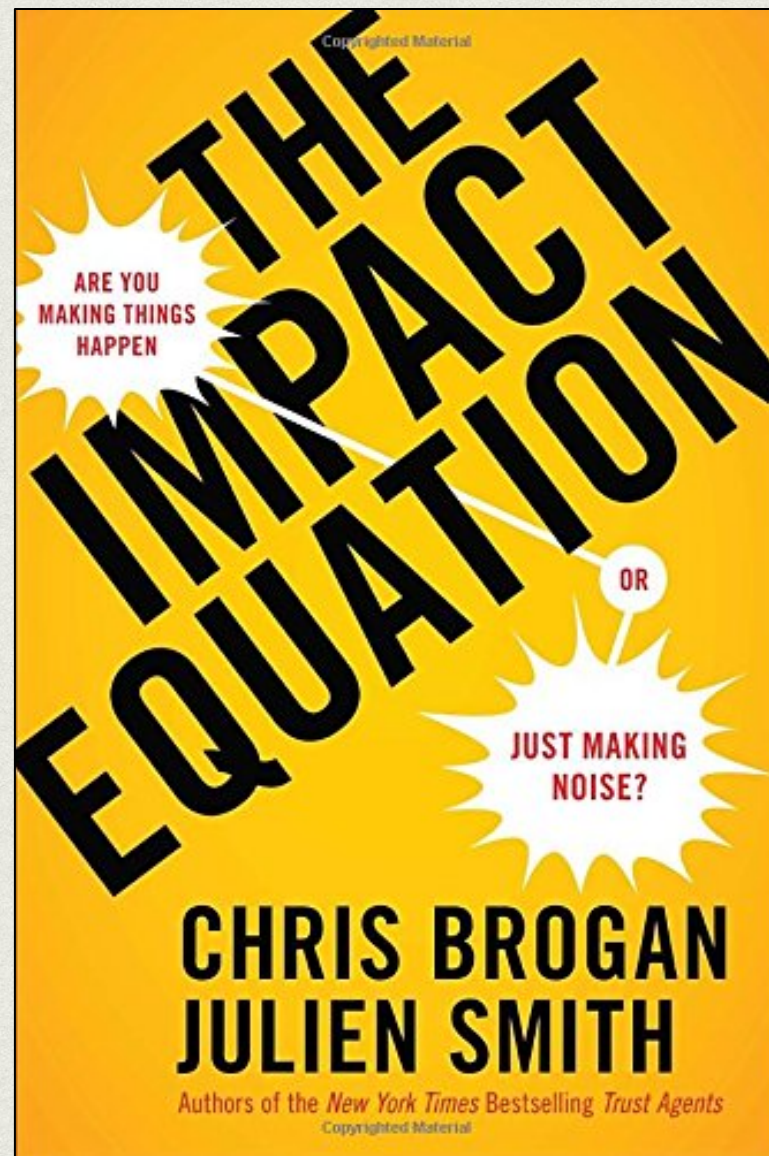


Jab, Jab, Jab, Right Hook

**How to Tell Your Story in a
Noisy Social World**

Gary Vaynerchuk

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The Impact Equation

**Are You Making Things
Happen or Just Making
Noise?**

**Chris Brogan
Julien Smith**

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Purple Cow

**Transform Your Business by
Being Remarkable**

Seth Godin

ONLINE BRANDING

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