

Keepin' in touch in a touchless world

How to engage with your customer base when your tasting room is closed

Presented by: Amber Pollock, Mark Vierthaler, and Amanda Boroughs

ACSA Webinar 3/25/2020

You had to close, what now?

- Think about your customer
- Think about your staff
- Take stock of what you can still do
- Go digital
- Find the opportunities
- Communicate and be authentic

Think about your customer

- What do they miss? And how can you recreate that for them in a new way?
 - Cocktails, sure, but what else?
- Are they looking for ways to support you? Are you giving them ways?
- How can you support them?

Think about your staff

- What do they miss about work? How can you recreate this for them in new ways?
 - Customer interactions, each other, you, building skills, etc.
- Do they have any untapped skills they can leverage in this situation
- Do they have ideas to help you stay connected with customers?
 - New social platforms, generating content, creative solutions

Take stock of what you can still do on site

Stay up to date on executive orders, local mandates etc.

Consider...

Curbside pickup for bottles/merch/giftcards
See best practices sheet

To-go cocktails (where allowed)

Make at home cocktail kits

Are you allowed to deliver or partner with a delivery company?

Go digital

- Everyone is at home ONLINE!
- Use digital platforms to share knowledge, stay connected, build audience, highlight your people
 - Happy hours
 - Q&As/Distillers talks
 - Go live!
 - Cocktail demos/Crowd sourced cocktails/Competitions
 - Classes
- Revisit your social strategy/website
 - Use polls/questions
 - Get customers to interact with you online
 - Freshen up bios/profiles/website content

Find the opportunities

Most likely...

- Customers are hungry for content, education, entertainment right now
 - This is a prime time to get creative and try things you've wanted to try
 - This is also a prime to revisit old content with a more captive audience
- Customers are worried about your business
- Customers will appreciate your efforts to support them and the community

Communicate and be authentic

- Use your voice and platform for good right now
- Keep customers up to date on what is going on with you and your business
 - Now might be a really good time for transparency
- Elevate your customers, your community, and your staff on your platforms
- Be extra responsive, no one needs more uncertainty in their lives right now
- Be extra understanding, people are stressed and afraid
- Encourage staff to be authentic and let people know how they are doing in any content they are generating for the business
- Infuse these new ways of doing business with the hospitality, personality, and customer service your customers would ordinarily receive in person at the tasting room

Contact us!

Amber Pollock- Backwards Distilling Company @backwardsdistillingco
amber@backwardsdistilling.com @theboozetourist

Mark Vierthaler- Tenth Ward Distilling Company @tenthwardco
mark@tenthwarddistilling.com @whiskyicarus

Amanda Boroughs- Tenth Ward Distilling Company @tenthwardco
Amanda@tenthwarddistilling.com