Customer Engagement App Designed for the Vermont Brewers Association

BEER WORTH FINDING

VBA

VERMONT BREWERS ASSOCIATION

Powered By

BREWERS MARKETING | Craft Beer MONKEY

AWESOME! YOU CAN DO THIS WITH A MOBILE APP?

Take advantage of smartphone functionality that you can't do with a mobile website.

BEST FOR LOYALTY PROGRAMS - PASSPORT

Provide value to your customers. Talk about on-hand information, how about digitalizing that loyalty program you have in place? Instead of sticking to the old paper & stamp passport, make it possible for your customers to collect their rewards via your mobile app. The result? More downloads and more return customers.

CREATE A DIRECT MARKETING CHANNEL - PUSH NOTIFICATIONS

Apps serve many functions: they can provide general info, prices, contact forms, search features, user accounts, news feeds, and much more. One of the biggest benefits of having a mobile app is that all the information you'd like to provide to your customers – including new releases, specials and promotions – is right at their fingertips. Through push notifications you're getting even closer to a direct interaction, and can easily remind customers about your latest products, events and news whenever it makes sense.

USE PHONE FEATURES TO ENGAGE CUSTOMERS - CAMERA & GPS INTEGRATION

Every smartphone comes with standard apps like cameras, maps & GPS. You can use these features to engage your customers like using the GPS to show customers locations where they can buy your products that are close by. Passport check-ins can be validated based on the users actually location. Cameras are used to scan images for enhanced search results or to dazzle a customer with an augmented reality experience.

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OUR CLIENTS

Working together to create solutions for every business challenge.

CRAFT BEER INDUSTRY

SUCCESS!

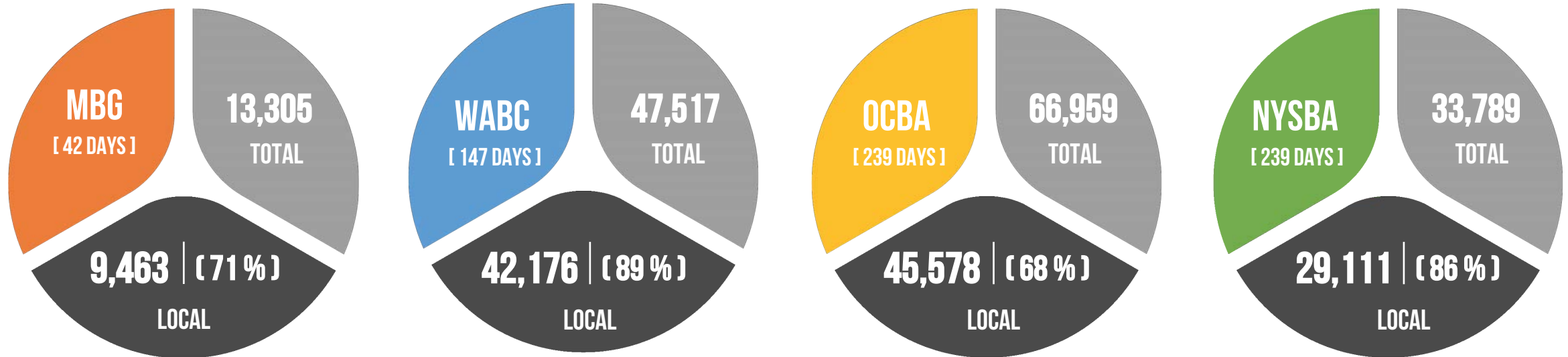Take a look at what other Guilds/Associations have achieved.

18,480
DOWNLOADS

1,028,304
SCREEN VIEWS

ENGAGE YOUR LOCAL CUSTOMERS

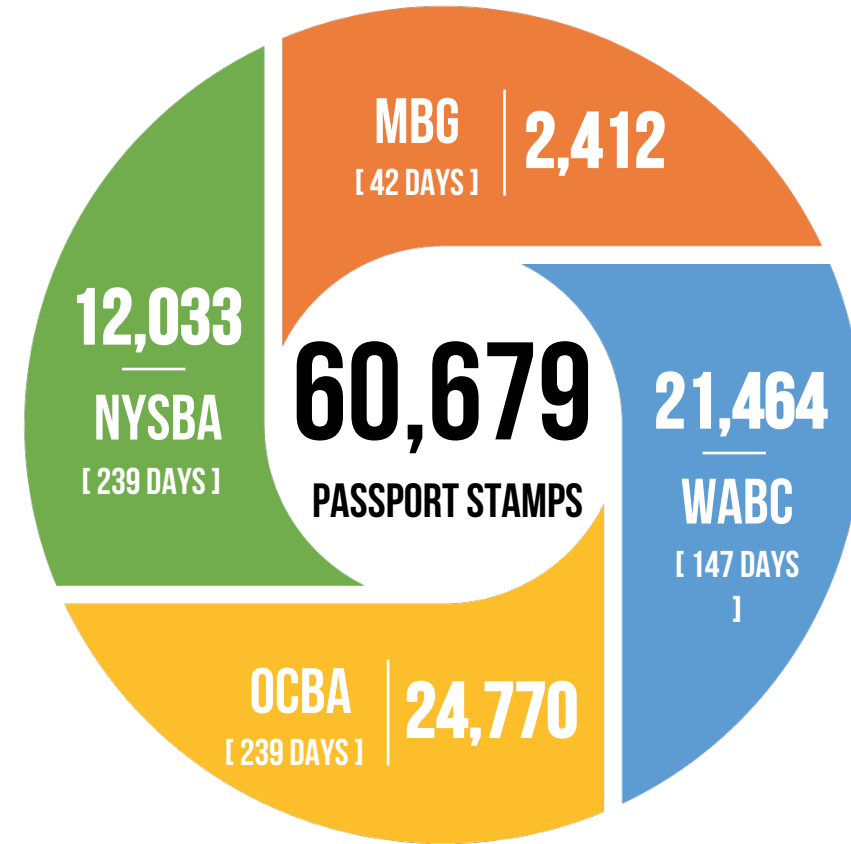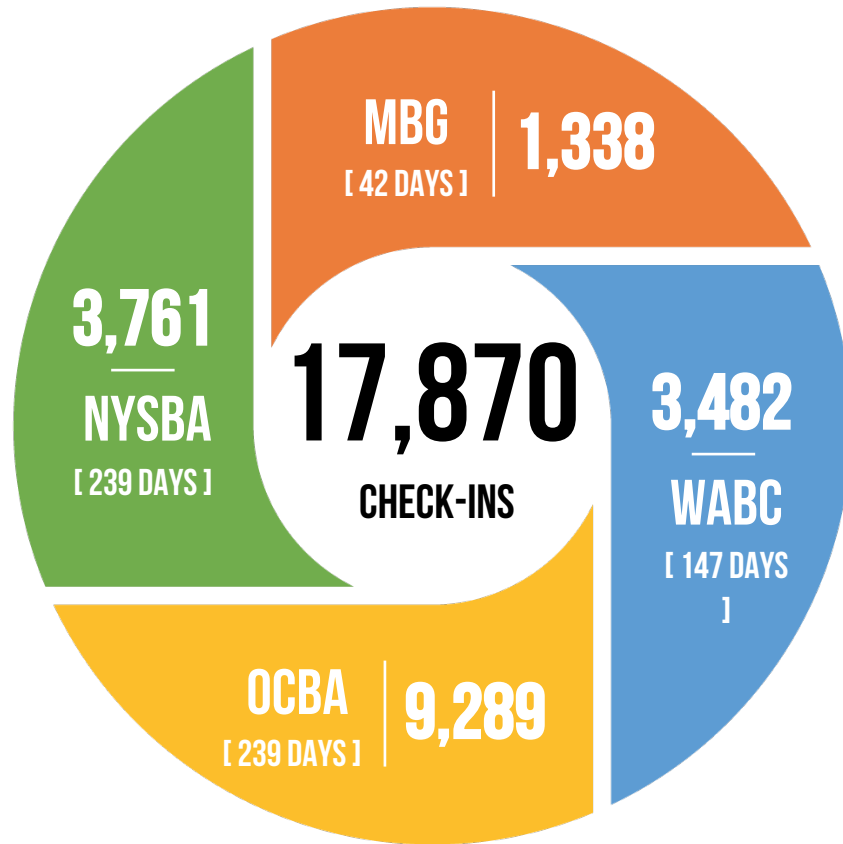Take a look at what other Guilds/Associations have achieved.

SESSIONS

MBG [42 DAYS] — 13,305 TOTAL — 9,463 (71 %) LOCAL

WABC [147 DAYS] — 47,517 TOTAL — 42,176 (89 %) LOCAL

OCBA [239 DAYS] — 66,959 TOTAL — 45,578 (68 %) LOCAL

NYSBA [239 DAYS] — 33,789 TOTAL — 29,111 (86 %) LOCAL

AVERAGE SESSIONS: 161,570 — 79% LOCAL

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USER ACTIVITIES

Take a look at what other Guilds/Associations have achieved.

Check-ins: 17,870
- MBG [42 DAYS]: 1,338
- NYSBA [239 DAYS]: 3,761
- WABC [147 DAYS]: 3,482
- OCBA [239 DAYS]: 9,289

Passport Stamps: 60,679
- MBG [42 DAYS]: 2,412
- NYSBA [239 DAYS]: 12,033
- WABC [147 DAYS]: 21,464
- OCBA [239 DAYS]: 24,770

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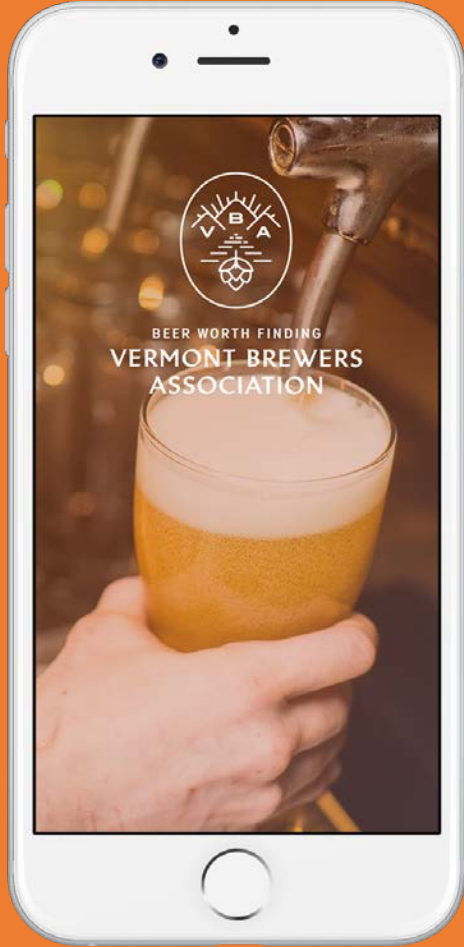
ALWAYS GOING UP

Our happy clients experience month-to-month improvement on all aspects of their apps

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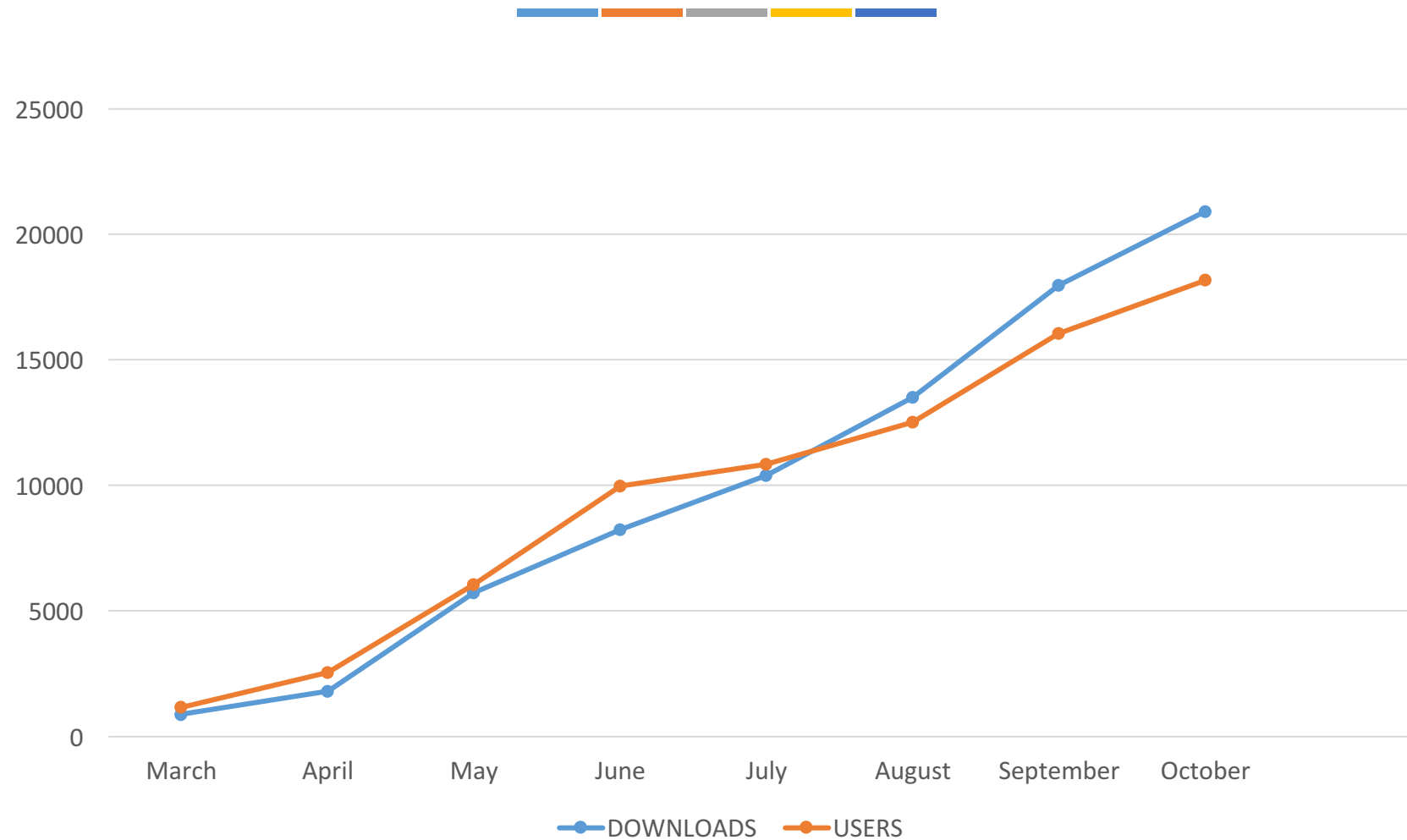
VERMONT BREWERY CHALLENGE

Vermont's Craft Beer App

CUSTOM APP FOR THE VERMONT BREWERS ASSOCIATIONS

Create awareness for your members, their amazing products, area events and festivals as well as industry news

FULLY BRANDED

Each app is hand crafted to reflect your unique style and work within your budget. Your app will be created for and branded in all mobile app stores.

ANDROID & IOS

Reach 98.4 percent of the worlds smartphone market with an app built for both IOS and Android.

SPONSOR & ADVERTISING OPPORTUNITIES

Use prime locations in your app like splash screens or event pages as a sponsorship opportunity. Sponsor will be seen each time someone opens your app or visits an event. A great value to add to any sponsorship package.

BEER WORTH FINDING
VERMONT BREWERS ASSOCIATION

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KEY FEATURES

Features for a more engaging app

ENHANCED BREWER INFO

Each brewer has a robust listing including images, location details like hours and description, beers, tap room locations & news. Connect with customers by listing your brewery and tap room locations.

BEER DIRECTORY

Display all of the brews your members have to offer. Each beer includes a detailed description providing users with all the information they need to choose the perfect beer.

ACTIVITIES

Discover what other users are up to; which breweries they have visited, what beers they have tried and see how much fun they are having with the images they share.

PASSPORT PROGRAM

Customer loyalty programs are a convenient mechanism for meaningful differentiation. Reward your customer for visiting each of your brewer's locations.

BEER TRAILS

Brewery locations are grouped by geographical locations or themes. Users can select which locations they want to visit and create their one custom beer trail.

FESTIVALS & EVENTS

Provide all the details of your next Craft Beer Festival so users can make the most of their visit. List attending brewers, featured beers, guest speakers and more.

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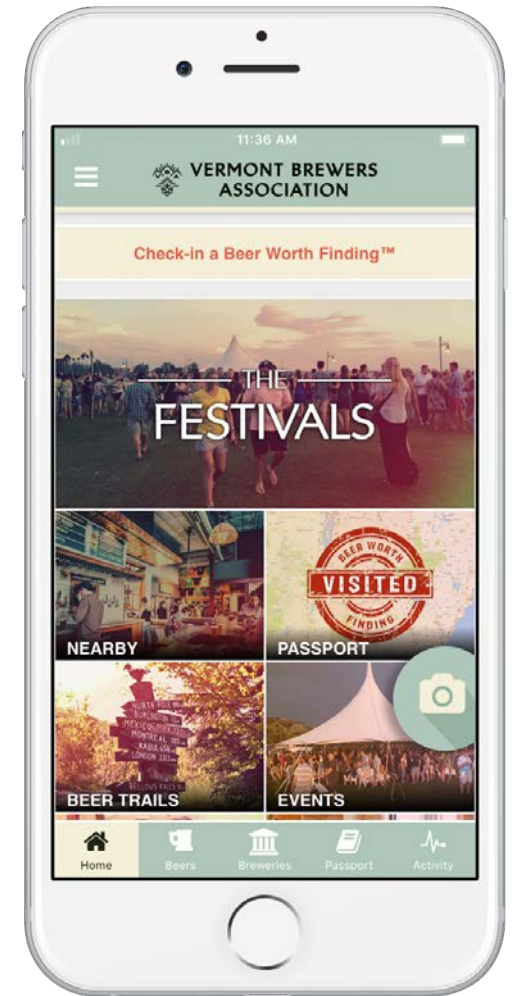
ENHANCED BREWER INFORMATION

Provide user comprehensive details for each of your participating brewers

BREWERS STORY

Each brewer can share their story. How they started, what was their inspiration, why they do what they do. Every great artist has a story to tell.

BEERS

Brewers can showcase each beer that they offer. Information includes style, when it's available, stats like IBU and ABV and much more.

EVENTS

Each brewer can include events specific to their brewery. Events include location information so they can let people know what's happening in their Tap Room and where they may be seen around town, like Tap Takeovers and Festivals.

WHAT'S ON TAP

Brewers can let users know what beers are on tap at their locations. Plugins are also available so they can display this information on their websites and digital menus using the same data.

TAP ROOM LOCATIONS

In addition to the actual brewery location, brewers can let people know where their tap rooms are and include location specific information.

SOCIAL MEDIA

Users can share with their friends through social media; where they are, what they are drinking and what an awesome time they are having.

DETAILED BEER INFORMATION

Brewer moderated information for consumers

BEER STYLE & INFO

Detailed beer information including ABV, IBU, style, flavor notes and other information provided by the brewer.
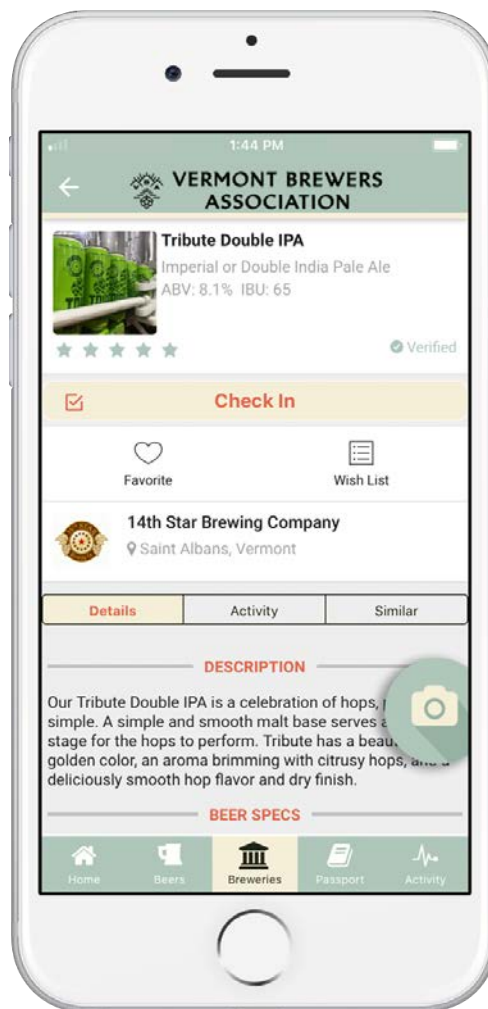
TRACK YOUR FAVORITES

Beer lovers can quickly favorite the brewers and check-in the beers they like most for future reference.

SIMILAR BEERS

By using this feature, users can learn about other beers that have similar qualities to the ones they've liked in the past so they can discover new beers and breweries.

CHECK-IN, EARN REWARDS

Consumers can check-in beers they try. Associations and brewers can provide rewards for supporting state brewers (subject to state laws).

RATINGS & COMMENTS

Users can rate their favorite beers so they know which ones they liked. The next time they want a beer they can search on where to purchase their favorite beers.

SOCIAL MEDIA

Links to other social beer sites such as Untappd, Beer Advocate, Rate Beer can be included. We also make it easy for craft beer enthusiast to share their comments and photos with other enthusiasts.

1:44 PM

VERMONT BREWERS ASSOCIATION

Tribute Double IPA
Imperial or Double India Pale Ale
ABV: 8.1% IBU: 65

☆ ☆ ☆ ☆ ☆   ✓ Verified

☑ **Check In**

♡ Favorite   ▤ Wish List

14th Star Brewing Company
📍 Saint Albans, Vermont

Details | Activity | Similar

DESCRIPTION

Our Tribute Double IPA is a celebration of hops, simple. A simple and smooth malt base serves a stage for the hops to perform. Tribute has a beau. golden color, an aroma brimming with citrusy hops, and a deliciously smooth hop flavor and dry finish.

BEER SPECS

Home | Beers | Breweries | Passport | Activity

BREWERS MARKETING

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PASSPORT LOYALTY PROGRAM

Brewer information for consumers

VISIT BREWERS

Each brewer that is a participant in the passport program is displayed so users can keep track of where they have been and where they need to go next.

EARN STAMPS

As each location is visited the user receives a stamp for that location. Stamps are validated by GPS. If connectivity is an issue, no problem, users can request a manual stamp.

GET REWARDS

Users can see what each reward level offers, whether it's a bottle opener or the full swag bag. They can easily see how many stamps they need to earn to reach each level.
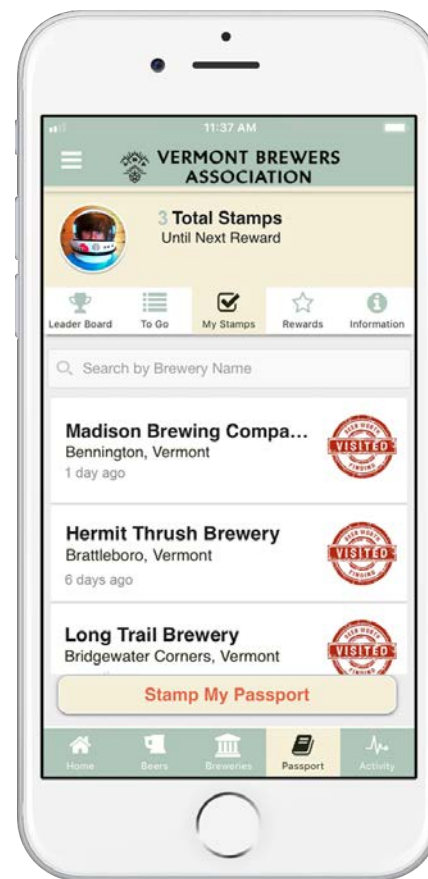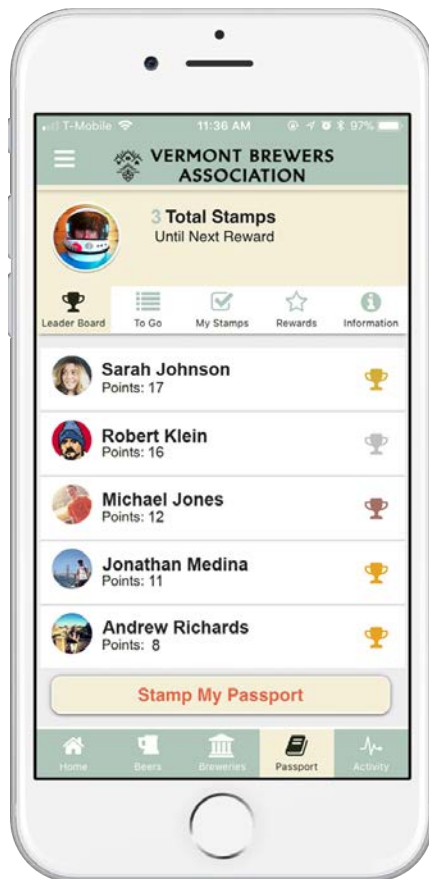
LEADER BOARD

Make your app competitive!
Users can see who's in the lead and how many points they need to make it to the top of the leader board.

TRACK PROGRESS

Users can check their profiles to see how many places they have visited, how many more they have to go and how close they are to reaching the next level.

SHARE ON SOCIAL MEDIA

Users can share with their friends through social media where they are, what they are drinking and what an awesome time they are having.

FESTIVAL & EVENTS

Festival features managed by the brewers association

BREWERS & BEER

Let your event attendees know which brewers are participating and which beers they will feature on tap. You can include non-member brewers as well.

FOOD & EXHIBITORS

Keep users informed about your festival's scheduled entertainment and other events like brewer talks. You can include details like descriptions, date, time and reference a booth or stage for easy reference.

ENTERTAINMENT

Food pairings are always a hot topic. Let attendees know who's going to be there cooking and what's on their menu. You can also include other exhibitors.
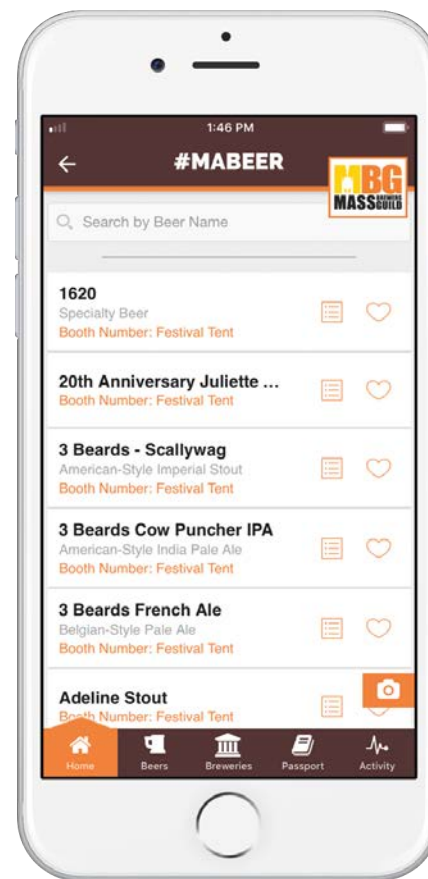
BEER CHECK IN, RATING

Users can keep track of the beers they like during the event. They can check-in a beer and share their thoughts, or favorite a beer so they can buy it in the future.

PERSONAL NOTES

Users can make notes about the new beers they try so they can remember the great ones and buy them later, after the event. All of the user's activities are recorded in their Profile, so they have it for future reference.

SOCIAL INTEGRATION

Using our social media integration functionality users can share their experience at the event with their friends and followers .

USER PROFILES

Users can easily find all of their information in their personal profile.

MY FAVORITES & WISH LIST

Users can keep track of their favorite beers and breweries or "wish list" brews they want to try. There is some many beers and so little time.

MY ACTIVITIES

User can look back at all the great places they have visited, see other user's comments. Users can share their activities to their friends on social media accounts.

MY PHOTOS

Create a great photo gallery of all you brewery and beer experiences. Users can see all the images that they have created when checking in a beer or at a brewery.
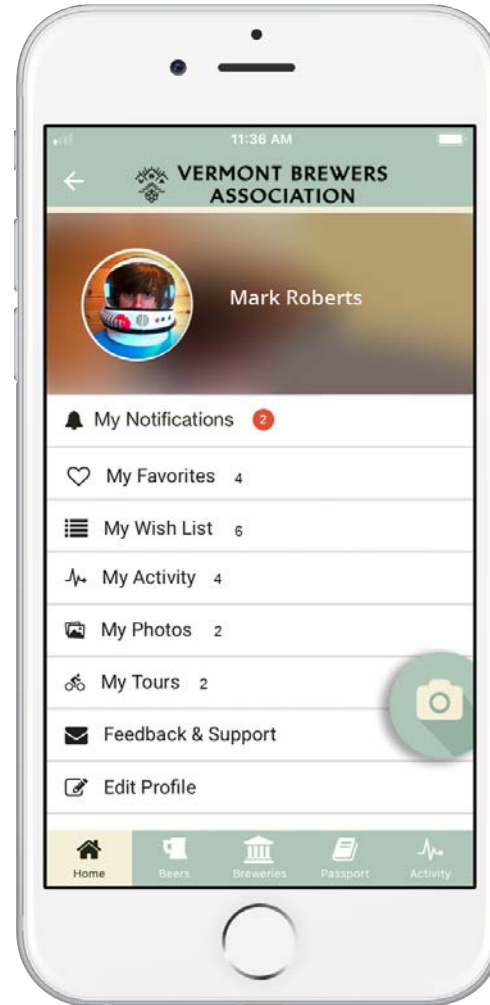
MY TOURS

Keep track of all the personalized beer trails that you have created. Users can also save beer trails in advanced so they are ready to go on a moments notice.

FEEDBACK & SUPPORT

Users can easily let us know how great the app is or get help if they run into any issues. Brewers Marketing support team is there to assist users when they need help.

MY NOTIFICATIONS

Users can access all past and current notifications that have been sent to them through the app.

11:36 AM

VERMONT BREWERS ASSOCIATION

Mark Roberts

🔔 My Notifications 2

♡ My Favorites 4

☰ My Wish List 6

〰 My Activity 4

🖼 My Photos 2

🚲 My Tours 2

✉ Feedback & Support

✎ Edit Profile

Home   Beers   Breweries   Passport   Activity

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VISUAL SEARCH

Get discovered by your customers with the click of their camera!

1.

SCAN BEER LABEL

You can easily provide app users a convenient way of looking up more information regarding a particular beer while they are at the shelf. Brewers provide images of their beer labels that are used with scans to link to the beer detail page in your app. While at the shelf this provide a great way for consumers to quickly find more information to make their buying decisions.

2.

VIEW BEER INFORMATION

Once the label is scanned it takes the consumer to a beer detail page. This provides the user with everything they need to know about that beer along with ratings and reviews of other enthusiasts and similar beers.

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IN-APP ADVERTISING

Generate revenue, get local businesses to become sponsors and invest in your app.

SPONSORSHIP

Encourage local businesses to invest in your app by becoming sponsors. In return, their logo and links will be displayed on the login and homepages.

BANNER ADS

Banner Ads are another good way to get noticed. Sponsors can display their custom graphics with their logo across app pages.

NATIVE ADVERTISING

Native advertising graphics can be placed among page content, such as, beers and brewers listings. Ads rotate so users don't get bored seeing the same ads.

FEATURED LISTING

Featured listings are great for breweries that want to be ahead of the competition. Brewers can select a beer, event or brewery location to feature at the top of the list.

BREWERS PRIVATE PORTAL

Manage your account
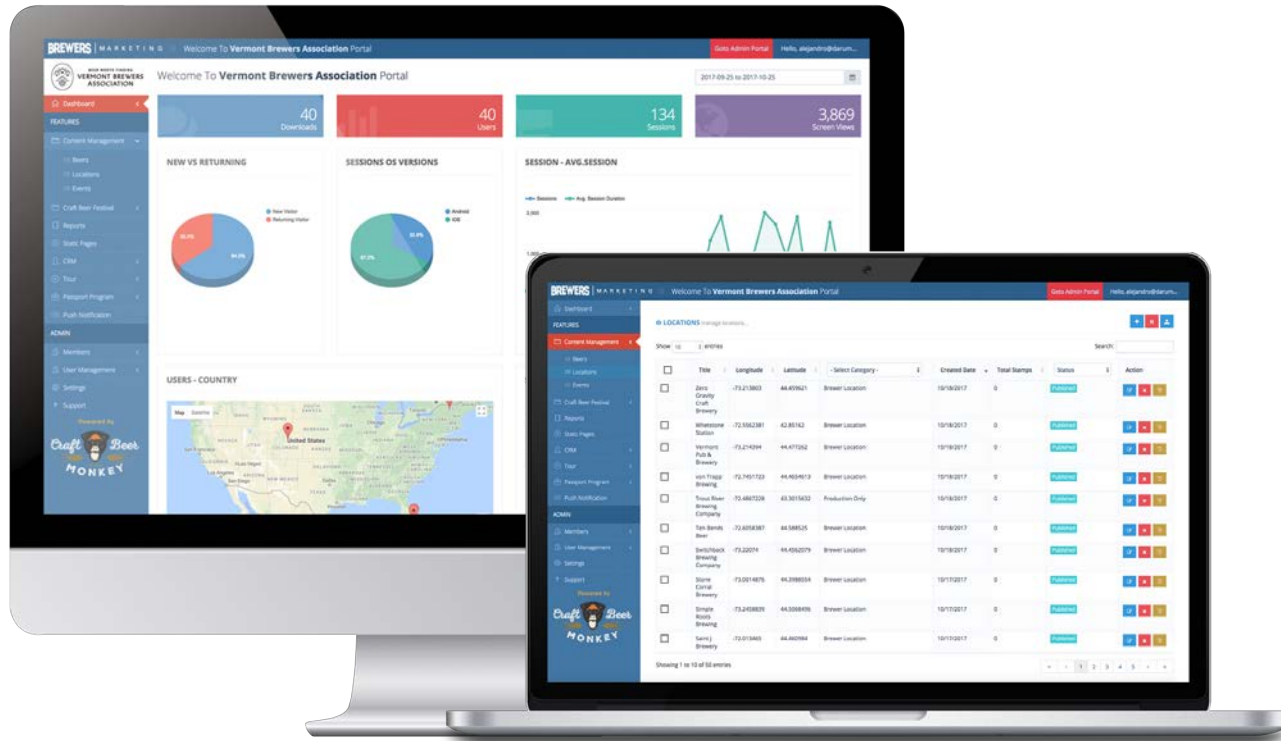
The association portal is located in the cloud to insure 24/7 availability. Associations can assign users with different roles so staff can update content while other information remains secure.

MEMBER MANAGEMENT

Associations can manage their members easily. Invitations can be sent and moderated to insure that members are signing up. Registered members can be managed easily with a simple click of a button; deactivate, send a receipt or view their content.
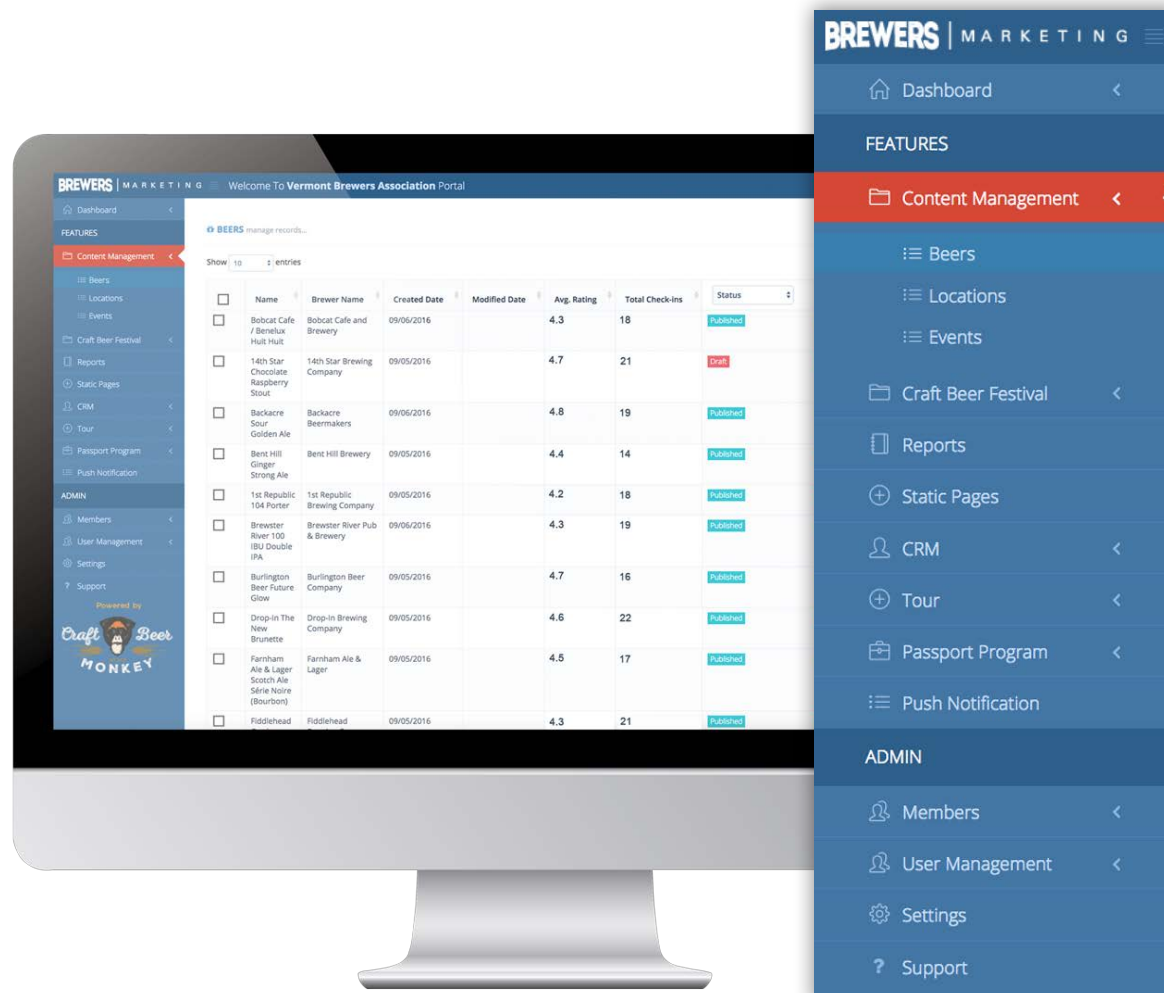
ANALYTICS

Our analytics dashboard lets you know exactly how your app is doing. You can see how many downloads, where they are coming from, what they are looking at and how long they have been in the app.

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CONTENT MANAGEMENT

Keep your Brewery content up-to-date and users engaged.

Associations can invite members to "join" the app and set up their admin portal.

From the portal brewers can update and maintain all of the brew location information, add beers and beer details along with images.

Based on what the association wants to include brewers can contribute news and brewer events as well. The app will contain all brewers in the state regardless of brewer participation.

For a nominal fee, brewers can upgrade their account and have access to detailed analytics, customer feedback, and push out specials and promotions.

BREWER ADD-ONS

On source of data, multiple displays

NOW ON TAP

		DRAFT	BOTTLED
LORD SORACHI	FRENCH & BELGIAN-STYLE SAISON	$4.50	$5.50
	ABV: 9.5% IBU: 34		
BEL AIR SOUR ALE	AMERICAN-STYLE SOUR ALE	$5.00	$6.00
	ABV: 5.8% IBU: 38		
RED SUMAC WIT	BELGIAN-STYLE WITBIER	$4.00	$5.00
	ABV: 6.2% IBU: 42		
WILD HORSE PORTER	BROWN PORTER	$5.00	$6.00
	ABV: 7.3% IBU: 53		
WEIZENHAMMER	SOUTH GERMAN-STYLE WEIZENBOCK	$6.00	$7.00
	ABV: 7.8% IBU: 30		

HAMMARBY SYN[	SPECIALTY BEER ABV: 8.0% IBU: 30
QUADRACERATO[	BELGIAN-STYLE QUADRUPEL ABV: 9.9% IBU: 32
RIDGY-DIDGE	FRENCH & BELGIAN-STYLE S[ABV: 8.4% IBU: 80
FIRE & ICE	BAMBERG-STYLE MÄRZEN R[ABV: 7.2% IBU: 72
I WANNA RYE -IT	SPECIALTY BEER ABV: 7.4% IBU: 73

WEBSITE PLUGINS

Detailed beer information including
ABV, IBU, style, flavor notes and other information
provided by the brewer.

DIGITAL DISPLAYS

Beer lovers can quickly favorite the brewers and
check-in the beers they like most for future reference.

FACEBOOK EVENT (COMING SOON!)

By using this feature, users can learn about other
beers that have similar qualities to the ones they've
liked in the past so they can discover new beers and
breweries.

ABOUT BREWERS MARKETING

We build custom branded mobile apps for the craft beer industry

OUR MISSION

To provide the craft beer industry with unique and innovative software solutions that help them engage with their consumers.

OUR VISION

To build engaging and useful software solutions for craft beer enthusiasts that they want to use.

OUR APPS

Brewers Marketing developed the first mobile marketing platform designed specifically for craft brewers and their associations. Brewers Marketing includes image recognition capabilities in its mobile app platform enabling features, such as, beer label searching and augmented reality.

BREWERS
MARKETING

Craft Beer
EST. 2016
MONKEY

MEET THE TEAM

Industry experts ready to help you create an amazing app.

ROB

Co-Founder

SUSAN

Co-Founder

RICK

Director of Finance

ABRAHAM

Software Engineer

ALEJANDRO

Graphic Designer

ANDREW

Graphic / 3D Artist

CECILIA

Web Developer Intern

JEN

Data Manager

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CHEERS!

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