



**CRAFTING  
CIDER'S  
FUTURE  
TOGETHER**

# Getting Social with Consumers

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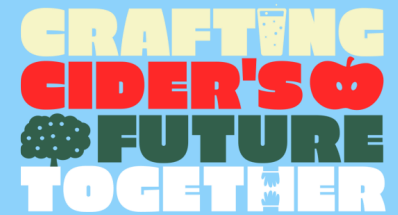
# Introduction

- Scope of the Panel
- Personal Introductions



# Big Picture Review

- What does your business look like?
- How important is Social Media and Marketing?
- Why include social media and marketing in your strategy as a cidemaker?
- What are your priorities?



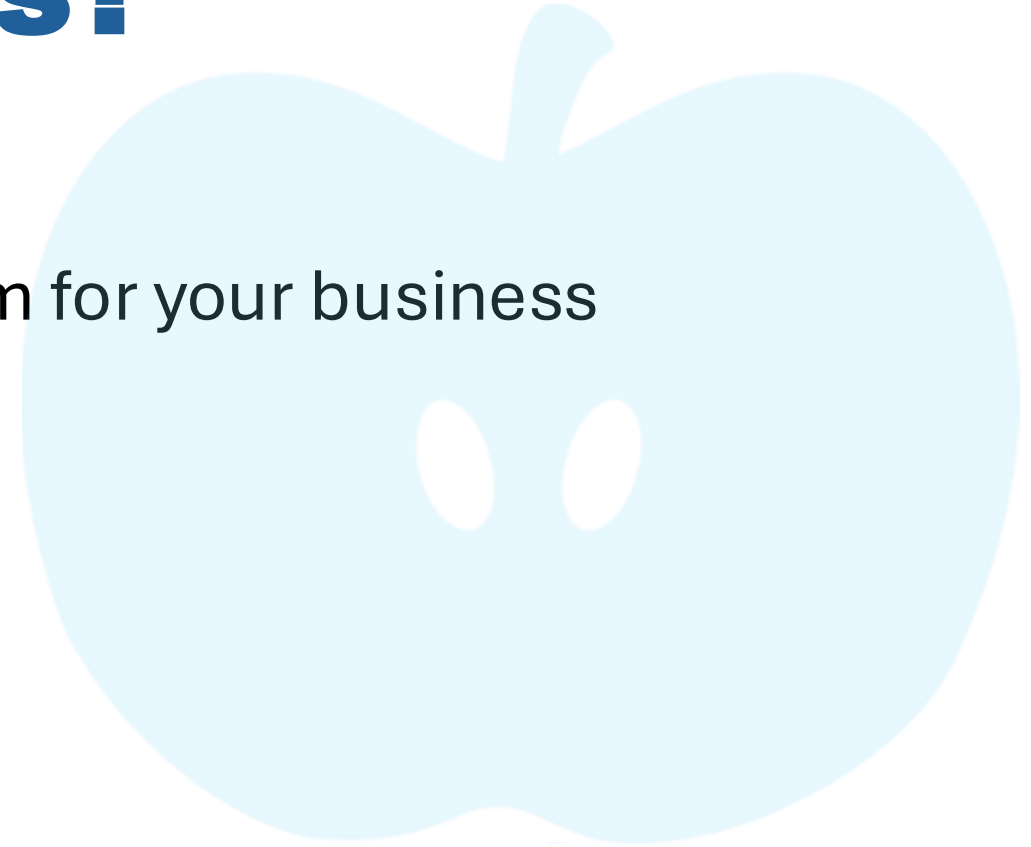
# Where is the Time?

- There are many barriers to entry into the marketing and social media spaces, namely time and resources. What are some ways to jumpstart and streamline marketing & social media?
- Reuse and Recycle
- Content Scheduling
- Using AI?



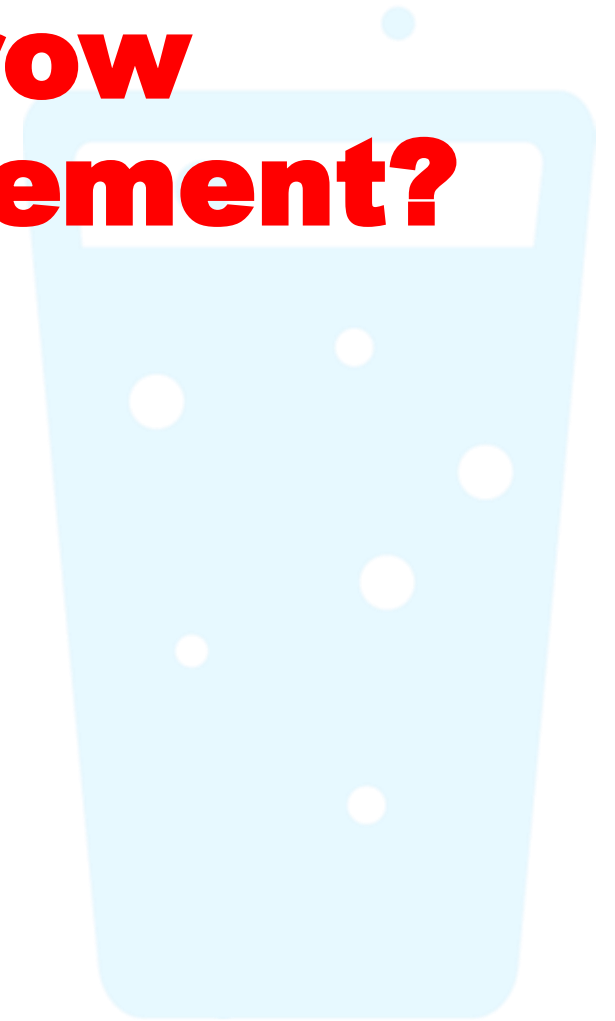
# Lacking Resources?

- Start a Newsletter
- Create a Facebook page and Instagram for your business
- Use what you have
- Hire a photographer occasionally
- Canva



# What are some tools to grow following/ increase engagement?

- Sweepstakes
- Collaborations with different businesses
- Influencers
- Advertise Social Media
- Boosting Posts



# OPEN Q&A

