

Advice From The Trail

Trillium Brewing on Content Marketing

It goes without saying that Trillium Brewing are masters of content, among so many other things, who make us salivate on the reg with their scrumptious photography and streamlined messaging. Trillium's Content Designer Phil Cassella and Marketing Director Mike Dyer are inspired, savvy, and generous with their insight—to say the least—and they gave us the lowdown on creating and executing a successful brewery content strategy. It all comes down to hospitality and patience.



At the center of hospitality is communication.

PC PHIL CASSELLA

At Trillium, hospitality is at the core of everything we do. Our spaces are designed to welcome folks in to enjoy the beverages, food, and experiences that we've worked so hard to create in the optimal environment. At the center of hospitality is communication. Everyone in the company must be knowledgeable about every aspect of our business, from the beers that we brew to the produce that we grow so that they can engage with our guests and answer any question they may have. We're much more than just a brewery and we seek out talented folks who are eager to learn and excited to share this knowledge with guests.

Because we have a variety of departments and operations at Trillium, it is vital that internal communication is prioritized so that we can accurately distill this information to our guests both in-person and digitally.

MD MIKE DYER

To create great content we need useful, meaningful information to make informed decisions about the strategy as well as to incorporate into the messaging itself. We have a variety of in-house tools to capture/track essential information about new beers and initiatives such as styles, ABVs, brewing process changes, etc.. Beyond the ingredients and process however is the WHY.

At Trillium we constantly refer to our "Why Story" whether that's "why" we are brewing a particular beer or holding a particular event or opening a new location. Sometimes there are simple, expected reasons why, such as consumers are demanding it, but often it's more strategic or related to our overall mission and intent. As we're developing a new brand, there is typically a meeting to explore the "why" story where as marketers we can fully understand the brewers intent as well as begin the process of crafting the public story.

PC PHIL CASSELLA

Day in and day out I'm lucky enough to see the quality, intention, and care that goes into every can of beer that leaves the brewery, each dish that is presented to our guests at our restaurant, and every piece of produce harvested at our farm. I truly believe that it is my responsibility to offer that same level of production in every photograph that I post or copy that I write. Not only is it a personal motivator, but it speaks to brand cohesion on all levels. We want guests to have a consistent Trillium experience, whether that's at home, in-person, or online.

Understand the value in content and invest in it properly.

MD MIKE DYER

In a craft brewery marketing strategy, content is vital. Breweries that have carefully developed and curated their brand, rely upon great storytelling. They don't give in to gimmicks, and present their products based upon their merits and unique qualities, not a value proposition. To achieve this, quality content (both graphic and well as written/spoken) is vital.

PC PHIL CASSELLA

To our brewery peers, understand the value in content and invest in it properly. I see too many creatives being undervalued, dismissed, and overlooked. The vast majority of our businesses use social media as our main storytelling and marketing avenue. This is how a large percentage of potential future guests will discover you. Why not make your best impression?

To creatives either currently in the industry or looking to break into it. Find a company that truly values content and will provide you with the tools to succeed. That's the hard part. Once you have your opportunity, grind, exceed all expectations, never stop learning (YouTube is your best friend), and KNOW. YOUR. STATS. Track all of your analytics and prove your worth.

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MD MIKE DYER

One trait that I find is critical to success that is often overlooked is patience. Creating a strong, evergreen brand is not done overnight. It takes time and consistency. I frequently see breweries throw the kitchen sink at their marketing, trying to appeal to everyone, or to generate a quick, immediate spike in sales or hype. Some believe that "I need to post something every day to stay relevant" but in doing so negate the value of quality content vs. posting something for the sake of posting.

Instead, develop your plan and stick to it. Focus on improving with each and every project or post. Go beyond what is expected and earn respect for your attention to detail. It's easy to become distracted, especially when you're doing ten other jobs at a small craft brewery, but how you present yourself, what you say/post/like/share, will determine what customers think of your brand and how/if they will value it above others.