

# Big Party, Big Money

Scott Michaels & Scott Hackett aka "*The Scotts*"

Bull City Homebrew - Durham, NC



*Where did the idea come from?*

Thanks, Austin Homebrew Supply



## So, why even do this?

- A) Big sales day potential
- B) Chance to recruit new brewers
- C) Nice to give back to customers
- D) Builds community
- E) Increased Exposure
- F) All of the above

# The BIG List

## Hot dog tent

### What we need to bring

- grill
- table
- tent/canopy
- paper plates
- utensils
- napkins
- hot dogs (80)
- hot dog buns (80)
- mustard
- ketchup
- food gloves

large garbage can

There is a foodlion right down the street so we don't need to go overboard on food. I would rather run out that have a bunch of people need a ticket to get a hot dog. They can get a ticket inside at the sampling station

I think getting a ticket to force people into the store is a good idea, but I think that it could also break down really

Run by: Scott H

Who's responsible for it

Scott H

Already at store upstairs

Already at store, kitchen

Scott H

Scott H

Scott H

Kitty

Kitty

Kitty

Kitty

Kitty

Kitty

Kyle

## Sampling station

### What we need to bring

- Sample cups
- Brew/wine school tickets
- roll of tickets

large garbage can

swag (tattoos, stickers, can openers)

Run by: Scott M

Who's responsible for it

Already at the store, upstairs

Already at the store, Scott H will bring more

Already at the store - they are in the drawer in the kitchen.

Kyle

...at to have the sample area out from behind the counter, and someone working it full time  
...ing classes and handing out hot dog tickets. We should also

# Getting the *wort* out

Facebook event:  
easy to set up,  
but not a great  
way for us to  
reach people.

The screenshot shows a Facebook event page for 'Bull City Homebrew'. The event is titled 'National Homebrew Day' and is scheduled for May 7th at 12 PM at 1906 E. Hwy. 54, Durham 27713. The event description includes a photo of a group of people at a homebrewing event. The right-hand sidebar shows the event's performance metrics for 'THIS WEEK': 37 Post Reach, 9 Post Engagement, 0 Send Message, and 0 Website Clicks. An arrow points to the '37 Post Reach' metric. The page also features a 'Promote Local Business' button and an 'ABOUT' section with the address '1906 E. NC Hwy 54, Suite 200-B'. The top navigation bar includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The user's name 'Scott' and 'Home' are visible in the top right corner.



# Getting the *wort* out

## Bull City Homebrew

@BullCityBrew

Durham's home of brewing and wine making equipment and ingredients. Come chat with the staff to find out what it's all about.

Durham, NC

bullcityhomebrew.com

Joined October 2010

161 Photos and videos



Tweets

Tweets & replies

Media



Bull City Homebrew @BullCityBrew · 3h

Need a free bottle opener? Of course you do! Come by May 7th and get one! Celebrate #NationalHomebrewDay with us!



Retweet icon, Reply icon, Like icon (1), and More options icon



You Retweeted

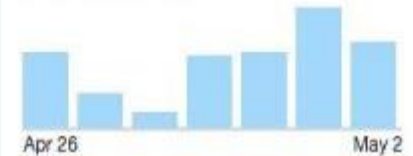


Johanna Kramer @durhamfoodie · 3h

Its happening Saturday May 7. #NationalHomebrewDay celebration

Your Tweet activity

Your Tweets earned 4,665 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all



Brightleaf square @Brightle...  
Followed by Steven Ellis and...

Follow



My Way Tavern @mywaytav...  
Followed by Mark Ledford a...

Follow



SommBeer @SommBeer  
Followed by Heavenly Home...

Follow

Find friends

Trends · Change

#whyteach

See the stories that thousands of teachers

We put these  
up in  
approx. 50  
bars,  
breweries and  
bottle shops.

Saturday, May 7th is National Homebrew Day!

Celebrate with us and learn how to  
**MAKE BEER!**

Eat, drink, brew!

- Sample tasting
- Free hot dogs
- Brewing demos
- Deals and prizes
- Cornhole contest



Event details

Starts: **Saturday May 7th @ 12pm**

Where: **1906 E. Hwy. 54**

Phone: **919-682-0300**



**BULL CITY HOMEBREW**  
[www.bullcityhomebrew.com](http://www.bullcityhomebrew.com)



SEND  
a SLICE

FOR \$1 YOU CAN  
ADD-A-SLICE  
to your tab  
& HELP US  
FEED FOLKS  
AT  
URBAN MINISTRIES  
OF DURHAM

SCOTT  
EREN  
LAW



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Event details

Starts: **Saturday May 7th @ 12pm**

Rain date set for May 8th @ 12pm

Where: **1906 E. Hwy. 54**

Across from the Chick-Fil-A, bit.ly/bch-map



Phone: **919-682-0300**

**BULL CITY HOMEBREW**

[www.bullcityhomebrew.com](http://www.bullcityhomebrew.com)



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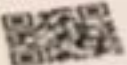
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Phone: **919-682-0300**



Rain date

- Reminder to Scotts:

Tell people what happened when we tried to do this in the fall and it rained a lot.

Event details

- Sample tasting
- Free hot dogs
- Brewing demos
- Deals and prizes
- Cornhole contest

Saturday May 7th @ 12pm

Where: 1906 E. Hwy. 54

Rain date set for May 8th @ 12pm

Phone: 919-682-0300

Across from the Chick-Fil-A, bit.ly/bch-map

ALL CITY HOMEBREW

allcityhomebrew.com



These went home with customers

## QUIZ QUESTION #2

How much money did we spend on the flyers (little and big ones)?

A) \$50

C) \$100

B) \$75

D) \$125



al homebrew day event, 15% off everything!

Inbox x

City Homebrew via mail75.suw17.mcsv.net

May 5 (1 day ago)

# Mass email sent to 2,900 people



It's a great day to brew

## **BULL CITY HOMEBREW**

Saturday, May 7th is National Homebrew Day...

**Come celebrate with us!**

**15% OFF EVERYTHING!**\*

**Eat, drink, brew!**

- Sample tasting
- Free hot dogs
- Brewing demos
- Cornhole contest



**Event details**

**Starts: Saturday May 7th @ 12pm**

**WHAT WE'RE DOING, LET'S RECAP**

# **National Homebrew Day event**

- **Brewing demos in the parking lot**
- **15% off everything sale**
- **Cornhole, games and prizes for kids**
- **Free hot dogs, homebrew samples, and...let there be pie!**



# We mention them...

Home Moments Notifications Messages Search Twitter Edit profile

1,164 1,487 2,088 304 4

## Bull City Homebrew

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Durham's home of brewing and wine making equipment and ingredients. Come chat with the staff to find out what it's all about.

Durham, NC  
bullcityhomebrew.com  
Joined October 2010  
160 Photos and videos

**Tweets** Tweets & replies Media

You Retweeted

**Mike Yawn** @cm yaw n59 · 9h  
@BullCityBrew @EastDurhamPieCo Now I'm Thirsty AND Hungry.

**Bull City Homebrew** @BullCityBrew · 10h  
Come see us for a perfect pairing:  
#homebrew and pie. @EastDurhamPieCo  
will be at the party Sat.  
bullcityhomebrew.com/edpc.aspx

**Bull City Homebrew** @BullCityBrew · May 1  
Hanging out at @BullCraftBottle shop with Cary drinking a @CatawbaBeer Farmer Ted cream ale. Talking about #homebrew

# ...and they mention us



@EastDurhamPieCo

Much love to @bullcitycidery! Good luck with your move! ❤️ Next chance for pie by the slice: 5/3 @ponysaurusbrew and 5/7 @BullCityBrew



RETWEETS

2

LIKES

5



6:06 PM - 30 Apr 2016

Durham, NC



TWEETS FOLLOWING FOLLOWERS LIKES LISTS

 **Bull City Homebrew**  
@BullCityBrew

It's on like #DonkeyKong. 12-6 Sat. Free hotdogs, #homebrew, cornhole, games 4 kids, 15% off sale & THERE WILL BE PIE from @EastDurhamPieCo.

RETWEETS 2 LIKE 1

Retweeted to 10K followers



**NCBeerGuys**  
@Ncbeerguys


We're the NCBeerGuys, Carolina Glenn and Dave - we promote North Carolina craft beer, the breweries and beer events here and on [website].

TWEETS	FOLLOWING	FOLLOWERS
22.3K	2,102	10.1K

Close profile

Your Tweet activity

Your Tweets earned 1,684 impressions over the last 24 hours




View your top Tweets

Who to follow · Refresh · view all

- CloudsBrewery @CloudsBre...  
Followed by Kelsey Hensley ...  
Follow
- Bulkogi Korean BBQ @NCB...  
Follow
- WOB CARY @WOBCARY  
Follow

Find friends

 **Bull City Homebrew** Well, this is just bananas: 15% everything Sat. for #NationalHomebrewDay. Plus, free hot dogs, tastings, cornhole.

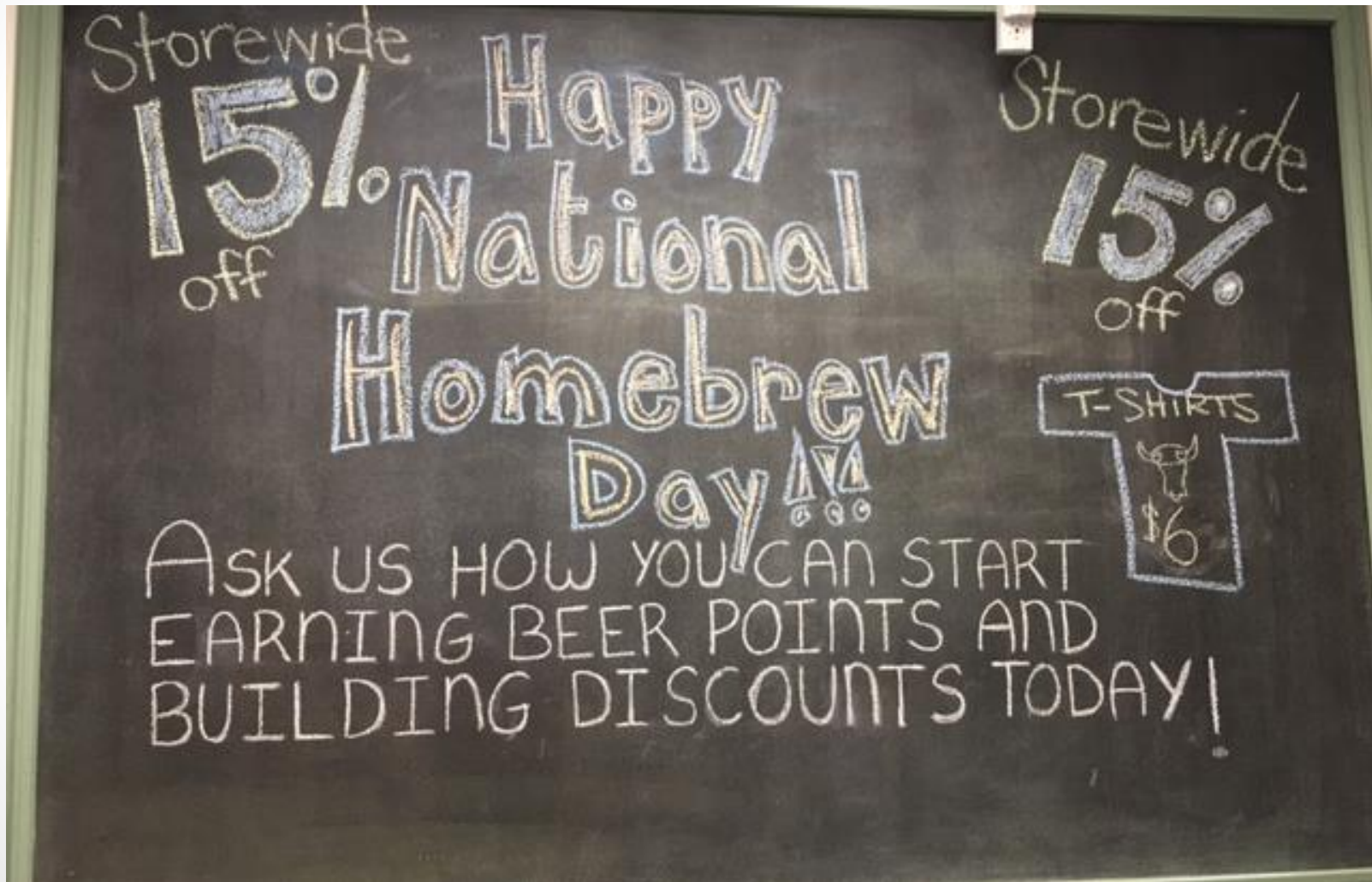
# GAME DAY

Roll *“Homebrewed Audio”* clip 2





And for those unaware...



# Leading off: *Brew School* class



***BREW  
SCHOOL  
GRADUATE  
STUDENT  
NOW  
BREWING  
IN OUR  
PARKING  
LOT***







And a big  
dog drinking  
water

# Scenes from our parking lot



Stuff for kids to do, too.



# PIE by the SLICE

From EAST DURHAM PIE CO.

Blueberry Crumble: North Carolina blueberries with a spiced oat crumble

Ginger Lemon Chess: a lemon custard made with Florida lemon juice, local dough + eggs and plenty of ginger

produced in a facility that uses nuts; pies contain dairy, eggs and lots of gluten

[WWW.EASTDURHAMPIE.COM](http://WWW.EASTDURHAMPIE.COM)

order a whole pie, visit us Tuesdays at Ponymaurus or pick up a hand pie from Fayetteville





# FREE SWAG



# SWAG, PART 2



# Quiz question 3



The cost of hot dogs and all related food items, flyers, signs, bottle openers, coasters, little toys and all miscellaneous items to put on this event so far, cost:

- A) \$400
- B) \$500
- C) \$600
- D) \$700

Roll *“Homebrewed Audio”* clip 3



# Great, but how are sales?



“Gotta say it was a good day”



“Pico Pete” Zymatic was working, too.



18 new people (half bought starter kits) signed up for our reward program –  
**Beer Points**



# QUIZ QUESTION #4

■ What was our most effective method to inform people and get them to attend our event?

A) Facebook

B) Twitter

C) Posters/flyers

D) Email blast

E) Signs or people in our store

Roll “**Homebrewed Audio**” clip 4





# SURVEY SAYS...

- A) Facebook 2%
- B) Twitter 19%
- C) Posters/flyers 14%
- D) Email blast 40%
- E) From our store 25%

# What people thought



## Final Quiz Question

How much did we do in sales the day of the big event (not including sales tax)?

- A) \$2,974
- B) \$4,729
- C) \$7,249
- D) One million dollars

Roll final (thank you, Lord) *“Homebrewed Audio”* clip





# FINAL MATH

**\$7,249** 1-day sales  
**- 600** expenses

---

**\$6,649** Bottom Line

# Make it better next time



- 1) More than 1 email blast to publicize.
- 2) Perhaps a smaller than 15% discount.
- 3) More collaborative partners. Would love more food and/or a brewery with a bigger social media presence than us.
- 4) Maybe bonus BEER POINTS for purchases.

We out. Holler for help.

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Scott Hackett: 919-806-7960

[shackett@bullcityhomebrew.com](mailto:shackett@bullcityhomebrew.com)