



Advertising and Content Creation Case Study

Offer

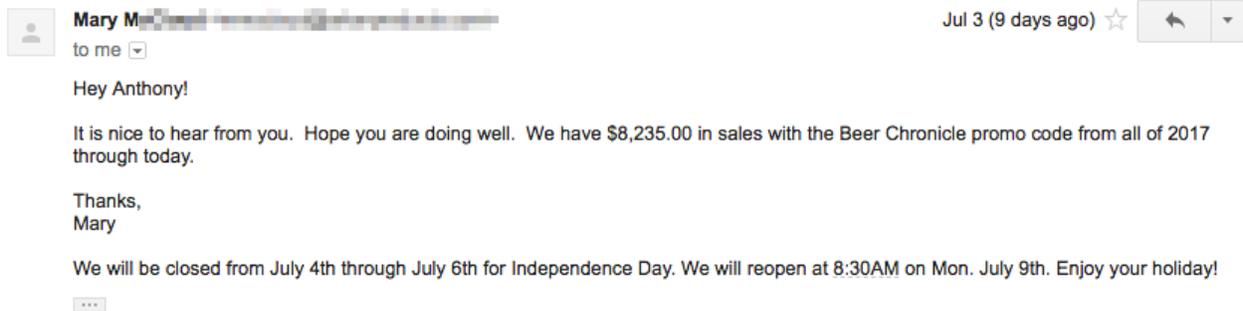
ARTon Products offered a tiered shift in pricing to Beer Chronicle readers. This means if a customer orders 72 glasses, we will give them the 144 pc. price. Ordering 144 glasses gets the 288 pc price. This tiered shift in pricing can as much as 80% off. Our readers could use the promo code “Beer Chronicle” to receive the discount.

Promotion

Beer Chronicle promoted the offer on our blog beginning October 2017 to our (then) ~3,000 monthly site visitors. Promotion included a single, well-optimized blog post, and a single sidebar ad to run on all pages of the site. No social media promotion was included.

Results

As of July 3, 2018, after 9 months of the ad and blog post being live on our site, ARTon Products reported \$8,235 in sales using the “Beer Chronicle” promo code.



Scroll for
In-Depth Analysis



Intro

This all started as a hobby. A mixture of passion and curiosity drove us to start. The passion still burns and the curiosity is far from satiated, but we've come to realize this is more than just a hobby.

Context

In August of 2017, we were raising money for a big PR stunt to give the bird to Karbach at a local beer festival. After raising \$400 or so, Hurricane harvey came-a-knockin' and the rain started. Then it didn't stop.

We decided to give refunds to those that wanted one and used the rest to purchase glassware, sell it, and donate all the profits to flood victims. After the refunds were issued, we had \$309 to buy glassware, but it wasn't enough, so we looked around for a few glassware decorators. ARTon Products answered the call.

After giving us a steep discount (~41%) on the F U Harvey Tekus, we were able to raise over \$3,000 and we wanted to thank ARTon Products for making that possible.

They gave to us so we could give to Houston, and we wanted to give back. We did the following to repay them:

- Wrote a single post about proper beer glassware, linking to them
- Put a single sidebar ad on all pages of the site
- Had them create a promo-code to track our effectiveness in giving back to them

That's it. We didn't even post about it on social media.



“Working with Beer Chronicle was a pleasure. They were responsive, professional, and they have an energetic, can-do attitude! We’re satisfied with the content they came up with as well as all the resulting sales. We look forward to seeing more sales in the future.” – Mary M., ARTon Products

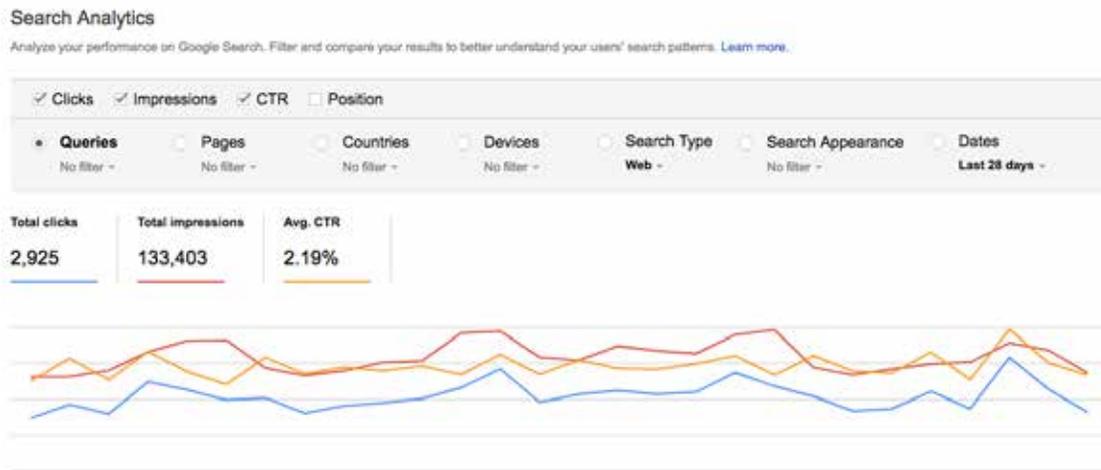


About ARTon Products

ARTon Products is a family-owned glassware decoration company based out of Virginia. They've been providing glassware since 1986, and their contributions to Houston were a warm reminder of how good people can be.

About Beer Chronicle

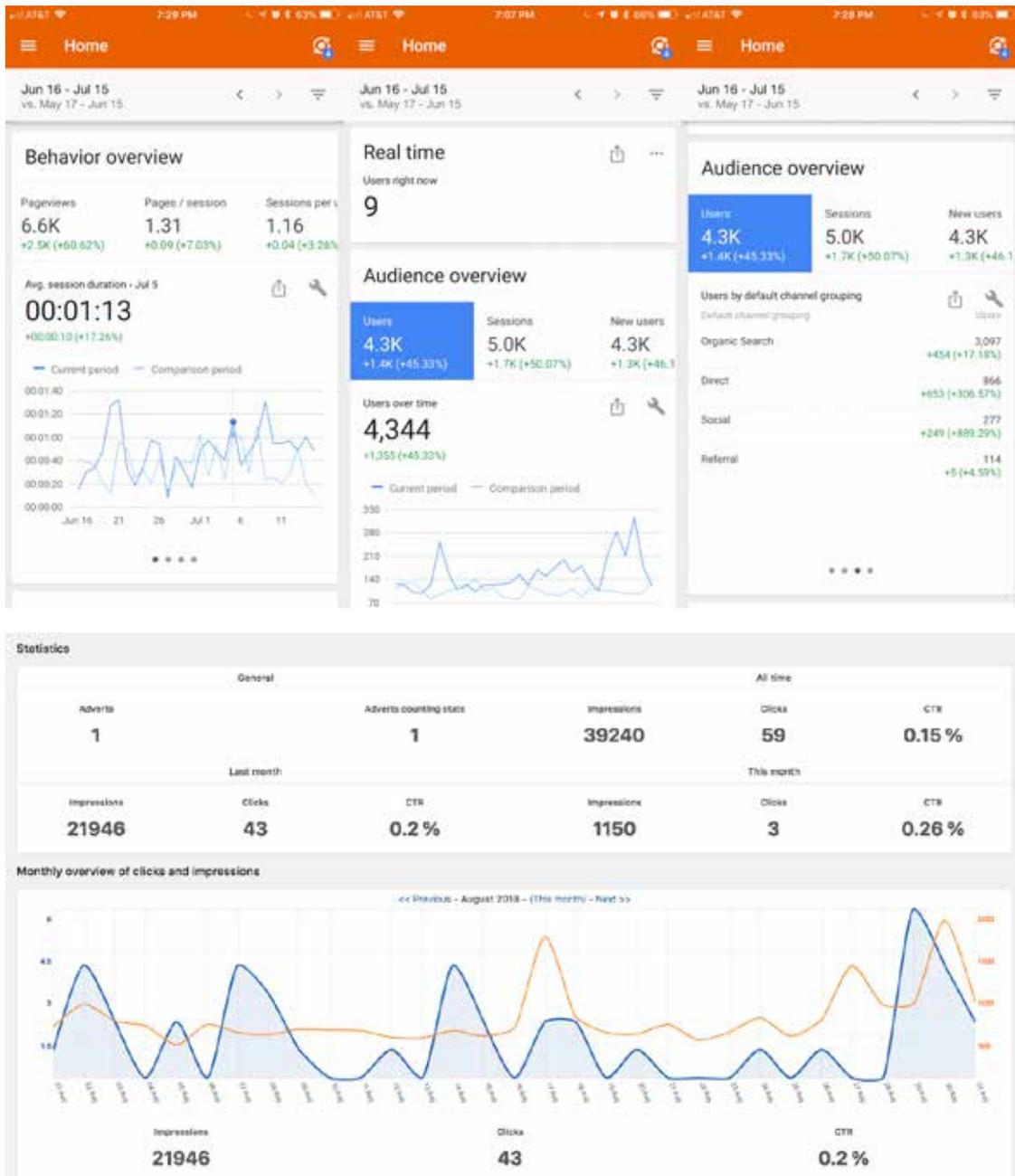
Beer Chronicle is Houston's biggest beer blog. Since July of 2016, we've grown the largest online collection of original content dedicated to covering Houston beer culture. We're paving the way to enabling category growth, engaging a broader consumer base because we LOVE Houston beer.



Beer Chronicle Google Results

- 500+ blogs on the first page of Google Search Engine Result Pages (SERPs)
- AVG of 134,000 impressions
- AVG of 2,900 clicks for a 2.19% click through rate (CTR)
- We outrank Houston Chronicle, Untappd, Houstonia, Beer Advocate, and many of the breweries for hundreds of relevant search terms
- 100% organic

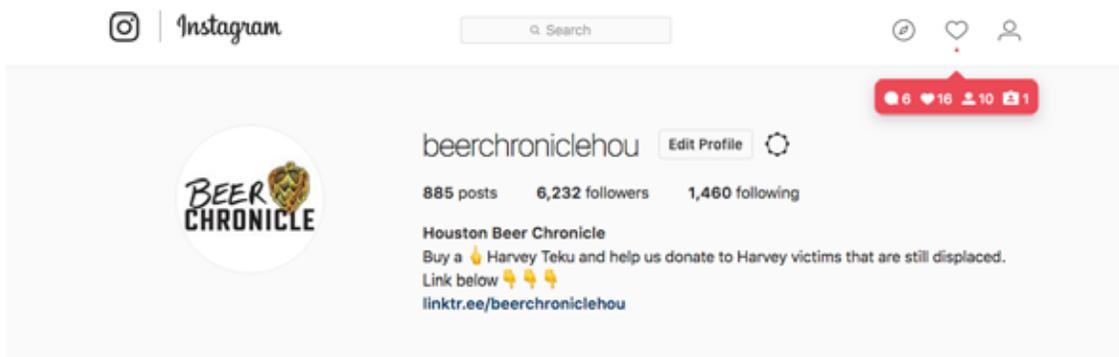




Beer Chronicle Blog Traffic and Conversions

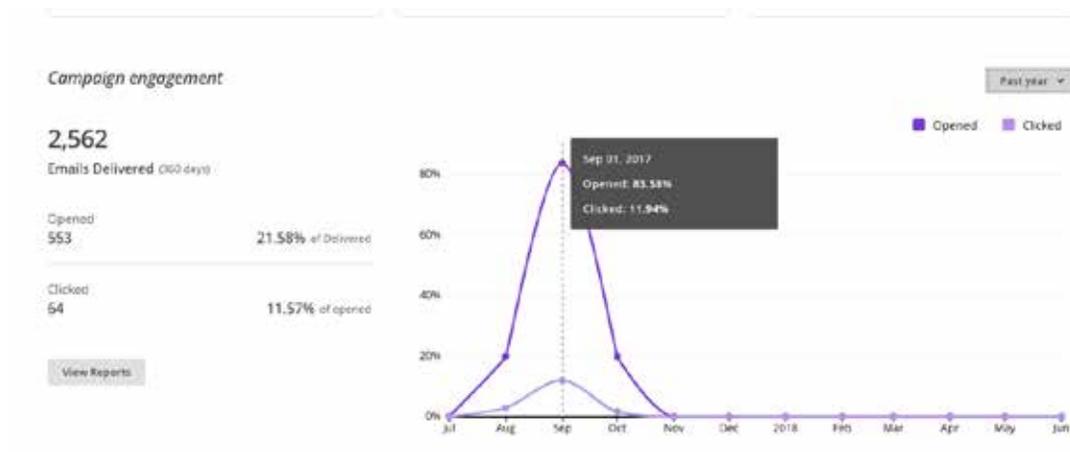
- AVG of 4,000 users
- 89% are unique visitors
- 6,000 page views
- 66.3% conversion rate on lead-generating forms, surveys (14% Industry AVG)
- .15% CTR on sidebar ads (.1% Industry AVG)
- 41% of our users are aged 25-34
- 72% are male users
- 100% organic





Social Media Engagement

- 7,000 followers between Instagram and Facebook
- 1% AVG engagement rate on FB (.12% Industry AVG)
- 3% AVG engagement rate on IG (1.67% Industry AVG)
- Top 5% of Google Local Guides in Houston with 25,000 engagements
- 100% organic



Email Engagement

- 1,723 total subscribers
- 63% AVG open rate (24.4% Industry AVG)
- 13% AVG click through rate (CTR) (4.8% Industry AVG)



ARTon Products ROI

- ARTon Products gave us a \$215.86 discount
- And Promo Code for us to promote for them
- That yielded in \$8,235 in sales (3,715% ROI)
- In only 9 months
- 100% organic

**All statistics and industry averages were pulled from Jun 12-July 17 2018*

***These statistics have continued to grow month over month, even during the 3 months that we had to go completely silent*

****We've paid exactly \$0.00 in Pay Per Click (PPC) advertising, \$0.00 in other online advertising, and \$0.00 in social media advertising*

Conclusion

While our numbers are relatively humble in size, so are the numbers of our respective local audience and the craft industry that we serve. We crush all industry averages on all marketing channels that we're active on, and we reach beyond the Greater Houston DMA.

With a give first attitude focused on sharing useful, quality content, we've asked for nothing in return. That has resulted in the trust of our diverse readers. Our content reaches beer drinkers, brewers, ancillary business owners, and a wide berth of people in the food and beverage industry. And we've done every bit of it organically. We're real proud of that.

Numbers don't lie. Turning \$215 dollars into \$8,000 with no additional marketing effort invested on ARTon Product's part is unheard of in online advertising.

It's concrete evidence that we have the audience you're trying to reach. Invest in rich content and advertising with Beer Chronicle. Contact us now.

beerchronicle.com
Sharing Houston Craft Beer





Advertising and Content Creation Rate Card

Web Display Ads on Blog

Text link within individual content\$20 (one time)

They're expecting to raise somewhere in the neighborhood of \$200,000 when it's all said and done.

You should be able to find Operation Juice Drop IPA at SpindleTap brewery on Saturday 9/30/2017, as well as on tap at [Hughies](#), [Hop Stop Humble](#), Flying Saucer, Drink of Ages Pub, and a handful of other great places.

Check out the Facebook events linked above for the SpindleTap and Parish Collab, and keep your ears out for more to come.

Jon added, "I'm going to wait before setting a firm date for the party. There will be one, though. A big one. Between now and then we have a [Halfway to St. Patty's Day party](#). It's this Sunday in the parking lot of DOA."

Outside of big name collabs with Saint Arnold, this may just be the biggest collaboration beer Houston's seen yet. Don't miss it. You can also [see a bit more about the collab on KHOU 11 News](#). Skip to 5:30 mark. It gets real shady at that part, and it's all down hill from there. Beers to you, Houston. 🍺

Text link within header, above navigation on all pages\$50 (monthly) 10% Discount
\$135 (quarterly)



Web Display Ads on Blog Continued

Inline image ad within content on all blogs\$40.00 (monthly)

10% Discount	20% Discount
\$108.00 (quarterly)	\$384.00 (yearly)

What You Need to Know Before You Visit Hops and Grain Brewing

Price: \$3+ per pour with coffee, water, and guest beers all on tap

Food: Rotating food trucks

Family Friendliness: Nothing about this place was even slightly offensive

Doggos: Dogs welcome on outdoor patio

Parking: Lots of parking all around the building



The Future of the IPA Part 2

13 September, 2018



Back Pew Addi's Faith Kolsch

09 September, 2018



10 Best Hazy IPAs in Houston Stores

04 September, 2018

Sidebar image ad on all pages\$40.00 (monthly)

10% Discount	20% Discount
\$108.00 (quarterly)	\$384.00 (yearly)



09 SEP BACK PEW ADDI'S FAITH KOLSCH

POSTED AT 13:43H IN BEER REVIEWS BY TONY D. • 0 COMMENTS

Back Pew Addi's Faith Kolsch

Back Pew Brewing
 Porter TX
 Kolsch
 ABV: 4.5%
 IBUs: 22
 Packaging: Draft, 6 pack 12 ounce cans



Rich Content Creation on Blog

500 word (minimum) post written on our site, advocating for your brand

2 Organic Instagram posts driving readers to content

1 Organic Facebook post driving readers to content \$150.00 (one time)

[COLLABORATION: HOUSTON BEER NEWS / TRADITRAIT TRAVELS / 30.08.2018](#)

WANT TO GET PAID TO DRINK BEER?



Stop rubbing your eyes. You're not seeing things. This is real life, and you CAN get paid to drink beer. Like, tomorrow. All you have to do...

[CONTINUE READING](#)

[Share](#)



Social Media and Email Ads

Organic post on Instagram \$40.00 (one time)

Organic post on Facebook \$20.00 (one time)

Sponsored image post on Facebook and Instagram \$50.00 (one time*)

*This cost covers adset creation, copywriting, graphic design for advertisement. Your adspend would be in addition to the \$50.

Sponsored video posts are available, but an additional fee for videographer and editing would be negotiated.

Text link at top of email \$20.00 (one time)

Inline image ad within email \$40.00 (one time)

100 word (minimum) rich content section within email \$80.00 (one time)

**From passionate beer drinkers and foodies
to brewers and owners, we have the audience
you're trying to reach.**

**Invest in rich content and advertising with Beer
Chronicle. Contact us now.**

beerchronicle.com
Sharing Houston Craft Beer

