



What Customers Click Before They Sip: *Digital and Social Media Trends for Craft Beverage Businesses*

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TWO SIX SIX DIGITAL



I'M AN ENTHUSIAST



I'M AN ENTHUSIAST

Profile

CHECK-INS 1,407 UNIQUES 1,395

daveserino

Fan of Hoppy IPA's.

Michigan

Joined Jun 19, 2012

PHOTOS >

DRINKS > SEE ALL

0.25 2.75 5.00

5 Unrated | 3.89 Avg Rating

LISTS > NEW LIST

Wish List

Activity Shop Discover Notifications Profile

Badge

Find the Source (Level 44)

UNLOCKED SEP 26, 2025

Earn Next Level: Check-in a beer at 5 different venues categorized as a Brewery, Meadery or Cidery.

Everyone loves fresh beer, but obviously not as much as you do. You went straight to the source. That's a beer at 220 different venues categorized as a Brewery, Cidery or Meadery. Visit 5 more for Level 45!

You have 222 of 225 check-ins toward the next level.

CREATED AUG 8, 2012

Activity Shop Discover Notifications Profile

Photos

Activity Shop Discover Notifications Profile



“CRAFT BEVERAGE BRANDS”

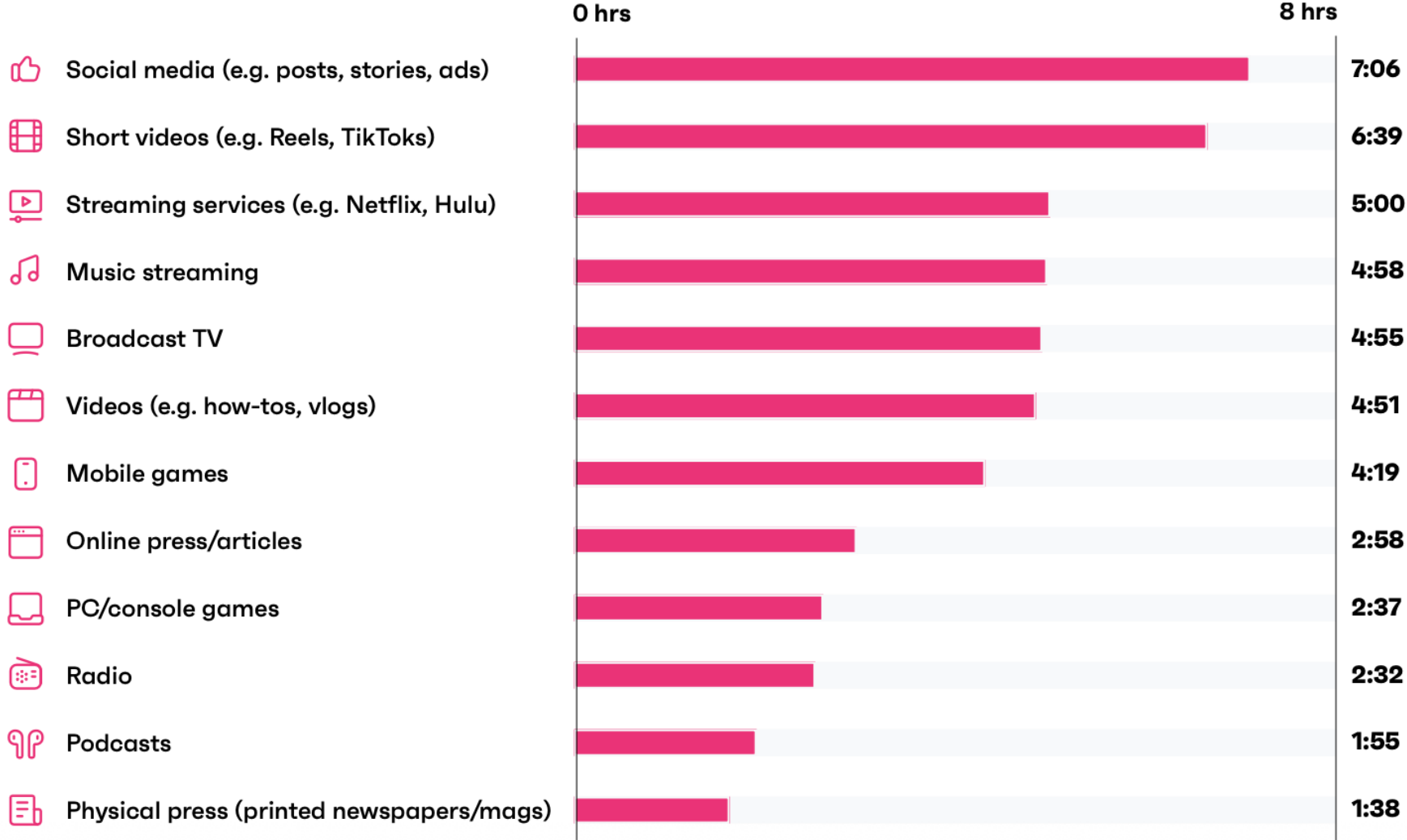
“They are no longer just a place to drink - they are social, visual and travel-worthy experiences”



**Social media is far from
dead – it's *the* dominant
media in our lives**

Social time beats TV, streaming, and radio combined

Average amount of time that global consumers estimate spending on the following media each week in h:mm



NUMBERS DON'T LIE

42%

of Gen Z plan
vacations
inspired by TikTok
videos

Source: Deloitte

75%

of travelers say
online
reviews are
'extremely
important'

Source: TripAdvisor

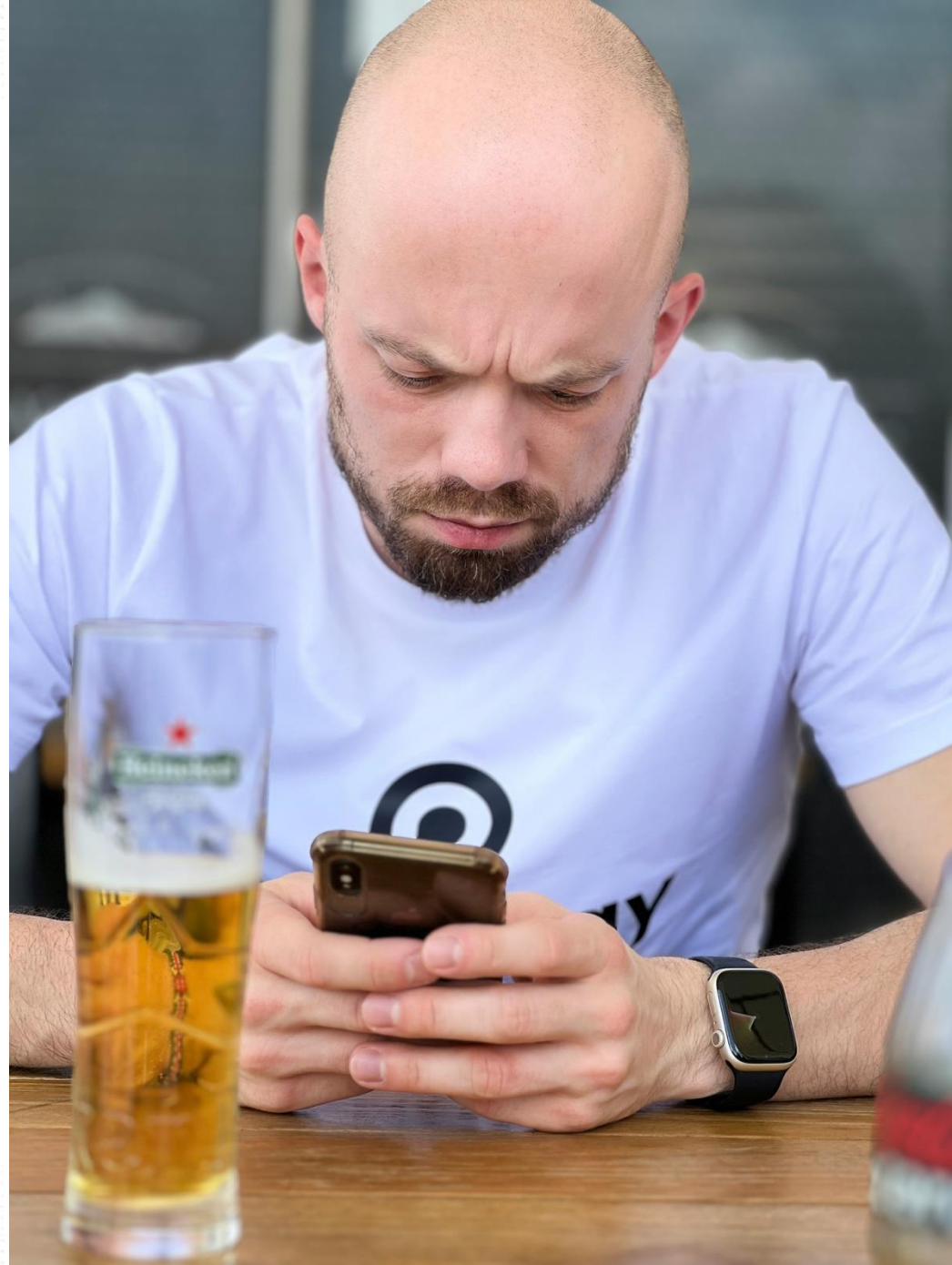
84%

of Gen Z use
social media
for travel
inspiration
and share
experiences

Source: Peek Pro

THE IMPACT

- **TikTok and Reels:** drive travel decisions for wineries, breweries, and distilleries
- **Reviews:** help convert interest into visitation by building trust with consumers
- **Shareable:** experiences create free exposure as guests post photos, videos, and recommendations





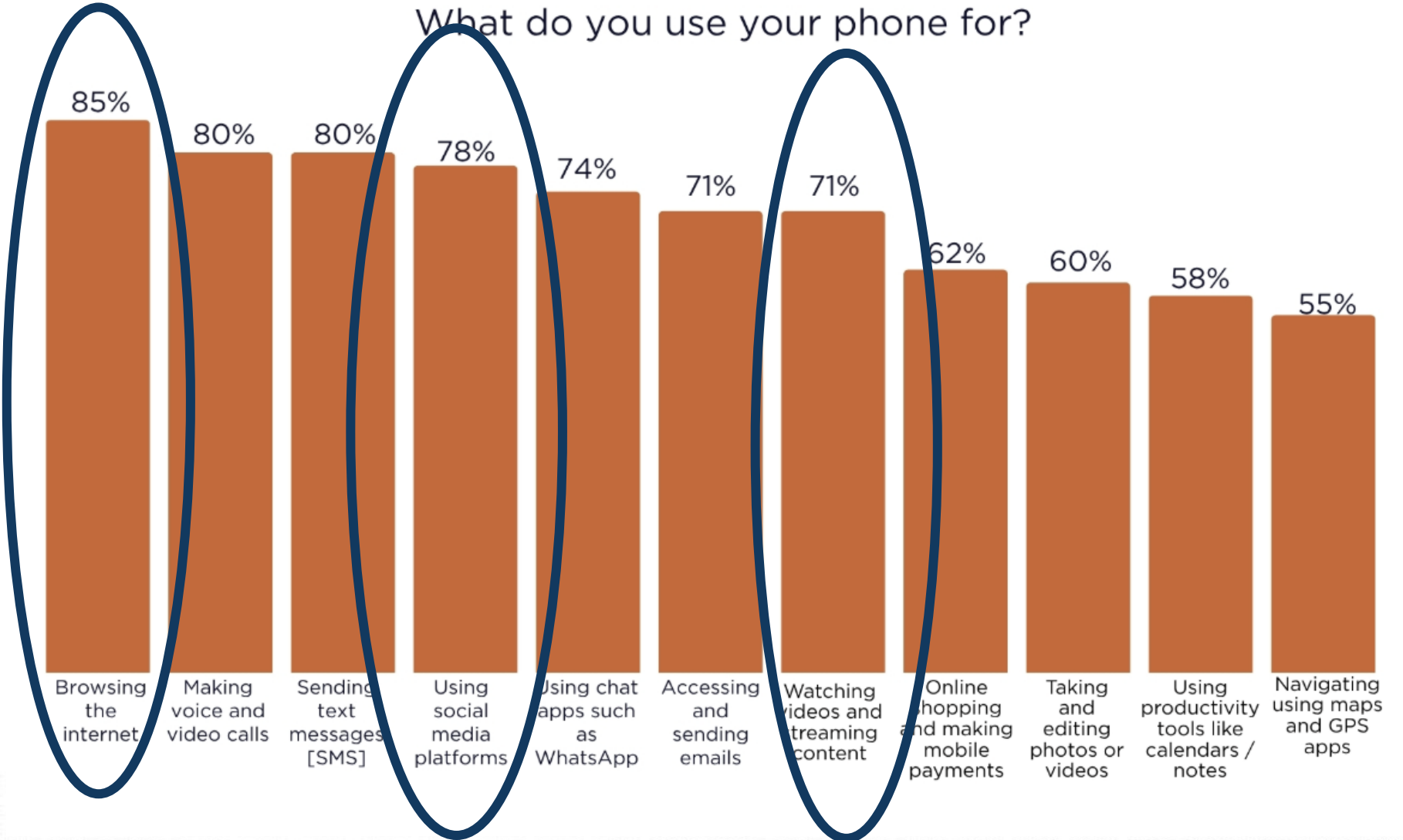
“As of early 2026, mobile devices account for approximately 64.35% of all global website traffic.

KEY INSIGHT: Mobile Optimization is Paramount

GOING MOBILE!



What do you use your phone for?





PHONE RELATIONSHIP SURVEY: 71% OF PEOPLE SPEND MORE TIME WITH THEIR PHONE THAN THEIR ROMANTIC PARTNER

12% of smartphone users have interrupted intimacy to check their phone



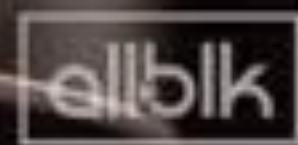


Michigan Craft Beverages

Explore Michigan's thriving craft beverage scene, where wineries, breweries, cideries, and distilleries serve up authentic local flavors and unforgettable experiences in every pour.



DOUBLE
CROSS



TODAY'S SIP TIPS.....

SipTip #1 – Social Media is Dominated by Instagram & Short-Form Video

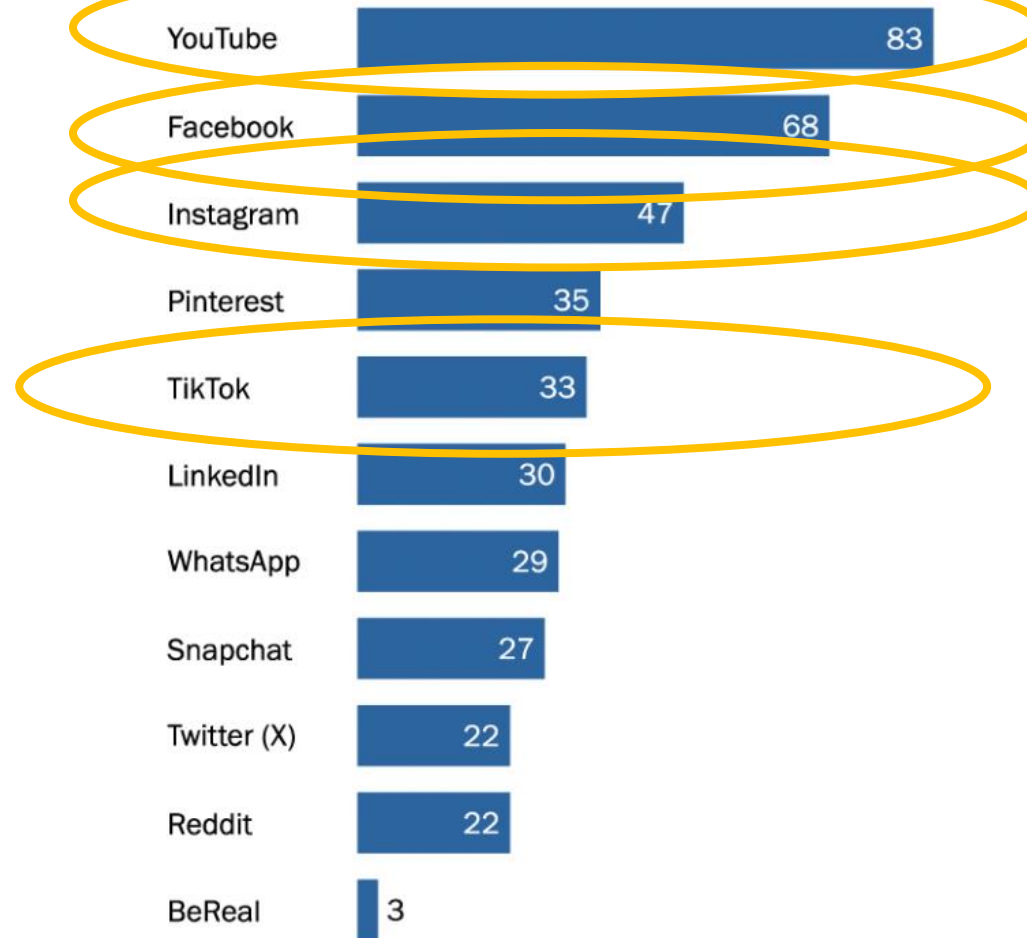
SipTip #2 – “Near Me”, Local Search Domination & AI Summaries are ”Search for Success”

SipTip #3 - Reviews Are Your Silent Sales Team



Most U.S. adults use YouTube and Facebook; about half use Instagram

*% of U.S. adults who say they **ever** use ...*



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

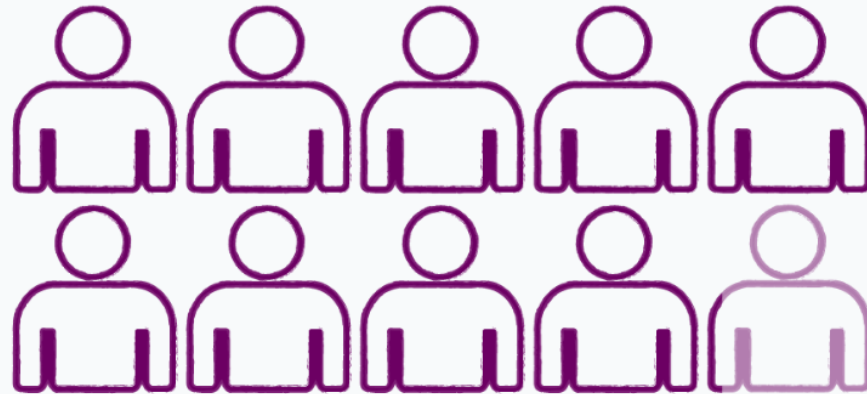
OBERLO

Demand for Video Content is Increasing

91%

of consumers want to see
more online video content
from brands.

(Wyzowl, 2023)





GaryVee ✓

@garyvee · 4.7M subscribers · 6.3K videos

Gary Vaynerchuk is a serial entrepreneur and serves as the Chairman of VaynerX, the CEO ...more

[instagram.com/garyvee](https://www.instagram.com/garyvee) and 8 more links

Subscribe

- Home
- Videos
- Shorts
- Live
- Podcasts
- Playlists
- Posts
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How Much Do You Know About GaryVee? | Who Is GaryVee St...

52,891 views · 11 months ago

Gary Vaynerchuk: The "positive entrepreneur," the NY Times bestseller, the day-trader of attention, the social media creator, the flipper... Gary is the CEO of VaynerX and VeeFriends, but he

**‘Social media is
literally free
attention.’**

— Gary Vaynerchuk, CEO VaynerMedia (2024)

Episode 1 - Verite

 YouTube · WineLibraryTV · May 18, 2006



DOCUMENT, DON'T CREATE

1) Don't stress about perfect content, just document what's already happening.

- The first pour of the day
- A fresh batch coming off the line or into barrels
- Staff prepping flights or cocktails before opening
- Bottling, labeling, or kegging in action
- The quiet moments before guests arrive

DOCUMENT, DON'T CREATE



TELL THE STORY

2) Be patient, inform and build trust

80% of your content:

- Behind-the-scenes brewing, distilling, winemaking
- Staff stories + passion for the craft
- Local ingredients + Michigan pride
- Fun, authentic moments in your space

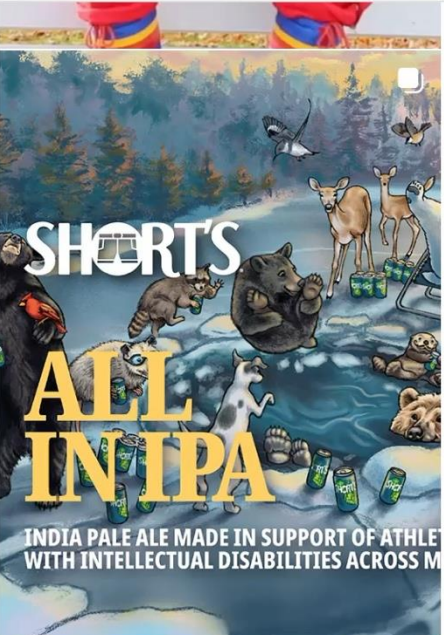
20% of your content:

Visit us,” “Try this,” “Buy now”

TELL THE STORY



Take us to the cottage



happy Huma hump day



BE A PLATFORM NATIVE

3) Customize the content for each platform

TikTok

- Quick pours, cocktail builds, brewing clips
- Humor, trends, “day in the life”
- Imperfect = better

BE A PLATFORM NATIVE

3) Customize the content for each platform

Instagram

- Beautiful drinks + ambiance shots
- Reels of pours, cheers, and experiences
- Highlight your aesthetic

BE A PLATFORM NATIVE

3) Customize the content for each platform

Facebook

- Events, live music, trivia nights
- Community updates + local audience
- Longer captions + details

REPURPOSE EVERYTHING

4) Capitalize on the rule of 5. Work Smarter!

One bottling day:

- 1 behind-the-scenes video (longform)
- 3–5 short clips – TikTok, Reels and YouTube Shorts
- 5–10 photos

**YOUR EVERYDAY = SOMEONE
ELSE'S MICHIGAN GETAWAY.**



People aren't just buying a drink — they're buying the experience, the vibe, and the story.

HELLO
my name is

AI

HELLO
my name is

LO
is

S





SEARCH IS STILL KING!



Traditional Google

20.4B

daily searches

Still dominant, but AI Overviews now appear in 60%+ of results — stealing clicks before users land on your site



Social Search (TikTok, IG, YouTube)

19.1B

daily searches

For Gen Z, TikTok search BEATS Google. 40% of Gen Z prefer TikTok and Instagram for search over Google Maps



AI Tools (ChatGPT, Gemini)

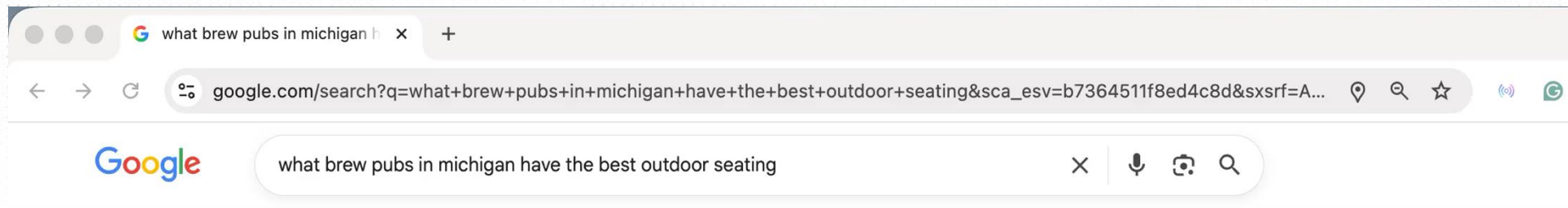
1B

daily searches (growing)

ChatGPT hit 1B searches 5.5x faster than Google ever did. Visitors from AI are 4.5x more likely to convert

AI and the Google Search Revolution





AI Overview



Michigan offers exceptional brewery patios, with **Watermark Brewing Company** in Stevensville and **Hop Lot Brewing Co.** in Suttons Bay ranked among the best in the U.S. for their beer gardens. Hop Lot is renowned for its year-round campfires and winter igloos, while others feature waterfront views, expansive lawns, and live entertainment. [MLive.com](#) +4

- **Hop Lot Brewing Co. (Suttons Bay):** Features a wooded beer garden with campfires, s'mores, and 18, [igloos in the winter](#), according to the Detroit Free Press.
- **Watermark Brewing Company (Stevensville):** Ranked No. 1 best beer garden in the U.S. by USA Today 10Best, known for its spacious, casual outdoor setting.
- **The Back Lot (Petoskey):** Features a large, casual beer garden with rotating food trucks, notes Yelp.
- **Jolly Pumpkin (Traverse City/Old Mission):** Known for its massive outdoor lawn and scenic surroundings, according to [MLive.com](#).
- **Blackrocks Brewery (Marquette):** Offers a lively, two-story outdoor patio, as highlighted by [Shalee Wanders](#).
- **Midland Brewing Company (Midland):** Features a large backyard beer garden with lawn games and a fire pit, as mentioned by [Go Great Lakes Bay](#).
- **Beer Church Brewing Co. (New Buffalo):** Known for having a large, lively outdoor bar area. [Shalee Wanders](#) +7

Many of these breweries also offer, [heated patios and winter igloos](#) to extend the outdoor season, reports the Petoskey News-Review. [Petoskey News-Review](#) +2

AI Overview



In Santa Claus, Indiana, during the summer, the premier attractions are the massive [Holiday World & Splashin' Safari](#) theme and water park, featuring top-rated roller coasters and water coasters, alongside family-friendly, Christmas-themed spots like [Santa's Candy Castle](#). Visitors can also enjoy outdoor recreation at Lincoln State Park and explore history at the Lincoln Boyhood National Memorial. Spencer County Visitors Bureau +4

Top Summer Activities in Santa Claus, IN:

- **Holiday World & Splashin' Safari:** A world-renowned theme park offering free parking, soft drinks, and sunscreen. Features include the *Thunderbird* launched wing coaster and *Cheetah Chase* water coaster.
- **Santa's Candy Castle:** A historic spot for frozen hot chocolate, gourmet sweets, and, according to a user on [Reddit](#), a great stop for holiday-themed treats.
- **Santa Claus Museum & Village:** Discover the history of the town and visit the original Santa Claus post office.

Summer in Santa Claus, Indiana

Santa Claus, Indiana has many family-friendly summer activities, including: * **Holiday World ...

Spencer County Visitors Bureau



Things to Do Near Holiday World - Santa Claus, Indiana

Mar 5, 2026 — Outdoor Fun Around Holiday World Christmas Lake Golf Club and The Rusti...

Spencer County Visitors Bureau



Fun Area Facts in Santa Claus, Indiana

Attractions * Holiday World & Splashin' Safari is a family-owned theme park and water park...

Spencer County Visitors Bureau



Show all



THE CHANGING SEARCH GAME

In 2024: AI Overviews appeared in **6-10%** of searches.

By 2025: *Nearly 60% of searches now show AI summaries.*

Result: Click-through rates dropped by 34.5% for top-ranked sites. Organic traffic fell 20–40% for many businesses.



4.5x

Visitors who visit a website
after viewing AI search results are
4.5x more valuable

HOW TO IMPROVE!

- ✓ Keep your Google Business Profile 100% complete
- ✓ Get MORE Google reviews — AI tools read them
- ✓ Write content in Q&A format on your website
- ✓ Use structured headings — AI loves scannable content
- ✓ Add your business to tourism directories & travel sites
- ✓ Mention your location, category, & unique attributes clearly everywhere



THE REVIEW LANDSCAPE

88%

of consumers
read Google reviews
before choosing a
business

73%

only trust reviews
written in the
past 30 days

22%

more consumers
will **PAY** for a
business
with good reviews

 **94%**

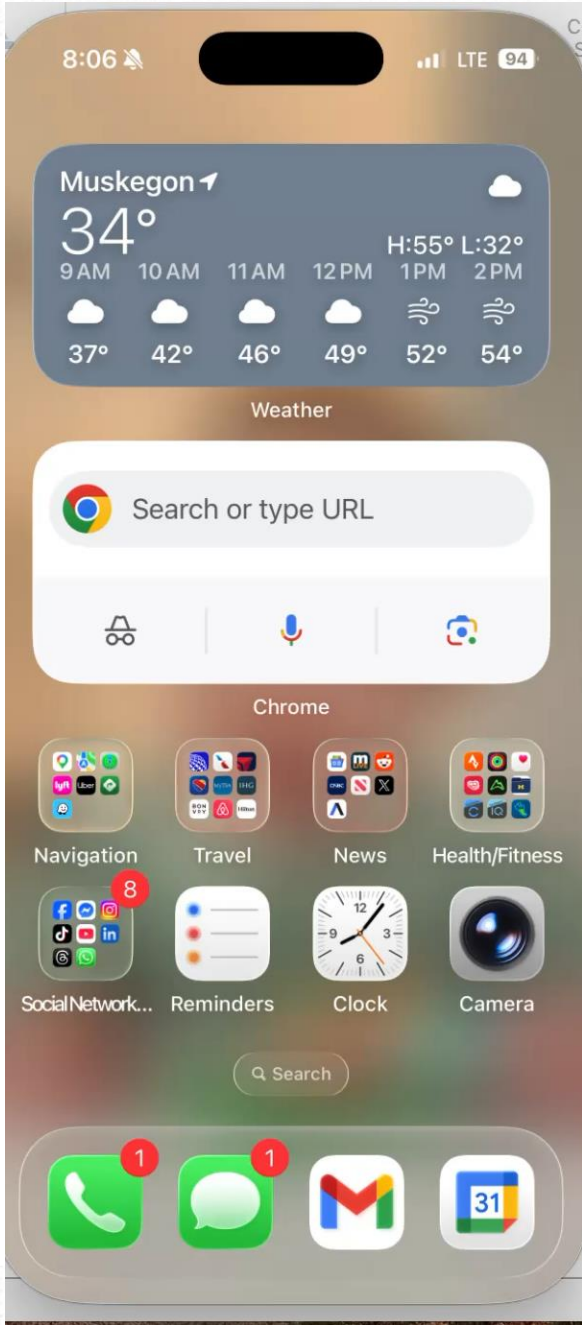
say a negative review
convinced them to
AVOID a business

 **57%**

of ALL online reviews
are on Google
(by far #1)

 **31%**

spending increase when
business has positive
reviews (vs. none)



Punta Cana > Hotels > Flights > Vacation Rentals > Restaurants > Things to Do >

Caribbean > Dominican Republic > La Altagracia Province > Punta Cana

The Reserve at Paradisus

★★★★★ Resort (All-Inclusive) | Playa de Bavaro, Punta Cana 23

Hotel website | E-mail hotel | 1-877-609-2457 | Hotel



Professional photos



1,360 traveler photos

**73% of TripAdvisor users
use photos from other
travelers to help them
make a decision**

Check dates to

Check Out

01/01/2014

mm/dd/yyyy

Low Prices

View best prices from top travel sites



more sites



Travelers' Choice® 2014 Winner
Family | All-Inclusive (2013) | Luxury

A recent review



"Great with some minor issues"

★★★★★ reviewed 3 days ago

edivya Huntington, NY



thank you for your business!

Impressed with our service?



Scan this code and make our day
by leaving us a 5 star review on



RECOMMENDED

ON

THE WORLD'S LARGEST TRAVEL SITE



tripadvisor®

WINNING THE REVIEW GAME

1

Claim & Complete Your Google Business Profile

Hours, photos (10+), description, category, website. Free. Takes 20 minutes. Do it today.

2

Ask. Every. Single. Time.

Train your team to ask for reviews after every great experience. Create a simple QR code at checkout. 73% only read reviews from the LAST 30 DAYS.

3

Respond to ALL Reviews

88% of consumers will use a business that replies to all reviews vs. only 47% for a business that doesn't respond. 41-point difference!

4

Aim for the 4.2-4.5 Sweet Spot

A 4.8 looks suspicious. 4.2-4.5 is the 'trust sweet spot.' A few critical reviews handled well actually build MORE trust.

A city skyline at night, viewed from a high angle, with a digital grid overlay and glowing lines. The sky is dark with a hint of orange from the setting or rising sun. The city lights are visible, and there are several glowing blue lines and points scattered across the scene, suggesting a digital or network theme.

**Stop thinking like a
small business.**

**Start thinking like a
media company.**



A black and white profile photograph of Pitbull, looking towards the left. He has a short beard and is wearing a dark jacket. The image is set against a background with a light dot grid pattern.


TikTok
@ pitbull

Remember,



TWOSIX DIGITAL



ADD US TO YOUR INBOX!



On Our Radar – November 2023 ✉



[On Our Radar | November 2023](#)

The TwoSix team is here to share what's On Our Radar so that you can stay ahead of the always-evolving digital marketing landscape. This month our team discusses new Instagram nearby features, weather-based ad targeting, and much more!

Keep reading to find out what we're keeping On Our Radar for November 2023!

[On Our Radar | November 2023](#)



www.twosixdigital.com/e-news/



