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Craft beer has its origins in the UK in the 1970s and it has recently experienced tremendous popularity as more people get involved with the craft beer movement than ever before. It is chemical-free, hand-crafted alcoholic beverage that uses natural ingredients. Craft beer is gaining popularity because it does not have preservatives.

There is use of weird and wonderful ingredients in crafts beer which aren't often found in general beer production. For example, some craft breweries choose to flavor their beers with ingredients which are raw and natural that range from seaweed, to raspberries, pineapple to chocolate. Craft beer marketing is extremely popular in the US. The United States produces about 6 billion gallons of beer annually which is the highest in the entire world. The majority of beer consumption is the mass produced American Style Lagers and 4% of the beer produced comes from the craft beer sector. The number of people employed in the craft beer industry is an estimated 100,000 and it grew by 12% in retail dollars during the first half of 2010.

Microbrewery refers to the beer that is brewed in one's home or in small pubs. The term started in the 70s in the UK to refer to single units that make their own beer or traditional cask ale. Micro brew is not just confined in pubs. Many people prefer to brew their own beer at home, for personal pleasure. Home brews are specially made for parties at home. In fact, microbrewery is an excuse for some beer makers to invite people over to their homes for a party.

Starting a microbrewery is usually a productive process and something that a group of friends may go in together to buy. Home beer breweries are generally not pricey because the majority of the equipment can be purchased at cheaper rates. The best microbrewery is considered to be even cheaper.

In general microbrewery can spend 2% of its revenue on advertising. Social media marketing, search engine optimization, and mobile phone marketing campaigns are some easy and convenient way of microbrewery marketing. Internet marketing is done to draw attention of the people that are already interested in buying microbrewery.

Strategies to enhance microbrew marketing:

• Creating a webpage is very important in microbrew marketing. The content of the website should be lucid, attractive and eye-catching.

• Mobile marketing is your way to the future. Invest a great deal on mobile marketing. Some websites are investing a lot of resources in the improvement of mobile search and mobile marketing for small businesses and smart phone users.

Search Engine Optimization is very essential for your website. Ensure that the site is always on top for local search terms.

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