

cocktails+craft

a monthly creative workshop

socializing revolves around drinking

“I’m not creative”

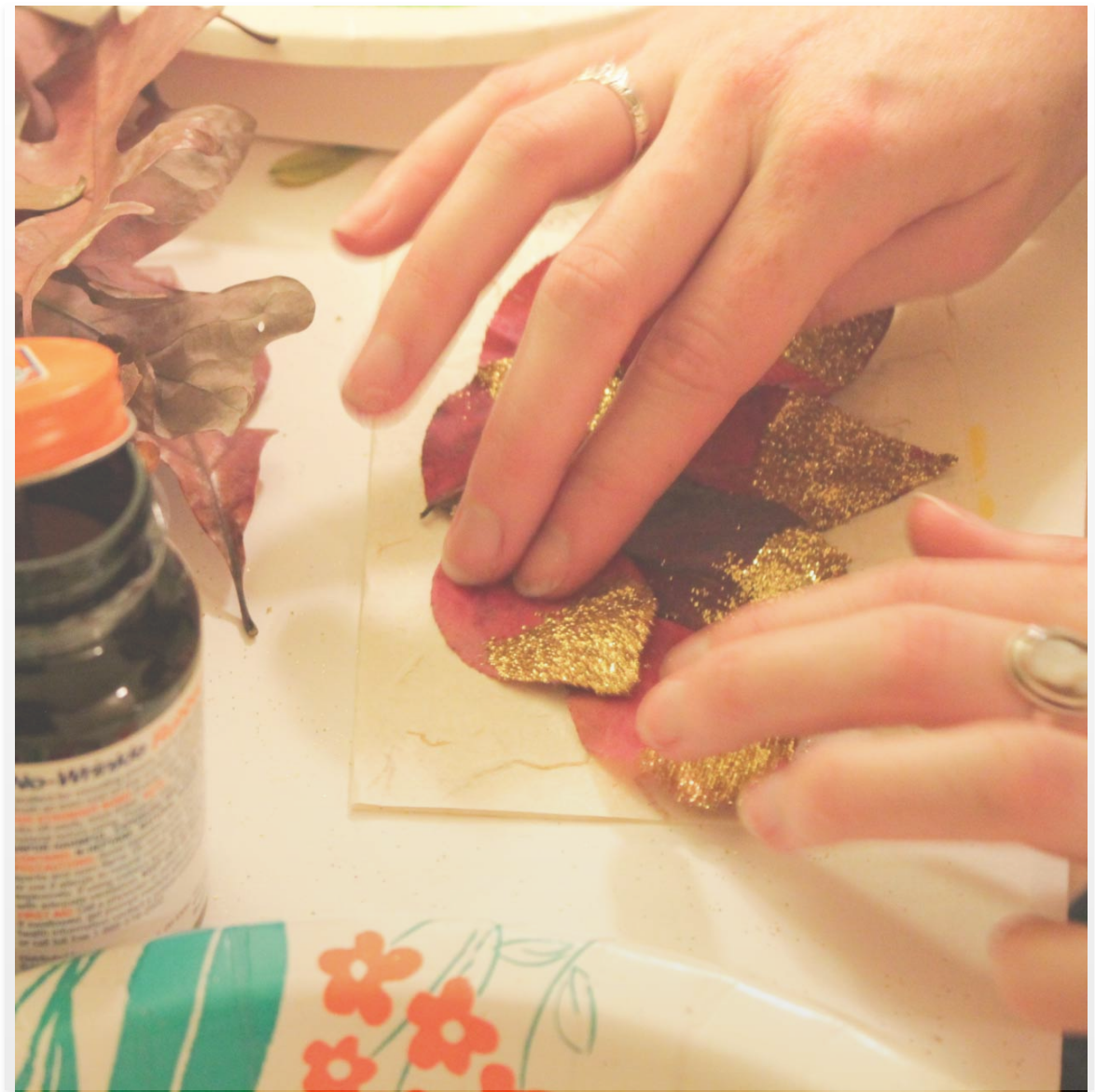
“I’ve never made my own cocktail”

make something *and* drink

grown organically amongst friends and friends of friends

A close-up photograph of a person's hands garnishing a drink. The person is using a green skewer to place a slice of lime into a clear glass filled with a light-colored beverage. In the background, there is a small potted succulent and a string of warm white lights. The scene is set on a table with various items like a small white container and a blue object.

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OUR VISION: We are creative, genuine, inspiring, personable, goofy, supportive and spontaneous. We like to drink and have fun and create with close friends.

OUR VALUES: We value intimacy, art, passion, and friendship. We are open-minded and inclusive. We think everyone has the capacity to be creative and make something beautiful.

OUR MISSION: **To inspire people to live creative lives,
one cocktail and craft at a time.**

OUR PROMISE: We promise you will not be bored, you will not black out, and you will make a new friend (or learn something new about a friend). You will leave with something that you created and will be proud to show off. You will also leave with a new cocktail recipe that you've already taste tested and possibly perfected.

ALEXA



the creative

- Alexa is an artist and entrepreneur. She lives with her boyfriend and cat. She just started an MFA/business hybrid program to grow her custom print homewares business. To pay the bills, she works in graphic design for a local agency. Alexa loves art galleries, independent films and craft fairs, but doesn't always have time to go with her busy schedule. Every so often she has a late night out, but mostly she's hard at work on her business and creative projects.
- 31 years old, female and lives in the Shaw district of DC. She is originally from Orange County. She makes 55K/year.
- She is over the going out stage of her life but still wants to be social. Most of her local friends go out every weekend and she wants to join but also values her weekends to get work done and hates being hungover. She uses instagram and occasionally checks facebook for art and music events. She frequents New York and enjoys spending time traveling with friends or alone.
- Influenced by Miranda July, Rebecca Solnit, the blog Panda Head Morgan and her cat.
- She is often on the go - uses her mobile device and her desktop when she is doing work.

VERONICA

the craft luster



- Veronica works at a women's rights non-profit. She loves to write and enjoys working on grants and public policy. She is married and has a car. She intends to have kids in the next 5-7 years, but isn't ready yet. She enjoys going out to eat, watching tv and football with her husband and following her favorite artists and crafters on etsy.
- Veronica is 29 years old, female, and lives in Dupont Circle. She is from Atlanta and moved to DC for work. She makes 47K/year.
- Veronica is thankful her and her husband still have fun together and go out. She is active on Facebook and occasionally uses Twitter for news or Instagram to see what her friends are up to. She uses pinterest for recipes and loves looking at the crafts, though never has time to make them. While she is very extroverted, she prefers smaller groups and loves a good dinner party.
- Influenced by Hillary Clinton, The Economist and Martha Stewart.
- She usually uses her desktop to read articles, but uses her phone if she is on her way to work or to meet friends.

ELIZABETH



the right-brain wannabe

- Elizabeth is a lawyer. She spent most of her twenties in law school and working at her firm. She has a busy dating life, but is getting serious about another lawyer that she met in school. On the weekends, she loves to sleep in, get brunch, watch tv, go out and see live music or go dancing.
- Elizabeth is 28 years old, female and lives in Columbia Heights. She is originally from New Jersey and came to DC for law school. She makes 125K/year.
- Elizabeth loves her job, but misses doing things that are considered more creative. She goes all out at any opportunity to be crafty. She drinks a lot and is very social, but wants to have more quality time with her friends. She loves to cook. She uses Facebook and Instagram and is always reading the news or a cooking blog. She travels as often as her work schedule allows, especially short weekend trips.
- Influenced by Justice Sonya Sotomayor, Mark Bittman and the Lucky Peach journal.
- She uses her computer at work, her ipad at home and her mobile phone the rest of the time.

digital marketing strategy

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A hand holding a utility knife is positioned over a collage of magazine pages. The background features various magazine covers and articles, including one with the headline 'EVA MIENDES A Baby, This Bod, That Boyfriend (Gosling!)' and another with 'YOU'LL OWN SPRING IN THE COOLEST SHOES, BAGS'. The overall scene suggests a process of cutting out or editing content from magazines.

GOAL — Increase workshop attendance

KPI 1: Increase attendance 25% month over month

KPI 2: Retain 25% of attendees month over month

A collection of small potted succulent plants, including various types of Echeveria and Sedum, arranged on a windowsill. The plants are in colorful pots (blue, green, white) and are set against a background of a window with a mesh screen. The scene is brightly lit, suggesting natural light from the window.

GOAL – Increase brand awareness

KPI 3: Grow social following 50% MoM in 2016

KPI 4: Obtain 3 local mentions in blogs/press in 2016



GOAL — Advocate creativity + engage in creative community

KPI 5: Feature 12 creatives in 2016

KPI 6: Feature 4 mixologist or local liquors in 2016

KPI 7: Co-host 2 workshops in 2016

content marketing

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our customer is mobile, social and distracted...

familiar customer

social → nvite event page → RSVP → attend workshop

social → nvite event page → save for later

social → follow

facebook group → nvite event page → RSVP → attend workshop

facebook group → nvite event page → save for later

newsletter → nvite event page → RSVP → attend workshop

newsletter → nvite event page → save for later

newsletter → follow

unfamiliar customer

word-of-mouth → social → invite page → RSVP → attend workshop

word-of-mouth → social → follow

word-of-mouth → social → nvite page → save for later

social # → social → invite page → RSVP → attend workshop

social # → social → follow

social # → social → invite page → save for later

searching web → website → invite page → RSVP → attend
workshop

social → website → invite page OR social → follow OR save for later

web site optimization + UX

visible and easy to access invite event link from website

use social media to drive traffic to invite RSVP page

show experience of cocktails+craft on website and social media

CTA to sign up for email newsletter and follow social channels from website

focused content to grow organic search for high intent terms via blog:

cocktail recipe, craft ideas, creative crush



 cocktailsandcraft

18 likes 2w

cocktailsandcraft #sazerac recipe from a recent #cocktailsandcraft. #cocktails #acreatedc #madeindc

cocktailsandcraft @mish.jpg we're coming to NY next year ;) ×

 cocktailsandcraft
Meridian Hill Park

5h



 homeruledc

FOLLOWING

cocktailsandcraft, jmoats, clothetimid, 1w
gpallison and atonetti like this

homeruledc Thanks @cocktailsandcraft for stopping by! So glad you enjoy the #candle! #HomeRuleDC #HomeRule #ShopLocal #ShopDC #Fun #LogansCircle #WashingtonDC #14thStreet

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 Add a comment... ⋮

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@cocktails_craft

 **Following**

We're brainstorming for our next #cocktailsandcraft - what's your favorite fall craft using leaves? #fallcrafts #diy



RETWEET 1 LIKES 4



6:25 PM - 22 Oct 2015

 Jane Philipps, Mountain Alive, leah breeze and 5 others



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a monthly creative workshop for you and your friends

HOME BLOG ABOUT

Save the date! Our next cocktails+craft is January 17th, 2016. Cocktail hint: this one will keep you warm and awake...



JOIN US

Get exclusive invites, cocktail recipes and craft ideas sent straight to your inbox.

SIGN UP

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COCKTAIL RECIPE: SAN MARTIN

November 30, 2015



INSTAGRAM



JOIN US

Get exclusive invites, cocktail recipes and craft ideas sent straight to your inbox.

SIGN UP



creative crush series

Full-width home page feature of interview with a creative person that inspires us

CTA to sign up for next cocktails+craft event OR newsletter

Use organic social media to drive traffic to feature

DATE	DOW	TOPIC/CONTENT	STATUS	AUDIENCE	GOAL	MEDIA TYPE(S)	LINKS	KEYWORDS	HASHTAGS	CHANNEL	AUTHOR
11/24/2015	Tu										
		cocktails+craft survey cta	published	all	fill out survey	text, photo	https://t.co/anXYJNJFuk		#cocktailsand craft #fall #crafting #acreatedc	Instagram	Stephanie
		cocktails+craft survey cta	published	all	fill out survey	text, photo	https://t.co/anXYJNJFuk		#cocktailsand craft #fall #crafting #acreatedc	Twitter	Stephanie
11/25/2015	W										
		San Martins + Fall Foliage photos + recap	create	all	share photos + guide c+c	text, photo, video	(blog link)	cocktails, cocktail recipes, craft ideas, craft ideas for adults, craft cocktails	#cocktailsand craft #fall #crafting #acreatedc	Blog	Stephanie
		San Martins + Fall Foliage photos + recap	create	the craft luster	share c+c w/friend	text, photo	(blog link)		#cocktailsand craft #fall #crafting #acreatedc	Twitter	Stephanie
		San Martins + Fall Foliage photos + recap	create	the craft luster	share c+c w/friend	text, photo	(blog link)		#cocktailsand craft #fall #crafting #acreatedc	Instagram	Stephanie
		Thank you + San Martins + Fall Foliage photos + recap	create	attendees	share c+c w/friend	text, photo	(blog link)		#cocktailsand craft #fall #crafting #acreatedc	Facebook Group	Stephanie
11/27/2015	Th										
		Thanksgiving Craft: leaf wreath	create	the craft luster	click through to craft how to	text, photo	(blog link)		#cocktailsand craft #fall #crafting #acreatedc	Twitter	Stephanie
		Thanksgiving Craft: leaf wreath	create	the craft luster	click through to craft how to	text, photo	(blog link)		#cocktailsand craft #fall #crafting #acreatedc	Instagram	Stephanie
12/1/2015	Tu										
		Cocktail Scavenger Hunt	create							Twitter	Stephanie

experimentation efforts + hypothesis

try using Periscope to show cocktail recipes and craft how tos during event

test out day of week and time for Instagram, Twitter and Tumblr posts

test using Header in website for link to RSVP

test using hashtags in social posts (#acreativedc #dclife #dcthings #feelingartsy #diydecor #craternoon
#creativecocktails #diy #ladiesmakingthings #washingtondc #dchappyhour #dccocktails)

test outreach to influential people/ingredients we feature for links back to site

test collaborations with influential mixologists/local ingredients/bloggers/crafters

thank you

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