

To hold beer tastings, it is of course also important to build up a customer base. That means you should be out and about where the potential customers are.

The first step, of course, is to decide whether to have your beer tastings online or on-site, or do I get people I reach online on-site or vice versa.

Offline

Location on site

Maybe you have a space where you can hold the tastings, or you know a restaurant or brewery where the beer tasting can take place. A place where you are tangible to people is a great way to do business.

Display flyers

Especially in places where people like to drink beer, it makes sense to distribute a flyer and thus make people aware of you and your offer.

Networking events

Networking events are becoming more common and are a great way to meet new people.



Online

Your internet presence

Mostly people search for a beer tasting via Google. So, besides a clear page, it is important to be found well on Google.

Social Media

Your visibility increases not only when you interact a lot on social media, but also when you attract people to your profiles through unique content.

Online-Advertisement

It's not an inexpensive measure, but you can reach your target audience specifically and easily through online advertising.