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Marketing Strategies for DRY 85

To enhance profitability for Dry 85, effective marketing strategies involve community engagement, social media improvement, event hosting, and collaboration with a local influencer. By implementing these approaches, the restaurant can attract a larger customer base, ultimately boosting revenue.

Leveraging its location in Annapolis, Dry 85 can actively engage with the local community by participating in events and festivals. An excellent example of this is the Maryland Renaissance Festival held in Annapolis. By becoming a presence at these events, Dry 85 can heighten brand awareness within the community. Attendees at these gatherings can experience the restaurant's offerings firsthand, developing interest and potentially leading to increased foot traffic as they consider visiting. This engagement not only expands brand visibility but also establishes connections with potential customers.

Engaging with events like The Amazing Annapolis Scavenger Hunt provides Dry 85 with an excellent opportunity to align with its speakeasy theme. The digitally run scavenger hunt, mirroring the hidden nature of Dry 85's location, offers seamless integration. By encouraging participants to explore the city and share their experiences, the event can serve as a platform to showcase Dry 85 as a local hidden gem, amplifying its appeal.

Moreover, the restaurant's involvement in charitable causes, such as its past partnership with The Cal Ripken Sr. Foundation, adds a philanthropic element to its community engagement strategy. Collaborating with nonprofits like this enhances the restaurant's reputation and community impact. Associating with a cause that resonates with customers not only strengthens ties with the community but also positions Dry 85 as a socially responsible establishment. Involving staff in events can create a sense of pride and teamwork. It offers employees a chance to showcase the establishment they work for, contributing to a positive work environment. Events provide opportunities for staff to interact with customers, fostering a sense of connection and satisfaction in their roles. Additionally, networking with other local businesses can open doors for collaborations or mutually beneficial partnerships. Participation in local events and commitment to charitable endeavors strengthens the restaurant's image as a unique, community oriented establishment, with a socially conscious mission.

To elevate their social media presence, Dry 85 should refine their Instagram strategy. While they post frequently, the current content fails to fully capture the unique vibe of Dry 85. To have an attractive social media presence, it is crucial to have a unified aesthetic. The visual style of Dry 85's Instagram must align with their warm colored and dark speakeasy theme. Recommendations for creating a cohesive Instagram platform that truly conveys Dry 85's theme include. Utilizing a color scheme and including photographs that enhance the ambiance of the bar. Consider using different lighting to take photos of the food or invest in professional food photography to showcase the menu items in a more appetizing and visually appealing manner. High-quality images can significantly enhance the overall aesthetic of the Instagram feed. Include engaging reels, which are especially enticing and make your food come to life. Create a consistent visual theme by using the same format for all posts. Avoid borders that disrupt the

flow, and instead, go for a clean, modern look that aligns with the brand style. Additionally, encourage customers to share their own pictures and experiences at Dry 85. User-generated content adds authenticity to the feed and showcases the establishment through the eyes of its customers.

Dry 85 can strategically incorporate hosting events into its marketing strategy to enhance brand visibility and attract a diverse customer base. An effective way to do this is to develop a consistent schedule of theme nights. This creates anticipation among customers and gives them reasons to visit regularly. These theme nights could include engaging activities like classic trivia centered around the speakeasy theme, retro-themed nights, mixology workshops, or specialty bourbon and whiskey tasting events featuring discounted flights. To entice participation, Dry 85 can offer exclusive drink promotions tied to specific events, such as discounts on themed drinks or special packages for attendees. Additional incentives, like the chance to take home a branded cup with the purchase of a specialty cocktail, can enhance the overall event experience.

Partnering with neighboring businesses for joint events is another valuable opportunity. This cross-promotion can broaden the customer base and enhance the sense of community. Dry 85 can leverage social media platforms to announce upcoming events, share event highlights, and engage with their audience. Using visually appealing graphics, teaser videos, and event countdowns will generate excitement. They can document and share highlights from events on social media and their website. This not only serves as a post-event promotion but also creates an appealing visual that can attract future attendees. To further utilize social media, they could consider creating social media contests or giveaways tied to events. Encourage users to share event information for a chance to win prizes, increasing the organic reach of your promotions. After each event, gather feedback from attendees. This information can be valuable

for refining future events, ensuring they align with customer expectations. By integrating these strategies, Dry 85 can effectively use events as a marketing tool, increasing community engagement, attracting new customers, and solidifying its position as a unique establishment.

The last marketing strategy for Dry 85 is to partner with a local influencer to promote and attend events. Their social media presence can significantly extend the reach of event promotions and attract customers to Dry 85. It is crucial to choose a celebrity whose image aligns with the interests and preferences of Dry 85's target audience. For a bourbon and whiskey bar with a speakeasy theme, a celebrity with an appreciation for spirits or a connection to the entertainment industry would be appropriate. If possible, Dry 85 should seek out a celebrity with local ties to Annapolis, Maryland, or someone with a connection to the region because local celebrities can have a more authentic appeal to the community. Additionally, it is important to partner with an influencer with a strong and engaged presence on social media platforms. Their ability to connect with a broad audience online can significantly boost awareness for Dry 85. Examples of potential celebrity partners could include actors with ties to Maryland, musicians with a love for bourbon, or influencers who have previously collaborated with bars or restaurants. Ultimately, the ideal celebrity partner would be someone who not only aligns with Dry 85's brand and values, but also has the potential to create genuine excitement and interest among the target audience.