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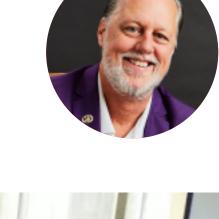
**EXPERTS** 

## Investing the time and effort in social clubs and organizations can pay

great dividends for your company if properly positioned.

ON 10/14/22 AT 10:00 AM EDT

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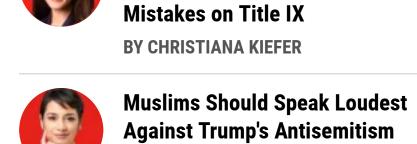


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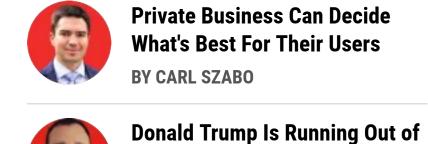
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MARKETING SOCIAL MEDIA **EXPERTS** 

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s I began my foray into the world of entrepreneurship, my father had some great advice: "When building a business, if your outgo exceeds your income, your upkeep will become your downfall." Business owners are advised to invest in such

effective—method of marketing.

probably a group of interested parties that has formed to either rave about certain products... or bash them! There are even groups for products that no longer exist, such as Josta, a soft drink that was taken off the market in the late '90s. Properly utilized, these groups can be a great asset to a growing company with a limited marketing budget. Leveraging a direct source to consumers who are not only interested but impassioned about your product or service could be a highly efficient—and cost-

things as hiring salespeople, marketing teams and advertising in order to grow the

As social media continues to become a major influential force in guiding potential

customers, specific groups with opinionated members seem to pop up with amazing

consistency. No matter what type of industry or business your company is in, there is

sometimes prove difficult to quantify their return on investment.

business. All of these are fantastic avenues, but they do create an "outgo" of funds and

For example, Brad Haneberg of Virago Spirits in Richmond, Virginia, has formed a

special relationship with his local group of rum lovers: the Richmond Rum Society (a

partner of the Royal Rum Society). The group regularly holds meetings featuring favorite

brands and spirited discussions. As a young rum distillery, Virago is actively competing

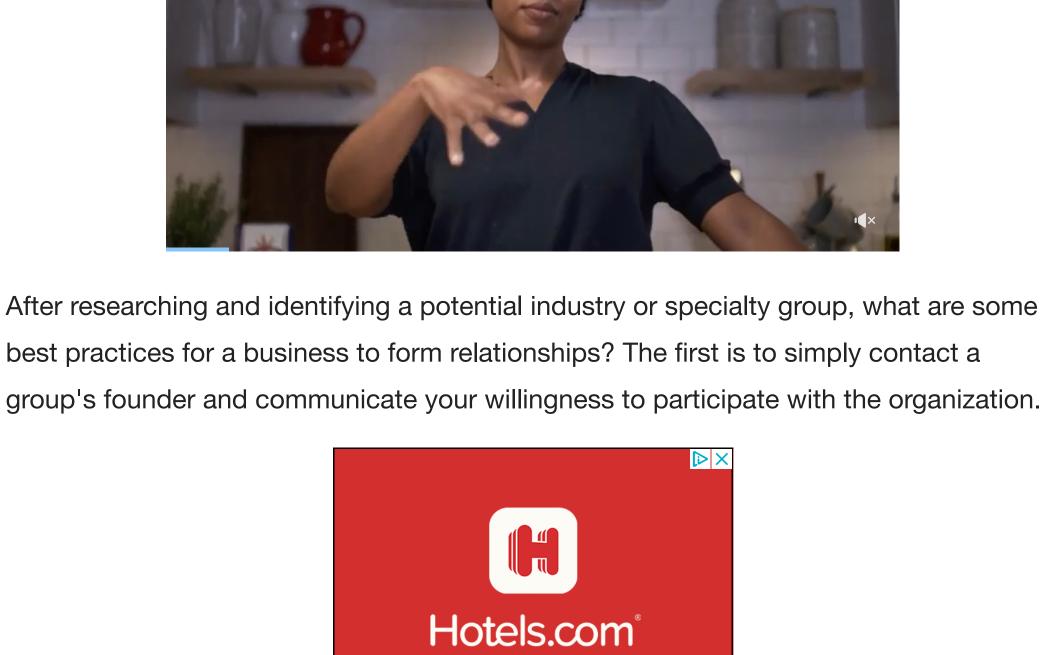
efficiently market to consumers who are passionate about rum and its history. With a

for the attention of sophisticated consumers. It is crucial for them to identify and

limited marketing budget, the producer enlisted these rum enthusiasts to play an essential role in spreading the word about the products via social media, which significantly impacted the growth of Virago Spirits. **NEWSWEEK NEWSLETTER SIGN-UP >** The Richmond Rum Society has even joined a coalition of other rum groups around the nation collectively known as the "Rum Consumers Alliance" in order to further spread the outreach of their favorite spirit brands. The RCA currently consists of 10 groups consisting of a collective 5,000 members, most of whom are perfect target customers for rum producers such as Virago Spirits.

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• Attend meetings (if invited). These gatherings will not only give you a chance to market

your product or service but give you valuable insights into the mindset of your targeted

· Add comments to social media. By default, you are viewed as an expert in your

specific industry. By responding to questions and concerns, you can elevate the

## perception of expertise in the minds of the members by offering unbiased, fact-based answers or opinions based on your experience. This is a fantastic opportunity to educate consumers about your products and to inform them of upcoming new products

your competitors.

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Other tips include:

customers as well.

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• Respect your competitors, but differentiate your product. Elevating your product by disrespecting your competitor typically elicits a negative response from the members. Instead, focus on the advantages of your company's offerings.

· Be consistent. If you don't maintain visibility by attending meetings or posting on

social media, you may eventually be forgotten by the members and replaced by one of

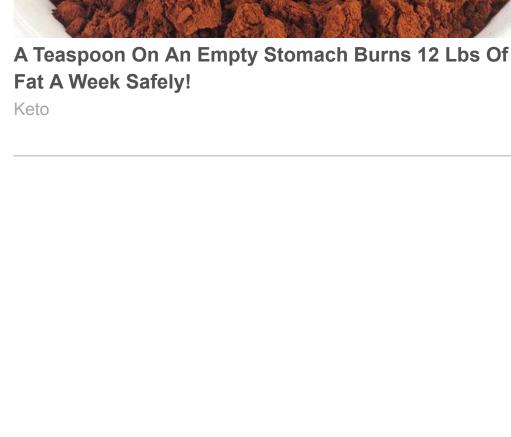
Investing the time and effort in social clubs and organizations can pay great dividends

for your company if properly positioned. Simply being involved with these influential

groups can create a great "income" stream with minimal "outgo."

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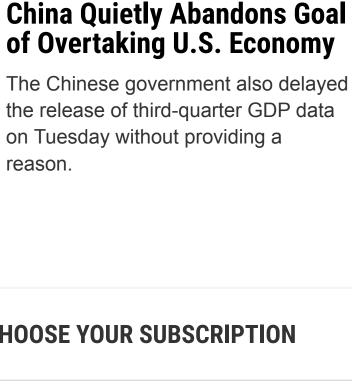
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