The adoption rate of social media has dwarfed any other media before it. But the runaway success of social media presents profound challenges, and opportunities, for drinks manufacturers. The ability to create direct connections with drinks consumers is one not to be squandered.

Social media is now at a maturity level where best practice can now be established; the major networks are firmly in place, obsolete networks have faded away, and niche social networks have emerged to fill the gaps. Marketers are now able to be far more confident in their decision to allocate budget and resource to social media as part of their communications mix.

This report eschews the usual format of taking each social network one-by-one and explaining how they work. Instead, it focuses specifically on how alcoholic and non-alcoholic beverage companies are using social media today, finding commonalities and sharing examples of beverage campaigns that have used social media channels to reach their target audience successfully.

Extract: “The terrible truth is that if drinks businesses, with their ability to tell compelling stories rooted in their provenance, prove incapable of using social media as an effective channel to speak to consumers, then what chance do other industries have?”

This report examines how drinks brands are currently utilising social media, identifying four key campaign types in use today:
- Events led campaigns
- Community led campaigns
- Cause led campaigns
- Sales promotion led campaigns

This compact report also considers how regional differences might affect international campaigns, and how changes from the social media networks themselves are forcing marketers to think and act differently.

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