

Title:

Beer Promotion in the Wild World of the Internet

Word Count:

628

Summary:

A new way of web advertising for breweries: pixel marketing. Share your beer labels with the w

Keywords:

beer promotion,pixel marketing,beer homepage,breweries advertising,beer label

Article Body:

The Challenge for Breweries in Today's Regulated Marketplace is immense. For the past decade t

In the United States a similar situation exists. The Federal Trade Commission and Congress are

The challenge? How do breweries and microbreweries 'get the word out' about their products wit

When traditional methods are not a viable option we must identify and utilize those of the fut

You may already have a company website. It's fun, it positively promotes your product with ent

Beer festivals may be a long established custom, however the modern version is a true advertis

Besides a shift in promotional methods, a fresh approach in attitude will go a long way in cha

To conclude, these are only a few examples of the way a modern approach to advertising need no

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