

# THE INFLUENCER MARKETING PLAYBOOK

**20 YEARS  
IN THE MAKING**

# WHO AM I?



01 HI, I'M NEAL.

02 BEEN DOING THIS A WHILE.

03 MOSTLY BEER BIZ.

04 PROFESSOR: IMC 541



**DAN-O'S**  
— SEASONING —

*Yuengling*  
THE YUENGLING COMPANY

# FOR SOME CONTEXT...

**+15%  
IN 2026**

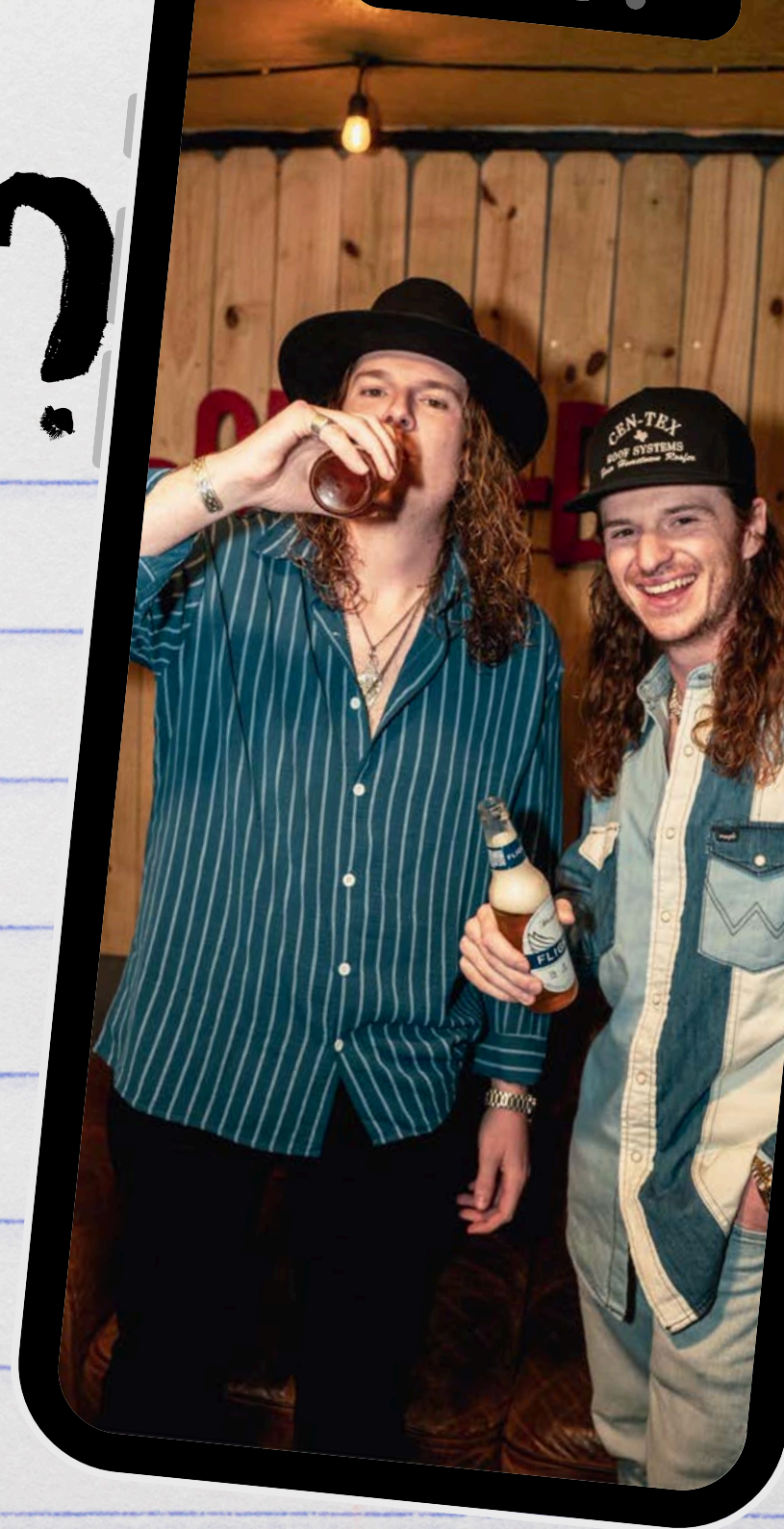
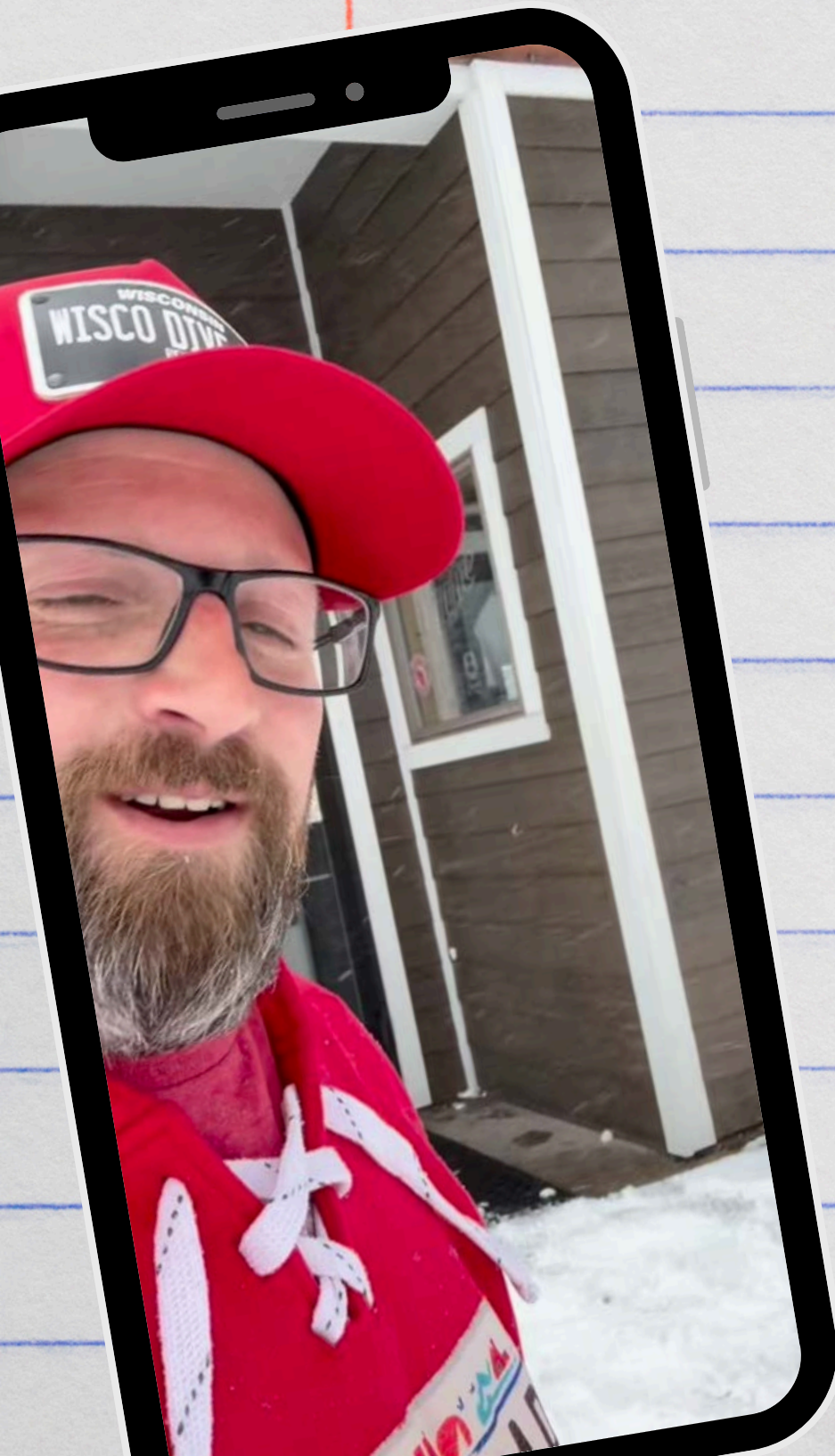
**13.7 BILLION  
BY 2027**

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# WHY INFLUENCERS?

COST



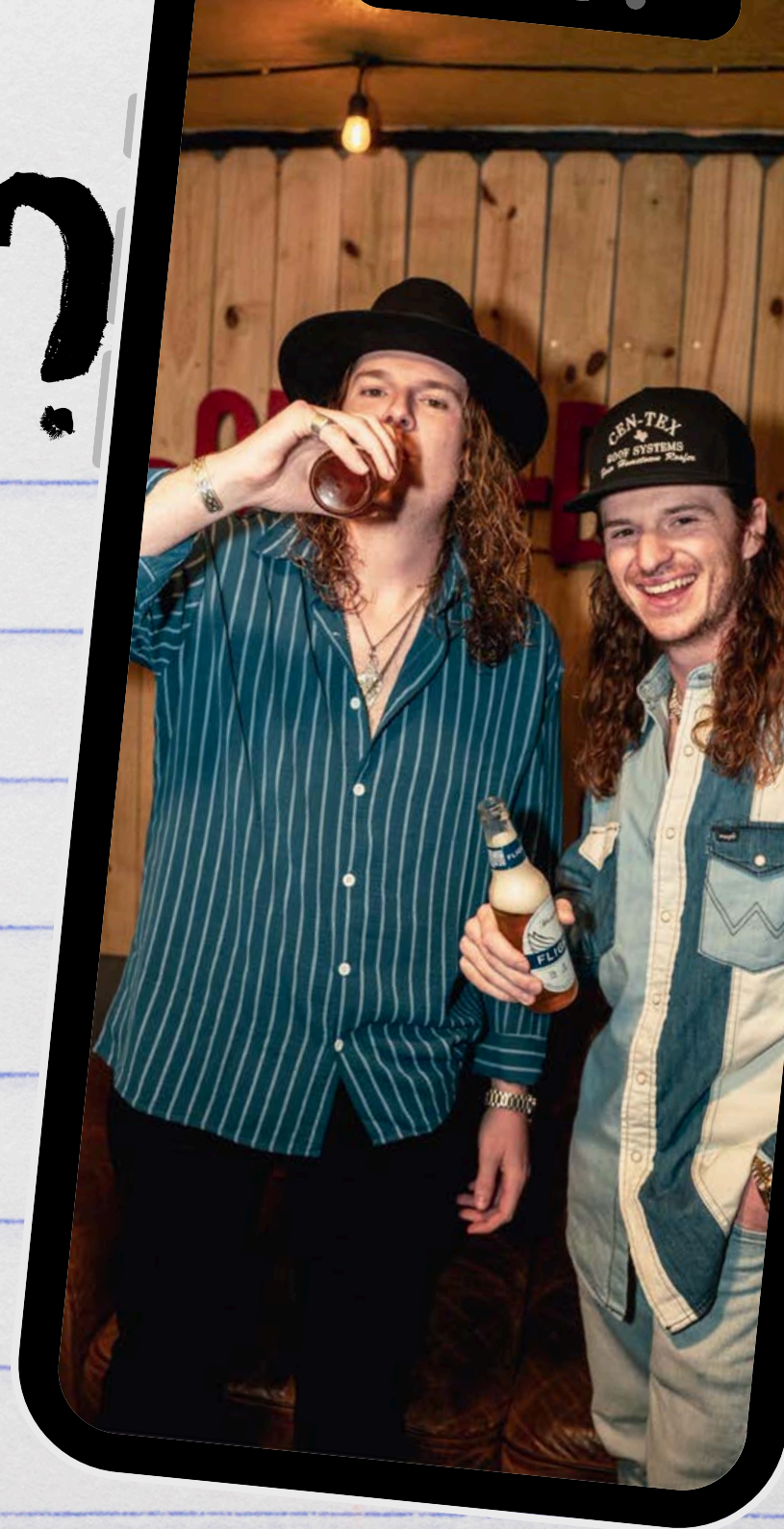
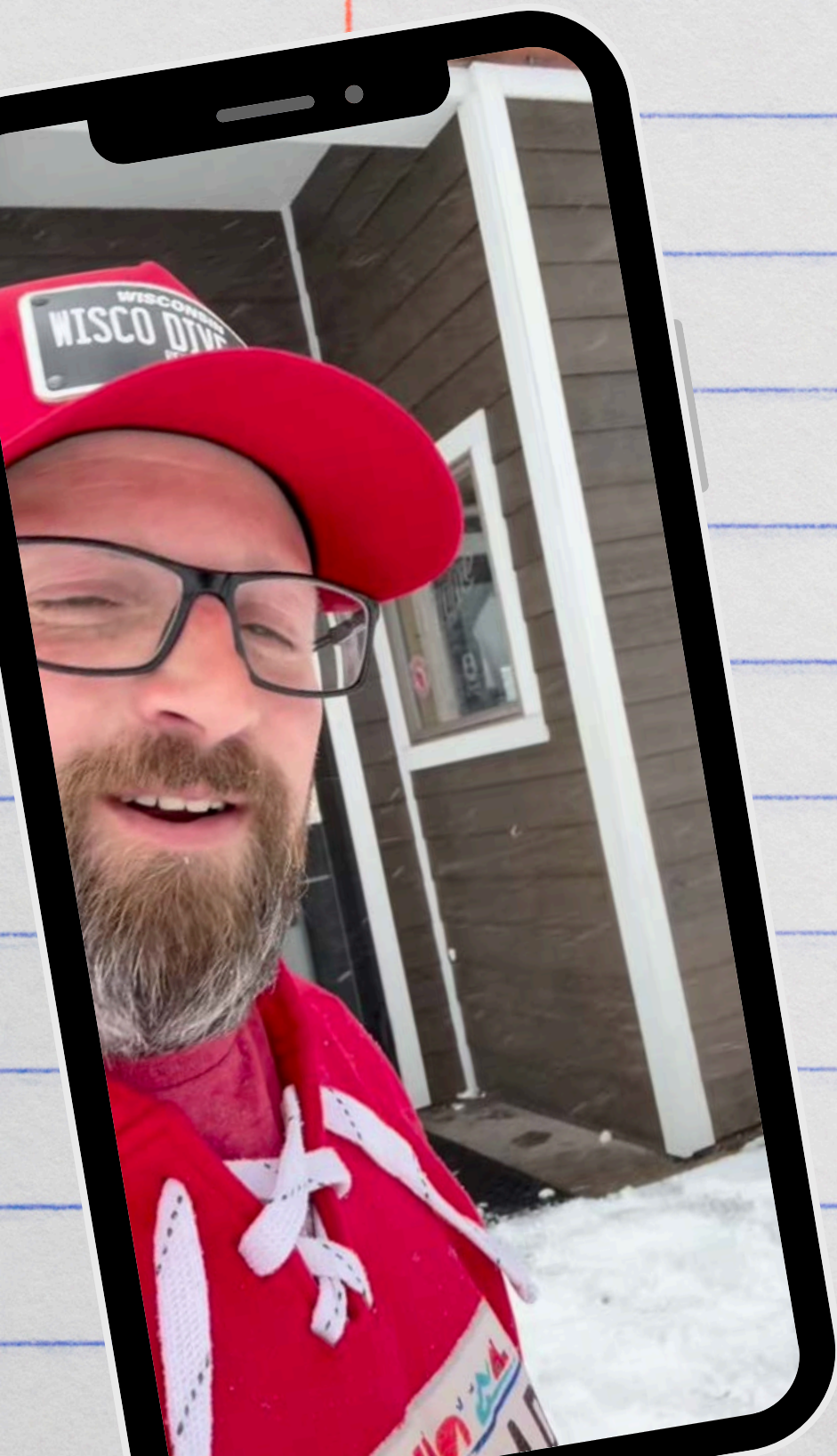
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COST

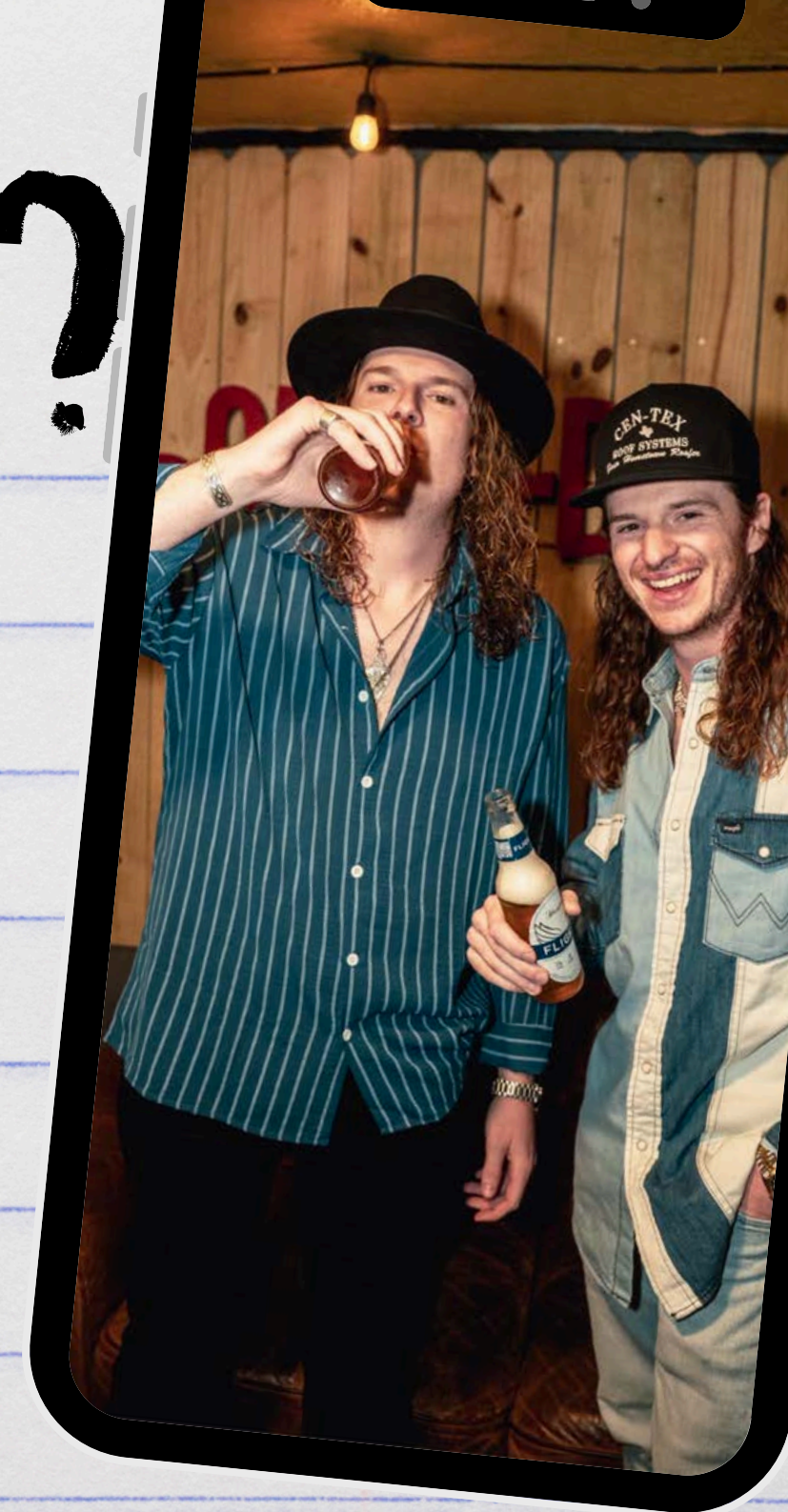
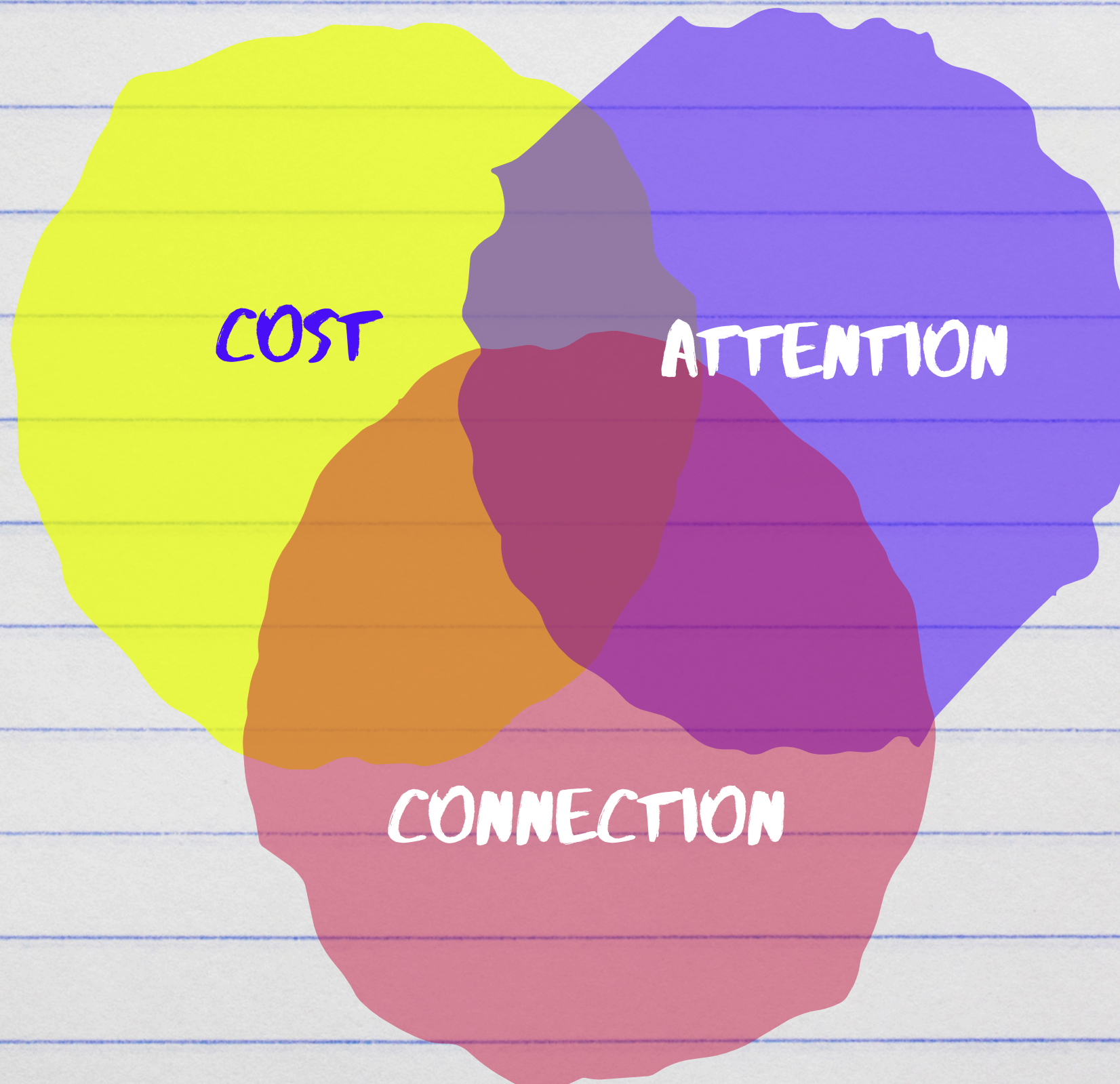
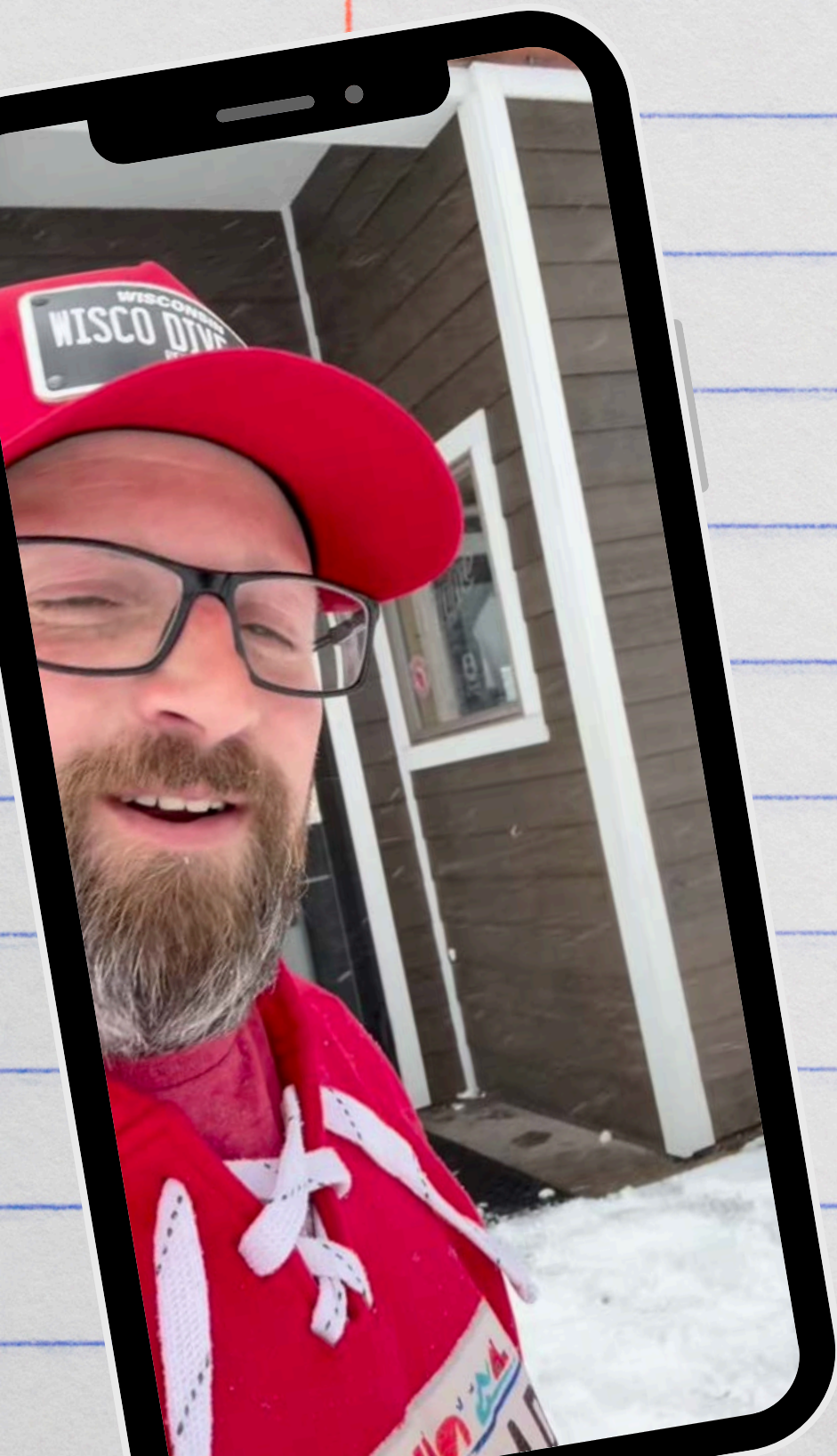
ATTENTION



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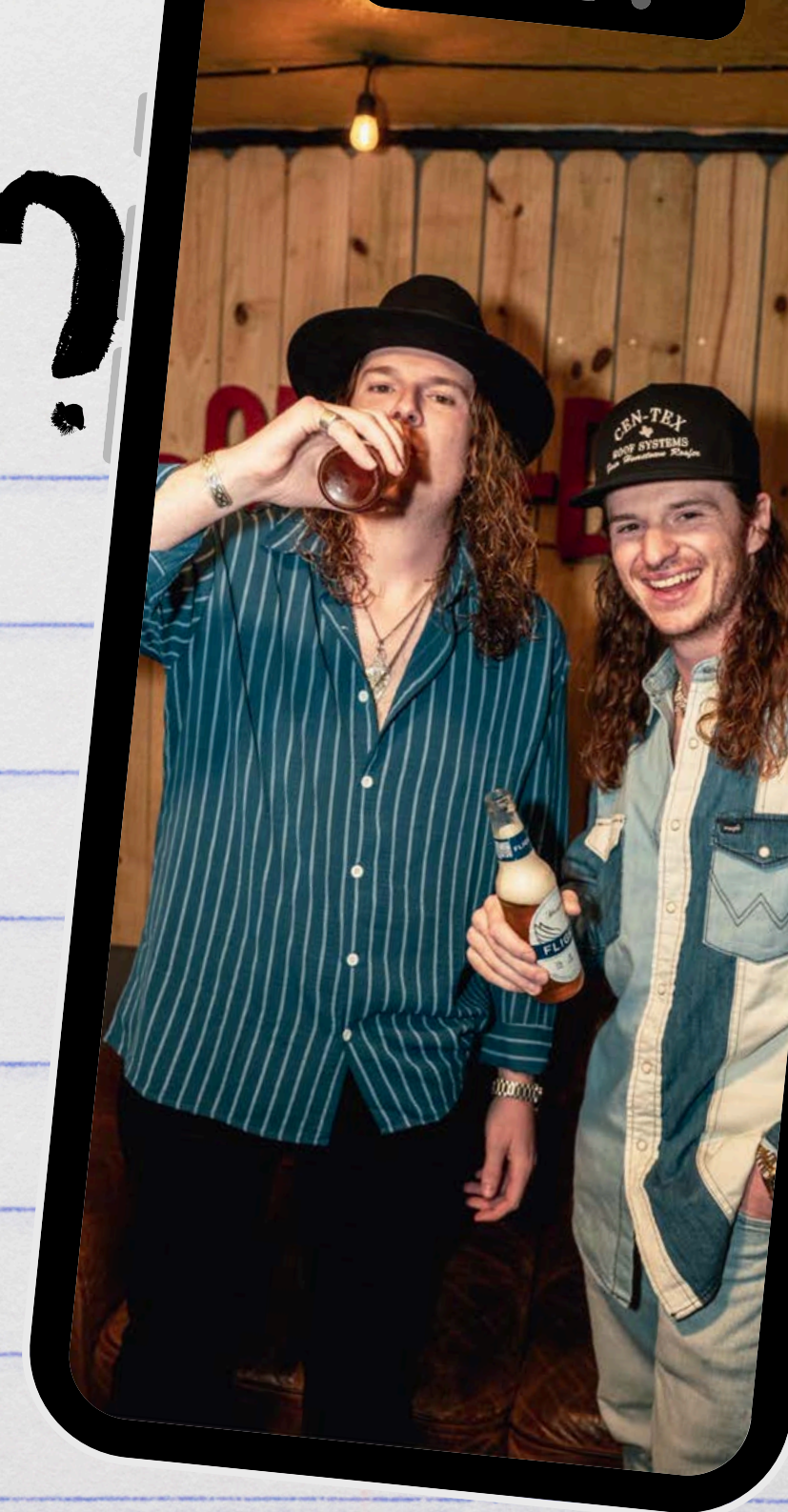
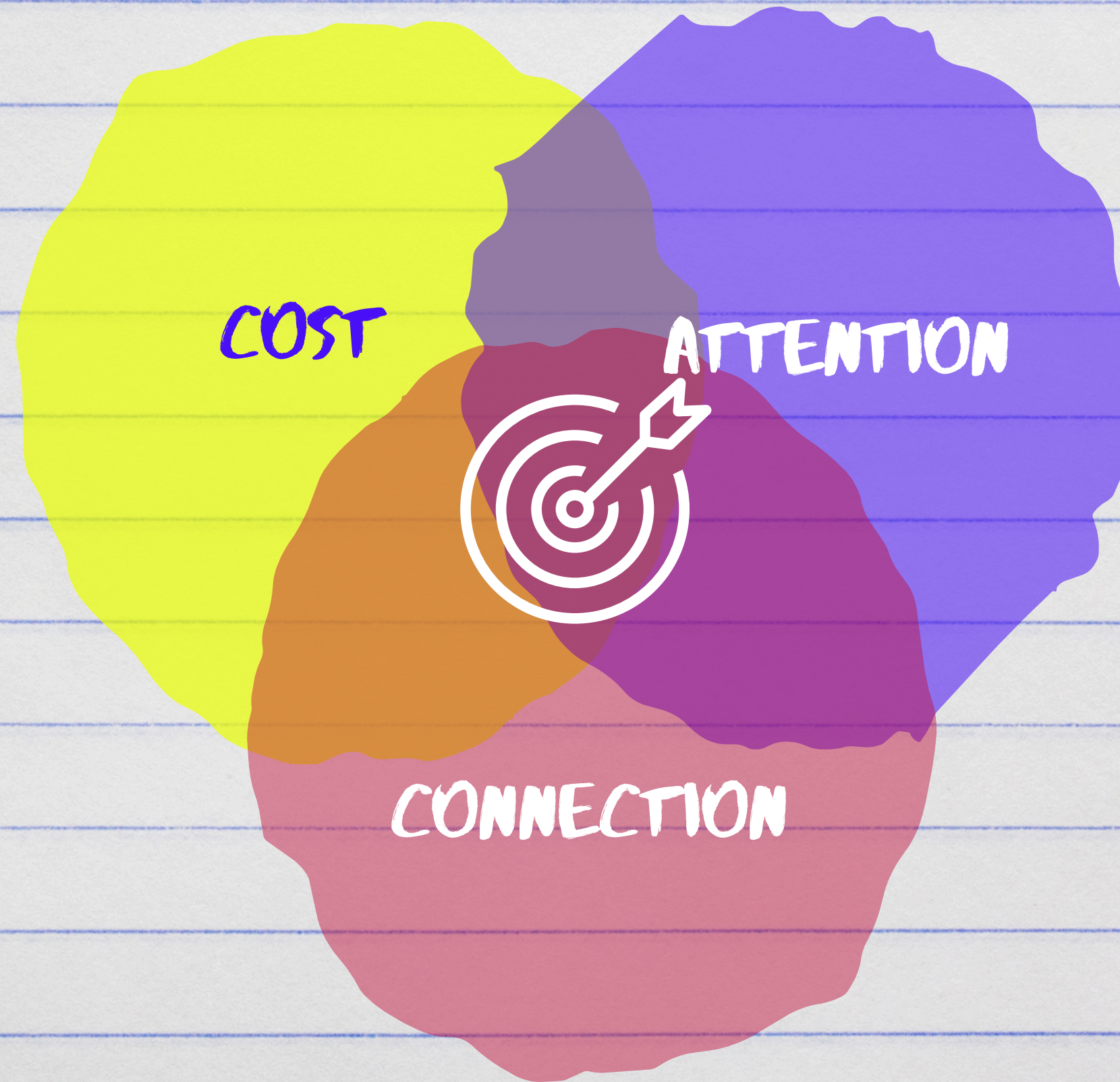
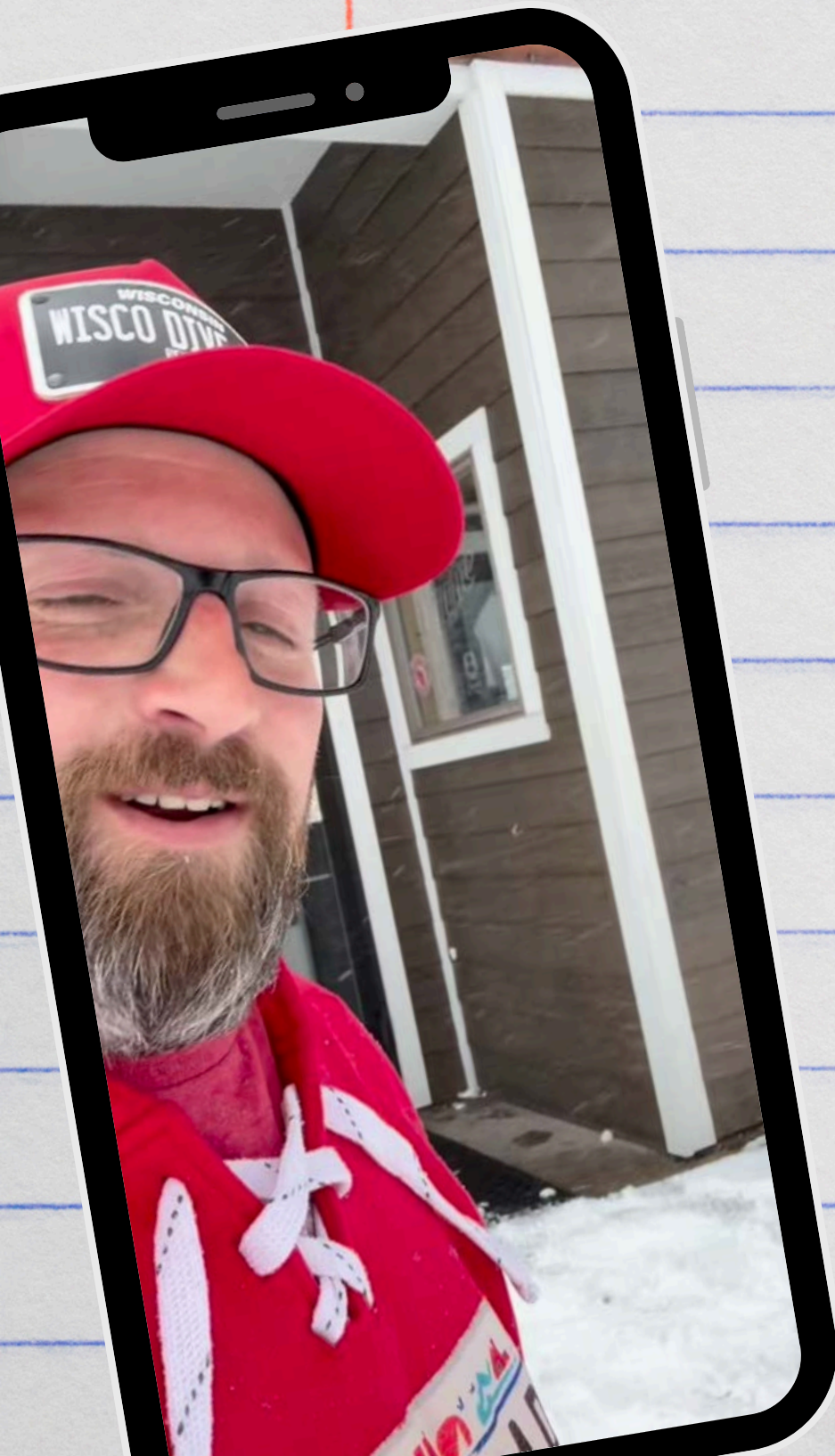
# WHY INFLUENCERS?



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# WHY INFLUENCERS?



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**INFLUENCERS COME IN  
MANY SHAPES AND SIZES.**

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**IRL  
SUBCULTURES**



**FOUNDERS**



**MICRO  
INFLUENCERS**



**CELEBS &  
MUSIC**

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**LET'S GO BACK  
20 YEARS...**

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# IRL SUBCULTURES

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# BEFORE THE ALGORITHM

- UNDERSTAND YOUR SUBCULTURES - OR CREATE THEM!
- FIND THE "BUZZ HUBS" AND SEED YOUR BRAND
- BUILD RELATIONSHIPS AND FIND PEOPLE WHO WILL PROMOTE YOUR BRAND
- KEY LESSON: AUTHENTICITY WON BACK THEN AND STILL DOES TODAY



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# BEFORE THE ALGORITHM

BUSINESS RESULT: DOUBLED THE BUSINESS  
IN FIVE YEARS



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# FOUNDERS GONE WILD

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DAN



SAM

# FOUNDERS

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# THE FOUNDER IS THE INFLUENCER

- SAM VS. DAN: SAME VALUES, DIFFERENT APPROACH
- MANAGING THE EGOS AND BUSINESS RELATIONSHIPS IS CHALLENGING
- KEY LESSON: YOU GOTTA BE TOUGH TO IMPLEMENT A PROCESS AROUND A STRONG-WILLED FOUNDER



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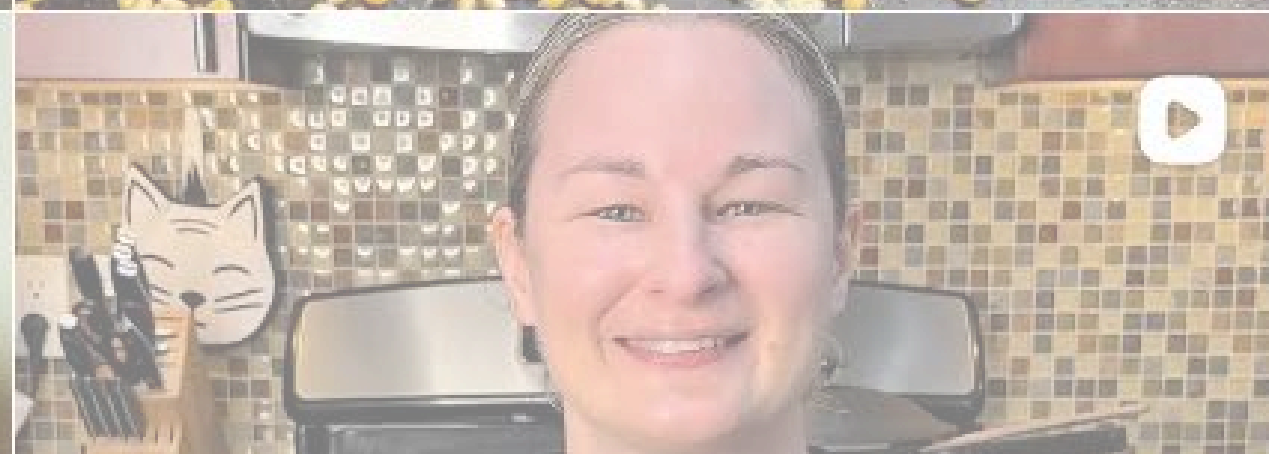
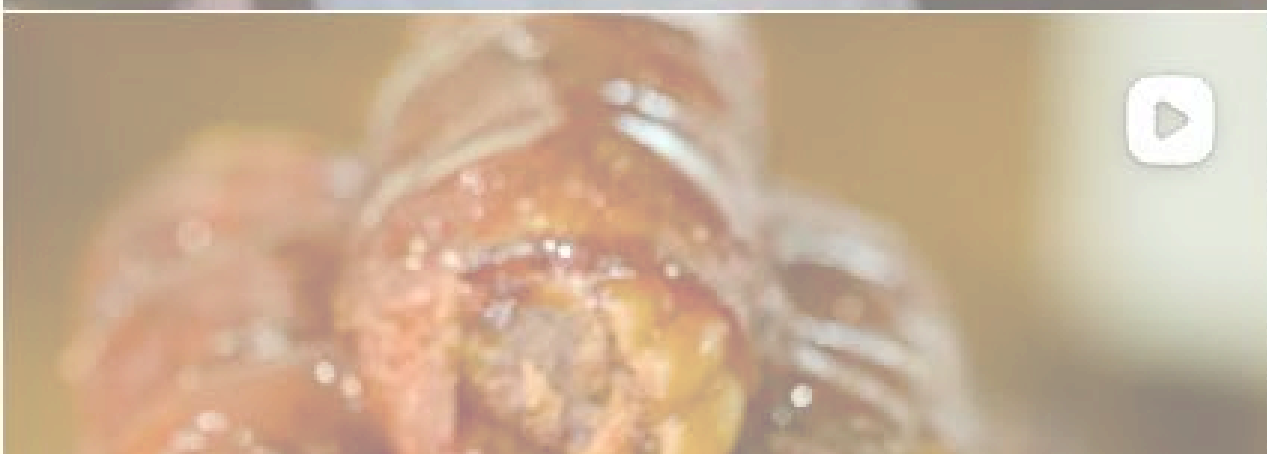
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# MICRO INFLUENCERS

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# MICRO INFLUENCERS

- THE CPM CAN BE REALLY LOW... LIKE \$1!
- BUT THE REAL COST IS THE INVESTMENT OF TIME
- NEGOTIATE LIKE CRAZY
- FIND YOUR WINNERS AND STICK WITH THEM
- WORK WITH THE PROS



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# MICRO INFLUENCERS

- CASE STUDY: @WISCODIVEBARS


## WHY IT WORKS FOR US:

- DIRECT HIT FOR TARGET CONSUMER
- ENJOYS REPPING THE BRAND VIA SOCIAL AND IRL
- DELIVERS A TON OF IMPRESSIONS



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# CELEBS & MUSIC

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# CELEBS & MUSIC

- CONDUCT A BACKGROUND CHECK
- EXPECT A RIGOROUS NEGOTIATION PROCESS
- ALIGN WITH THE CONTENT PEOPLE. THEY MAKE IT HAPPEN
- TRUST YOUR GUT
- DON'T EXPECT THEM TO BE AN AD AGENCY
- BE SPECIFIC ON CONTENT DELIVERABLES

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# CELEBS & MUSIC

YOU'LL NEED TO BUILD TWO MODELS:

- 1) CONTENT PIPELINE
- 2) BRAND IMPRESSIONS

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# CELEBS & MUSIC

## OUR MODELS:

- CONTENT PIPELINE:

- 2 "ORGANIC POSTS PER MONTH"
- 2 DAYS OF CONTENT PRODUCTION PER YEAR

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# CELEBS & MUSIC

- OUR MODELS:
  - BRAND IMPRESSIONS:
    - ORGANIC REACH THROUGH OWNED CHANNELS
    - PAID REACH VIA FB, IG, YT

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# WELCOME TO THE YUENGLING INFLUENCER GUIDE

This deck is designed to provide universal best practices for anyone representing the Yuengling brand across social media. This guide ensures consistency, authenticity, and alignment with our heritage brand.

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## QUICK LINKS

- ONBOARDING GUIDE**
  - Trending Topics
  - Content Guidelines
    - Mandatories
    - Endorsement Disclosure
    - Do's & Don'ts
- CONTENT STRATEGY**
  - Strategy Overview
  - 2024 Calendar
    - May
    - June
    - July
    - August
    - September
    - October
    - November
    - December

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## A QUICK HISTORY LESSON

Here are a few key facts for you to know about our 197-year-old brand:

1. Yuengling is the oldest brewery in America. They were founded in 1829 in Pottsville, PA, where they're still based today.
2. It is the family-owned today.
3. Yuengling is expanding its family into markets like Wisconsin, Iowa, and Texas (that's why you're here).
4. There's a significant and deep brand love that we are looking for you to tap into in your own way.
5. Yuengling is rich with tradition but they are not beholden to it. It's time to show things up for the next generation.

For more history, check out [this link](#).

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## YUENGLING PORTFOLIO

This is Yuengling's primary portfolio, available year-round in all of Yuengling's markets. Additional specialty beers and seasonal releases can be found on [this link](#).

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## Yuengling® Traditional Lager

When this 19th-century Yuengling recipe was revived in 1967, it quickly became a sensation and remains the flagship of Yuengling's portfolio. Inspired by the German-style lagers of Bavaria, this uniquely American classic features a rich caramelized flavor and deep amber color. Brewed with American Cascade and Cluster hops and crafted with a lighter body, it delivers exceptional balance and refreshment.

FLAVOR	PALE	CAROL	CAROL	ABV
Roasted Malt	Pale & Caramel	13g	145 kcal	4.5%
COLOR	AVAILABILITY	PAIR WITH		
Rich Amber	Year Round	Pale Beer		

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## Yuengling® Black & Tan

Inspired by the English pub tradition of the "half & half" pour, this dark beer combines 80% Yuengling Porter, which is lager-brewed like a Baltic Porter, with 40% of our pale Premium Lager. The result is a beer that's loaded with the softening roasted coffee flavors found in porters and stouts, but with the clean finish of a cold-fermented lager.

FLAVOR	PALE	CAROL	CAROL	ABV
Roasty & Sweet	Pale, Caramel & Black	15g	155 kcal	4.9%
COLOR	AVAILABILITY	PAIR WITH		
Deep Brown	Year Round	Roasted Meats		

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## Yuengling® Golden Pilsner

Born in 2018, this beer is the product of Yuengling's six generations and nearly two centuries of German-style brewing. This outstanding modern pilsner is pale gold in color and clean in flavor, with a snappy hop bite that will stimulate your appetite as it quenches your thirst.

FLAVOR	PALE	CAROL	CAROL	ABV
Roasted Hop Biscuits	Pale & Aromatic Malt	9.5g	136 kcal	4.7%
COLOR	AVAILABILITY	PAIR WITH		
Rich Gold	Year Round	Grilled Chicken & Fish		

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## FLIGHT by Yuengling®

FLIGHT by Yuengling® is the product of six generations of brewing expertise. Coming in at only 95 calories and 2.6 carbs, FLIGHT is the Next Generation of Light Beer®. Raise the bar with this easy-drinking, clean, crisp, and refreshing beer from the oldest brewery in America.

FLAVOR	PALE	CAROL	CAROL	ABV
Crisp & Lightly Sweet	Pale & Specialty	2.6g	95 kcal	4.2%
COLOR	AVAILABILITY	PAIR WITH		
Light Pale Gold	Year Round	Salad, Fresh Seafood, & Poultry		

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# CONTENT GUIDELINES

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## VIDEOS

- Ensure the product is clearly visible in the most prominent thumbnail
- Highlight the product that, sold, brewed
- Product should be featured within the first 2-3 seconds
- Ensure logo is visible and legible for the majority of time on screen
- Feature the beer clearly through the beginning and end of video content
- 15-30 seconds in length
- Make it voice-over encouraged
- Have clear audio. No distracting background noise
- 9:16 aspect ratio for Reels/TikTok
- 4:5 aspect ratio for IG Feed & IGTV

## IMAGES

**IMAGES**

- Highlight the product that, sold, brewed
- Lifestyle, in an environment about
- No heavy filters
- Ensure logo is visible and legible
- 9:16 aspect ratio

**CAPTIONS**

- Lead with strongest visual
- Product description visible in at least 2 frames

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## MANDATORIES

TAG YUENGLING	USE BRANDED HASHTAGS	INCLUDE ENDORSEMENT DISCLOSURE	VERTICAL FORMAT
<ul style="list-style-type: none"> <li>Instagram: #yuengling</li> <li>TikTok: #yuengling</li> <li>YouTube: #yuengling</li> <li>Facebook: #yuengling</li> </ul>	<ul style="list-style-type: none"> <li>#yuengling</li> </ul>	<ul style="list-style-type: none"> <li>Placement guidelines: <a href="#">link</a></li> </ul>	<ul style="list-style-type: none"> <li>Across all platforms: In-Feed Posts, Carousels, Static Images, Stories</li> </ul>

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## TAGGING GUIDELINES

**Account Handle**

- Always tag Yuengling Beer and applicable campaign partners.
- Don't bury the tags. Keep tags visible and intentional.
- Content can be the same between social platforms, but please ensure the correct Yuengling account is tagged when publishing.

**Instagram** @yuenglingbeer

**TikTok** @yuenglingbeer

**YouTube** @yuenglingbeer

**Facebook** @yuengling

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## HASHTAGGING GUIDELINES

**Hashtag Strategy**

- Use 3-6 relevant and approved hashtags.

**BRANDED:** Always include official brand or campaign tags

- #yuengling

**INDUSTRY:** Connect with the broader beer scene

- #BeerLover
- #Beer
- #OxBe

**LIFESTYLE:** Reflect your content's vibe

- #BeerLife

**ENGAGEMENT BOOSTERS:** General tags for discoverability

- #MyFavorite
- #Cheers

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## POST COPY GUIDELINES

**Mandatories**

- Tag Yuengling
- Use Yuengling hashtags
- Include the endorsement disclosure

- Use your own voice
- Lead with the moment or experience; FLIGHT should be part of the story – not THE story.
- Keep it simple. Stick with one key message per post.
- Copy shouldn't sound forced or unnatural. Keep it conversational, fun, and friendly.
- Unless you're offering a quote, don't copy and paste or plagiarize content.
- When relevant, following content to current social trends can be a good way to drive engagement.

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## LEGAL COMPLIANCE

- Must be 21+ to feature Yuengling content
- Only show consumption appropriately and limited
- Avoid minors or activities that imply underage drinking
- Do not suggest that beer improves physical performance or health
- Do not make any health claims
- Avoid content that glorifies binge drinking or intoxication
- No beer to lips or showing beer being consumption

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## PLATFORM-SPECIFIC DISCLOSURE PLACEMENT GUIDANCE

Platform	Placement
Facebook	Disclosure should appear in the copy prior to any link
Instagram	Disclosure should appear in the copy prior to any link
TikTok	Disclosure should appear in the copy prior to any link
YouTube	Disclosure should appear in the copy prior to any link
LinkedIn	Disclosure should appear in the copy prior to any link
Twitter	Disclosure should appear in the copy prior to any link

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## DO'S & DON'TS

DO	DON'T
<ul style="list-style-type: none"> <li>• Write FLIGHT in all caps</li> <li>• Tag Yuengling</li> <li>• Show product in frame clearly</li> <li>• Say "Oldest Brewery in America"</li> <li>• Use your own face of voice</li> <li>• Show how FLIGHT fits naturally into your content</li> <li>• Be confident and spontaneous</li> <li>• Present you and the brand in a positive light</li> <li>• Use brand approved content and hashtags when posting about the brand</li> <li>• Be sure to go through the correct channels of company requested for content prior to going live / publishing</li> </ul>	<ul style="list-style-type: none"> <li>• Feature competitive brands</li> <li>• Refer to Yuengling beer as being "America's Oldest"</li> <li>• Say anything negative about the brand</li> <li>• Use unapproved brand messaging</li> <li>• Over-sell. Offer heavy</li> <li>• Forget other beer brands in a negative manner</li> <li>• Promote drug use, underage drinking, or excessive drinking</li> <li>• Show drinking while public consumption is not permitted (see public events, etc.)</li> <li>• Use profanity, nudity, vulgar content, or anything off brand or in poor taste</li> <li>• Allow images or comments that display our brand with the type of content that is not visible. The owner of the content is responsible for brand and report</li> </ul>

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# PROCESS

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## APPROVALS PROCESS

**Content Review**

- You will be sent a Hyperlink for to upload your content for review.
- Feedback and approvals will be communicated in that interface.
- We prioritize content and will typically respond the same day content is shared.

**Workflow:**

```

graph TD
    A[Draft #1 Shared] --> B[Draft #1 Approved or Feedback Shared]
    B --> C[Draft #2 Shared]
    C --> D[Draft #2 Approved]
    D --> E[Influencer Publishes]
  
```

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## HOW-TO SET UP PARTNERSHIP ADS

**Instagram**

Create a partnership ad code after content creation on Instagram

- Select the post, story or reel that you want to turn into a partnership ad from your Instagram profile.
- Tap the 3 dots in the top right hand corner. Your choice, tap the 3 dots in the bottom right corner.
- Tap Partnership label & add.
- Turn on the best partnership ad code to apply.

**Facebook**

Create a partnership ad code after content creation on Facebook

- Navigate to the place of content you want to get an ad code for.
- Tap the 3 dots in the top right hand corner.
- Tap Share partnership ad code.
- Toggle on the partnership ad code.
- Select Copy to save the code to your clipboard or use the code in an email to @yuenglingbeersales and @yuenglingbeersales.

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# KEY TAKEAWAYS

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# KEY TAKEAWAYS

- DO YOUR HOMEWORK
- BUILD YOUR MVP AND REFINE IT
- SHARE YOUR STRATEGY WITH YOUR PARTNERS
- BE CLEAR ON WHAT YOU WANT FROM YOUR INFLUENCERS
- AMPLIFY WITH PAID MEDIA

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