



TAPSTIR



tapstirdrinks.com



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ABOUT TAPSTIR

Tapstir was born locally, in Orem, Utah about two years ago in 2017. Three friends, who happened to be RA's for a college apartment at Utah Valley University, decided to throw an end of the year party for the halls they oversaw. They wanted to create a drink for the students that looked as appealing as it tasted so, they did! The event and drinks were a success, that several people asked them to create drinks for their future weddings and at other events, and thus Tapstir was born. Today Tapstir is a mocktail service that offers delicious non-alcoholic beverages custom made to fit your ceremony or corporate event. At each event, Michael, Kacey and Nick will be there with their contagious, outgoing personalities to entertain your guests.

CHALLENGE

The Tapstir team is a small group of individuals with a unique business idea but lacks the marketing skills to properly show it. The Tapstir team presented us with four unique challenges that were hurting their business. Tapstir's biggest challenge was their lack of branding. Tapstir were more of a part time business/hobby, because of this they had never needed to brand themselves. As a result, they didn't understand what their brand was and how big part of they are to their brand. The second was that their social media presence was not as strong as they'd like it to be. With the three of them having full time jobs it wasn't realistic for them to lay the groundwork for creating content. Content is something that can be shown to help others understand their brand, but we wanted them to understand their own brand. Third was that they lacked a proper website. Tapstir wanted to expand their exposure and create a landing page to make it easier for customers to find and contact them. The last challenge Tapstir faced was reaching out to new customers in ways other than word of mouth. To solve these challenges our team put together four unique deliverables.



SOLUTION

Our first deliverable was to establish a brand for Tapstir. We created a style guide of colors, fonts, photo filters, and overall business collateral in harmony with their current logo and slogan, “We tap. You stir.” We also established a marketing voice for Tapstir by creating a comical, light-hearted voice to use in communication with customers through their website and social media platforms. We explored the area of “marketing us”, to really promote the founders of this company, they are the most unique part of their service.

To enhance social media presence, we decided to create a Facebook business page and enhance their current Instagram page. We branded both pages in harmony with one another. We established a style, created a content posting program, and research how to get more followers. In addition, we enhanced the amount of media content (photos and videos, Exc.). We would put together a Tapstir photo shoot with the goal is to use content for their website and social media Platforms.

We built a website for Tapstir. Using the style guide and marketing voice that we created, we created a website with a well-designed landing page to engage prospective customers with the goal of conversion. We set the three founders to be the focal point of the website.

We established a marketing plan to double-down in the market of weddings and corporate events. We planned to reach out to 7 wedding vendors and 3 corporate or local businesses. The purpose was to establish relationships with vendors in the wedding industry as well as the corporate event industry. We decided to make connections via an email campaign and business cards.

RESULTS

As a result of our efforts, the Style guide has given Tapstir a new direction for their branding efforts. With a new logo, color schemes, a mission statement, 42 hashtag ideas, over 90 caption examples, and a unique way customized menus; Tapstir is in a great position to differentiate themselves from the competition. With the content collected from the photo shoot, we created a new Facebook page and generated over 200 new photos plus ten short clips for social media use, Tapstir now has a healthy amount of social media content to bolster their platforms and it shows! With an increase of posts, and an increase of 70 organic followers, and their “likes” more than tripling on average on Instagram. It seems Tapstir’s Social media is on the rise. With the new Tapstir website, potential clients will be able to find and learn more about Tapstir; in turn setting up events and reaching out to clients will be easier than ever for the Tapstir team. To help establish relations with new vendors we established a list of 16 new clients that fit Tapstir’s brand and culture. Then supplied Tapstir with an email draft to use when reaching out to these clients. Several drafts of new business card were also made; however, the Tapstir team is still deciding on which template they’d like to use. In short Tapstir has been armed with a new platform to conduct and grow their business, increase the number of events Tapstir caters, increase their followers on social media platforms, and help them carve a niche in the custom soda drink catering scene that is so prevalent in Utah. All though we haven’t seen the full reach of our efforts, we feel our skills helped Tapstir put their thoughts into words and their words onto paper as something they can refer to in the future. We have left Tapstir with recommendations to use to expand these tools, and we look forward to monitoring the growth of Tapstir’s future.

TESTIMONIAL

“We have enjoyed working with the Tapstir Team! They have really helped us develop and design our brand, capitalize on our company culture, and help us envision the future and possibilities for TapStir! We are excited to see where this work takes the future of Tapstir!” -Nick Crump, Cofounder of Tapstir Drinks