
BEER COASTERS WILL DRIVE VISITORS TO YOU

If you want more traffic on your beer label's website, the simple, useful and well-accepted beer coaster may be the answer! A recent German market survey describes the beer coaster as one of the consumers' favorite forms of advertising. Survey participants classified beer coaster ads as entertaining, eye-catching, appealing and non-intrusive. More than 50% would take a coaster home with them – and they're a lot more useful than a soggy cocktail napkin. Their durability is what makes coasters a viable advertising format.

The direct marketing situation is ideal. Your customers come across a beer coaster in their free time in a relaxed atmosphere where their attention will be drawn to the coaster on the table. With your brewery's website address prominently advertised, the message is immediate. Integrating creative ideas such as contests, merchandise sales and the promise of details on your website will prompt the customer to visit the site and extend the temporal attachment to the advertising medium. If you have joined the growing number of companies buying advertising space on the beer home page you will see how beer coasters or beer mats drive up the traffic count.

The next step is getting your beer mats under the noses of your target audience. Of course it is common practice to supply beer coasters to the brew pubs, restaurants and clubs that sell your beer. Let's extend the market! Do you sell your product in cyber-pubs, or non-alcoholic beverages in cyber-cafes? Providing coasters to these venues is a marketing opportunity that is bound to succeed.

Besides making beer coasters available at your booth, roam the crowds at beer festivals giving out coasters as you go. Contact sporting events and local fairs offering beer gardens – you will supply their beer coasters! When your company sponsors or provides beverages for a charity or special event, include beer coasters in your handout goody bag.

Contests are an interactive way of attracting attention to your coaster and on to your website. Along with your logo and company name, 'Win A Pub Crawl In New York' is sure to get attention! Add an arrow or 'turn over coaster to learn how' and use the flip side to ask the customer to visit your website for details.

Contest advertising on coasters is ideal for distribution at events and festivals. Attend with a display table and a computer with your website running so people can enter and join the fun instantly. Signage will prompt those present to look at the coaster and visit your site.

Coasters are collectible. A simple Internet search proves their popularity. Including your brewing company's website address on special collection editions, lottery or coupon campaigns, etc., will enhance the coaster's value for beer enthusiasts and coaster collectors.

Remember, beer coasters may not be potable but they're portable. Not many customers take home a beer bottle with its label, set it in front of their computer and log-on; but they will take home a beer coaster!