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Gravity Well Brewing Company

Gravity Well Brewing Company, founded by Ben Duck, is a unique microbrewery inspired by cosmic themes and the mysteries of the universe. With an innovative range that includes New England-style IPAs and experimental smoothie beers, Gravity Well has carved out a niche in the craft beer market and established a popular Tap Room. Their commitment to delivering high-quality, space-inspired brews has garnered a dedicated following, but the craft beer sector is a very competitive marketplace.

Ben explained to the Haringey Growth Programme team that they wanted to enhance their online sales, streamline customer interactions, and modernise their brand identity. Specific goals included upgrading their website to create a more engaging digital experience, improving their social media reach, addressing the underdeveloped brand storytelling on their website, and the need for an improved CRM system to foster customer loyalty and manage data efficiently.



We started by conducting a competitor audit to determine the current areas of strengths and weakness, and from this work, devised a comprehensive digital marketing strategy for Gravity Well. This plan focused on improving brand visibility, increasing customer engagement, and aligning Gravity Well's digital identity with its cosmic theme.

The strategy included three key components, firstly a website redesign with a revamped layout to improve user experience, featuring high-quality imagery, enhanced storytelling, more prominent product descriptions, a detailed "Our Story" section, and an intuitive e-commerce interface. We then recommended AI tools to enhance the visual design elements and facilitate better content creation, such as development of blog posts on space-inspired themes, beer trends, and brewing insights, predictive content suggestions and social media scheduling. This will help maintain brand consistency and streamline production, saving time for Gravity Well's team. As part of this work we also recommended improving their social media presence on Facebook and Twitter, and created an outline content calendar as a practical aide to getting this in place.

Finally, we encouraged Ben to invest in a CRM system such as Hubspot, which would integrate seamlessly with their existing Shopify and XERO platforms. HubSpot's robust email marketing, customer segmentation, and automation capabilities align well with Gravity Well's needs to nurture customer loyalty through personalised and targeted email campaigns. The CRM will also allow for tracking customer preferences, optimising marketing efforts, and improving customer engagement.

The collaboration with YTKO has set Gravity Well on a path toward digital transformation. Ben Duck, the founder of Gravity Well, shared his excitement about the positive changes ahead:

"Working with YTKO has been an eye-opener. Their insights into both traditional and digital marketing strategy have given us a clear direction to bring our brand's vision to life online. We're looking forward to unveiling a website that not only reflects our values and creative vision but also makes it easier for our community to stay connected and engaged."