

CASE STUDY

# SweetWater Brewing Co. streamlines field marketing with GoSpotCheck



## COMPANY: SWEETWATER

SweetWater Brewing Company is a craft brewing company based out of Atlanta, Georgia. Famous for their colorful logo and delicious brews, SweetWater's popularity in the United States over the last few years has skyrocketed. As expansion became more of a priority, the company added a field marketing department. To compliment their hard-working team, SweetWater needed a robust data collection tool that would increase efficiency and enable information sharing.

## PROBLEM

*“We needed concrete and transparent data showing what the field marketing team was doing to pass along to our distributors and partners.”*

The field marketing department is a relatively new addition to SweetWater. Within it, brand activation managers—known as “Heady Peddlers”—investigate launch markets and areas where SweetWater currently distributes. The Heady Peddlers collect data all over the United States by “engaging with consumers, documenting customer needs and bringing the SweetWater culture to life.” In order to maintain brand consistency, it was important to the company that the SweetWater culture resonated as far as the employees traveled.

Heady Peddlers are expected to provide data and recaps of their experiences in the marketplace. **SweetWater needed a method of accountability to understand the timing and strategy within the field marketing department as a whole, and on an individual level.** To aid brand development and cohesive merchandising efforts, collecting data and real-time insights from the team was top priority.

SweetWater's problem was founded upon three components: an excess of data points, scattered information and a new field team in need of concrete processes.

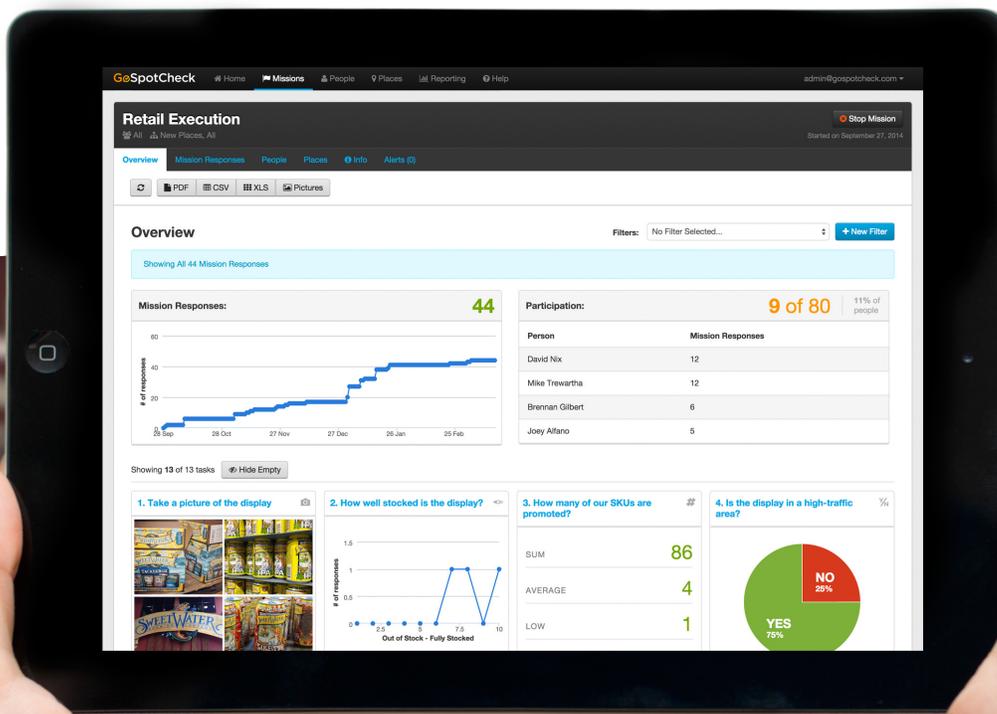
## SOLUTION

*“GoSpotCheck is easy to use and mobile-friendly. On the back end, the product had features that allowed streamlined reporting, picture uploads and geo-tagging.”*

SweetWater needed software that would help increase brand awareness, maintain a unified voice, and collect real-time data directly related to expansion efforts.

Lauren Frey, Manager of the Brand Activation Team, was in charge of finding an enterprise SaaS data collection tool. Frey insisted that SweetWater use a mobile-friendly application. “Our reps out in the field, like those that are visiting bars and other establishments, can’t assume there will be a Wi-Fi connection,” Frey said. GoSpotCheck has offline capabilities that allow the app to perform seamlessly without Wi-Fi or a network connection.

GoSpotCheck gave SweetWater’s field marketing team a method by which to **collect real-time data, organize hundreds of data points into a shareable format and distribute the information** between reps and throughout the company.



## OUTCOME

*“There is a need for GoSpotCheck within the field marketing team and we’re hoping to expand to other departments as well. Currently, we’re working to integrate GoSpotCheck into our Sales Team.”*

After implementing GoSpotCheck, the antiquated process of attaching and uploading spreadsheets was eliminated. GoSpotCheck provided a way for the field marketing department to collect real-time data and share insights regarding merchandising, displays and retail execution.

Data points can be aggregated and compiled into a PDF—a clean, shareable format. PDF sharing—Frey’s favorite feature—helps her quantify and demonstrate the field marketing department’s productivity to distributors and partners.

As for the onboarding and occasional question, Frey expressed that working with GoSpotCheck has been easy and comfortable. “[GoSpotCheck’s] customer service is absolutely above and beyond,” Frey said. “The people who work for GoSpotCheck seem like people who could work for SweetWater—this just seemed like a corporate to corporate fit.”

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