



ONLINE COURSE · 2026

Digital Marketing for Breweries

Market a brewery online inside India's alcohol advertising rules:
Instagram, WhatsApp, Google listings and content that fills a taproom.

Digital Marketing for Breweries.

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2 Weeks

4 live sessions, 2 hours each

Sat-Sun

12:00 to 2:00 PM IST

20

Students per batch, at most

₹5,000

Course fee

Who it is for

- Brewpub and microbrewery owners who run their own social media
- Marketing staff new to drinks brands
- Brand managers getting a beer ready to launch

What you walk away with

- Know what India's alcohol advertising rules mean for posts and creators
- Plan a month of Instagram and WhatsApp content
- Get found on Google and earn reviews
- Track the few numbers that show it is working

WHO TEACHES IT



Chatty Girija

Instructor. Beer Podcaster ·
Creative Strategist

SYLLABUS

Week by week.

2 weeks. Two live sessions every weekend and one assignment a week.

Week	Focus	Topics	Assignment
Week 1	Rules, channels and content	Alcohol advertising rules in India and why they vary by state; Instagram: grid, reels, stories and what to post in a week; Photographing and filming beer on a phone; Brand voice for captions, menus and replies	Plan two weeks of posts for your brewery that stay within the rules.
Week 2	Local search, WhatsApp and measuring it	Google Business Profile, map listings and reviews; WhatsApp broadcast lists and a taproom community; Working with creators and local events; The numbers to watch: reach, saves, profile visits and footfall	Build a one-month content calendar and pick three numbers to track.

HOW IT RUNS

Format, terms and how to enrol.

1. **Schedule.** Live on Saturdays and Sundays, 12:00 PM to 2:00 PM IST. Timings may shift by mutual agreement with the cohort.
2. **Batch size.** Maximum 20 students, so every question gets answered.
3. **Included.** Session recordings, presentation decks, weekly assignments and the learning kit.
4. **Certificate.** Certificate of Completion once every assignment is in and you have attended at least 80% of live sessions.
5. **Beyond the screen.** Recommended microbrewery visits, so you see the kit you are studying.
6. **Fees.** Paid in full at sign-up. No discounts apply, and a package of courses cannot be changed once confirmed.
7. **Refunds.** Read the refund policy at craftbeerschool.in/refund.html before you pay.

Course fee per student

₹5,000

Enrol at craftbeerschool.in/digital-marketing-for-breweries-course.html or ask us on WhatsApp. Cohorts cap at 20 students.

WEBSITE

craftbeerschool.in

WHATSAPP AND PHONE

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CLASSES

Online

Fees and dates are correct at the time of printing and may change; the website has the latest. Drink responsibly.