Once you have developed a relationship with local reporters and beer bloggers and perhaps received some coverage, it is important to keep your company engaged with the media and local blogs over the long term.

Educate the media on company milestones via personal outreach and press releases, and connect with the local business reporter to discuss the economic impact of the beer distribution industry in your community. Take your efforts a step further by inviting the local radio station to host an event at your warehouse or have the local TV station ride along on a distribution route. Continue to reach out to new reporters in the area and look for community events or news where distributors are participating or could be impacted. And don’t forget to keep local bloggers updated on company news and events.

While media coverage helps build awareness of the hard work your team accomplishes each day within your community, directly reaching out to public officials and community leaders remains important.

If you haven’t already, invite your federal and state representatives, state attorney general, alcohol regulator and others to take a tour of your warehouse. Let those individuals meet your team and see what a major role you play in your local economy.

If they are unable to schedule a visit, send them media coverage you receive as an “FYI.” Public officials are always looking to better understand the business community in their area, so arm them with information about your company and offer yourself as a resource.

Also consider teaming with fellow distributors within your state to offer statewide representatives an education on the beer distribution industry and the role you play in your community.