



## **Why BeerHawk should win the NBA Amazon Digital Business award**

From a basis of self-investment in 2012, the two founders and directors of BeerHawk have created a unique and exciting brand, delivering a much desired product in a tech-savvy and forward thinking way, resulting in an exceptionally healthy turnover and being on target for an incredible future.

Harrogate-based BeerHawk delivers premium bottled beer from around the globe to thirsty homes across Britain. Continually innovating the business, BeerHawk have stayed ahead of ever-increasing competition with their much enjoyed e-commerce service, with an excellent 4.8 out of 5 average review from over 2,300 reviews; a thriving subscription based 'Beer Club' which delivers a carefully curated collection of uniquely different beers to members' homes each month; and a fully accredited Beer Sommelier who provides information and advice to consumer and trade clients, backed up by a number of Beer Sherpas, on hand via phone and website integrated 'live chats' to help advise and guide customers.

Looking for new ways to provide a complete experience to their client base, BeerHawk rely on the huge strides that technology can bring to an open minded young business. New developments include an automated concept of 'Sommelier-led guided selling' which is based on a series of questions and answers provided by the customer online, where a recommendation engine suggests the beers most likely to be of interest. Ensuring the client is always kept fully aware, courier delivery status notifications have been introduced to keep customers informed with email or text alerts of their 1-hour delivery window and imminent arrival. It's always good to know when your next delivery of unique beers from around the world will be landing on your doorstep!

Technology is very much in use to capture the interest of potential customers. Partnering with Growmobile to work on their social advertising, BeerHawk have developed a variety of static images, carousels and short videos to test user engagement, resulting in a campaign for the run-up to Father's Day (the second most important sales period for BeerHawk, after Christmas) using digital LCD screens at wi-fi enabled London underground stations and at



London's Westfield Shopping Centre. This is backed up by a large scale block mobile reach campaign which triggers targeted adverts showcasing BeerHawk to consumers matching their specified demographic profile who are in those locations and have been exposed to the digital LCD screens.

With the ever-present consumer fear of data theft, BeerHawk ensured that they were recognised as a Google Certified Shop, so consumers know that they can shop with complete confidence and purchase protection. Independent penetration tests have also been carried out to ensure BeerHawk's site and data are securely stored and encrypted in case of a malicious cyberattack.

The founders of BeerHawk also recognise that the lynchpin of any successful organisation is it's staff. Ensuring that staff are involved in the business at every level, with the chance to progress through the business has empowered the team and provided stability with extremely low staff turnover. Founders, Mark and Chris actively encourage entrepreneurial skills in the staff and instill in their staff core values which are clearly working!

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