Fat Tire will stay ahead of the curve by making sure that its presence in digital media is vast and current. Fat Tire will have accounts with Facebook, Twitter, Instagram, and Spotify that engage viewers while simultaneously promoting the brand. Since each of these sites is so interactive, the brands goal will be to encourage audience involvement on each site. The purpose of each site will be different depending on what sort of information each site caters to, but each page will aim to inform, entertain, and engage. Information about the product, new promotions, contests, and events will be visible on the pages. The audience should be able to retrieve interesting and entertaining information from the site. Images, articles, and videos can be added to make the page fun for the viewer. Questions will be posted to prompt the audience to respond. Questions should be vaguely related to the product, without sounding pushy. An example would include asking the audience what they have planned for the weekend. This digital media strategy is specifically tailored for Facebook, and will be adjusted to fit into the formats of the other websites.

The Twitter page will use the strategy of asking questions to engage the audience, similar to the Facebook page. The Twitter page will also include more personal witty statements and photo tweets that provide insight into the brand, such as photos of a new batch of Fat Tire leaving the brewery. The Instagram page will rely heavily of involvement from the audience. The page should provide photos of the brand and its users while encouraging others to take photos of themselves with the product. The Instragram page could even promote a contest in which the audience is encouraged to take a creative photo or provide an event or food pairing that they enjoy with Fat Tire. Finally, the Spotify page would be an interesting way to engage the audience. People are always looking for new music to listen to, and creating a page on Spotify would allow Fat Tire to associate itself with music that the audience can enjoy and discover. The users could even help to suggest music to create playlists and shape the brands page with their own unique stamp.

There should also be an individual site for Fat Tire. Currently the website NewBelgium.com has a page that provides an image of the product along with some information about the flavor and the suggested food pairings. This is not enough. The site will allow the audience to submit images, videos, recipes, photos, stories, and artwork. There will also be a page on the site where individuals can use a webcam or upload photos to a page where they can edit their image into a photobooth template. The template will allow the user to choose between one and six squares to ad images to, while allowing the user to edit the images with color filters, stamps, and writing. This game will engage visitors while directly relating back into the TV advertisement. The interactivity of this site matches the brands image.

There should also be a banner ad that will appear on a variety of sites including FoodBeast.com, Pitchfork.com, and RollingStone.com. The banner ad will include three parts. In the first part of the ad, the Fat Tire logo will be visible in the upper left hand corner directly next to text that reads “Smile, you have a Fat Tire.” There is also a photo of a person who has input their image into the photobooth game. The second part of the ad reads “Click Here to Play Photobooth” and uses an image of the person, which has now been altered using tools available in the game. In the bottom right corner there is a Fat Tire bottle. Finally, the third part of the ad will include several photos of individuals who have used the game. The results will look fun and creative. The center of the page will read FatTire.com/photobooze.