

TIDES TAPROOM

From launch to **18.5%** monthly revenue growth

How a strategic social media partnership helped a brand-new concept find its audience - and drive real revenue.



A new concept. A new audience.

Tides Taproom had just undergone a complete reinvention — transitioning from the former Wilmington Bull City Ciderworks into an entirely new brand and concept.

With a new name and identity, they faced the classic launch challenge: how do you build awareness and drive consistent foot traffic in a competitive hospitality market - without an established brand or audience?

THE MISSION

"Get the word out, build a following, and turn social media into a real driver of patronage and sales."

SERVICES DELIVERED

- Social Media Strategy
- Content Creation
- Graphic Design
- Paid Social Advertising
- Copywriting

Strategy first. Always.

We didn't start by posting — we started by thinking.

01

Brand Positioning

We mapped Tides to their parent beverage company and built one ownable idea: Tides Taproom is the place to "share the moment." Every piece of content tied back to this.

02

Content Engine

A weekly events content calendar gave followers a recurring reason to engage and show up — trivia nights, product launches, seasonal specials — consistently branded.

03

Paid + Organic Mix

A precise blend of organic storytelling and targeted paid social maximized reach with the right audience — locals ready to walk through the door.

90 days. Measurable everywhere.

91%

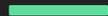
Instagram Reach



16.8K → 33.2K accounts

132%

Video Views



115K → 268.6K views

106%

Interactions



2,000 → 4,300 engagement

1,000+

New Followers



IG + FB combined growth

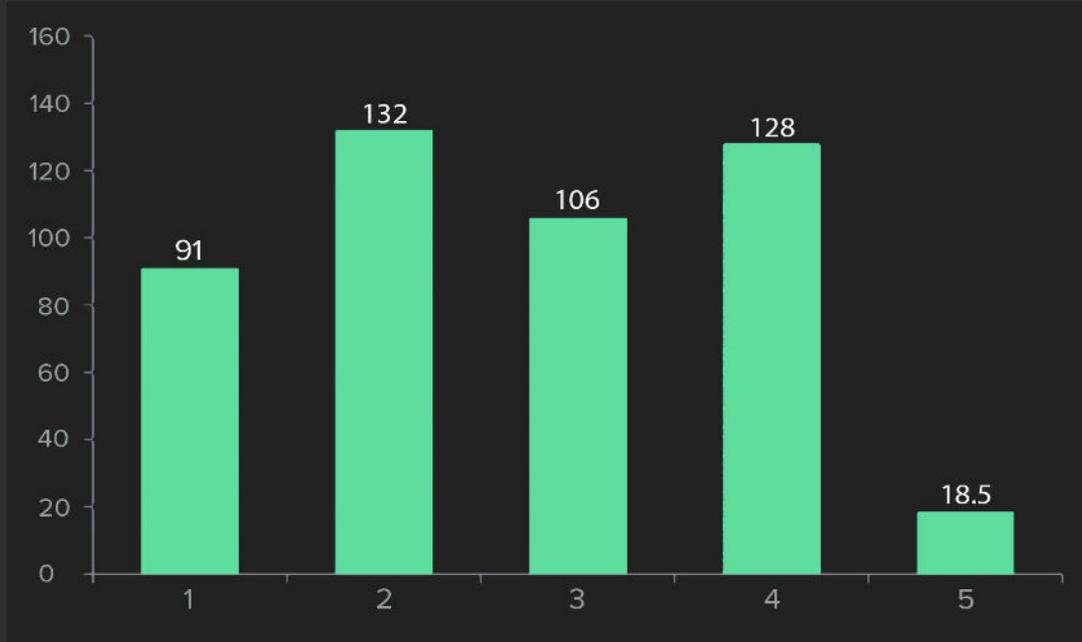
18.5%

AVERAGE MONTH-OVER-MONTH SALES GROWTH

Across the first three months of our engagement, Tides Taproom saw consistent sales increases — a direct result of more people through the door.

Social media done right doesn't just grow followers — it moves product.

90 day performance summary



KEY WINS

91%

More reach on Instagram

132%

More video views

106%

More interactions

2x+

Facebook followers

18.5%

MoM sales growth

THE TAKEAWAY

"Social media done right isn't about followers — it's about building a brand presence that moves people from scrolling to showing up."



Ready to be our next success story?

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