

TIDES TAPROOM & BEVERAGE CO.

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

How we crushed a strategic social media partnership and helped a brand-new bar concept & beverage co. 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 - including its own beverage line.

With a new name and identity, they faced the classic launch challenge: how do you build awareness and drive consistent foot traffic and sales in a competitive hospitality & F&B 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
- Brand Strategy

The insight

Through research in to the local market and cultural trends, we discovered that on the heels of the COVID pandemic **folks were eager for a return to genuine in-person experiences, connection, and something they could share together.**

Using this insight, and thinking of the Taproom as a physical extension of the beverage brand, we formed a brand purpose that tied Tides Taproom and Tides Beverage Co. together cohesively: **To craft a variety of coastal-inspired beverages that bring people together and create memorable moments of connection.**

With such a wide variety of coastal-inspired beverage choices, and a big beautiful space for connection, **Tides Beverage Co. was the drink of choice and Tides Taproom was the place to bring these moments to life - no matter the occasion.**

GET: coastal lifestyle 21-50 year olds

WHO: crave experiences & social connection outside their phones

TO: recognize tides is the local favorite that provides the variety needed to help connect & share moments together. No matter the occasion.

BY: showing that Tides (and its wide variety) is the beverage & venue choice for connection with others and sharing in moments together.



SHARE THE MOMENT.



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 is the place & beverage of choice 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 and experience the brand first-hand.



America Trivia
AT TIDES TAPROOM | HOSTED BY JASON JACKSON

**SATURDAY
JULY 5TH @ 7PM**

PRESENTED BY LOW TIDE SPIKED LEMONADE

"WE DONT RUN" CLUB PRESENTS:

TIDES BEVERAGE CO. BEER PONG TOURNAMENT

WEDNESDAY 7/9 @ 7PM

\$10 PER TEAM BUY-IN
TIDES WILL MATCH THE PRIZE POOL
REGISTER VIA LINK, QR CODE, OR IN PERSON



FOOTBALL LIVES HERE.

AAAAA SEASON LLLLL LONG.

TIDES BEVERAGE CO. MADE IN NC

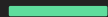
LAGER
4.5% ABV 12oz

WILMINGTON'S FOOTBALL GAME WATCHING HQ

90 days. Measurable everywhere.

91%

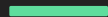
Instagram Reach



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

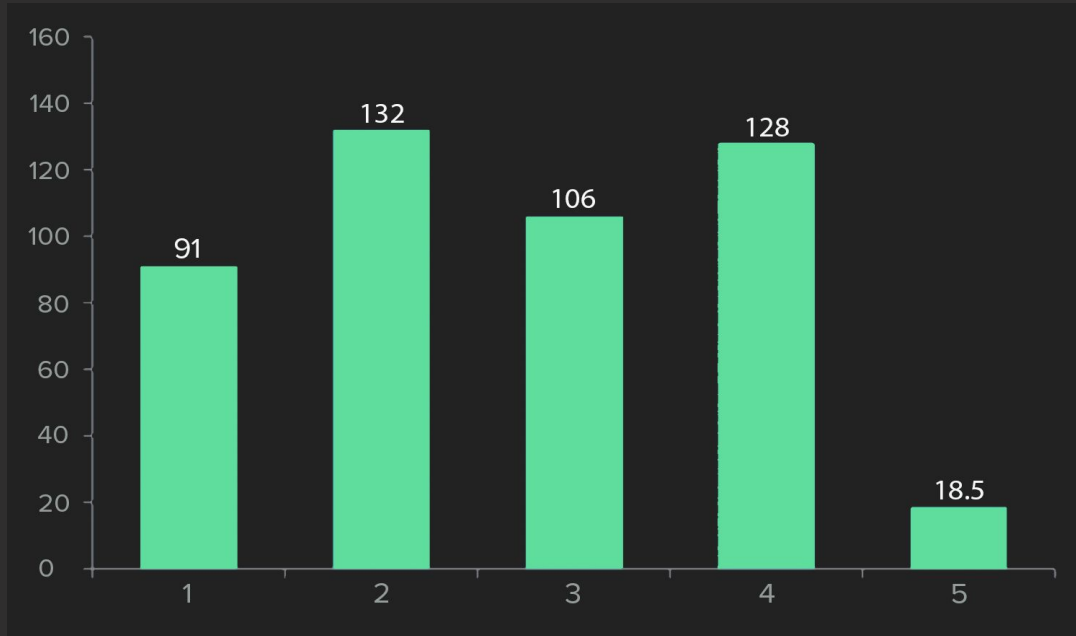
18.5%

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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