

BREWEDat 

Case Study

Social Media Partnership



Overview

Punch Buggy Brewing Co., located in the heart of Olde Kensington, Philadelphia, is a beloved local microbrewery known for its craftsmanship and community-centric ethos. Seeking to promote their newly established monthly event, "Pitch-a-friend," Punch Buggy recognized the power of social media in spreading the word and turned to BrewedAt for expert assistance. Punch Buggy Brewing Co. aimed to boost awareness of their innovative monthly event, "Pitch-a-friend," which invites patrons to share their favorite brews with a friend and enjoy a night of camaraderie. The objectives were twofold: to increase event attendance and to bolster Punch Buggy's presence on social media platforms.

The Problem

Despite a dedicated local following, Punch Buggy identified a need to broaden their reach within the bustling local Philly community. The challenge was to effectively convey the unique appeal of "Pitch-a-friend" and engage potential attendees through social media channels to people that enjoy craft beer & community.

The Solution/Approach

BrewedAt's approach to social media specifically within the local craft beer scene was the perfect match, combining audience segmentation leaning into Punch Buggy reaching more of their audience, sharable content creation. By leveraging the distinctive features of "Pitch-a-friend," we sought to harness its appeal and generate buzz amongst existing and potential patrons.

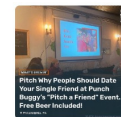
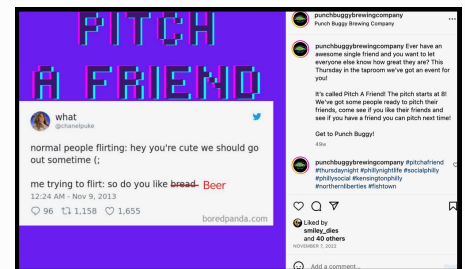
Conclusion

This case study showcases the potent impact of a targeted social media campaign in amplifying local event awareness. By understanding Punch Buggy's unique offering and community appeal, BrewedAt was able to drive substantial growth in attendance and digital engagement increasing sales and event awareness.

"BrewedAt knows craft beer. In addition to being approachable, BrewedAt is quick to get things done and come up with the best advertising strategy for your business! Our first event after being advertised by BrewedAt for our Pitch a Friend night, our net sales for the event increased by nearly 10 percent!"

PARTNERSHIP RESULTS

-  Immediate spike in followers
-  Heightened account engagement
-  Accounts reached increased by 200%



December 16, 2022 at 6:46 AM

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Overview

Accounts reached	6,277
Accounts engaged	762
Profile activity	65