

# Cascade Ridge Brewing

## 2025 Integrated Marketing Plan

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**beer marketing plan .pdf**

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- 18 flagship SKUs
- 32% taproom revenue mix
- 14,500 bbls projected 2025 volume

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## Strategy Overview

This beer marketing plan .pdf equips Cascade Ridge Brewing with a full funnel blueprint that scales responsibly while keeping craftsmanship and community credibility front and centre.

### Executive Summary

Cascade Ridge Brewing expects to grow net revenue 28 percent year over year by expanding taproom patronage, deepening distribution in major grocery chains, and introducing a premium barrel aged release calendar. The United States craft beer market reached USD 29.3 billion in 2024 (Brewers Association) and is projected to rise at 6.1 percent CAGR through 2028 as drinkers seek hyperlocal flavour innovation.

Key pillars: amplify the taproom experience with destination events, a VIP mug club, and QR ordering to lift dwell time 18 percent; strengthen off premise velocity through shopper marketing, cold box negotiations, and geo targeted ad support; build a first party data engine that connects POS history, email capture, and loyalty segments; expand portfolio storytelling that highlights sustainable sourcing, limited collaborations, and award wins to outpace regional rivals.

Annual marketing investment totals USD 540K, or 9.8 percent of projected revenue. Allocation: 40 percent retail activation, 35 percent digital content and paid media, 15 percent experiential programming, and 10 percent analytics and tooling. Success metrics include a 25 percent increase in club memberships, an 18 percent ACV lift in priority states, paid media ROAS at or above 3.5, and 35 percent revenue contribution from email and SMS campaigns.

## Business Analysis

Primary audience cohorts include Urban Explorers (32 percent) aged 28 to 38 with high disposable income and an appetite for limited releases; Suburban Socialisers (27 percent) aged 34 to 50 who plan group outings and value food pairings; Craft Purists (18 percent) aged 25 to 44 who demand production transparency and log tastings on Untappd; and Grocery Occasion Buyers (23 percent) aged 30 to 55 who discover the brand in premium cold shelves and cook with pairing content.

The Pacific Northwest craft segment is valued at USD 3.7 billion in 2024 with 5.4 percent CAGR. Draft volume rebounded 12 percent year on year (NielsenIQ). Premiumisation continues as barrel aged and experimental SKUs command an 18 percent price premium. Sustainability stories matter: 43 percent of beer drinkers prefer breweries with local sourcing commitments (Mintel 2024).

Cascade Ridge positions as the Pacific Northwest flavour forward storyteller. Brand assets feature alpine imagery, reclaimed wood architecture, and farm partnerships. Strengths include award winning brewing talent and an RFID enabled loyalty platform. Weaknesses include limited in house design bandwidth and uneven distributor support in Idaho and Montana. Opportunities: tourism tie ins with ski resorts, rising demand for non alcoholic craft options, grocery microsite takeovers. Threats: macro brewery acquisitions, aluminium cost volatility, and tighter direct shipping regulations.

## Competitor Analysis

Direct competitors: Rainstone Ales leads statewide distribution with a flagship IPA and invests heavily in Instagram plus retailer co op ads, owning 19 percent regional share. Timberline Brewing Collective leans on immersive taproom residencies and dominates TikTok reach with 14 percent share. North Fork Fermenters controls 11 percent share by excelling at grocery data partnerships and category management.

Indirect competition comes from cider houses that compete for tap handles, ready to drink cocktail brands that fill premium cold boxes, and kombucha breweries courting sober curious shoppers. Shelf audits show Rainstone currently wins four facings compared with Cascade Ridge at two in Portland Safeway stores, signalling room to negotiate on the back of velocity data.

Digital benchmarking finds Rainstone investing roughly USD 45K per month in Meta ads with 1.5 percent engagement. Cascade Ridge can outflank with richer storytelling and first party targeting. Untappd analysis reveals Timberline dominating experiential user generated posts with an average rating of 4.2; Cascade Ridge must boost community content via gamified badges and photo friendly event setups.

## Marketing Strategy

Brand narrative: Crafted at Altitude. Creative assets reference glacier fed water, alpine botanicals, and community stewardship. Palette: deep amber (C06C2B), forest green (0B3D1F), charcoal (1A1A1A), and warm cream (F2E9DC). Tone stays confident, adventurous, and inclusive with concise sentence structures.

Owned channel roadmap: redesign the website with a headless CMS, interactive beer finder, and structured data; deploy segmented email flows for new club members, lapsed visitors, and high value grocery buyers; pilot a mobile app for mug club perks supported by geofenced push notifications. Earned media plan: pitch press around Great American Beer Festival wins, sustainability milestones, and chef pairings; host influencer tastings with five to fifty thousand follower creators focused on food and outdoor lifestyle; partner with Visit Bend and trail associations for co branded events.

Paid channel mix: Meta conversion campaigns that promote events using carousel creative, programmatic display on Kroger Precision and Instacart to support seasonal releases, and YouTube pre roll retargeting site visitors with brewing process storytelling. Budget assignment: USD 216K to retail activation targeting plus 1.6 cases per store per week, USD 189K to digital advertising with ROAS goals at or above 3, USD 81K to experiential events with conversion targets at 22 percent, and USD 54K to analytics pushing loyalty enrolment to 65 percent of transactions.

## Content Marketing Plan

Editorial pillars cover Brew Stories with brewer interviews and ingredient spotlights, Taproom Life with event recaps and photo galleries, Pairing Guides aligned to seasons and chef collaborations, Sustainability updates on water stewardship and energy efficiency, and Community coverage highlighting charity tie ins and staff stories.

Cadence: three long form blog posts per month at 1,200 to 1,500 words optimised for intent terms such as best imperial stout pairings; a biweekly email newsletter featuring limited drops, mug club milestones, and exclusive merch codes; monthly YouTube episodes under the Brews at Altitude banner; quarterly podcast sponsorships with unique discount codes.

Formats include hop varietal infographics, printable tasting sheets for retailer training, recipe cards co created with local chefs, and downloadable checklists. Every asset is delivered with descriptive alt text to streamline PDF exports when imagery is introduced.

## Social Media Strategy

Instagram anchors the storytelling mix with daily Stories, three feed posts per week, and Reels that showcase canning line clips, taproom ambience, and limited release teasers with Link Stickers driving RSVPs. TikTok delivers two weekly videos featuring brewer cameos, myth busting explainers, and outdoor collaborations. Facebook hosts event hubs and mug club groups. LinkedIn shares B2B distribution updates and sustainability milestones.

Posting rhythm: Monday production Reel on Instagram and TikTok, Wednesday static event announcement on Instagram and Facebook, Friday Instagram Live brewer Q and A repurposed to YouTube Shorts, Sunday user generated carousel spotlight. Engagement programs include Trailhead Tokens scavenger hunts that reward discounts, monthly Untappd badge challenges encouraging new style trials, and the hashtag CascadePairings contest that awards private tours.

## Digital Advertising

Paid social: Meta conversion campaigns run at USD 28K per month targeting a 25 mile radius using lookalikes seeded by loyalty members. Creative highlights upcoming taproom events. Objectives: 1,400 RSVPs and ROAS at or above 3.5. Paid search: Google Ads bidding on intent terms such as local craft brewery near me and beer tasting Bend OR with USD 12K monthly budget, target CPA USD 12, and measurement focused on map directions plus table bookings.

Programmatic display: geofenced placements around competitor taprooms and grocery cold boxes with dynamic creative that spotlights awards and sustainability proof points. Spend: USD 9K monthly for 3.5 million impressions measured through MOAT. Retail media: Kroger Precision Marketing shelf ads with Buy Two Save Two messaging and Instacart feature banners on craft beer category views for USD 16K monthly, monitored via POS velocity lifts.



## Implementation Timeline

Foundation phase (January to February): relaunch website, finalise content calendar, and clean loyalty data under the marketing director. Success gate: Core Web Vitals in the green across key templates.

Acceleration phase (March to June): launch paid media, deliver retail activation kits, and run influencer roadshows steered by the performance manager with ROAS targets at or above 3 by the end of the second quarter.

Expansion phase (July to September): introduce barrel aged series campaigns, tourism partnerships, and podcast sponsorships managed by the brand manager with 85 percent sell through in 45 days as the milestone. Optimisation phase (October to December): holiday offers, experimentation roadmap, and 2026 planning handled by the head of growth with a goal of 35 percent Q4 revenue driven by email.

## Success Metrics

Core KPIs: taproom revenue up 32 percent year over year with average ticket USD 38; distribution ACV up 18 percent across Washington, Oregon, and Idaho; loyalty enrolment capturing 65 percent of POS transactions; email click through rate 7.5 percent; SMS redemption 22 percent; paid media ROAS 3.5 blended; organic social engagement 4.8 percent on Reels; event RSVP conversion 24 percent.

Measurement stack: Square POS integrated with FiveStars loyalty API, GA4 for site events, Looker dashboards for executive reporting, Sprout Social for listening, NielsenIQ for off premise velocity tracking, and Airtable for campaign governance. Reporting cadence includes weekly channel scorecards, monthly revenue attribution reviews, and quarterly board updates contrasting spend and outcomes.

## Resource Appendix

Tools: Figma for layout, Adobe Illustrator for infographics, Klaviyo for email and SMS automation, Zapier for lead routing, Looker Studio for dashboards, TapHunter for draft list updates, Eventbrite for RSVP management.

Templates: persona worksheets with fillable fields, retail promotion checklist, taproom event run of show, paid media brief format. Further reading: Brewers Association 2024 Economic Impact Report, NielsenIQ Craft Beer Category Insights Q4 2024, Visit Bend tourism trend deck.

Next steps: confirm data citations, hand content to design for template build and alt text inventory, wire up the automated PDF generation route, refresh the sitemap entry, trigger Google Search Console indexing, and schedule a 30 day performance review.

## Detailed Budget Breakdown

Retail activation budget (USD 216K) covers refrigerated display upgrades, point of sale materials, retailer staff training sessions, and quarterly shopper marketing bursts. Spend is phased 30 percent in Q1 to support seasonal resets, 35 percent in Q2 during tourism ramp, 20 percent in Q3 alongside limited releases, and 15 percent in Q4 for holiday packs.

Digital media budget (USD 189K) splits 55 percent to paid social, 25 percent to search, 10 percent to programmatic display, and 10 percent to experimentation including connected TV pilots. Creative refreshes every six weeks; each flight includes three concepts that undergo A/B testing with control groups for incrementality analysis.

Events and experiential (USD 81K) assigns USD 18K to monthly taproom headliner events, USD 24K to festival sponsorships, USD 15K to tourism partnerships, and USD 24K to limited barrel release ceremonies. Analytics and tooling (USD 54K) invests in GA4 enhanced conversions, Looker licensing, attribution modeling, and loyalty data cleansing.

## Team Structure and Governance

Marketing director oversees brand strategy, approves creative queues, and chairs weekly revenue syncs with sales and operations. Performance marketing manager handles paid channels, marketing automation, and measurement dashboards. Brand manager runs events, partnerships, and earned media. Taproom experience lead manages on site programming, staffing, and guest satisfaction.

External partners include a fractional designer for collateral, a PR boutique specialising in food and beverage, and a media buying agency that negotiates retail media placements. Contracts specify quarterly business reviews with shared KPIs and co authored post campaign reports.

Governance cadence: Monday standup covering active campaigns, Wednesday creative review with cross functional representation, Friday analytics standup focused on pacing and anomalies. A quarterly steering committee involving finance, supply chain, and leadership aligns on forecast adjustments.

## Risk Mitigation and Contingencies

Supply disruption scenario: secure dual can suppliers, pre buy key hops, and keep a 45 day safety stock for packaging. Communication plan includes proactive updates to distributors and replacement offers for delayed SKUs.

Regulatory shifts: monitor TTB and state level direct shipping legislation; maintain compliance matrix reviewed each quarter. Allocate a five percent contingency budget reserved for legal consultation and rapid packaging updates.

Demand softening: trigger promotional ladder with limited time offers, cross promotions with complementary food brands, and value bundling (mix packs). Activate loyalty re engagement flows with surprise and delight experiences for top cohorts.

## Measurement Cadence and Tooling

Weekly scorecard tracks taproom covers, RSVPs, email KPIs, paid spend versus plan, and net promoter score snapshots. Monthly reporting packages combine attribution insights, cohort retention, and channel benchmarks with executive commentary.

Quarterly deep dives evaluate long term brand health (awareness, consideration, preference) through survey panels and retailer feedback. Results feed into roadmap prioritisation and budget reallocations.

Tool stack integrations: POS exports flow into BigQuery via scheduled ETL, Klaviyo ingests conversion signals from Shopify for merch, and Looker surfaces dashboards segmented by persona and state. Governance ensures GDPR and CCPA compliance across all touchpoints.

## Event Playbook Appendix

Signature monthly event template includes theme ideation (seasonal release, collaboration chef dinner, live music), production checklist (staff scheduling, vendor coordination, compliance checks), and marketing rollout (save the date announcement T minus 21 days, paid support from T minus 14 days, reminder SMS at T minus 1 day).

On site guest experience plan covers photo booth backdrop, limited edition merch table, tasting flights with guided cards, and post event survey QR codes. Logistics log tracks capacity, table turns, dwell time, and attachment rate for upsell items.

Post event recap captures attendance versus goal, revenue per head, UGC volume, earned media mentions, first party data captured, and lessons learned. Insights feed back into the base template so each execution becomes more efficient and predictable.