

Get **HOP-TIMIZED**



CAMPAIGN PLAYBOOK

ACTIONABLE TACTICS TO **BREW RESULTS**



GLASS + POUR COMBO

USE CASES: **EVENTS** • **HOLIDAY WEEKENDS** • **SPECIAL RELEASES**

Campaign Runtime: 3 Weeks

Channels: Ads, Owned, Organic Social

Ad Budget: \$150-\$250

Key Metrics: Purchase / CPA / ROI

- ✓ Website Needs: **Ecommerce LP/Product Page**
- ✓ Design Assets: **Full Digital Set, Printable Poster, TV Graphic, Video or Motion Graphic**
- ✓ Assets Needed: **Glass Artwork, Photo of Glass**

CAMPAIGN TIMELINE:

4 WEEKS:
Deliver Design
And Web Assets

3 WEEKS:
Launch Ad Campaign +
Owned Channels + Post & Pin

2 WEEKS:
Owned Channels
Post or Boost

1 WEEK:
Owned Channels
Organic Post



AVAILABLE NOW



SPECIAL RELEASE PRE-ORDER

USE CASES: BARREL AGED BOTTLE • LIMITED EDITION CANS • HOLIDAY RELEASE

Campaign Runtime: **3 Weeks**

Channels: **Ads, Owned, Organic Social**

Ad Budget: **\$150-\$250**

Key Metrics: **Purchase / CPA / ROI**

- ✓ Website Needs: **Ecommerce LP/Product Page**
- ✓ Design Assets: **Full Digital Set, Printable Poster, TV Graphic, Video or Motion Graphic**
- ✓ Assets Needed: **Label Artwork, Photo of Product**

CAMPAIGN TIMELINE:

4 WEEKS:
Deliver Design
And Web Assets

3 WEEKS:
Launch Ad Campaign +
Owned Channels + Post & Pin

2 WEEKS:
Owned Channels
Post or Boost

1 WEEK:
Owned Channels
Organic Post



LARGE-SCALE TICKETED EVENT

USE CASES: ANNIVERSARY PARTY • OKTOBERFEST • BEER FESTIVAL

Campaign Runtime: **8 Weeks**

Channels: **Ads, Owned, Organic Social**

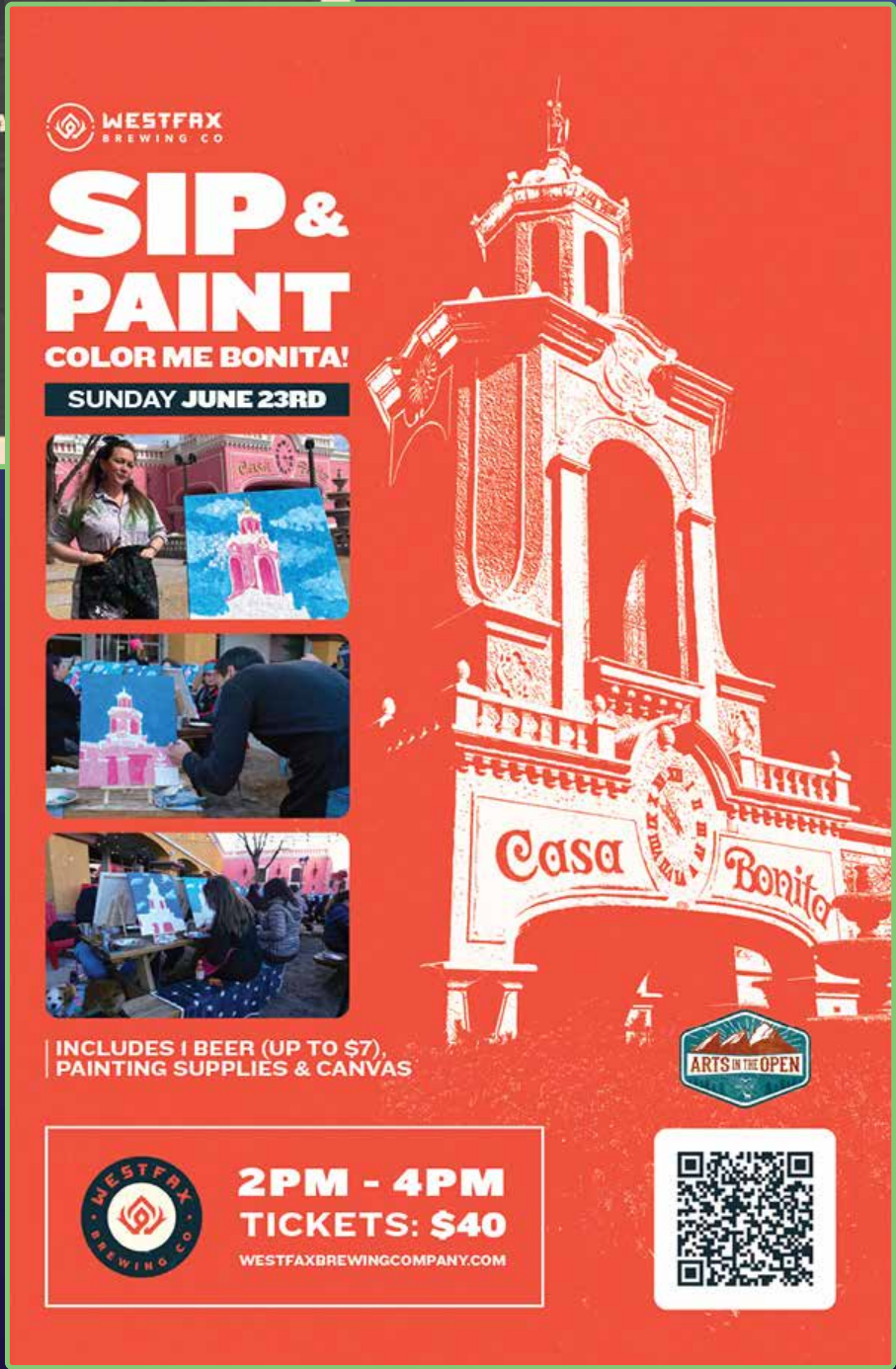
Ad Budget: **\$1000-\$1,500**

Key Metrics: **Ticket Sales / On-Site Sales / CPA / ROAS / Overall ROI**

- ✓ Website Needs: **Landing Page & Event Ticketing Page**
- ✓ Design Assets: **Teaser Graphics w/ QR Code to Web Page, Print Poster, TV Graphic, Digital Set, Digital Flyers, Video and/or Motion Graphics**
- ✓ Assets Needed: **Photos of Past Events, Photos of Physical Inclusions, Event Logos / Artwork, Social Tags for Artists / Vendors**

CAMPAIGN TIMELINE:





STANDARD EVENT WITH REGISTRATION

USE CASES: PAINT & SIP • BINGO • THEMED TRIVIA • LIVE MUSIC • WORKSHOP • WATCH PARTY • NETWORKING EVENT

Campaign Runtime: 4 Weeks
Channels: Ads, Owned, Organic Social
Ad Budget: \$300-\$500
Key Metrics: Event Registrations / On-Site Sales / CPA / ROAS / Overall ROI

- ✓ Website Needs: Event Ticketing Page/Product Page
- ✓ Design Assets: Full Digital Set, Printable Poster, TV Graphic, Video or Motion Graphic
- ✓ Assets Needed: Photos of Past Events, Photos of Physical Inclusions, Event Logos / Artwork, Social Tags for Artists / Vendors

CAMPAIGN TIMELINE:







LYNLAKE
BREWERY

BEATS & BREWS

LIVE MUSIC THU-SAT | ALL MONTH

LAZARUS	5/2
THE METROS	5/9
MICHAEL GAY	
SAM RYDEN	
JOHN KERNS	

FREE ENTR

WEEKLY HAPPENINGS



LIVE MUSIC
EVERY FRIDAY 8:30PM



TRIVIA MAFIA 7:30PM
EVERY SUNDAY



NEIGHBORHOOD DAY
10% OFF ENTIRE TAB EVERY SUNDAY



2934 LYNDALE AVE S, MINNEAPOLIS, MN 55408

STANDARD EVENT NO REGISTRATION

USE CASES: TRIVIA • INDUSTRY NIGHTS • KARAOKE • WEEKLY MUSIC
FAMILY NIGHT • BOARDGAME NIGHT • FOOD SPECIAL DAY

Campaign Runtime: 3 Weeks

Channels: Ads, Owned, Organic Social

Ad Budget: \$100-\$200

Key Metrics: Attendance / On-Site Sales / Reach / Frequency / Clicks / Opt-Ins

- ✓ Website Needs: Event Page
- ✓ Design Assets: Full Digital Set, Printable Poster, TV Graphic, Video or Motion Graphic
- ✓ Assets Needed: Photos of Past Events, Logos/Vendors/Hosts

CAMPAIGN TIMELINE:





TO-GO SALE

USE CASES: WEEKEND HOLIDAYS • NEARBY LOCAL EVENTS • ANYTIME

Campaign Runtime: **2 Weeks**

Channels: **Ads, Owned, Organic Social**

Ad Budget: **\$75-\$150**

Key Metrics: **Engagement / Reach / On-Site Sales**

- ✓ Website Needs: **N/A**
- ✓ Design Assets: **Digital Flyers, Printable Poster (Optional), TV Graphic, Video or Motion Graphic**
- ✓ Assets Needed: **Pics of To-Go Fridge, Photos of Beer in Customer Settings (e.g., Backyard BBQ, Ice Chest)**

CAMPAIGN TIMELINE:



TACO & TEQUILA TAPROOM TASTING EVENT

THURSDAY, SEPTEMBER 5TH | 5:30 - 8 PM

THE PERFECT PAIRING OF:

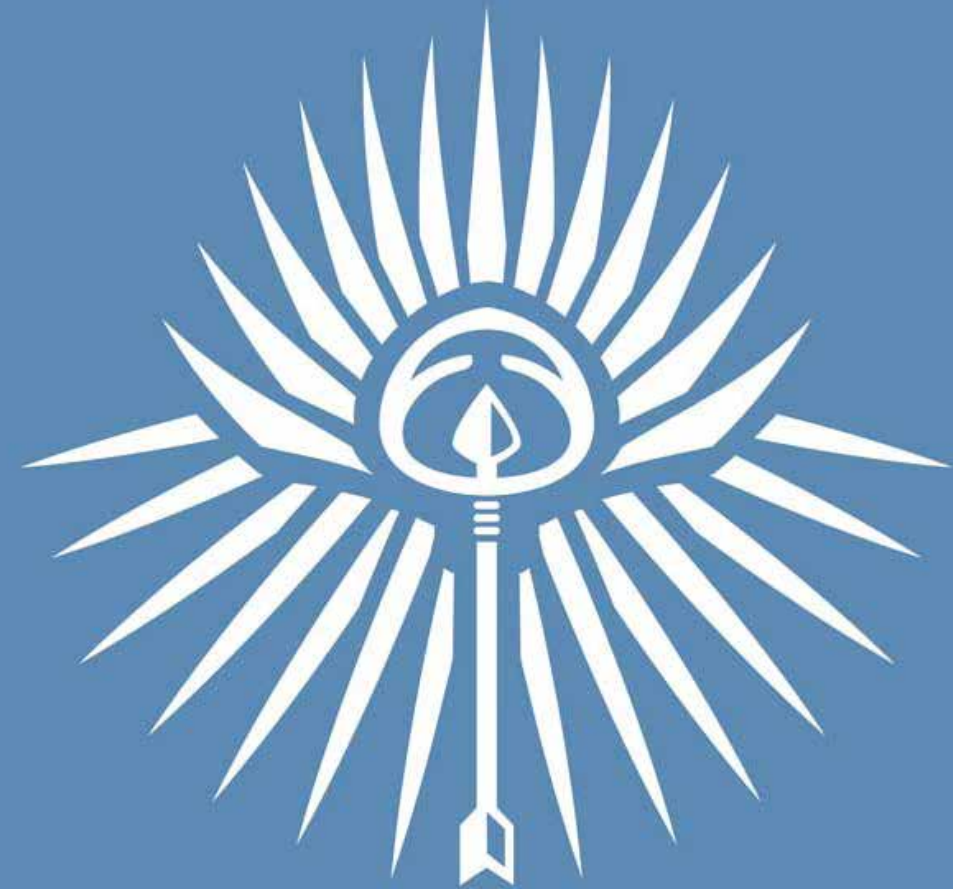
3 EXPRESSIONS
FLECHA AZUL TEQUILAS

3 HALF PINTS OF BIG DOG'S
SEASONAL BREWS

CHEF SERGIO'S
TACO TRIO PLATTER

DRAWING FOR A MARK WAHLBERG
SIGNED FLECHA AZUL BOTTLE

LIMITED TO 20 SEATS
\$60 PER PERSON



FLECHA AZUL
— TEQUILA —

100% ADDITIVE-FREE TEQUILA

SPECIALTY TASTING PRE-SALE

USE CASES: BEER DINNER • FLIGHT PAIRING

Campaign Runtime: **4 Weeks**

Channels: **Ads, Owned, Organic Social**

Ad Budget: **\$300-\$500**

Key Metrics: **Ticket Sales / On-Site Sales / CPA / ROAS / Overall ROI**

- ✓ Website Needs: **Event Ticketing Page/Product Page**
- ✓ Design Assets: **Digital Flyers, Printable Poster, TV Graphic, Video or Motion Graphic**
- ✓ Assets Needed: **Pics of Event Space/Inclusions, + Pics of Previous/Similar Event**

CAMPAIGN TIMELINE:

5 WEEKS:
Deliver Design
And Web Assets

4 WEEKS:
Launch Ad Campaign +
Owned Channels + Post & Pin

2 WEEKS:
Owned Channels
Post or Boost

1 WEEK:
Owned Channels
Organic Post



DIGITAL COUPON

USE CASES: **FOOD • DRINK COMBO DISCOUNT • BOGO • FREE FOOD ITEM**

Campaign Runtime: 4 Weeks

Channels: Ads

Ad Budget: \$200-\$300

Key Metrics: Opt-Ins / Redeems / Redemption Value / Cost Per Lead / ROAS

- ✓ Website Needs: **Landing Page w/ Email Opt-In, Banner / Pop-up (Optional)**
- ✓ Design Assets: **Digital Flyers**
- ✓ Assets Needed: **Pics of Offer Inclusions**

CAMPAIGN TIMELINE:





TARGETED PRODUCT AWARENESS

USE CASES: DISTRIBUTION SUPPORT • BEER RELEASES • CORE BEER HIGHLIGHT • FOOD FEATURES • ENTERING NEW MARKETS

Campaign Runtime: **4 Weeks**

Channels: **Ads, Owned, Organic Social**

Ad Budget: **\$300-\$500**

Key Metrics: **Reach / Impressions / Frequency / Traffic / Opt-Ins**

- ✓ Website Needs: **Landing Page w/ Email Opt-In, List of Available Stores, Product Finder (Optional)**
- ✓ Design Assets: **Edited Photos and/or Video of Product**
- ✓ Assets Needed: **Lifestyle Images of Products**

CAMPAIGN TIMELINE:

5 WEEKS:
Deliver Design
And Web Assets

4 WEEKS:
Launch Ad Campaign +
Owned Channels + Post & Pin

2 WEEKS:
Boost Post
Owned Channels

1 WEEK:



TOAST TO A GREAT Q4 WITH GREAT BEER!



Give The Team The Brewery Holiday Party.
They Earned It!

1151 NJ-23, WAYNE, NJ 07470, UNITED STATES

Request booking information

First name *

Last name *

Email *

Phone *

What type of event?

Approximately how many guests?

Date picker

Have you been to Seven Tribesmen before?

☐ Yes

☐ No

What other details can you share with us about your event?

Submit

LEAD GENERATION FOR PRIVATE/GROUP BOOKINGS

USE CASES: HOLIDAY PARTIES • CORPORATE EVENTS • WEDDING RECEPTIONS

Campaign Runtime: **4 Weeks**

Channels: **Ads, Owned, Organic Social (optional)**

Ad Budget: **\$300-\$500+**

Key Metrics: **Leads / CPA / ROAS / Overall ROI**

- ✓ Website Needs: **Landing Page with Lead Form**
- ✓ Design Assets: **Edited Photos and/or Video, Digital Flyers (Optional)**
- ✓ Assets Needed: **Pics/Video of Event Space & Inclusions, Pics/Video of Previous Events**

CAMPAIGN TIMELINE:

5 WEEKS:

**Deliver Design
And Web Assets**

4 WEEKS:

**Launch Ad Campaign +
Owned Channels + Post**

2 WEEKS:

1 WEEK:

Owned Channels