How Breakside Brewery Earned 1.3 Million Impressions In 8 Months

Background
Over the past 10 years, Breakside has grown from a small, neighborhood brewpub into a nationally recognized brewery known for its broad portfolio of award-winning, innovative beers. Starting with a single brewpub in Portland, Oregon in 2010, the employee-owned business has blossomed into a brewery powered by a fully integrated production facility, complete with 2 separate ancillary breweries and 6 taprooms total throughout the Portland metro area. Being located in a region where all the ingredients to make world-class beer are grown within 60 miles, Breakside knew the value of local partnerships to get the job done. So when they needed help navigating the COVID-19 pandemic, they turned to their friends at Logical Position (LP) to brew up a winning solution.

Key Metrics
- 1.3 million impressions on Facebook
- 34% increase in website traffic
- 3,000 beer orders from their website

Why'd They Come to LP?
The partnership was initially born out of mutual admiration; in 2019 the team at LP worked with Breakside on some website optimization and SEO consulting. Not long after, with the onset of the COVID-19 pandemic, the market completely shifted—so Breakside turned to the professionals to handle the heavy lift. With limited bandwidth and a focus on social media, the team saw a real opportunity to help. To support the business and offset losses during the initial onset of the pandemic, the paid social team met with Breakside to set goals, in order to better understand where we could move the needle to make the biggest impact for them. This helped define the primary areas for our campaigns to target. It was a key step in aligning our mutual focus and understanding the overall goals and strategies we needed to execute. LP had a strong understanding of their target audience, with data available to help inform the direction of our campaigns.

What Strategy Was Used?
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What Were the Results?
The proof is in the brewing! During a tumultuous year for beer makers of all shapes and sizes, Breakside was able to capture new market share and grow their business, increasing total output to 34,000 beer barrels annually—a considerable lift from their lowest point of 26,000 barrels during the initial onset of the pandemic.

In the 8 months we've been running paid social ads for Breakside, we've generated over 1.3 million impressions across Facebook and Instagram, averaging just $0.43 per click and $9 for every cost-per-acquisition. Our partnership has allowed Breakside to dramatically shift their product offering to be more accessible to a broader customer base. In doing so, they've accelerated their growth trajectory and opened up 2 new brick and mortar taprooms in Lake Oswego and Beaverton, which are adjacent markets to the greater Portland metropolitan area. At the end of the day, Breakside has been able to keep their heads above water during a tough time, which is critical to their long-term success.