

How Craftwell Cocktails Used Paid Social to Launch a New Product Line

Cocktail Finder Views

+500%

Campaign Reach

+65%

Budget Reduction

-42%

At A Glance

Industry

Food & Beverage

Services Used

Social

Business Model

Lead Generation

Primary Objective

Build Brand Awareness

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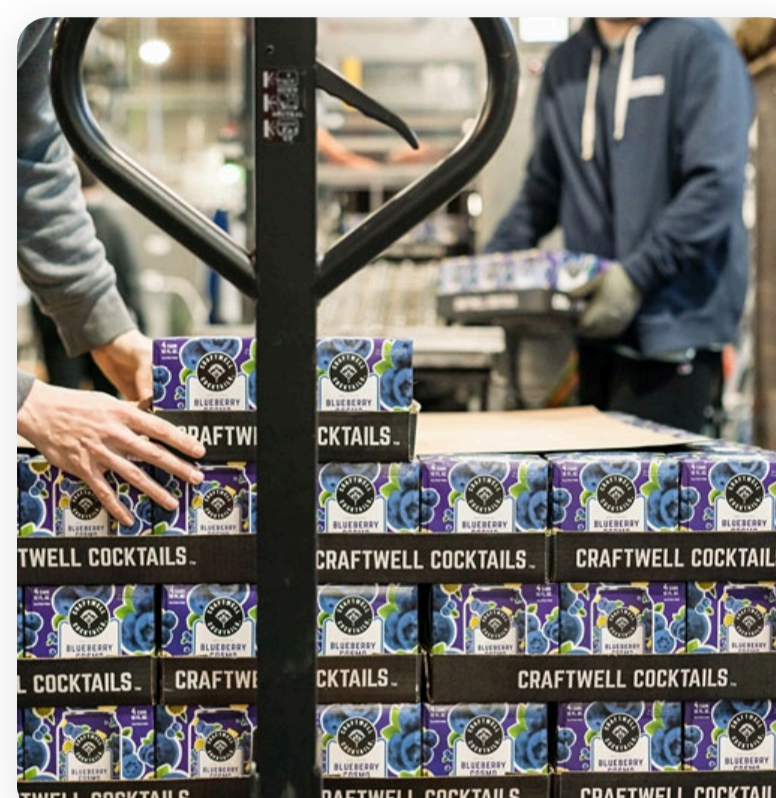


Overview

[Craftwell Cocktails](#) is crafted in the Pacific Northwest and built on a commitment to quality ingredients, real fruit, and craft-beverage innovation. Created by the team at 2 Towns Ciderhouse, Craftwell brings the same fruit-forward approach to its cider-based cocktails. Packaged in convenient ready-to-drink cans, Craftwell Cocktails are designed to deliver premium craft-cocktail flavor—poured over ice or enjoyed straight from the can.

The Problem

Launching a new product line meant Craftwell needed to generate awareness, build demand, and help customers understand where to buy its cocktails. Craftwell identified digital marketing as the right channel to grow its audience and support sales through retail partners, requiring a structured paid social strategy that could introduce products to new customers, promote seasonal and limited releases, and focus spend in markets where products were available. As distribution expanded beyond Oregon and Washington into additional markets, campaigns also needed to account for changing product availability by state, product line, and flavor.



The Solution

Logical Position developed a paid social strategy designed to support Craftwell Cocktails' product launches, seasonal campaigns, market expansion, and location-based availability.

Market-Specific Campaign Structure

The campaign structure was built around product availability, which varied by region and retail location. Specific product ads ran exclusively in markets with adequate inventory. Expanded focus introduced the brand to audiences in new states, such as Colorado, Utah, and Arizona. Geographic targeting aligned with the new distribution areas, test markets, and limited product releases, with continual adjustments to the spend level.

Seasonal Product Promotions

Social campaigns focused on new product launches and seasonal promotions, with specific segments for product lines and flavor profiles. Creative assets targeted relevant audience segments tied to lifestyle activities such as golf, water sports, and outdoor recreation. Broader campaigns supported promotional pushes with summer sweepstakes giveaways or complimentary tickets to local pro sports teams.

Audience and Creative Testing

Audience testing focused on interest-based targeting, lookalike audiences, and broader prospecting. Campaign performance was measured through reach, post engagement, landing page views, website traffic, and cocktail locator activity.

Budgets were adjusted based on campaign performance, with spend prioritized toward ads, audiences, and campaigns generating stronger engagement. Creative aligned with seasonal priorities, product launches, and promotional campaigns.

Inbound Traffic and Landing Pages

Traffic campaigns directed users to product-specific landing pages and the cocktail locator. The locator helped potential customers find nearby stores carrying Craftwell products.

Tracking was set up to measure locator engagement and provide visibility into how paid social activity supported product discovery. As the product lineup expanded, the campaign structure was evaluated for segmentation and consolidation opportunities across the seven active campaigns.

Outcome

+89%

Post Engagement
Led to a 42% budget decrease

Social

+300%

CTR
Improved ad-relevance score

Social

+65%

Campaign Reach
Due to increased campaign efficiency

Social

+93%

Landing Page Views
Improved site traffic

Social

+146%

Scroll Stop
Effective use of creative hooks

Social

+500%

Cocktail Finder Views
2025 YoY comparison

Social

✔ Sustained Growth Achieved

Craftwell Cocktails built a stronger paid social foundation to support new product launches, seasonal promotions, and market expansion. With campaigns aligned to product availability, audience testing, and traffic goals, the brand has a flexible strategy that can introduce new flavors to new markets and future promotional opportunities while keeping awareness and product discovery at the center of the advertising efforts.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

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