

Badger State Brewing: Beer Releases & Email Strategy

Summary

Badger State Brewing Co., a prominent Northeast Wisconsin brewery, needed to fully leverage its dedicated customer base to drive onsite and retail sales. Starting in September 2025, I led the overhaul of their email marketing ecosystem, focusing first on establishing operational efficiencies, industry best practices, and creating mobile-first templates.

Email Strategy

The core strategy involved a deep dive into data to implement audience segmentation focused on highly engaged subscribers interested in beer releases and flash sales. I simultaneously designed high-impact email layouts and collaborated with the CEO to sharpen the brand's voice and punch up the copy.



Highly visual, brand-focused emails



Flexible templates with set structure



Clear call-to-actions



Cross promotion with onsite events



Data-driven audience segmentation

Results

Immediate impact: We improved the **average open rate from 20% to 70%** and **doubled the clicks per email**, establishing a **scalable foundation** that drove **up tap room traffic and sales**.