

Summary

To support The Barrel Haus's packed event calendar and expand private venue rentals, I partnered with Badger State Brewing Co. to align their email strategy with ongoing social media efforts. I established a standardized send schedule, redesigned email templates, and segmented subscriber lists to boost awareness for public events. Simultaneously, I created evergreen venue highlight campaigns and automated lead-nurturing workflows to speed up follow-ups and convert private event inquiries faster.

New Email Templates

Effective email marketing requires consistency and speed. I designed a collection of mobile-first, image-heavy email layouts that empowered internal staff to build polished campaigns in minutes. Each layout was crafted to showcase venue highlights, promote the event calendar, and naturally weave in cross-departmental sales.



Northwest Wisconsin's premier winter celebration is here! We're making the beer fest an all-out 80s party, with live music. Wear your bright colors, dance to the tunes, and sample beers with your friends.

We've challenged our team to get experimental with the limited edition firkins created exclusively for this event. Something for everyone:

- 14+ limited edition firkins (4oz pours)
- Winter-themed cocktails
- Full beers, seltzer, ciders, and NA beverages
- Plus, a first look at our newest Hard Hat Brewery!



Patio Season, Engage! The Beer Garden Is In Full Swing.

Wisconsin weather took its time turning the corner, but the wait is finally over. We are ready to fully embrace patio season at Badger.

The Beer Garden has never looked better, and the coolers are stocked with everything you need to kick back with friends and family.

Our outdoor Container Bar for fast and easy access drinks

New bands and musical acts every Friday

Dog-friendly space for your fur friends



Warm Refuge: Registration Open for Winter Bags and Cribbage Leagues

With the cold months ahead? Trying to avoid cabin fever at home on the couch is tempting, our 2026 Winter Bags and Cribbage Leagues are the perfect way to schedule time with friends and enjoy the season.

Bags League

Any evening, we convert our warehouse at the brewery into a court.



- 12 week league starting January 1
- 11 weeks of regular play, with a double tournament in week 12
- Weekly matches are at 6:30, 7:15, and 8:00 p.m. in our warehouse
- \$80 per team, 16 team limit (minimum 4 players per team)



We're Welcoming Back Wi Bien for Cinco de Mayo

Tuesday, May 5, 3 p.m. at the Tap Room

We timed the 2026 return of Wi Bien to get us itching for summer weather. As a seasonal favorite, we wanted to give this Mexican-style Lager a proper kickoff, and there's no better day to tap the first keg than Tuesday, May 5.

Join us on Cinco de Mayo when we'll have a fresh new line-up of drinks, authentic Birrieria, and the Green Bay community atmosphere we are built around.

What's on the menu?

- **Margaritas:** The traditional cocktail.
- **Beergritas:** BRW-SKI Lager or Grassy Place IPA + Mi Campo Blanco Splash + Citrus Juice Blend + Lime
- **Micheladas:** BRW-SKI Lager + Michelada Mix + Tajin + Pickle Spear
- **Birrieria Xolo Tlaxiana Food Truck** will be onsite from 4 - 7 p.m.

[Check Out the Full Bev Menu](#)



Patio Drinks for Patio People.

We have new and seasonal beers and seltzers dropping all summer long—along with signature summer BeerTails. What's the latest?



Tiki Tom MARGS

Triumphant return and completely elevated by our Brew Team. Bright lime citrus, orange liqueur character, grapefruit, agave, and just enough sea salt to keep you coming back for more.

Reeks of margs, drinks like margs. Must be margs!



JET-SKI Tropical Radler

A perfectly refreshing crusher that balances a slightly sweet base with a bright, zesty punch of grapefruit. Built for long afternoons wherever you find sunshine and water. This is the one we're super into right now and should be all through the warm summer season.



Golden Daze Hard

Process Improvement

To take a solid marketing operation to the next level, there were key opportunities to refine workflows and maximize campaign impact. I introduced a data-driven send schedule, established pre-built templates for fast execution, and clarified final approval roles to eliminate bottlenecks. To capture leads faster, I also built automated inquiry sequences—ensuring private event prospects received immediate, consistent follow-ups.



Easy to use email templates



Clear review and approval process



Data-driven content calendar



Lead nurturing sales automation

Precision Targeting & Audience Insights

To deliver relevant content without fatiguing subscribers, I dug under the hood of their audience data to segment lists based on real engagement and behavior. By tracking clicks and activity, I separated subscribers into distinct groups: those actively engaged with public events, those seeking broader brewery news, and those dedicated specifically to beer releases. This targeted approach ensured the right message reached the right audience every time.

Results

Overhauling the email ecosystem delivered immediate performance gains and significantly streamlined day-to-day operations:



Higher Engagement: Single-event open rates rose 17%, and newsletter open rates doubled.



Same-Day Execution: Built workflows capable of turning around high-performing emails in hours.



Cross-Channel Strategy: Aligned email sends with social and event calendars alongside routine list hygiene.



Efficiency & Ownership: Removed approval bottlenecks and saved internal staff significant time, allowing them to focus on core operations.