

CRAFTHOUSE COCKTAILS

RELEVANT SOCIAL CONTENT JUMPSTARTS SALES

Blu Sky created an engaging social media strategy for the two bartender co-founders of Crafthouse Cocktails. Social media was a great, economical way to reach their target. We developed the strategy and implemented a combination of custom graphics, lifestyle shares and other relevant content to grow the number of Crafthouse followers. The response has exceeded expectations. Crafthouse credits the new social approach with jumpstarting sales of its newest cocktail introduction.



