



The Work In Action

YOUR STORY. OUR STRATEGY.



EAST COAST
**BEV
CON**

CLEAR STRATEGY, CREATIVE EXCELLENCE,
AND MEASURABLE OUTCOMES.



EAST COAST BEV CON 2025

CLIENT: East Coast Bev Con
INDUSTRY: Event Marketing – Beverage Festival
GOAL: Increase attendance, drive digital engagement, and enhance the festival experience through a strategic mix of SEO, social media, PPC advertising, and on-site support.

We proudly supported East Coast Bev Con as their digital marketing sponsors, providing support to Bev Con directly, and promoting our sponsorship as well. East Coast Bev Con had dozens of craft beverage vendors, some local, some regional, and some Canadian-wide. The event was held at Moncton Coliseum with great success on Saturday, May 24th, 2025.



29% ATTENDANCE

A significant rise in attendees from 2024 to 2025.



PAID ADS SUCCESS

Event responses for as low as \$0.40 per response and CPCs averaging \$0.08.



SOCIAL MEDIA REACH

Organic Facebook reach of 28,796 and Instagram reach of 4,585.

Key Stats

East Coast Bev Con (BevCon) is Atlantic Canada’s largest craft beverage festival, celebrating the best in local and national beer, cider, seltzers, and coolers. With a growing reputation as a must-attend event, BevCon 2025 saw a record-breaking 15% growth in vendor participation and a 29% increase in attendance, drawing a significant number of guests to the Moncton Coliseum.

Cyber PR Army Solutions was brought on as BevCon’s official digital marketing partner with one clear mission: to expand BevCon’s digital footprint, drive ticket sales, and elevate the festival experience for both attendees and vendors. From SEO and content updates to social media and PPC advertising, our team executed a data-driven strategy that turned BevCon into a destination event for craft beverage lovers.

Our Approach

1. WEBSITE OPTIMIZATION AND SEO

We started by enhancing BevCon’s website to improve usability and search rankings:

- Hid outdated content: Removed old vendor and map pages from search engines to remove accidental traffic.
- Added meta descriptions: Optimized pages for better visibility and click-through rates.
- Improved FAQs: Designed a minimalist, schema-enabled FAQ section to answer attendee questions and increase rich search results.
- Keyword Targeting: Focused on keywords like “Moncton beer festival” and “Atlantic craft beverage events” to attract the right audience.

2. SOCIAL MEDIA STRATEGY

We developed an engaging social media plan to promote ticket sales and build excitement:

- Content Highlights: Created posts featuring the festival map, vendor spotlights, live music schedules, and countdown graphics.
- Organic Success: Facebook reached 28,796 people, and Instagram achieved 4,585 reach with 493 engagements.
- High-Impact Content: Reels, countdown posts, and artist/vendor features drove the highest engagement, particularly in the 72 hours leading up to the event.

3. PAID ADVERTISING (PPC)

Our paid ad campaigns achieved exceptional cost efficiency and drove significant ticket sales:

- Lead Ad Results: 10,210 reach, 530 link clicks, \$0.40 per event response.
- Awareness Ad Results: High engagement with \$0.01 per thruplay on vendor showcase videos.

4. ON-SITE ENGAGEMENT

We extended the festival’s impact with interactive, on-the-ground support:

- Interactive Quiz: Attendees scanned QR codes to take the “What’s Your Beverage Personality?” quiz, fostering engagement and driving traffic to CPRA’s website.
- On-Site Support: CPRA Founder Lynn was on-site to meet with vendors and join in the fun!
- Visibility: CPRA banners were prominently displayed on stage, reinforcing our sponsorship and partnership with BevCon.

“Cyber PR Army helped us take BevCon to the next level. Their strategic digital campaigns, attention to detail, and on-the-ground support made all the difference.”

– EAST COAST BEV CON TEAM



WORDS FROM OUR CHIEF MARKETING STRATEGIST

“Our team had a great time working on this year’s BevCon! We support many food and beverage clients so we are heavily involved with the industry and understand how to get maximal results. Bev Con is such a fun concept, and we thoroughly enjoyed marketing it!”

– LYNN COLEPAUGH



Your Story. Our Strategy.

If something in these pages sparked an idea, or if you've been sitting on a project that needs a push, we're here to support you in whatever way you need.

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