

Kapnós Cigars

Content Retainer Case Study

Our Mission: To help Kapnós Cigars strengthen their online presence and support their expansion from cigar lounge to retail and e-commerce brand.

Through ongoing content strategy, weekly email marketing, event promotion, e-commerce updates, and sales-focused content, we have helped Kapnós create a more connected marketing presence that increases visibility, strengthens customer engagement, and supports measurable revenue growth.



The Challenge

Kapnós entered 2025 with a strong in-person cigar lounge experience and an established local presence, but the business was growing beyond the lounge.

As Kapnós expanded into retail and e-commerce, they created new ways for customers to shop, engage, and experience the brand. With the launch of a retail store, online shop, in-store events, and growing industry relationships, they needed a marketing strategy that could support this next stage of growth.

Kapnós needed a consistent, strategic marketing rhythm that could strengthen visibility, deepen customer engagement, support sales, and build long-term brand momentum.



Goals The primary goals were to:

Strengthen visibility across social media, email, and web

Support the launch of the retail store and online shop

Promote in-store events and premium cigar experiences

Drive awareness for product specials and featured cigars

Keep customers engaged beyond the lounge experience

Build a more consistent weekly email marketing rhythm

Connect content more directly to sales, events, and customer action

Position Kapnós as a multi-channel cigar brand with room to scale

The Process

We began by identifying the biggest marketing priorities for Kapnós as the business expanded beyond its original lounge model.

Rather than treating content as a series of individual posts, we built a more intentional marketing system designed to support the brand across multiple channels. This included social media content, weekly emails, e-commerce and product updates, event promotion, and ongoing marketing strategy.

The focus was to create a stronger connection between what Kapnós was doing in the business and what customers were seeing online.

Our process included:

- **Marketing Strategy:** We developed a content and marketing rhythm that aligned with Kapnós' key business priorities, including events, new products, sales specials, retail growth, and e-commerce visibility.
- **Social Media Planning:** We created social content that balanced cigar education, product spotlights, event promotion, lifestyle content, community moments, and sales-focused posts.
- **Weekly Email Marketing:** We established consistent email communication to keep customers informed about upcoming events, specials, featured cigars, and brand updates.
- **E-Commerce + Sales Support:** We supported the online store through product updates, navigation improvements, online specials, and content that connected social media and email back to the e-commerce website.
- **Event Promotion:** We created content around in-store events to increase awareness, drive attendance, support sales, and extend the impact of each event beyond the event night.
- **Ongoing Optimization:** We reviewed performance across channels to identify what was working, where engagement was strongest, and what opportunities could support future growth.

The Solution



To support Kapnós' growth, brandiD implemented an ongoing content and marketing retainer focused on visibility, engagement, and sales.

Social Media Strategy + Content

We developed a more strategic social media presence that reflected the full Kapnós brand experience.

The content mix included:

- Premium cigar spotlights
- Event promotion and recaps
- Educational cigar content
- Retail store highlights
- Product specials
- Behind-the-scenes moments
- Community-focused posts
- Branded graphics
- Short-form video
- Carousel tips
- People-centered content

This helped the feed evolve from general lounge promotion into a stronger brand-building tool.

Top-performing posts included event recaps and educational cigar content. Short-form video and carousel tips, especially those featuring people, performed especially well.

Weekly Email Marketing

We established weekly email marketing to give Kapnós a more direct and consistent way to communicate with customers.

Emails promoted:

- Upcoming events
- Featured cigars
- Product specials
- New arrivals
- In-store updates
- Online shopping opportunities
- Event reminders

Email quickly became one of the strongest channels for customer engagement.

Kapnós' emails averaged a **53% open rate** and a **2% click rate**. The top-performing email had a **63.2% open rate**.

The top-performing email by clicks had a **60.3% open rate**, an **8.8% click rate**, and generated **\$1,883 in revenue**.

E-Commerce Website + Online Sales Support

As Kapnós expanded into e-commerce, brandiD built a new e-commerce website and online shop designed to support product discovery, online purchasing, events, ongoing sales campaigns, and a catalog of well over 1,000 products.

After launch, we have continued to support the site with product updates, new event listings, featured cigar additions, and sales promotions tied to email and social media campaigns.

This has created a smoother connection between what customers see on social media, what they receive through email, and what they can purchase or register for online.

Since launching the new e-commerce experience, the site has received **8,200+ visitors** and generated **well over \$100K in online sales**, with online revenue continuing to gain momentum. By connecting the e-commerce website, weekly emails, cigar specials, event promotion, and social media content, we have helped turn Kapnós' online presence into a more active sales channel.

8,200+ visitors
\$100K+ online sales

Event Marketing

Events became one of the strongest drivers of both brand awareness and sales for Kapnós.

We supported event promotion through social media, email marketing, website updates, and timely reminders designed to build interest, increase attendance, and highlight the value of each experience.

In 2025, Kapnós hosted **10 in-store events**, generating more than **\$33K in event-driven revenue**. These events created meaningful sales spikes while also strengthening community connection and relationships with premium cigar brands.

Multi-Channel Brand Growth

The biggest shift was the evolution of the entire brand presence.

In 2025, Kapnós expanded from a cigar lounge into a retail, e-commerce, event, and community-driven brand. The business launched an in-person retail store, opened an online shop, hosted in-store events, and built important industry relationships with premium cigar brands like Garofalo.

brandiD has helped create the strategy, consistency, and communication needed to support that growth across every major customer touchpoint, from retail and events to email, social media, and e-commerce.

This work helped Kapnós establish a stronger brand foundation while supporting first-year growth that exceeded standard industry expectations.



The Results

Since brandiD began supporting Kapnós' expanded retail and e-commerce growth, the brand has seen meaningful growth across visibility, engagement, sales, and customer communication.



2025 Performance Highlights

↑ **\$486K** in total revenue

Supported across retail, e-commerce, events, and in-store sales.

↑ **well over \$100K** in online sales

Generated through the new e-commerce shop.

↑ **\$33K+** in event-driven revenue

Across 10 in-store events.

↑ **53%** average email open rate

Showing strong customer interest and engagement.

↑ **8,200+** e-commerce website visitors

Driven through a more connected e-commerce, email, and social strategy.

These results reflect major brand expansion, from the launch of new sales channels to the continued growth of email marketing, events, social media, and online sales.



Biggest Wins

Expanded Sales Channels

Kapnós opened both an in-person retail store and an online shop, evolving from a cigar lounge into a multi-channel brand.

New E-Commerce Website Launch

The new e-commerce website gave Kapnós a stronger platform for online sales, promotions, product discovery, and a catalog of well over 1,000 products.

In-Store Events

Events brought the community together, strengthened relationships with premium cigar brands, and created meaningful revenue spikes.

Weekly Email Marketing

Consistent email marketing gave Kapnós a reliable way to share events, specials, and product highlights with customers.



Social Media Transformation



From Cigar Lounge Content to Multi-Channel Brand Presence. As Kapnós expanded beyond the lounge, the content needed to evolve with the business.

Before

When Kapnós first started working with brandiD, the social presence was still in an early stage. While the in-person lounge experience was strong, the feed did not yet visually reflect the quality, atmosphere, or premium nature of the brand.

The content gave people a glimpse into the lounge, but it lacked the visual consistency, polish, and strategic content mix needed to support Kapnós' next stage of growth across retail, e-commerce, events, and online sales.

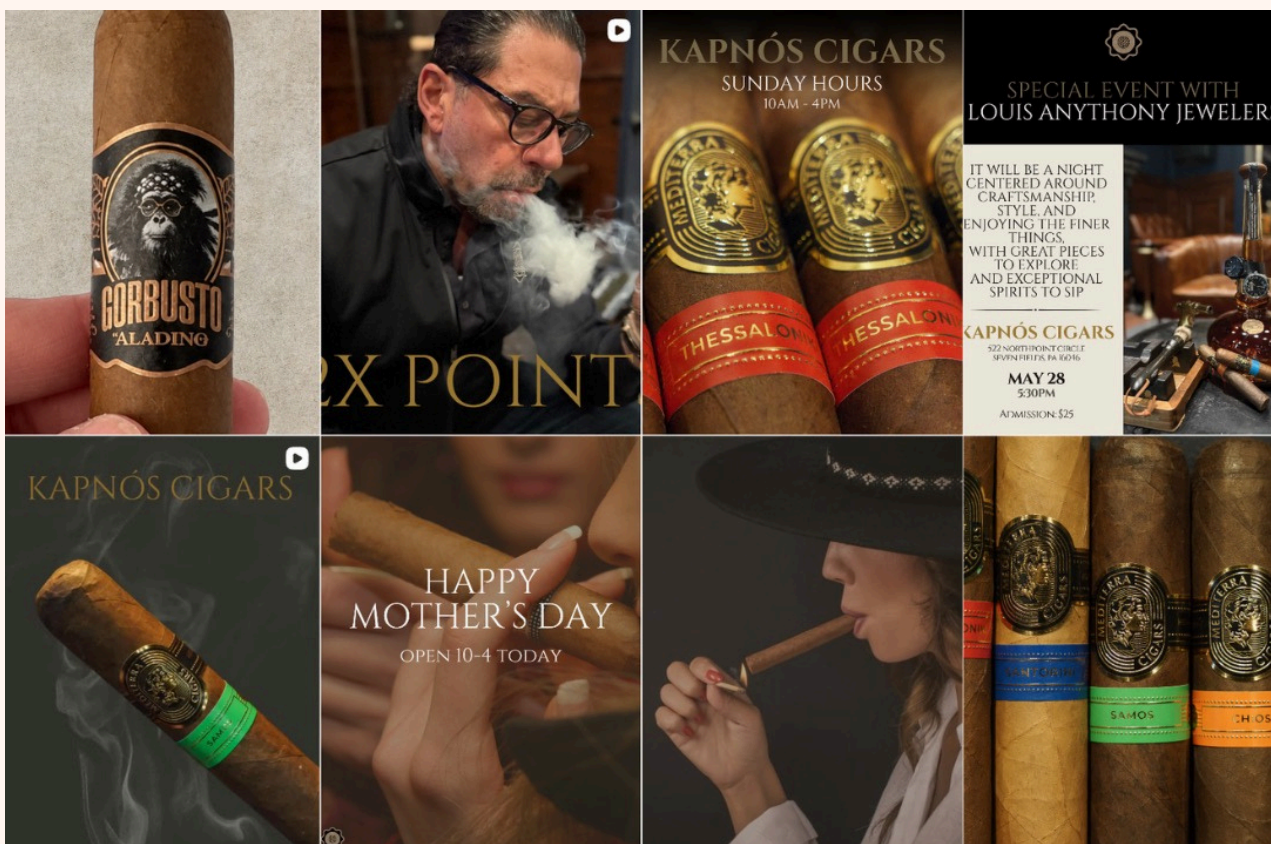




After

Through our ongoing work together, Kapnós has developed a more elevated and intentional social presence. The feed has become more visually cohesive, product-forward, and connected to real business priorities, including cigar education, premium product features, event promotion, retail visibility, online sales, and community engagement.

The result was a social presence that better matched the experience customers had in person and gave them more reasons to engage with the brand beyond the lounge.



Impact

The transformation helped Kapnós show up online in a way that better matched the brand customers experienced in person: premium, knowledgeable, community-driven, and connected across every sales channel.

Conclusion

Through ongoing marketing strategy and execution, brandiD has helped Kapnós build the foundation for a more scalable, multi-channel brand.

What began as a cigar lounge has expanded into a stronger retail, e-commerce, event, and content-driven business. With consistent social media, weekly emails, event promotion, e-commerce updates, and sales support, Kapnós has created more ways for customers to engage with the brand and more opportunities to drive revenue.

Through our ongoing work together, brandiD has helped Kapnós strengthen visibility, build customer relationships, support new sales channels, grow online sales to well over \$100K, and establish a repeatable marketing rhythm that can continue to scale.

