

Read: 2025 Case Study: Black Oak Mountain Vineyards



About the Author, Elizabeth

How Our "Cut-Throat" CEO Took Black Oak
from \$86K to \$196K Monthly Revenue in Just
90 Days.

Book More Weddings. Waste Less Time.



\$86k to \$196k monthly revenue in just 90 days

When Brad, owner of Black Oak Mountain Vineyards, first tuned into Tirzah Caffee and Snowmad Digital's podcast, one bold statement grabbed his attention: Elizabeth Nelson referring to herself as a "cut-throat" marketer. That confident declaration was exactly what Brad and his venue needed—a bold new approach to elevate Black Oak's brand from ordinary to extraordinary.

the challenge

Before partnering with Snowmad Digital, Black Oak was running generic, cookie-cutter Facebook ads paired with basic drip sequences—think messages like "Congrats on your engagement 🍷." These uninspired campaigns weren't connecting with their ideal clients, failing to communicate the true luxury potential of Black Oak's stunning venue.

Black Oak faced a unique challenge: they wanted to position themselves as a premium, luxury venue capable of commanding top-tier rates without transitioning into an all-inclusive model. However, their existing marketing wasn't effectively telling that story, leaving them stuck competing on price rather than value.

the cut-throat overhaul

Snowmad Digital didn't just refresh Black Oak's marketing—they revolutionized it. Elizabeth Nelson

"in your face" strategy designed specifically to attract high-end couples.

First, Snowmad ditched Meta entirely, doubling down on strategic SEO and Google Ads to pinpoint affluent corporate couples who valued luxury and exclusivity. Using bold, direct messaging and implementing Nurture Pro's cutting-edge Wedding Booking Funnel™, they quickly converted casual interest into confirmed premium bookings.

Additionally, Snowmad Digital introduced strategic upsells and add-ons, allowing Black Oak to boost revenue significantly without adding the logistical complexities associated with all-inclusive packages. Their revamped marketing materials and targeted nurture sequences effectively transformed local Sacramento price-sensitive shoppers into eco-conscious, luxury-driven weekend wedding experience seekers.

immediate results

The impact of Snowmad's bold approach was instant and remarkable:

- **September 2023:** Revenue started at \$86,370—their baseline when partnering with Snowmad.
- **October 2023:** Increased to \$102,970.
- **November 2023:** Exploded to an impressive \$196,440.

In their first four months together, Black Oak generated over \$540,000 in new bookings, a testament to the immediate power of Snowmad's targeted strategy.

stunning year-end performance

While other venues struggled to maintain numbers throughout 2024, Black Oak didn't just succeed—they shattered expectations. They ended the year at an impressive \$1.46 million in total revenue, a striking 45% increase from their \$1.01 million revenue in 2023.

a true partnership for premium success

Reflecting on their transformative journey, Elizabeth Nelson remarked, "This venue is absolutely stunning—it deserved marketing to match that level of luxury. Brad and Jane trusted our vision to clearly show couples what a truly premium venue experience could look like."

And Brad? He now affectionately refers to Snowmad Digital as his "golden goose," proving once again that delivering exceptional results speaks louder than words.

Ready to see results like Black Oak's for your venue?
Reach out and let's craft your success story next.