Effective tactics to target more buyers on the web

Lloyd Benedict
Founder and CEO AmericanWinery.com
The good the bad and the ugly
Domestic wine is a good business to be in

The good, the challenge, and the opportunity
Walla Walla wine from the buyer’s perspective
Walla Walla, great wine but a hell of a long drive for a tasting!

- Geographical Challenge--about 3-4 hours from major cities, Seattle, Portland, Boise.
- Gas--$5 bucks a gallon!
- Most isolated appellation destination in the United States
Walla Walla wine is more expensive

- Walla Walla is producing fantastic product, but at a price.
- If your wine is classified ultra premium, $25+, the good news is that wine drinkers are trading up, but buyers need to have access to information about you and why they are paying $25 bucks a bottle.
The consumer has lots to choose from.

- Ultra Premium segment has the most players
- Nearly five hundred new WW choices enter the market with each new year.
- Columbia Valley grapes, Walla Walla wine?
- Spotlight may be shifting...Texas, Idaho, New York, Michigan, Oregon (Rogue Valley)
Consolidation of the Walla Walla wine tasting experience

- Everyone has to deal with the gas and distance factor, but...
- Big players, well established, and even the new wineries with lots of capital investing in an “all in one” tasting experience.
- 20-30 min tasting has now become a 2-3 hour experience
- Less stops, good for some, new tactics needed for others
New strategy is a must in some cases
Fact: Walla Walla can continue to grow and everyone can win.

- Support Your Local __________________
- Domestics represents 3/4 of US wine sales
- Variety dominates
- Beer is the only losing segment in bev industry
- People are Trading Up  Wine Market Council’s 2007 Consumer Tracking Study
- Walla Walla has a cool name
- Walla Walla wine is that damn good.
The Opportunity

- Old School meets New School Wine marketing
- Key focus on SEO, CSE, SMO, and Analytics for your site
- 99.9% FREE!
The 8 p’s of wine marketing vs Lloyd Benedict’s PBR
The 8 P’s Too much to remember

- Product
- Place
- Pricing
- Promotion
- Packaging
- People
- Planning
- Positioning
Product, Brand, Relationships

• Product---Make a solid Wine

• Brand---Build your reason for existing and invest in your brand. If you don’t think you look cool, redesign your label.

• Relationship---Build relationships with your fans and never let them go. Find fans who will do the work for you and give them the power to do so.
Your newest employee

• He works 24 hours a day
• He connects you to people who love you
• He is worth 1.5 billion, and he is free
• He works holidays and weekends
• Did I mention he is free?
• Mark Zuckerberg, Founder of Facebook
• He turned 24 three weeks ago
Facebook

• Come on FACEBOOK?!
• Who could I possible target on Facebook?!
• Millennials, live on Facebook!
• Around 75 million of us are on the brink of drinking age
• On par to drink more (wine) than our Baby Booming
  parents
Facebook and Zuckerberg

- 80 million active users, 6th most trafficked site in the world
- Fastest growing demographic is 25 years or older! More than half of the Facebook users are out of college (40 million for those that are mathematically challenged).
- Only the fringe companies use Facebook to market?
- Nope!  CNN, NY Times, Best Buy, Wine.com
Where wine drinkers hang out

• Over 500 wine focused groups, about 500,000 users have joined one of these groups.
• Wineries that are ahead of the game, Ceja Vineyards, Twisted Oak Winery, and Roshambo Winery
• Roshambo Winery, Healdsburg CA, check out their Facebook page.
SMO--Social Media Optimization

- Hundreds of thousands of these sites out there---all dedicated to organizing people and their relationships
- MySpace, Ning, Facebook, E-harmony, Twitter,--the list goes on forever.
- Wine--thousands of wine sites--community and blogs.
- Lots to sift through but lots of opportunity
What does this all mean?

- People love sharing information and if you let them, they will spread the word for you.
- So many things out there, how do I know which to choose?
- You Don’t, people use all of them.
- Use “Add This.” Over 30 billion views a month.
- Example on AmericanWinery.com
Live your brand and allow people to live it with you

• The back of your label is not enough
• Your passion drives you, so let people live your passion with you and let that drive your sales
• Leverage your fans, focus on wine
• Where a 24 hour a day live streaming head cam.....
• Maybe?
Hand deliver your brand

- Blogs---Wordpress, Typepad, Blogger, Facebook
- VideoBlogs--You Tube, Viddler, Install back to your site/blog
- People want to see what’s behind the curtain, show them.
- This is not a trend, this is now mainstream
- Hartford Winery Tour on YouTube
- Adopt A Grape, Fantesca Winery, St. Helena, CA
The power of the masses vs. the power of one
Power of one

- We all know what some people can do for a wine brand
- Parker, Tanzer, and that one guy....Gregutt!!!!
- Lots of points and lots of subjectivity
- There is a new guy on the block, let me introduce him, pardon me if you have already met.
Gary Vaynerchuk

• 31 years old, Breaking the barriers down, greasing the gears to help you, variety, trying new things, and self-knowledge are king.

• He is Real, Authentic and Transparent = His following is extremely loyal. Represented by the CAA

• He does play the price/point game...descriptive analysis

• 80,000 viewers a day, last count as of last month
Send Gary an email.

“Screw Napa, go to Walla Walla.”

If he doesn’t respond within two weeks I will buy you dinner

Garyv@winelibrary.com
Emails.....that's so last decade

- EAP---Email Acquisition Program
Email lists are your money tree

• Every person that walks through your door
• Special offerings, exclusive buys, only direct
• An email acquisition *may* pay you ten times over vs. a one time tasting fee.
• Be creative, maybe give free tasting if you get an email from them when they walk through the door, you will not spam.
Use it or lose it

• Vertical Response, Constant Contact, EmailLabs
• Good ol’ fashion elbow grease
• Respond to every email you ever receive, and check up on people who normally buy from you, people sometimes just need a little reminder
• Send on Tuesdays, people will open Wednesday (4%-23%)--Emaillabs.com
Search Engine Optimization

- Google, Yahoo, MSN
- Google---65.1%, 4.4 Billion searches in October 2007
- More technical. If your web dude doesn't know what meta tags, url strings, and internal link juice are, find a new web dude. Or make him/her Wikipedia it.
- An optimized website will allow your wine to show up above the “other guys,” resulting in more Direct sales
CSE’s

• Comparison Shopping Engine’s (Bizrate, Expedia, Hotwire)
• CSE’s Only really want to work with retailers--consolidation, CPC Model
• Google Base, Yahoo Shopping are good starts, helps SEO dramatically.Wine-searcher.com, WineZap, Snooth are difficult to crack
• Takes $ to produce required xml’s and continual updates
• Lets talk later :)
How do I know what is working?

• You may be psychic
• You track your success manually, “more sales means I’m doing something right...right?”
• Impossible to know your conversion rate online
Web Analytics, Where, Why, When, and How

- How to know what is working and where you should put your effort.
- Google Analytics, Free
- Installs in five minutes-----so easy a caveman could do it, or a Whitman grad
Google it!

number one brand in the world –
AmericanWinery.com

- Amazonian Marketplace
- You are in the driver’s seat
- More $ in your pocket
- CSE’s are covered, all of them
- Consumers want it direct and we are “the mall.”
- Over 2,000 domestic offerings, 350 wine brands, from the ultra boutique to the big boys.
Q & A

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• Blog.AmericanWinery.com
• SpitWine.com---Personal Blog
• WineSocial.com---Wine Community Site
• AmericanWinery.com/passion