

The following summary is a presentation by Rebecca Germolus, owner of Maximum Value Marketing to the WineryPro User Group on June 5, 2003. Working with small to medium-sized wineries, Rebecca focuses on finding creative, cost-effective marketing solutions for her clients.

GETTING THE MOST OUT OF WINERYPRO

When you started your winery or started working in your current position, did you expect to be focusing much of your time and attention on marketing? Often people who enter the wine industry don't plan to be marketing wine, but if you don't market your wine, it doesn't sell.

How do you switch your thinking from getting your daily tasks done to creatively coming up with marketing solutions? Our goal today is to jump-start your thinking process using WineryPro as your marketing tool.

Here are some administrative reasons for purchasing WineryPro:

- Keeping tracking of customer data
- Making paper work and processes flow more smoothly
- Reporting functions

Here are some marketing reasons for purchasing WineryPro:

- It provides you with a tool for high-touch marketing
 - It works as a memory bank for key data
 - It provides personal information so you don't have to keep it in your head
 - Example: review customer profile prior to a private tasting or during a phone conversation
 - Poor use of customer information: the Safeway name game

High-touch marketing is easy in a one-on-one tasting situation, but how do you maintain it all the time?

At crowded tastings, be sure to say hello to familiar faces, ask how they are doing and if they are enjoying themselves. Acknowledgement and validation are key human desires. You like to be acknowledged and so do your customers. Recognition is a key factor to selling wine.

Other high-touch marketing examples:

- When you're down to your last 25 to 50 cases of Cabernet, contact everyone via email who has purchased six bottles or more and let them know it will soon be sold out.
- When the winery releases a limited production wine, you can send an email to everyone in your wine club offering them first chance at the wine. This makes them feel special and helps retain them as club members. Or if you don't have a wine club, send a post card to all your top buyers of the previous vintage letting them know the next vintage is now available.
- During those slow winter months do some telemarketing to your customer list. Or if telemarketing isn't your style, send out some creative email blasts. Example: Discount one wine by 20% or offer complimentary shipping on any purchase over a case. Contact your best buyers and let them know this is your way of saying thank you for their support.
- Run a monthly special during the slow season. Here are a few ideas for monthly specials:
 - Provide a corkscrew with each case purchase
 - Have the winemaker sign all bottles purchased during a certain time frame
 - Offer complementary shipping on order of 6 or more bottles
 - Visitors during January get a cellar tour and barrel samples

Just make sure whatever you offer, is something you can fulfill promptly—keep your promises.

When someone responds to an offer, use WineryPro's functions to record what worked for that buyer. Also, note if something didn't work.

What else can WineryPro do to help you promote a high-touch marketing approach? Use WineryPro to:

- Keep track of what your customers buy
- Note what type of events they attend, and when applicable, what events they didn't like
- Track at what price points they buy wines
- Note if they buy at certain times of the year or only when you run specials

These indicators can help you sell more wine—but only if you use the data.

You can also use WineryPro for calendaring events and sending form letters.

- Send out a welcome letter to all wine club members. Be sure the letter includes a reminder of the club's features and benefits
- Send a birthday or anniversary card to members of your wine club
- Send out an acknowledgement letter when a club member leaves the club; include a phrase that encourages them to join again at a later date.

Use form letters carefully, but do use them.

When can an email blast be effective as a marketing tool?

- The release of a new vintage
- The release of a new wine –such as the first vintage of your Rosé
- Receiving a competition Medal, especially if it is Gold, Double Gold, Best of Class, or best of all, a Sweepstakes Winner
- A positive wine review, worthy score or any positive third-party endorsement
- Compilation of awards and accolades on your current wines
- Upcoming events at the winery

- Pouring your wines somewhere in the customer's area; encourage them to please stop by and say hello
- Just updated the web site, please check out what's new
- Wine discounts (be careful not to use discounts too often or customers won't want to buy at full price)

Since WineryPro is a data base system that can be sorted by type of customers, I'd also recommend you put your distributor, broker, direct accounts and press information into it.

How can this be useful?

With the trade:

- Reporting functions on what was purchased – need to always be aware of the flow, don't want product to sit or be ignored.
- Allocations
- Incentives/Programming
- Storing data for working the marketing – where are they strong or weak?
- Communication!!!! – Keep regular communication flowing with all your distributors, brokers and key accounts. If you are not talking to the trade about your brand, someone else is talking about their brand to them. Use the email and form letter functions to keep in touch with all your trade contacts.
- When you have a phone conversation with the trade, use WineryPro's notes function to record important information

With the press:

- What wine have you sent them
- Who reviewed your wines, which of the wines sent were reviewed and what were the results of the review. This data can help you decide who to continue to send wine to and what varietals they preferred. If you continue to receive no or poor reviews from a certain member of the wine press, quit sending them your wine!

- Create a cover letters to go with each shipments
- Create sticker/labels to go on the bottle with key information on it. That way when the tech sheet gets separated from the wine sample, the writer can still have some of the key information available to them, including your name, phone number and email address. This allows them to easily contact you with questions or if they need further information.
- Create press releases and email them. Press releases are an important communication tool when used properly, but be careful not to overuse them.

These are not the only uses for Winery Pro, but they certainly give you a place where you can start. Now go forth and sell wine!