

BAUERHAUS DESIGN, INC. PRESENTS:



#SellMoreWine



# **Module 3A: How to Be a Detective + 4 Things You Need to Know (aka “Market Research”)**



# What is Market Research?

The gathering of information about your ideal customer and the industry in which you do business.



# You'll learn:

- Who your customers are
- What your customers want
- How to reach your customers
- How frequently you should communicate with them



# Research can help you:

- Reduce risk
- Identify sales opportunities
- Keep your business relevant



# Research can help you:

- Ensure promos & ads reach your target
- Learn about current customer tastes & trends
- Stay informed about the competition



# Market Research TIP # 1:

Don't assume you already know all of the answers.



# How can research help me?

- Reduce risk:
  - Poll customers to find out if there's interest in a new product or service before you invest time and money to develop it





# How can research help me?

- Reduce risk:
  - Check out your competition's loyalty program and note what to do/what not to do before designing & launching your own



# How can research help me?

- Identify sales opportunities:
  - A survey shows that your customers are interested in a wine club



# How can research help me?

- Identify sales opportunities:
  - Your suggestion box yields multiple requests for a new dish, specialty drink, or themed weekend



# How can research help me?

- Keep your business relevant:
  - Technology is constantly changing. Make sure you're using what makes sense for your winery, like a responsive website that is mobile-friendly



# How can research help me?

- Keep your business relevant:
  - Find out what social media sites your customers are on, and have an active presence there



# How can research help me?

- Learn about current customer tastes & trends
  - Your focus group reveals a preference for an edgy “night life” or glam “girl’s day out” winery atmosphere



# How can research help me?

- Learn about current customer tastes & trends
  - Your Google “Wine Marketing” alert sends you an article about the emerging importance of winery mobile apps



# How can research help me?

- Stay informed about what the competition is doing:
  - Their customer emails feature their new tasting room or band line up





# How can research help me?

- Stay informed about what the competition is doing:
  - Their website links to their Facebook page, which has a special offer available for online fans only



# What Do I Need to Know?

1. Industry
2. Target Market
3. Price
4. Competition



# Module 3 Worksheet

- What You Need to Know  
Jumpstart Worksheet



# What Do I Need to Know?

## 1. Wine Industry

- Think about the growers, wholesalers, suppliers, sales representatives, and how the other aspects of the business impact your winery



# Industry Questions:

1. Is your local wine industry in the early, growing, mature, or declining stage?
2. What challenges is the wine industry facing?



# Industry Questions:

3. What trends are creating opportunity for the wine industry?
4. What is the average profit margin in the wine industry per acre, per bottle, per barrel, etc.?



# What Do I Need to Know?

## 2. Target Market

- Think about the people who are most likely to visit your winery and buy your wine



# Target Market Questions:

1. Demographics as mentioned in Mod 1 (age, income, etc.)
2. Who are your current customers and do they fall into your target market?





# Target Market Questions:

3. What media channels do they use?
4. What purchasing channels do they use?



# Target Market Questions:

5. Where do they live?
6. Do you have primary & secondary market segments?



# Target Market Questions:

7. Are your current customers loyal to your brand?  
Why or why not?
8. If not, how can you motivate them to buy your wine more often?



# Market Research TIP # 2:

Your target market should NOT be “everyone.”



# What Do I Need to Know?

## 3. Pricing

- per glass, per bottle, per case, per barrel, etc.



# Price Questions:

1. Is your target market price sensitive?
2. Is your price on the low end, high end, or somewhere in between?



# Price Questions:

3. How do you justify this price in relation to the rest of the market?
4. Is there an obvious perceived value in having a higher price?



# Price Questions:

5. How does your product and price compare to your competitors?
6. How do you think your competitors will react to your pricing?





# What Do I Need to Know?

## 4. Competition

- Think about the businesses that your target market could visit and shop in lieu of coming to your winery and buying your wine



# Competition Questions:

1. Who are your key competitors?
2. How big are they? Are they small, family-owned businesses or large corporations?



# Competition Questions:

3. Where are they located? How far away are they from your winery?
4. What is their business model? How do they make their money, and what sales channels do they use?



# Competition Questions:

5. How much do they charge, and how profitable are they?
6. What are their strengths and weaknesses?



# Competition Questions:

7. Are you in a market that is already saturated with other wineries?
8. How do you stand out from the crowd, e.g. what are your winery's competitive advantages?



# In Summary

- The 4 things you need to know about are your Industry, Target Market, Price and Competition
- Become a detective to help you identify and solve a host of marketing challenges that could be impeding your growth
- Use the Research Jumpstart Worksheet as a tool to help



# Coming up next...

- 5 Ways to Perform Low-cost Research



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