

BAUERHAUS DESIGN, INC. PRESENTS:



#SellMoreWine



Module 8: How to Advertise Your Winery Like a Pro



Part I: Review

- Marketing budget (Module 4)
- Content (Module 7)
- Brand consistency (Module 1B)



Marketing Budget

- Decide how much to set aside each year for promoting your winery using a calculation such as 15% to 35% of annual profit
- Plan for different areas of spending including Advertising, Sponsorships, Donations, Trade Associations, Trade Shows, and Wine Festivals



Content

What to advertise?

- Your USP – what sets your winery apart
- Benefits you provide customers
- Wine varietal information
- History of wine in your area
- Special promotions and events



Brand Consistency

All advertising should have:

- Phone Number
- Website address
- Strong call to action
- Social media links (exact URLs)
- Logo, plus same colors & fonts



TIP: Frequency Matters

Regardless of the vehicle, placing one ad is never enough. Spend the money to ensure that the target audience has the chance to see your message. Only after repeated exposure – some experts say 7 times – will they remember you and take action.



Part II: Types of Advertising

Which is right for your winery:

1. **Print** (Collateral, Ads)
2. **Direct Mail** (Letters, Invitations, Postcards)
3. **Online** (Email, Facebook, Google, Banner Ads)
4. **Events** (Festivals & Trade Shows)
5. **Outdoor** (Billboards)



Most Important Advertising Method

Your wine label

- This is your biggest and best tool!
- Given as gifts, served at dinners
- Tell your brand story
- Have your contact info + call to action
- Professional design = charge more \$

1A. Print Collateral

Examples:

- Business cards
- Rack cards
- Brochures
- Hang tags
- Promotional (e.g. branded coasters, wine bottle openers)





1A. Print Collateral

Pros:

- Reasonable cost to create
- Great way to tell your brand story & USP
- Easy to hand out at festivals & at the winery
- Enables contact to take a tangible reminder of your brand with them



1A. Print Collateral

Cons:

- Easily damaged
- Low perceived value, easily tossed





1A. Print Collateral

Costs for custom pieces:

- Rack cards – 1,000 for \$0.79 ea
- Business cards – 500 for \$25
- T-shirts – 5 for \$24 each
- Coasters, cork – 6 for \$26.95





1A. Print Collateral

Online Vendors:

- TheWyneGirl.com (wine accessories plus printed promo's)
- TopNestDesigns.com (wine accessories)
- VistaPrint.com (biz cards, postcards, signs, banners)
- CustomInk.com, CafePress.com (t-shirts, hats, etc.)
- Zazzle.com (coasters, wine gift boxes)

1B. Print Ads

Examples:

- Newspapers
 - Subscription: STL Post-Dispatch
 - Free: RFT, community papers
- Magazines
 - Food & Wine, Wine Enthusiast, Fine Wine, Wine Spectator





1B. Print Ads

Pros:

- Local newspaper ads are reasonably-priced
- Different ad sizes/price points to choose from
- Have an editorial calendar for content so you know if the issue or certain sections are relevant to your business
- Magazines often target a specific customer base such as people who enjoy wine or travel



1B. Print Ads

Pros:

- Magazines kept on hand longer so your ad will be relevant for a longer period of time
- Helps brand your business; magazine ads use higher resolution images and better color options than newspaper
- Just the fact that you are advertising in print adds credibility to your business



1B. Print Ads

Cons:

- Magazine ads can be expensive
- Can be hard to stand out amid the visual clutter, especially in black & white
- Have to plan ads far in advance; usually due months before they'll actually appear
- Can be tricky to design the ad according to their specs (hire a designer)



1B. Print Ads

Cost Examples:

- 1/4 page, color ad in the St. Louis Post-Dispatch GO! entertainment section with no minimum ad insertion agreement = \$2,800
- 1/4 page, color ad in the St. James Leader-Journal = \$267.75
- Higher the paper's circulation = higher cost
- Cost goes down per ad if you agree to advertise more than once.



Print Ad Tips

- Ask for their media kit or find it on their website; learn their circulation, geographical coverage, demographics, editorial calendar, publish dates, and standard prices to determine if this vehicle is a good fit for your winery
- When in doubt, buy a smaller color ad over a larger black and white ad to help you stand out
- Ask for discounts, special section placement



2. Direct Mail

Examples:

- Postcards
- Invitations
- Letters
- Thank you cards
- Birthday or holiday cards



2. Direct Mail

Pros:

- Not many wineries use direct mail
- Nicely designed direct mail can make a wine club member feel special (stitch fix)
- Letters, thank you cards, invitations feel personal
- Can buy a prospect list of people similar to your target market



2. Direct Mail

Cons:

- Postage can be expensive
- Mailing lists can be expensive
- Often need multiple mailings to see results



2. Direct Mail

Cost Examples:

- 7,000 – 4.25” x 6” postcards, color on both sides, with addressing & 1st class postage = \$2,499 (12 cents per postcard)
- 10,000 – 8.5” x 5.5” postcards, color on one side, with addressing, postage, and single-use mailing list = \$3,500 (32 cents per postcard)



2. Direct Mail

Vendors:

- PostcardMania.com (online)
- Advance Mailing Services (local)
www.advancemailing.com



2. Direct Mail

Tips:

- Know if the vendor is just printing the postcards, or if they are also addressing and mailing them for you; your vendor quote should include detailed line items
- Avoid the Christmas card crush and mail customers a Happy New Year Card instead – you'll stand out!



3. Online Advertising

- Email Marketing
- Facebook Ads
- Google AdWords
- Website Banner Ads



Email Marketing

Include promo in every email you send. Examples:

- Newsletters + featured wine or service
- Birthday wishes + special offer
- Wine Club updates + reasons to upgrade to next level



Email Marketing

Pros:

- Easy to set up and make changes
- Uses existing customer database
- 16x more likely to buy your product or visit
- Can include photos, links to your site, videos or podcasts



Email Marketing

Cons:

- Only effective if you collect customer email addresses to build your database
- Can get fined if you don't follow CAN-SPAM law (include your physical address, tell them how to opt-out, honor opt-out requests promptly, etc.)

<http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>



Email Marketing

Cost with Providers:

- \$0 for 2,000 subscribers and up to 12,000 emails per month at MailChimp.com
- \$15 a month for up to 500 contacts at ConstantContact.com



Email Marketing

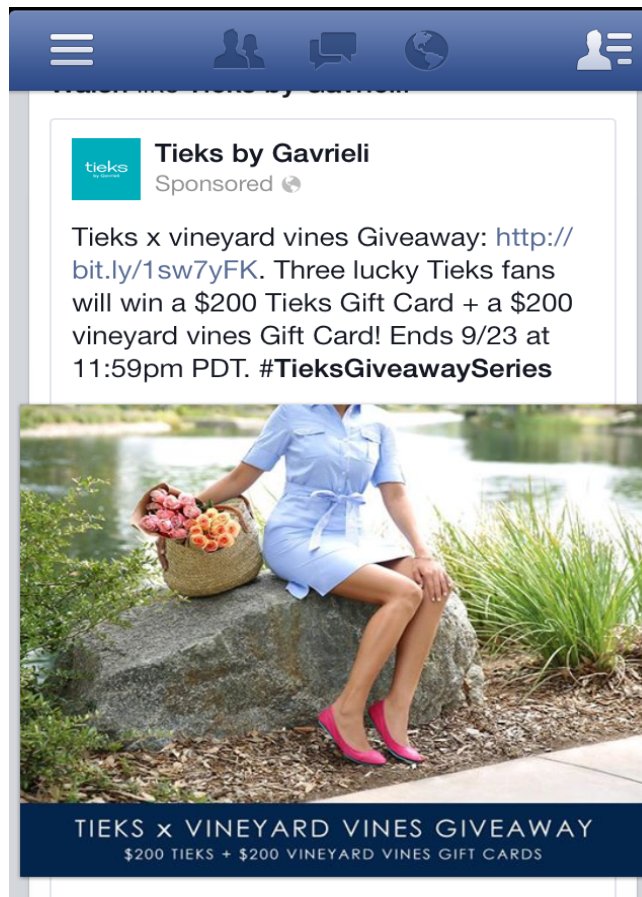
Tips:

- Provide value; explain what's in it for them if they opt-in
- Make it easy to subscribe and share
- Send a welcome email
- Tell customers what to expect
- Make sure it's personal, friendly, and mobile-ready

Facebook Ads

Examples:

- News Feed
- Right Column
- Mobile Feed





Facebook Ads

Pros:

- Client favorite; start with as little as \$5 budget
- Choose ad objective: clicks to site, page likes, etc.
- Create custom audiences to reach your target market
- Can link ad to your Facebook page, include text and an image



Facebook Ads

Biggest PRO:

- Can launch ad, watch what it does, then make edits to improve performance while campaign is live.



Facebook Ads

Cons:

- Without a plan you can waste money



Facebook Ads

Cost:

- Minimum budget is \$5 per day



Facebook Ads

Tips:

- Boost posts not an ad
- Use a photo that speaks your brand
- Use links in your ad
- Test different images, headlines, and text to see which combination best motivates your audience



Google AdWords

Example:

A screenshot of a Google search results page for the query "wine club". The page shows organic search results on the left and sponsored ads on the right. The organic results include links to "The California Wine Club", "Laithwaite's Wine Club", "Club W Wine Club", "A Guide To Joining The Best Wine Clubs - Forbes", "Club W | A Better Way to Buy, Share and Discover Wine", and "Virginia Wine of the Month Club". The sponsored ads include "Shop for wine club on Google", "Wine of the Month Club 6 Bottle Gift Pack Vintners Series", "Wall Street Journal Wine", "Wine Of The Month Club", "#1 Rated Wine Club", and "Napa Valley Wine Club".

Google wine club

+Rebecca

Web Shopping Images Maps News More Search tools

About 5,040,000 results (0.46 seconds)

The California Wine Club - Award-Winning Wines Delivered
Ad www.cawineclub.com/HolidayGifts
America's Most Trusted 20+ Years!
The California Wine Club has 233 followers on Google+
Most Popular Wine Club Wine Case Reorders
Holiday Gifts Corporate Gifts

Laithwaite's Wine Club - 15 Superb Wines for \$4.67 a Bottle
Ad www.laithwaiteswine.com/
Quality is 100% Guaranteed. Always.
World-Class Wines - Free Corkscrew Set - Direct from the Vineyard

Club W Wine Club - ClubW.com
Ad www.clubw.com/
Wines Tailored To Your Tastes. Customized Monthly Wine Delivery.

A Guide To Joining The Best Wine Clubs - Forbes ✓
www.forbes.com/sites/.../a-guide-to-joining-the-best-wine-clubs/ Forbes
Apr 4, 2013 - C'mon, join the club...but which club should you join, is a wine club even a fit for you, and do they really offer better deals on wine? If you are ...

Club W | A Better Way to Buy, Share and Discover Wine ✓
<https://clubw.com/>
Club W is the best way to buy wine online. Discover your unique wine personality starting at 3 boutique bottles delivered for only \$39.
Featured Wines - The Juice - Recipes - Still Available

Virginia Wine of the Month Club - VA Wine Club ✓

Shop for wine club on Google Sponsored
Wine of the Month Club 6 Bottle Gift Pack Vintners Series
\$126.00 - Wine of the Month Club

Wall Street Journal Wine
Ad www.wsjwine.com/
The World's Best Wines Delivered.
Save \$170. Money-Back Guarantee.

Wine Of The Month Club
www.goldmedalwineclub.com/EarlyBird
Early Bird Pricing Now Until 11/15.
Americas #1 Wine Of The Month Club!

#1 Rated Wine Club
www.amazingclubs.com/
4.6 ★★★★★ advertiser rating
Two Bottles of Award-Winning Wine
Every Month. Free Shipping Today!

Napa Valley Wine Club
www.girardwinery.com/Wine-Clubs
Great-Tasting Wines At Your Door -
Sign Up Now for Exclusive Discounts.



Google AdWords

Pros:

- No minimum budget
- Only pay when someone clicks your ad
- You can see your click through rate
- Can help you fine tune your keyword phrases
- Relevance matters - you can bid less and still win higher position with highly targeted ads



Google AdWords

Cons:

- You're competing with others for same keywords, and their max bid may be higher than yours
- Even though you set your maximum cost per click, it can be an expensive daily rate
- Ads are text only (no photos)



Google AdWords

Cost Example:

- Your daily budget: \$10
- Your maximum cost-per-click bid: \$0.50
- Your average actual cost-per-click: \$0.40
- Approximate number of clicks per day: 25



Google AdWords

Tips:




- Regularly review and adjust bid prices
- Include a Call to Action
- Use Title Capitalization
- Review AdWords landing pages for relevance and value to searcher; make sure people are going to best page
- Check out what the competition is doing (do they follow price or focus on their USP? What are their calls to action?)



Google AdWords

Tips:

- Use sitelink ad extension with descriptions
- Implement call extensions
- Use the ad display URL effectively
- Create tightly themed keyword groups so as not to have an ad appear without the keyword that was searched

Wine Country Missouri - Plan a Missouri Wine Vacation 
 www.visitmo.com/Wineries 
Get All the Info at VisitMO.com!

[Missouri Trip Ideas](#) 

[Deals & Discounts](#) 

[State Historic Sites](#) 

[Travel Resources](#) 

Online Ad Banners

Examples:

- On the top, right side column, or bottom of a website such as YP.com, online wine or wedding magazines, Food & Wine Blogs, etc.





Online Ad Banners

Pros:

- Attract customers while they search for wineries
- Buy impressions instead of click throughs
- Ads can be animated





Online Ad Banners

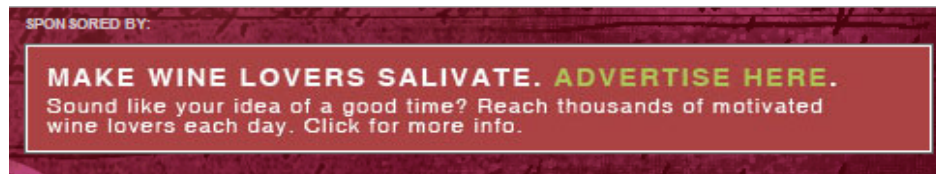
Cons:

- Banner blindness – people don't even “see” your ad
- Banner ads usually rotate so not everyone who views the page will see your ad
- Can be harder to measure performance; convert impressions into leads into customers





Online Ad Banners



Cost Example:

- 468 px x 60 px header banner for one month = \$395;
“roadblock” version that doesn’t rotate between other
ads = \$785 at WinesandVines.com



Online Ad Banners

Tips:

- Know where the banner will be displayed on the site
- Like a subject line, a good headline and text matters
- Use an attractive, uncluttered graphic and readable font
- Include a call to action
- Animate your ad



Online Ad Banners

Tips:

- Show product in use
- Red & white background colors have higher CTR than “sad colors” like gray
- Put a thin frame around your banner
- Keep design simple and clean

4. Events

Examples:

- Festivals
- Trade Shows





4. Events

Pros:

- In front of many potential customers
- Opportunity to network, discover potential partnerships
- Learn what's new in the industry and see what the competition is doing



4. Events

Cons:

- Takes time to prepare, set up, and man the booth
- Pulls staff away from your winery



4. Events

Cost Examples:

- Exhibitor fee for a table at the St. Louis Gateway Bridal Show = \$375
- Vendor fee for a booth to showcase your wine at the 2015 Newport Seafood & Wine Festival in Oregon = \$595



4. Events

Tips:

- Have a strong Call to Action to grow your database like “Register to win a Kindle Fire!”
- Bring plenty of business cards, brochures, pens and entry forms; having candy on your table helps, too!
- Have relevant branded freebies like coasters or wine glass covers on hand to give away

5. Outdoor

Example:

- Billboards



5. Outdoor

Pros:

- Highly visible
- Can increase awareness of your winery
- Can help direct people to your winery





5. Outdoor

Cons:

- Not targeted beyond geography
- Requires a contract such as 3 or 6 months
- Can be expensive depending on your location
- Very difficult to measure effectiveness



5. Outdoor

Costs:

- Vary widely depending on the billboard's location and how much traffic the nearby roads receive
- Example: billboard located at I55 near Meramec Bottom Rd with a 105,719 daily traffic count cost \$2,000 a month for 3 months



5. Outdoor

Vendors:

- DDI Media (local)

www.ddimedia.net

- Clear Channel Outdoor (national)

clearchanneloutdoor.com



5. Outdoor

Tips:

- Make sure cost covers production and installation fees
- Ask if board location has lights for night-time visibility, and if so, what time they turn off
- Get a picture of the location and drive out to see it yourself to make sure it isn't obscured by trees, etc.



Part III: Keep Track of Everything

Have one place for all of the advertising vehicles, dates, contacts, budget, money spent, etc.

- Use the Bonus 2015 Marketing Calendar template to help you stay organized



2015 Marketing Calendar Template

Annual Marketing Budget: \$50,000
Remainder: \$49,250



2015 Marketing Calendar for Your Winery

Vehicle	Type	Size	Contact	Phone #	January 2015				Total
					1/5	1/12	1/19	1/26	
EMAIL									
General customer newsletter	Email								
Wine Club newsletter	Email								
PRINT									
The Wine Spectator	Mag					1/14			\$450
Wine Enthusiast	Mag						1/22		\$300
Wine & Spirits	Mag								
Local Newspaper	News								
Direct Mail postcard to target market	Mail								
Thank You Cards	Mail								
Billboard	Outdoor								
ONLINE									
Blog	Content								
Website Review (responsive, mobile, SEO, etc.)	Content								
Online Magazine website ads	Banner								
Trade publication website ads	Banner								
Facebook	Social								
Twitter	Social								
Google+ listing & Ad Words	Social								
Online review sites (yelp.com, yp.com, Yahoo Local, CitySearch.com, etc.)	Review								
TRADE SHOWS / WINE FESTIVALS									
Midwest Grape & Wine Conference	Regional								
Illinois Annual Conference & Winter Wine Festival	State								
SPONSORSHIPS / DONATIONS									
Local Charity	Donation								
			Annual Total:	\$750					\$750

First tab is the
2015 Marketing
Calendar

- Enter your winery's marketing budget at the top in the pink section



Part IV: Compare Opportunities

Review advertising opportunities side-by-side and consider ROI before investing:

- Use the second tab of the 2015 Marketing Calendar as a tool to help you decide between multiple vehicles



To be updated by winery owner - feeds table below.

Avg Sale per customer:	\$25
Avg Profit per customer:	30%
Frequency of each customer:	2
Value of new customer:	\$15



Marketing Analysis	Vehicle A	Vehicle B	Vehicle C	Vehicle D
Circulation	9,500	22,000	0	0
Cost of Ad	\$300	\$450	\$0	\$0
# of insertions	1	1	0	0
Total Program Investment	\$300	\$450	\$0	\$0

# Customers for Break Even	20	30	0	0
% Conversion rate needed for BE	0.21%	0.14%	#DIV/0!	#DIV/0!

# Actual New Customers Generated by Vehicle				
Jan-15				
Feb-15				
Mar-15				
Apr-15				
May-15				
Jun-15				
Jul-15				
Aug-15				
Sep-15				
Oct-15				
Nov-15				
Dec-15				
Total # New Customers	0	0	0	0
% Actual Conversion Rate	0.00%	0.00%	#DIV/0!	#DIV/0!

Go to the second tab
at the bottom of the
2015 Marketing
Calendar Template labeled:
Ad Vehicle Analysis & Tracking

- Enter the info for your winery
at the top in the pink section



Part V: Working with Ad Representatives

Ask questions about:

- Demographics of vehicle's audience (age, gender, etc.)
- How many people will see or hear your ad = reach
- How often will they see or hear your ad = frequency
- Their editorial calendar and what sections would be relevant to your business (e.g. "weekend getaways")



Part V: Working with Ad Representatives

Ask questions about:

- Any other wineries advertising with them
- Where will your ad be located
- What content will be near your ad; is it competing or complementary



Part V: Working with Ad Representatives

Ask questions about:

- Where is the vehicle distributed by county, zip code, region
- How is the vehicle distributed (on the lawn, in the mailbox, hung on the door, via grocery stores, direct-to-home, etc.)



TIP: Always Negotiate with Ad Sales Reps

- Price
- Ad size
- Ad duration
- Payment plan



In Summary

- There are pros and cons to every advertising vehicle
- Know the consumer demographics of a vehicle to ensure your ad will reach your target audience
- A combination of vehicles will yield the best results; test different types of ads and see which ones work best for you
- Advertising is almost always negotiable



Coming Up Next...

- The Pied Piper of Winery Promotions...
Get Customers to Follow You Home



#SellMoreWine