

# Social Media Marketing

Above all, modern consumers want a human connection.

Marketing is customer centric



# First: you need a plan

- **SWOT analysis**
- **Key point of differentiation/usp**
- **Target market**



- If you don't have these, please stop now and come back when you have them!

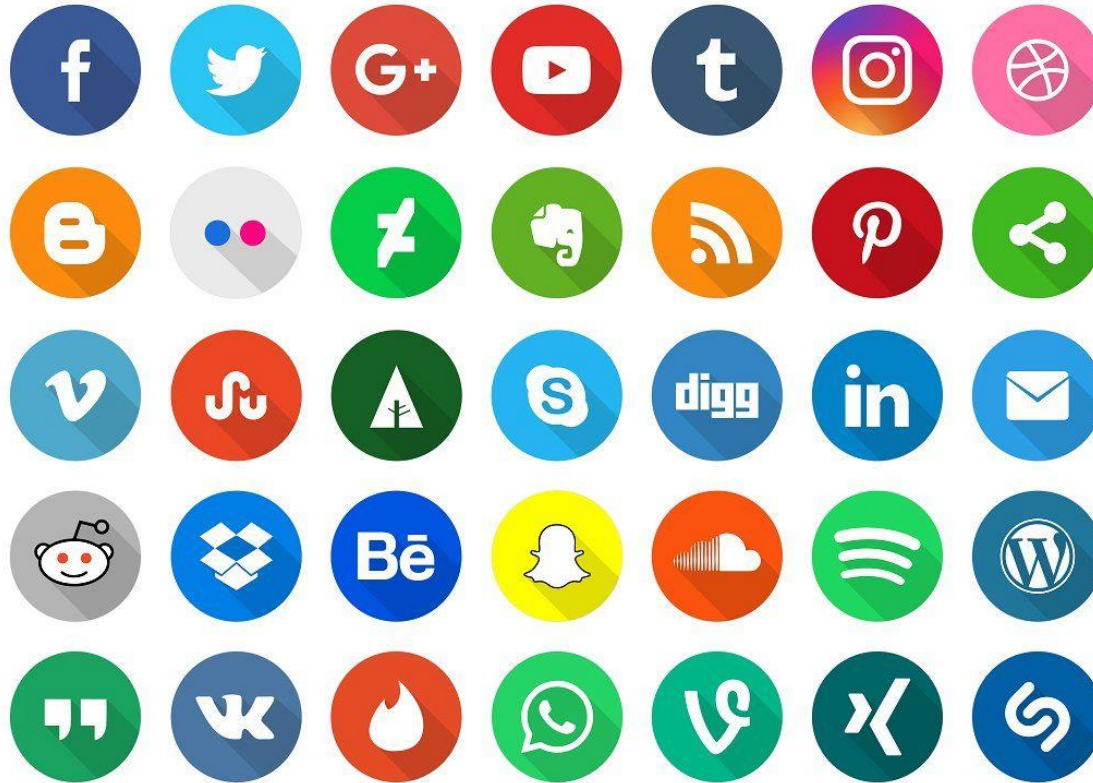
# The Three Key Steps

- 1. Establish Clear Goals for your program**
- 2. Develop a budget to achieve the goals**
- 3. Establish clear criteria for measuring success**

- This is NOT different from any other campaign



# Which are important?



You have to ask your customers!!!

**Marketing is customer centric**



# Current Best Practices

- **Respond** to all emails, texts and reviews!



# Current Best Practices

- **Create** content for all social media platforms:
  - **Facebook posts: make them memorable**
  - **Instagram: make them remarkable**
  - **Twitter Feeds: make them powerful**
  - **You Tube videos: make them moving**



# And now...

- A few examples of how you can put these ideas into practice

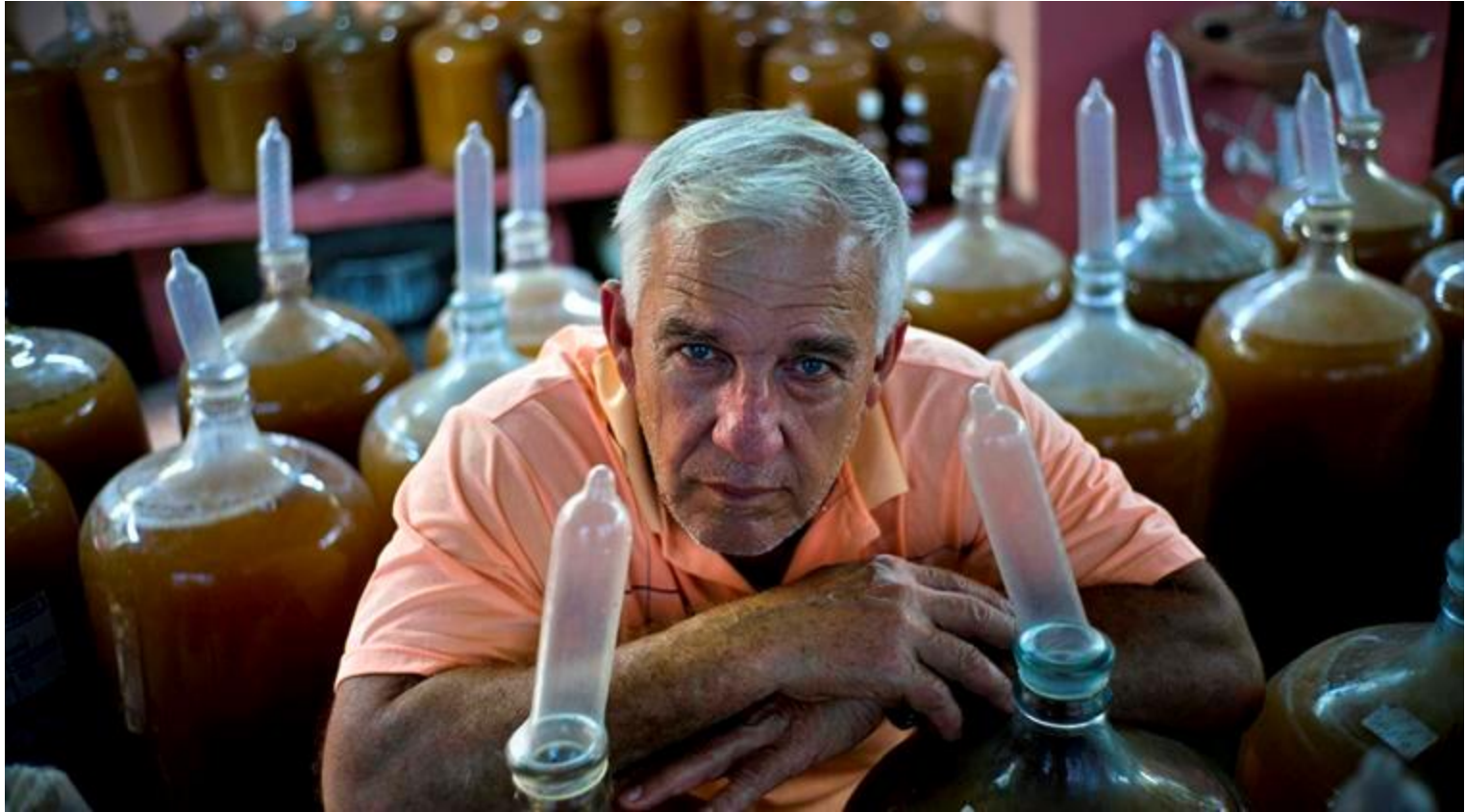
# Memorable Facebook Post



National Dog Day



# Remarkable Instagram



# Powerful Twitter

- **remember, jesus was the one who spent his last free night on earth drinking wine w his friends**
- **— caitlin white (@harmonicaity) August 25, 2015**

Provide  
free wi-fi

You  
capture  
emails this  
way.

enjoy **free wi-fi**  
at these **Barossa**  
wineries & cellar doors

Artisans of Barossa  
Brockenchack  
Charles Melton Wines  
Chateau Tanunda  
Elderton Wines  
First Drop Wines  
Gibson Wines  
Glen Eldon Wines  
Jacobs Creek Visitor Centre  
Kaesler Wines  
Kalleske Wines  
Kellermeister  
Lambert Estate  
LiebichWein  
Lindsay Wine Estate  
Penfolds  
Murray Street Vineyards  
Rolf Binder Wines

Seppeltsfield Estate Winery  
Taste Eden Valley  
Thorn-Clarke  
Turkey Flat  
Two Hands Wines  
Whistler Wines  
Yalumba  
Yelland & Papps



Information correct at December 2016.

**#BarossaDirt**

[www.barossa.com](http://www.barossa.com)

**BAROSSA**  
- GRAPE & WINE -

Make it  
Easy!

Give them  
something to  
shoot





Make it  
fun!



Make it  
part of  
the tour!



# Make it Memorable

- Barrel Oak Winery Happy Birchday

<https://www.youtube.com/watch?v=6d9q3EkLZuo>






# GPS Wine Roads New Zealand





# Tailored itineraries: Vyhnes



Profile & Winery Info


- Winery Images
- Wines
- Events
- Offers
- Tasting Experiences
- All reviews
- Subscription
- Frequently asked questions

Log out

Profile

Edit Profile & Winery Info

Profile Detail



**ALYSIAN**  
RUSSIAN RIVER VALLEY

**Alysian Wines**

📍 Sonoma

🌐 <http://www.alysianwines.com>

☎ (+1) 7431-4410

✉ [alysian@gmail.com](mailto:alysian@gmail.com)

Region - Sonoma County

★ 4.33/5

Winery Info

**Winery Description** - The Hambrecht family has been in the California wine business for over 35 years, partnering in esteemed brands like Ridge, Chalone, and Truett Hurst. Alysian Wines resulted from the 2006 partnership between the Hambrechts, Denise Sanders and veteran winemaker, Gary Farrell, who is known in the industry for his uncompromising standards and resolute attention to detail. Sourced from only the best vineyards in the Russian River Valley, Alysian's multiple award-winning wines strike a delicate balance with flavor profiles that delight both connoisseurs and newcomers alike. Contact Alysian wines to schedule a private tasting at the winery.

**Winery Type** - Sizeable

**Winery Club Description** - Join the Alysian Wine Club and choose between biannual or quarterly shipments of three to eighteen bottles. Members enjoy guaranteed access to limited releases, free private tastings for three guests, invites to Alysian events and wine dinners, a 10% discount on all wines, and more.

**Availability** - Appointment needed

**Subscription** - Not subscribed

Visitors count - 0

Copyright Vyhnes © 2017-2018

# What do their friends say?

- The good, the bad, and the ugly
- You want to be part of this conversation
- You have to make friends and be friends with them to participate.



# Keys to Success

- Make it **easy, fun and memorable**
- Make it **EPIC.**



CAVEAT: Face time is ALWAYS better than FACEBOOK.

