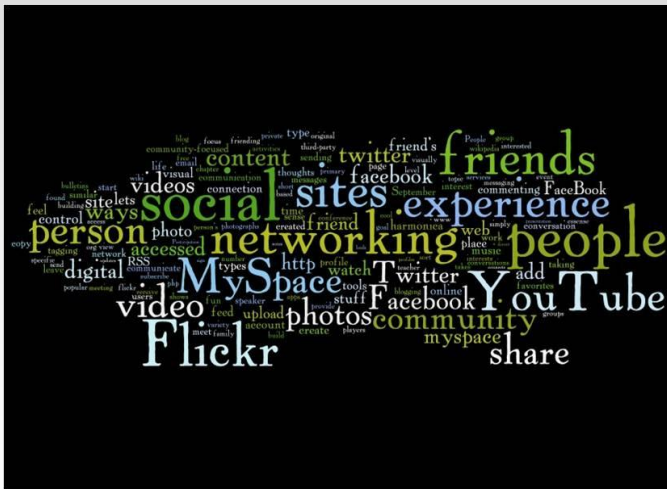


Creating a practical plan for social media marketing

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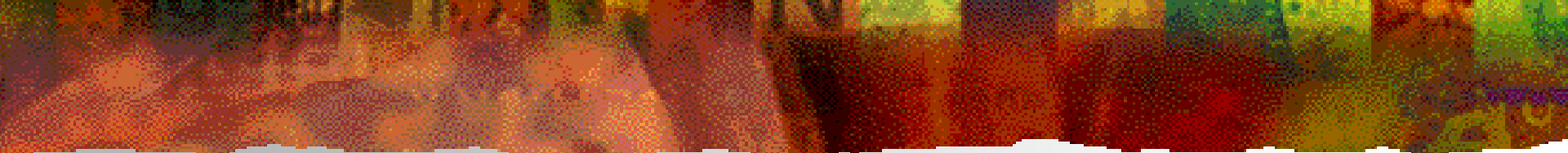
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RULE # 1 [and 2,3,4 and 5]

Determine what you can do,
and/or what you can effectively
hire out and **ONLY** plan to
implement what is manageable



Rule # 6 [or maybe 2,3,4 and 5]

Do NOT abandon all other forms
of marketing



Rule # 7 But it all should go back to your web site

That is another whole
presentation – just make sure
your web site is attractive, easy
to navigate, full of content
AND mobile friendly



This is a start up guide to developing a strong social networking project

If you can only do a couple of things:

Facebook and e-letter [Constant Contact??]

Twitter/Pinterest/Instagram/YouTube

Blogging

The rest will flow— but only tackle what you have time to do

Or find a helper

Why should you start

- Same as not having a web site 5 years ago
 - Allows for targeting audience that likely will become very loyal
 - Considerable control of your message – especially in real time
 - Lets you play with the big brands
 - ‘Affordable’
 - Know the difference between ‘personal’ and ‘business’ sites on FB
-

Consider 1 primary and 6 secondary goals

- EDUCATE – do good to do good -- the rest will flow
 - Build your brand
 - Make your customer service ‘personal’
 - Promote your events
 - Introduce new wines
 - Ultimately translate the above to sales
 - Creating ‘missionaries’
-

Educate

- You become the trusted authority
 - You make your customers comfortable
 - Need good to great content —
 - Create calendar
 - Pictures – shutterstock, your smart phone
 - 3-3-3 system 3 original, 3 from something you already have, 3 borrowed or posted with attribution
 - Loyalty, sales and more will follow
-

Brand development

- A definition of 'Brand'
 - Not your logo/Not what you think you are
 - How/why you should build brand
 - Develop loyalty among your current fans
 - Expand 'reach' to new audiences
 - Drive traffic to your site – some 'stolen' from other sites/vehicles
 - Illustrate, then share your superior 'expertise' – you want to be 'Kleenex'
 - Be active with all media
-

To implement your 'brand' efforts

- Need a 'face' – if it is not yourself – find a person who will be with you -- Can segment FB from Instagram from Blog
 - Strong knowledge base
 - Engaging 'on line' personality
 - Good writing skills
 - Understanding your goals and objectives
 - Should be THE 'First Mover' – own the 'category'
-

Ideas to implement brand

- Company stories and personalities
 - Capture trends EARLY: Again, First Mover theory
 - Share successes without bravado
 - Re post media and other kudos
 - Use Q & A [with contest and prizes???
 - Tie yourself to community issues and activities
 - Let your customers share their stories [Crowd Sourcing] – videos, posts, stories you publish
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Measuring brand impact

- Justify investment in your time or in salary of a staffer
 - Count impressions, posts, media stories
 - Google Alerts, Facebook reports, Constant Contact sign ups and opt outs
 - Survey customers or just ASK them
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Using Social Media to reinforce Customer Service

- Good CS is not enough – GREAT is EXPECTED, especially by boomers and millennials [Video: Give Them the Pickle]
 - SN does NOT replace great face to face service
 - Why it supports other efforts in customer service
 - It is immediate [or nearly so if you are attentive]
 - It illustrates you 'care'
 - You find out things about your business you might otherwise never hear
 - It can be personalized thus making customers feel special
-

Social can help you develop a strong Customer Service program

- Identify a knowledgeable and empowered ‘person’ on staff
 - Build relationships BEFORE a situation
 - Reinforce good behavior/positive experiences/show your appreciation regularly
 - Monitor major sites: Yelp, CatchWine, TripAdvisor, responses on e mails and e letters – respond quickly
 - Make amends – 9 vs 4 good to bad ratio of experiences
 - Educate your consumer as to limitations [laws, taxes, limits to your resources]
 - Save positive/negative responses [for your edification and that of your staffer in charge]
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Using Social Media to promote your events

- Not 'free' but very affordable vs paid ads
 - Once you become THE source, it can be an incredibly, believable, powerful sales tool
 - Use every vehicle to which you have access
 - Determine whether you want an early call to action or an immediate response
 - Get your audience[s] involved
 - Offer discounts, special incentives, make 'it' THE place to be
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Think about HOW to use it for your events

- Creating a buzz Consumer/media/industry?
 - Reminders to loyalists?
 - Sell tickets?
 - Encourage suggestions/feedback?
 - Answering questions that are floating?
 - Explain event activities/purpose/intent?
 - Providing a benefit for your loyalists?
-

Steps to consider for Social event promotion

- WRITE down a plan [including non SN vehicles]
 - List the various audiences
 - List the objectives for each vehicle [Facebook, Twitter, Constant Contact]
 - Identify appropriate time lines
 - Identify who is responsible for each element/cheerleaders/budget/timeline, etc.
 - Match your audiences' personalities: funny/engaging/sophisticated
 - Collect calendar ideas
-

Launching a 'campaign'

- 'Tease' the launch of the campaign
 - Twitter, Facebook, YouTube, blog post
 - Post live action demonstrations
 - How to enjoy the festival
 - Pairing Chocolate and wine
 - Cooking demo
 - Make your SN crowd 'insider' access at your event
 - VIP tent
 - Special entrance
 - Coded discount for them only
 - Printable coupon
 - Gift for participation
-

Measure your Social event results

- Identify objectives and find ways to track them
 - Media posts?
 - Tickets sold?
 - Collect e mails for presale?
 - Regulars who are returning?
 - If you offer an 'exclusive' count the redemptions
 - Do on site questionnaire or survey
[SurveyMonkey/Constant Contact] followup
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Why should your sales plans have a SN component?

- It is where the 'fish' are
 - People opt in to YOUR winery
 - Traffic they can drive to your web site is huge and pre-screened – and enjoy a 3rd party validation that no money can buy
 - The 'Leads' can be gathered
 - You can learn lots about your wines, your sales staff, your tasting room procedures
 - You can address problems quickly
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Translating a SN campaign into sales

- Lead generation first goal
 - Sign in on FRONT of web page – connect all SN vehicles to the front of your site
 - Collect e mails from web contest
 - Get them from Facebook contest [be careful of FB rules] – encourage ‘Likes’
 - Give away basket of goodies if they attend event and you collect e mails
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To make it work

- Someone has to be assigned to monitor and update on a regular basis
 - The person needs good communication skills and a lilting writing style
 - Quick response is imperative – FB now says the ‘life’ of a post is c. 3 hours!
 - The person must know your business well
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Sales are closed on the web

- “Your website is where the magic ultimately happens”
 - **A PLACE TO CLOSE THE SALE ON THE SITE!**
 - **Shopping cart**
 - **Pay pal**
-

Then do your research to put you on the first page of Google, etc.

■ Research

- Google/Yahoo search your name, wines, etc.
- Search competitors' sites to see why they are ahead of you for things to 'steal'

■ SEO

- Old days: appropriate 'words'
 - NOW: content, content, content– YouTube, information
 - Connect FB
 - Videos
 - Movie Maker
-

Results: a 'missionary' team

- Power of 3rd party validation
 - Today word of mouth continues to be the most important marketing vehicle – but the 'mouth' is now much broader than in a prior era: newspaper article vs FB
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You MUST be there

- SN is UBIQUITIOUS – and is growing every day – and the millennials are going to around for a long time
 - Sharing on FB, can go on for a long while
 - People feel ‘closer’ to your wines/family
 - Mitigates ‘intimidation’ and ‘snob’ issues via ‘educational’ opportunities
 - It offers real time input
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Team to create a successful program

■ The 'BOSS'

- Establish corporate culture, imagine branding goals, create wine strategy, create wine sales strategy – 3-4 month plan with marketing goals for all

■ Marketing supervisor

- Identify brand goals, establish customer service goals, identify and assign 'regular' and SN responsibilities, identify sales team and objectives, supervise all projects

■ SN person

- Develop content [?], implement plans, monitor results, report to whatever 'BOSS' is in charge
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Finally

- Not easy
 - Not free
 - “He who never fails, never succeeds” – so get started, move slowly, keep up with new trends and just try.....
 - Because if you do not.....your business will be left in the dust
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