



SOCIAL MEDIA STRATEGIES TO INCREASE ONLINE SALES

# ABOUT US

- Our goal at DigiVino is to provide affordable solutions for businesses in the wine world
- We serve as a bionic arm of your marketing department
- Our specialties include logo and label design, Web, mobile and social marketing, PR, SEO, video & email
- We collaborate with you to capitalize on digital marketing to increase success
- Current client roster include among many others: Robert Keenan Winery, Avinodos, Gustavo, Vino Godfather, eWinery Solutions, Wine Elevation and St. Helena Ag Services
- [WWW.DIGIVINO.COM](http://WWW.DIGIVINO.COM)



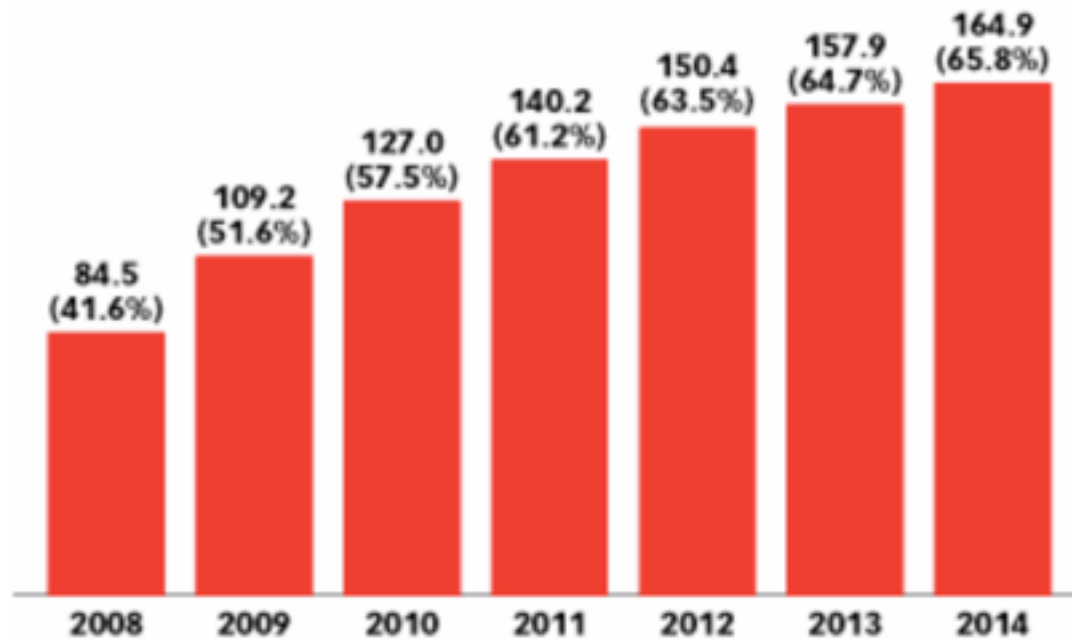
SOCIAL MEDIA

# SMO AGENDA

- Importance of Social Media Optimization (SMO)
- Walkthrough of each Social Site
- Pinterest in detail
- Offers via Social Media
- Hootsuite Setup

# THE DATA

**US Social Network Users, 2008-2014 (millions and % of Internet users)**



Note: use at least monthly via any device  
Source: eMarketer, April 2010

**US Social Network Users, by Age, 2008-2014 (% of Internet users in each group)**

	2008	2009	2010	2011	2012	2013	2014
0-11	9.0%	11.8%	14.0%	15.3%	16.1%	16.3%	17.3%
12-17	73.0%	74.9%	78.2%	81.2%	83.8%	84.8%	85.7%
18-24	80.1%	83.2%	86.7%	88.0%	89.2%	90.7%	91.4%
25-34	57.9%	70.4%	76.7%	81.6%	83.0%	83.8%	84.6%
35-44	35.0%	49.7%	60.3%	65.9%	69.7%	72.1%	73.8%
45-54	28.1%	42.5%	51.3%	56.2%	59.6%	62.1%	64.6%
55-64	14.9%	34.3%	42.3%	49.1%	53.1%	54.9%	56.8%
65+	4.7%	14.1%	20.4%	25.9%	31.9%	35.0%	37.9%

Note: use at least monthly via any device  
Source: eMarketer, April 2010

- \*65% of US internet users are on Social Media
- \*Avg age of wine-drinking social networkers are 21-44

# DIFFERENT COMMUNICATION STYLES FOR DIFFERENT NETWORKS



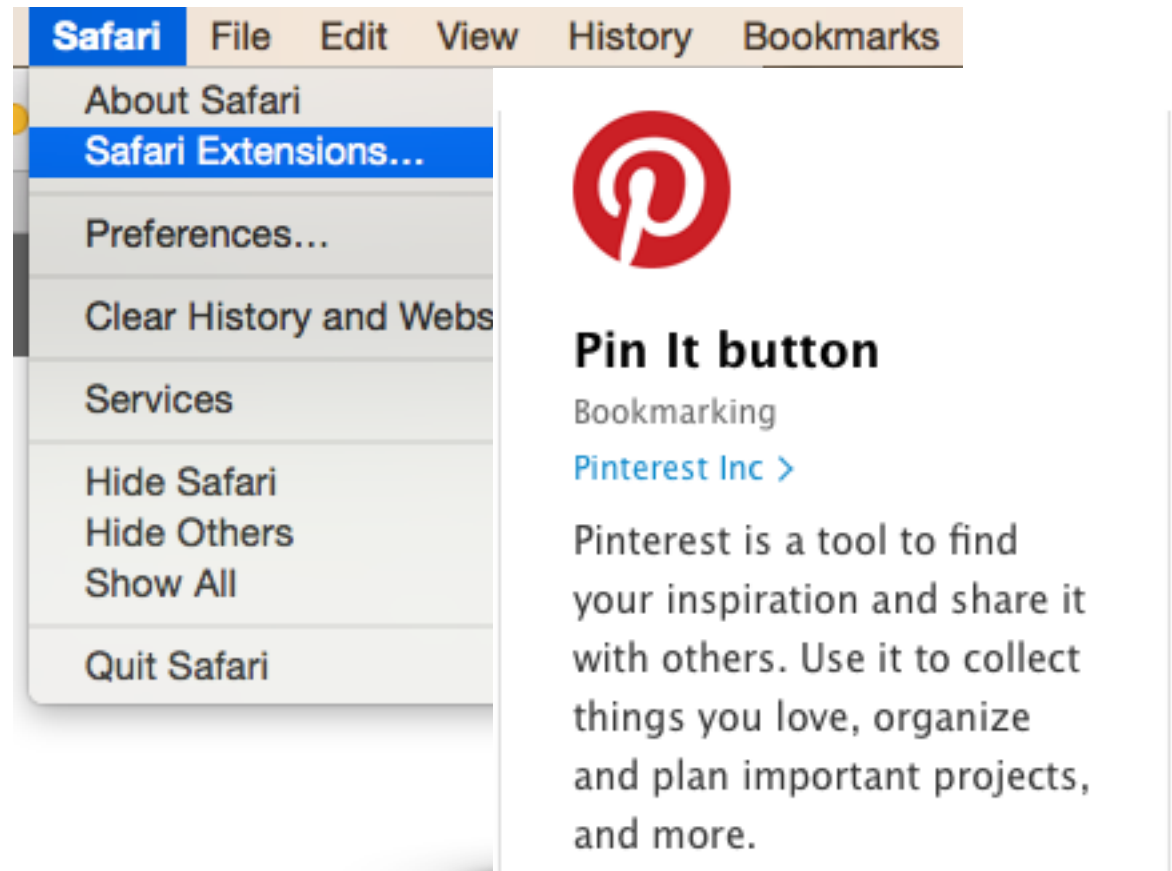
WHO IS YOUR AUDIENCE?



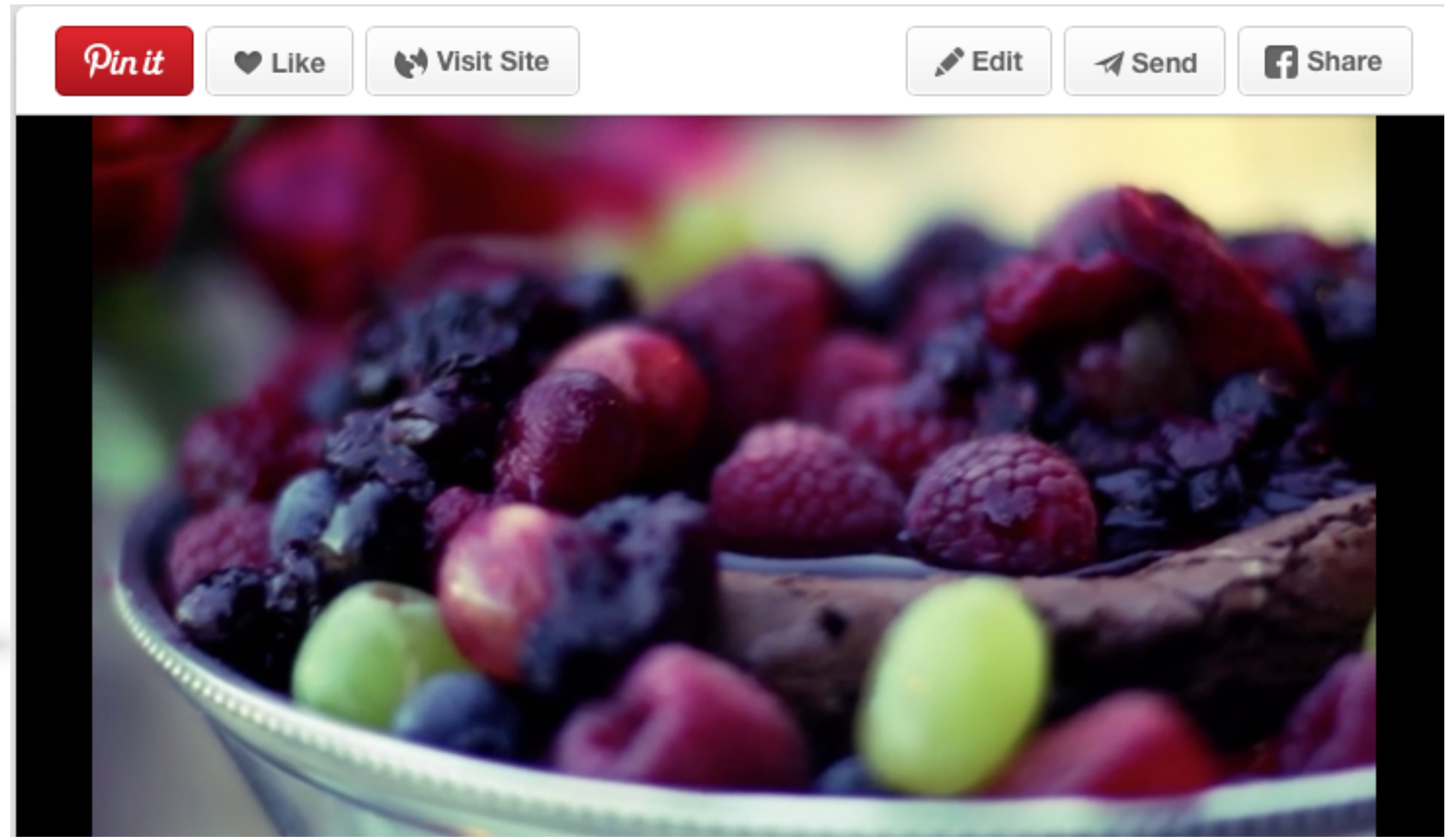
Use Pinterest to drive traffic to your site

Put a PIN it tool on your browser

Put tantalizing images and tips on your Web site (i.e.: blog)



# HOW TO PINTEREST







# PINTEREST

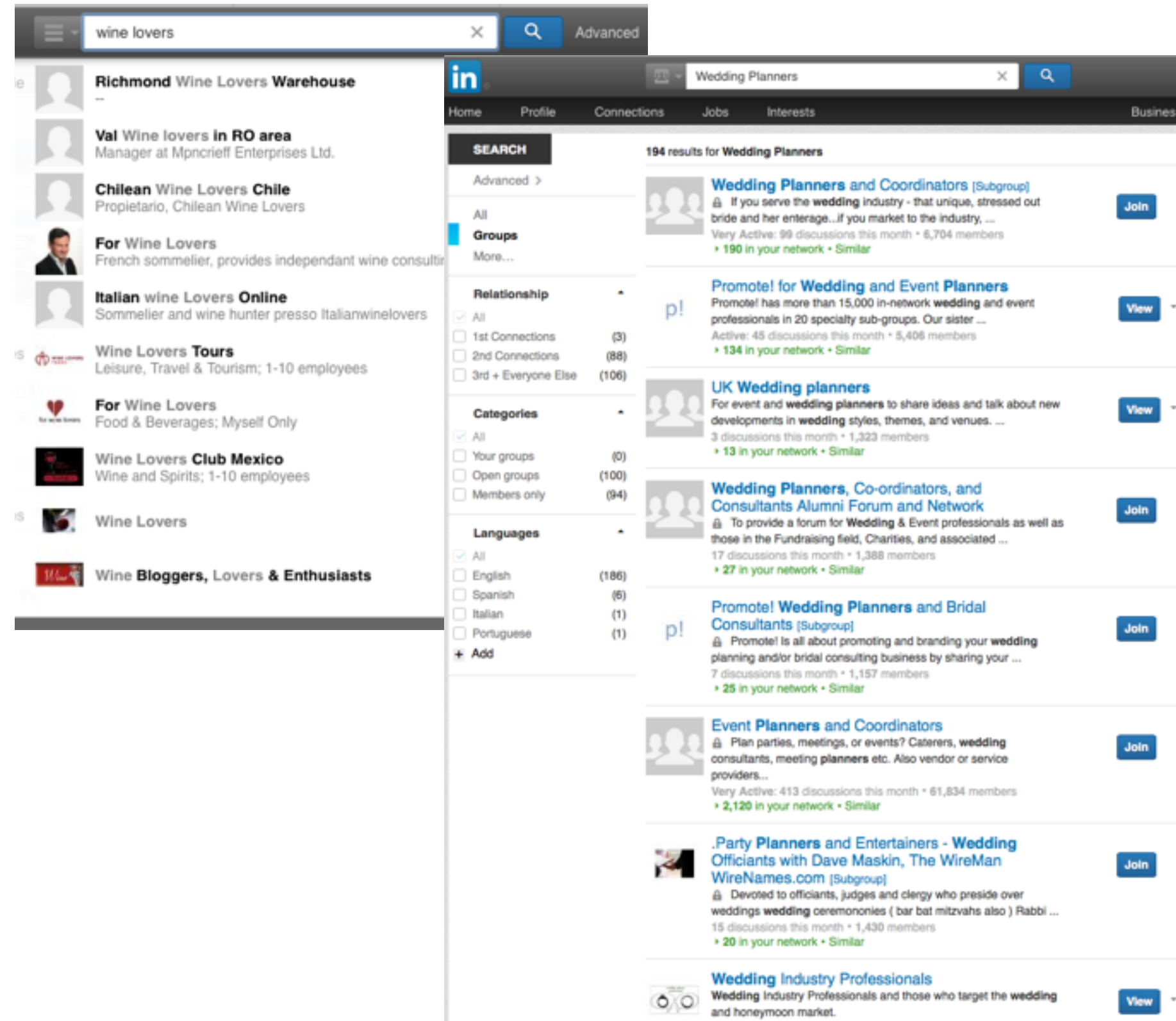






# LINKED IN

- \*Take advantage of the most under-utilized social network for wineries: LinkedIn
- \*Join clubs where your customers hang out, and monitor to better understand your audience
- \*Establish your brand as a hub for important info related to wine
- \*Be a person with a name and personality, not just a logo
- \*Ask / answer questions
- \*Find opportunities







# YELP! / Trip Advisor

- \*Don't be afraid of Yelp!, Trip Advisor and other geographic networks
- \*Your fans will use these tools, whether or not you do
- \*Take control of the situation
- \*Encourage customer reviews right on your site and/or include social media feeds on your site
- \*Highlight positive reviews on these networks
- \*Respond directly to negative reviews
- \*Ask guiding questions to reviewers



**Carol H.**  
Livermore, CA  
👤 28 friends  
★ 19 reviews

★★★★★ 6/18/2013

This past weekend my husband and I joined a group of five friends for our second annual trek to the Keenan annual Members Event. It is Members Only, but if you sign up for the Wine Club on entrance, you get in free.

This is a fabulous event with live entertainment and beautiful foods. We were able to taste 9 wines, including a Cabernet futures. And the food was awesome .. oysters on the half shell, sausages, lamb chops, gazpacho with lots of shrimp, a fabulous selection of cheese, and did I mention the made-to-order burgers on the barbecue? Delicious.

Plenty of tables and shade, so it was easy to spend a couple of hours here. Tastings were held in the regular tasting room, as well as the cellar.

Their 2012 Summer Blend was fantastic and will go quickly. The perfect white (even though I prefer reds) for sitting by the pool in the summer.





# EXCLUSIVE OFFERS

\* Give your social network fan base special benefits such as coupons, discount codes and info about secret events.

SELECT TO REDEEM INSTANTLY

Save 15%

Get a coupon for 15% off instantly just Facebook Liking us!



SELECT TO REDEEM INSTANTLY

Save 15%

**Coupon : FB4ME**

Use this coupon on our checkout page

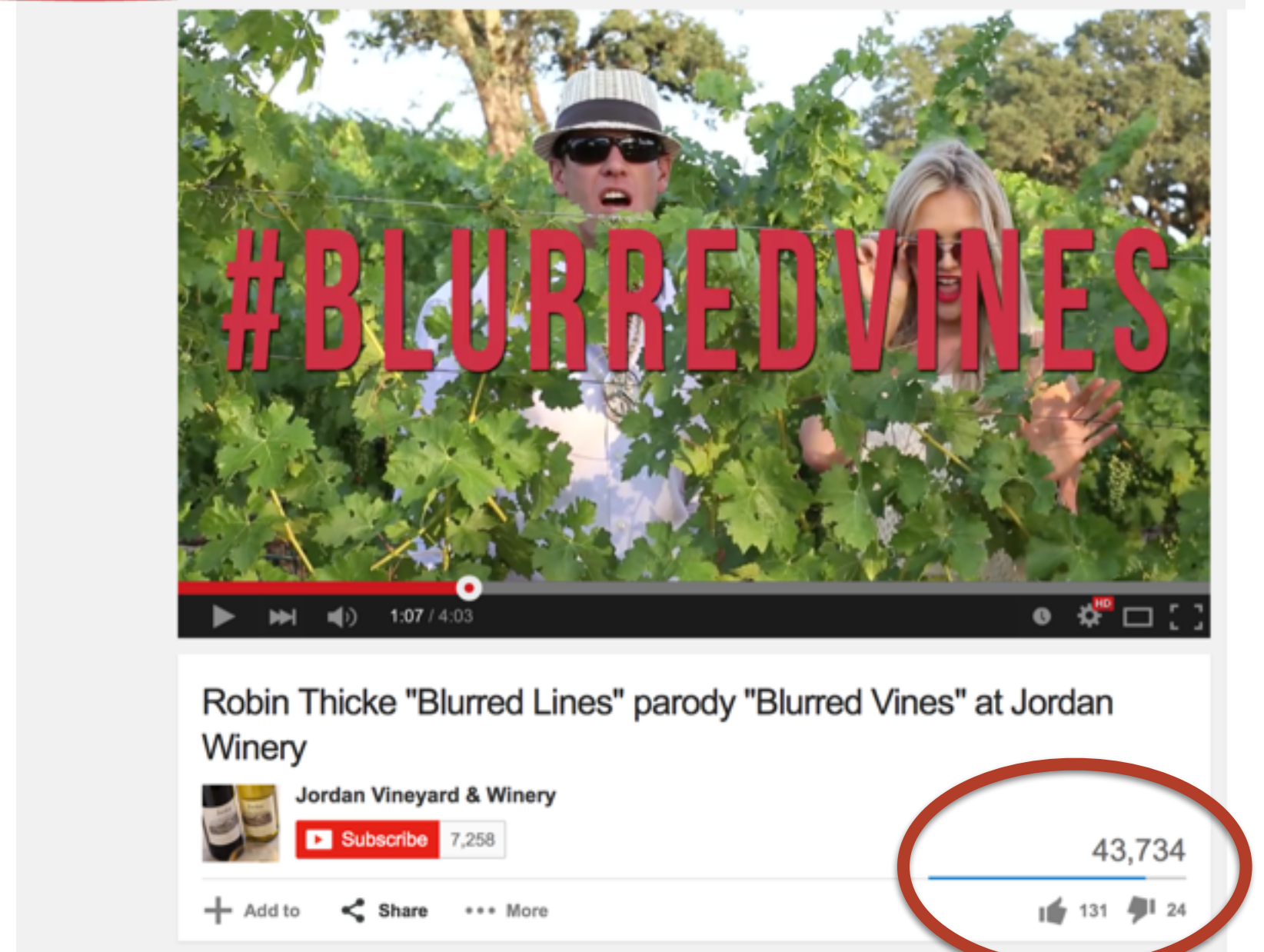




# YOUTUBE

\*700,000 people view wine-related videos every month

ARE YOU ON YOUTUBE?





DIYers



business connectors



people on the go

# word of mouth proponents



# water cooler chatters





# lay and professional news announcers

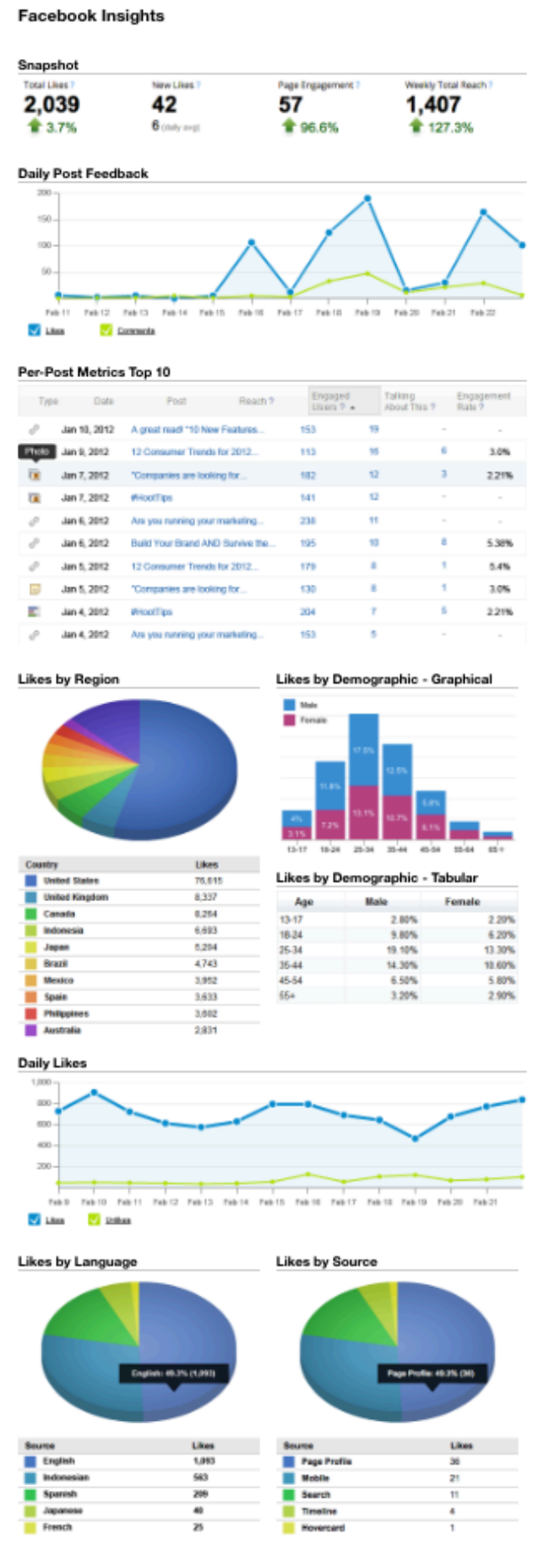
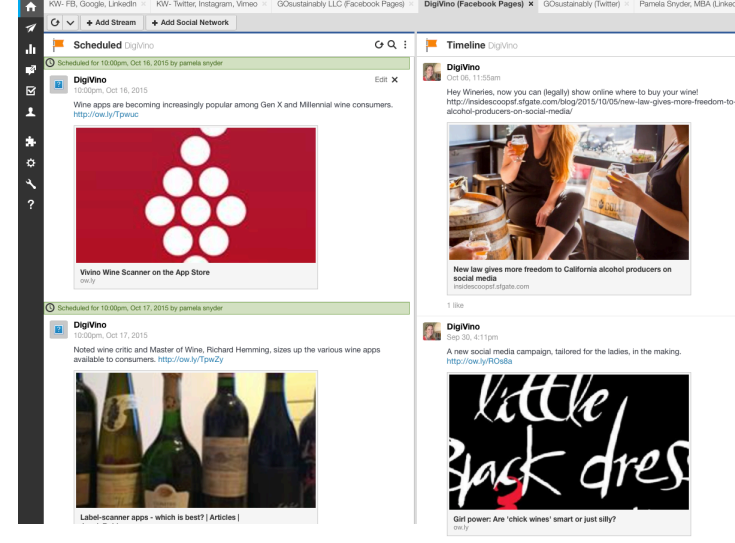


# SOCIAL MEDIA MANAGEMENT





- \*Consolidate your social media
- \*Enjoy support of over 140 apps
- \*Schedule future posts
- \*View social media timeline
- \*View & manage messages
- \*Analyze and learn from statistics



# SIGN UP

To sign up for Hootsuite

1 Visit <https://hootsuite.com>

2 Type your email address, full name, and create a password

3 Click Sign Up Now

Plans:

FREE: Up to 3 social accounts  
- Basic reports

PRO: \$8.99/month

- Up to 50 social accounts
- Up to 10 reports
- Security
- Different Members

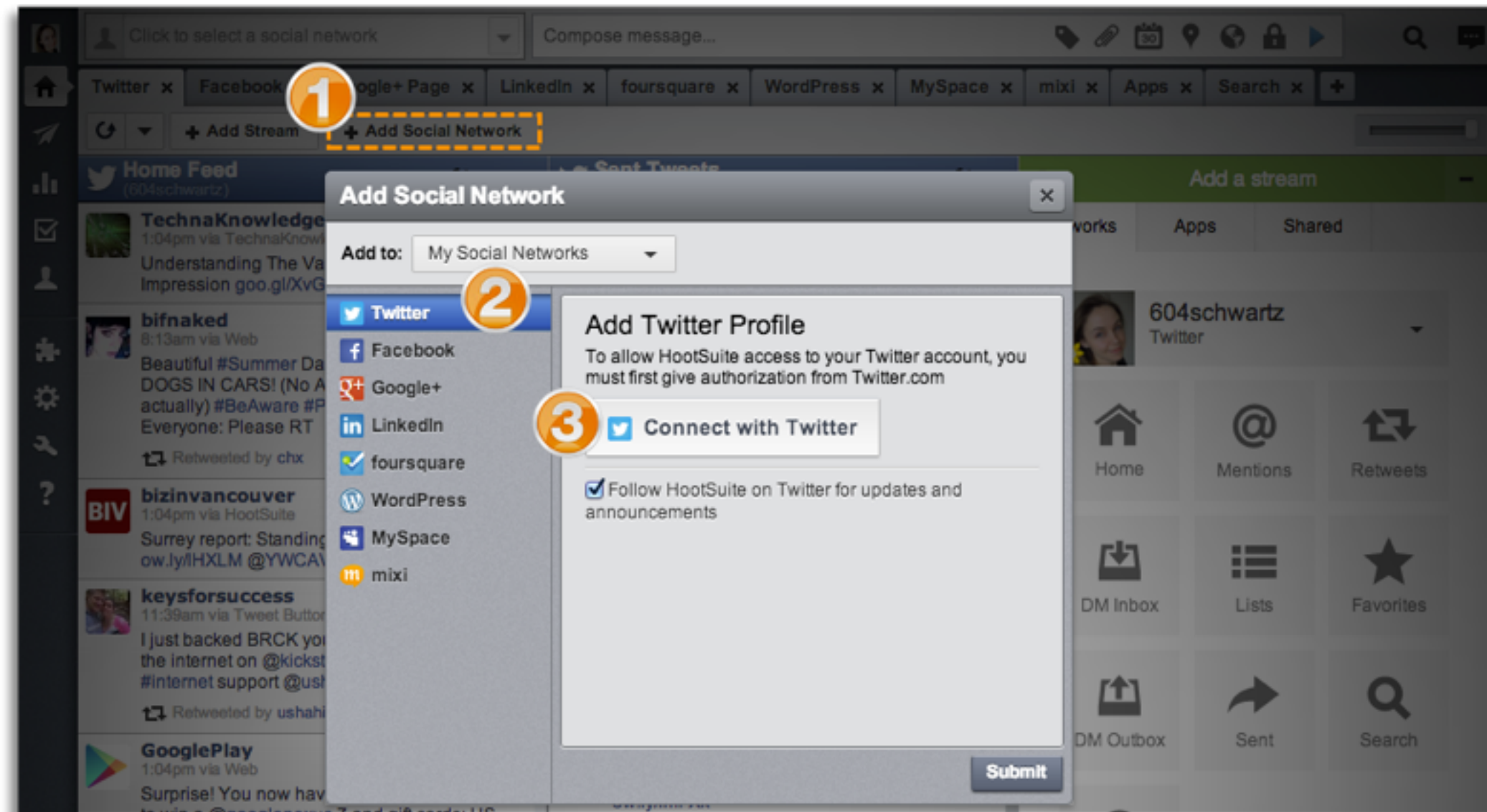


# ADDING SOCIAL NETWORKS

Connecting your social profiles to your Hootsuite dashboard enables you to do things like publish messages to multiple networks, schedule content, track brand mentions and analyze social media traffic.

To add a social network:

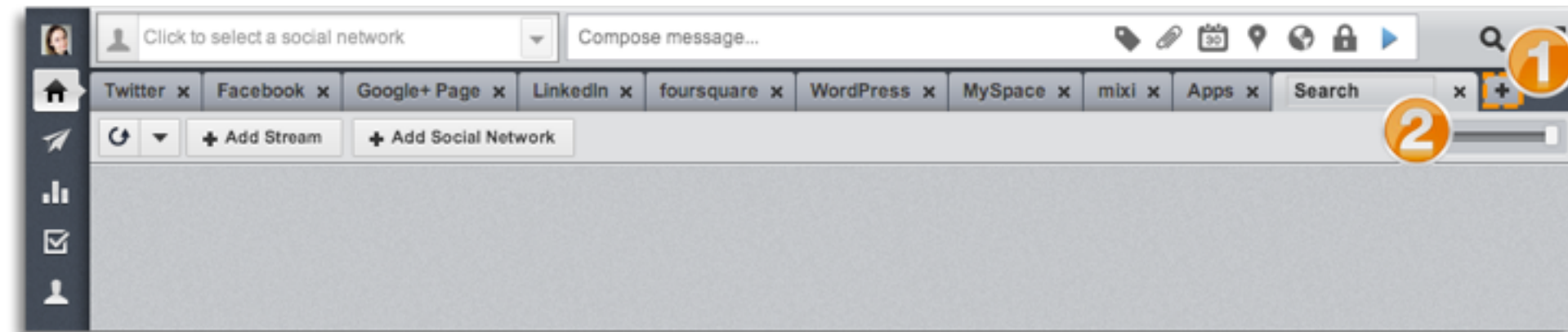
- 1 Click Add Social Network button
- 2 Select a social network
- 3 Connect your social network



# ADD TABS AND STREAMS

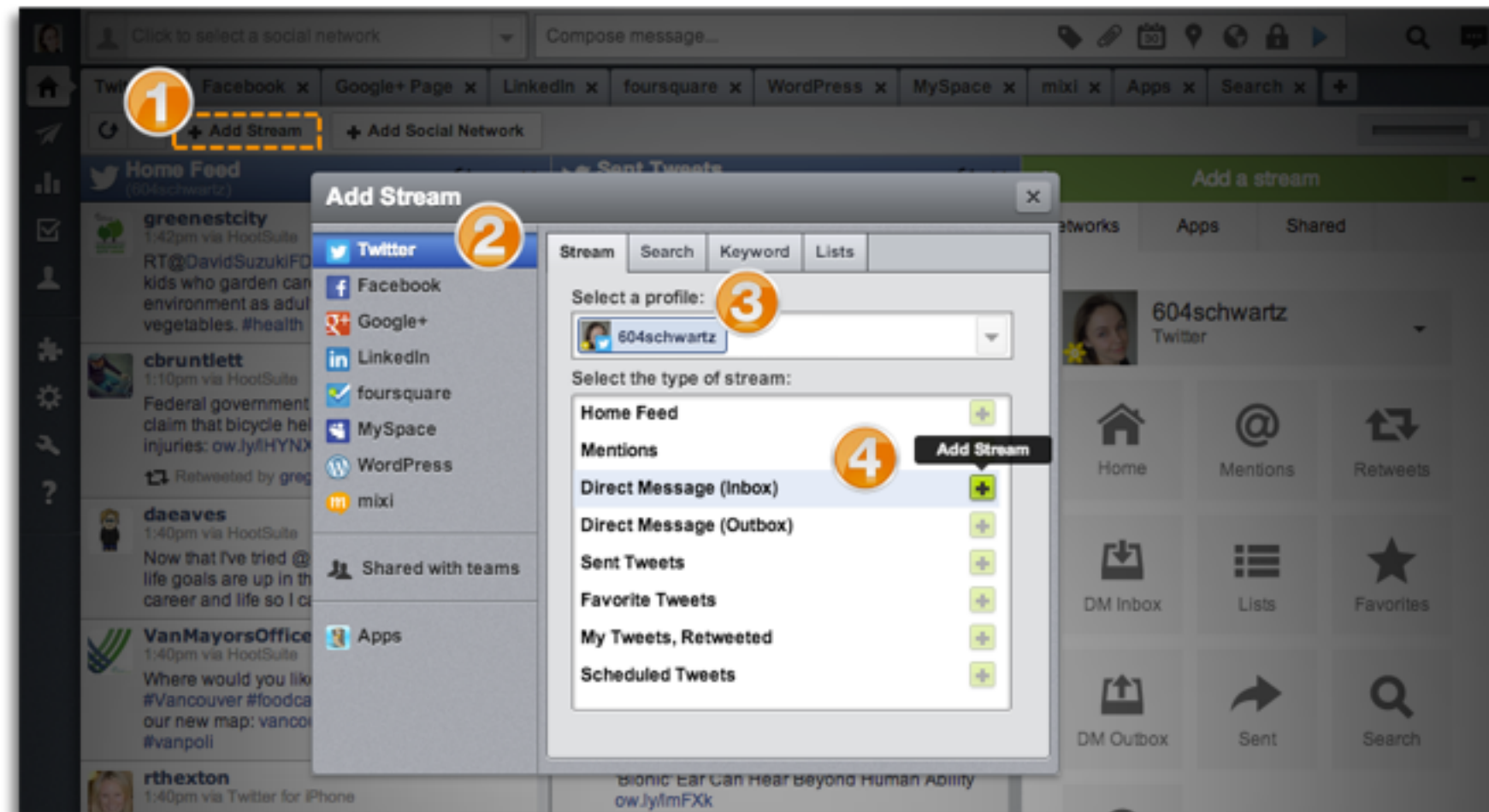
To add a tab:

- 1 Click Add Tab (plus icon)
- 2 Type tab name, and then press ENTER



To add a stream:

- 1 Click Add Stream
- 2 Select a social network
- 3 Select a profile
- 4 Select a stream



# COMPOSE AND SEND MESSAGES

To compose and send a message:

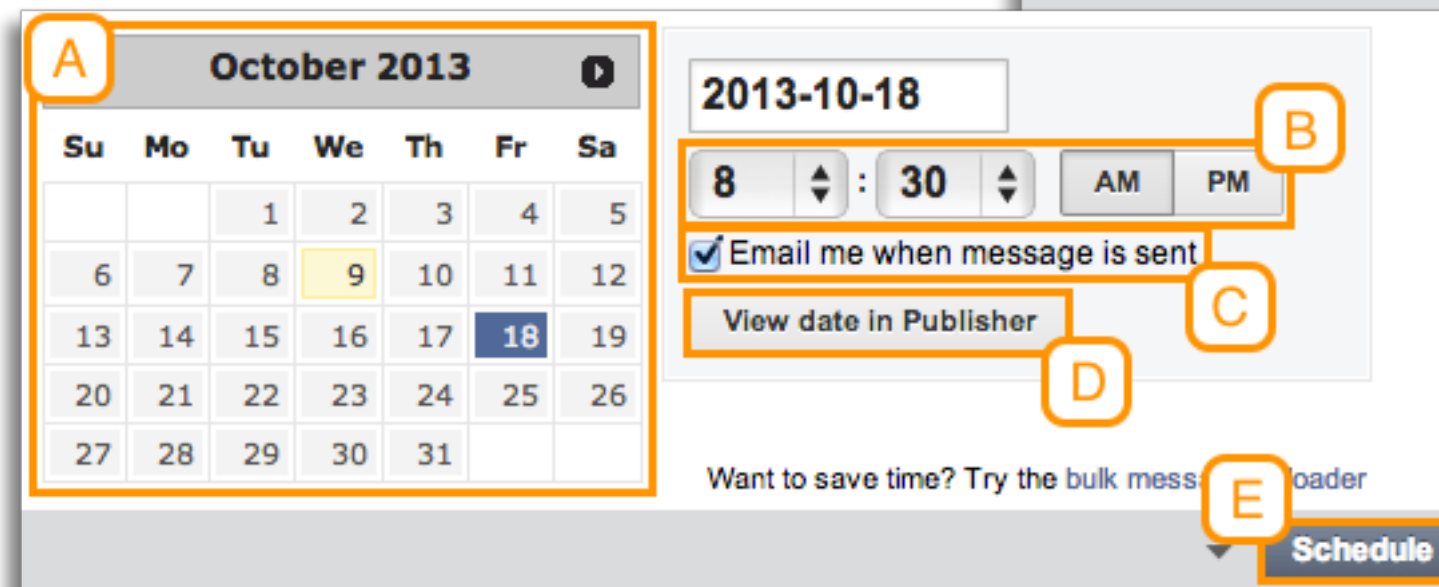
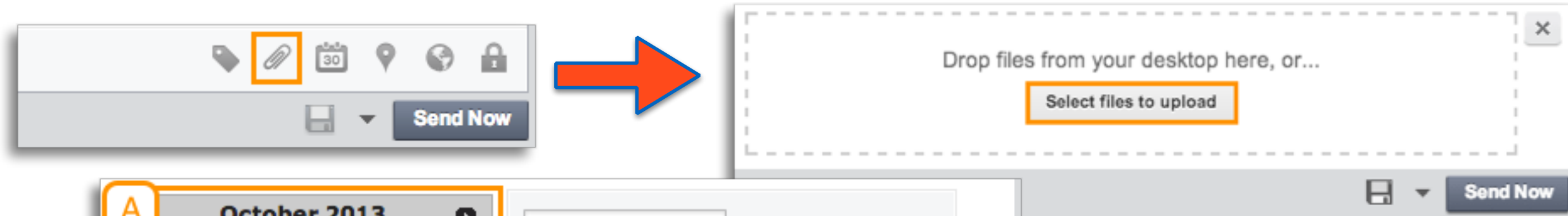
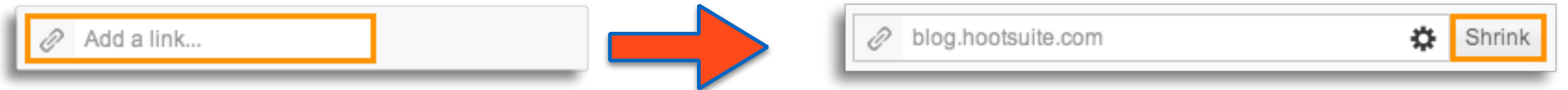
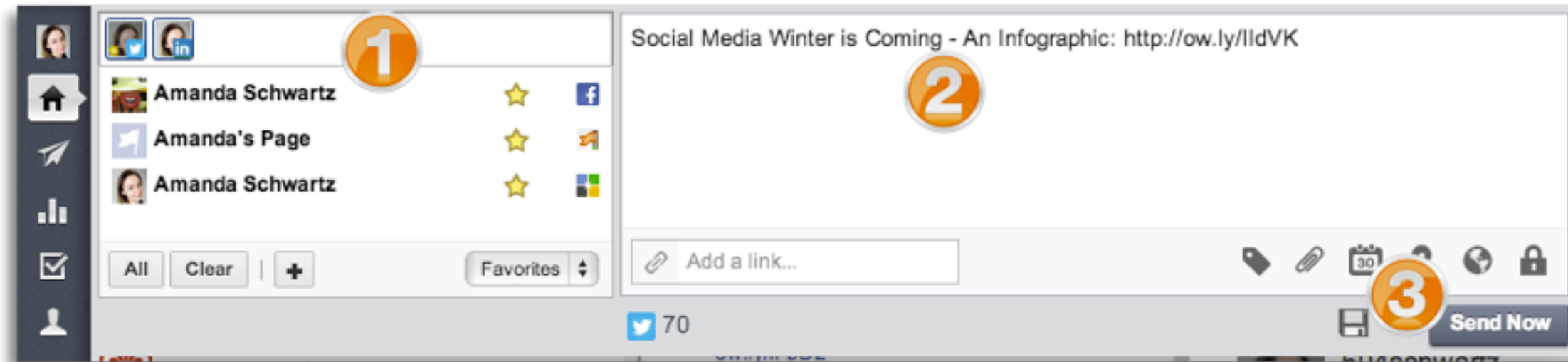
1 Click to select a social network (more than one can be selected)

2 Type your message.

3 Add Links- Make sure to SHRINK to tiny url (owl)

4 Add Images- Drag and Drop

5 Schedule message- Date/Time



# Ready for a test drive?



ACTIVITY

Review Social Sites

Discuss Most Engaging Posts

QUESTIONS

PHOTOS

HOLIDAYS

WINEMAKING NEWS

Special Offers

GRAPE GROWING SEASONS

QUICK BREAK

# BONUS ACTIVITY

Set up Hootsuite account

WRITE & SCHEDULE 10 POSTS

QUESTIONS

PHOTOS

HOLIDAYS

WINEMAKING NEWS

Special Offers

GRAPE GROWING SEASONS

# A PRACTIAL STRATEGIES TO INCREASING ONLINE SALES FOR BOUTIQUE WINERIES

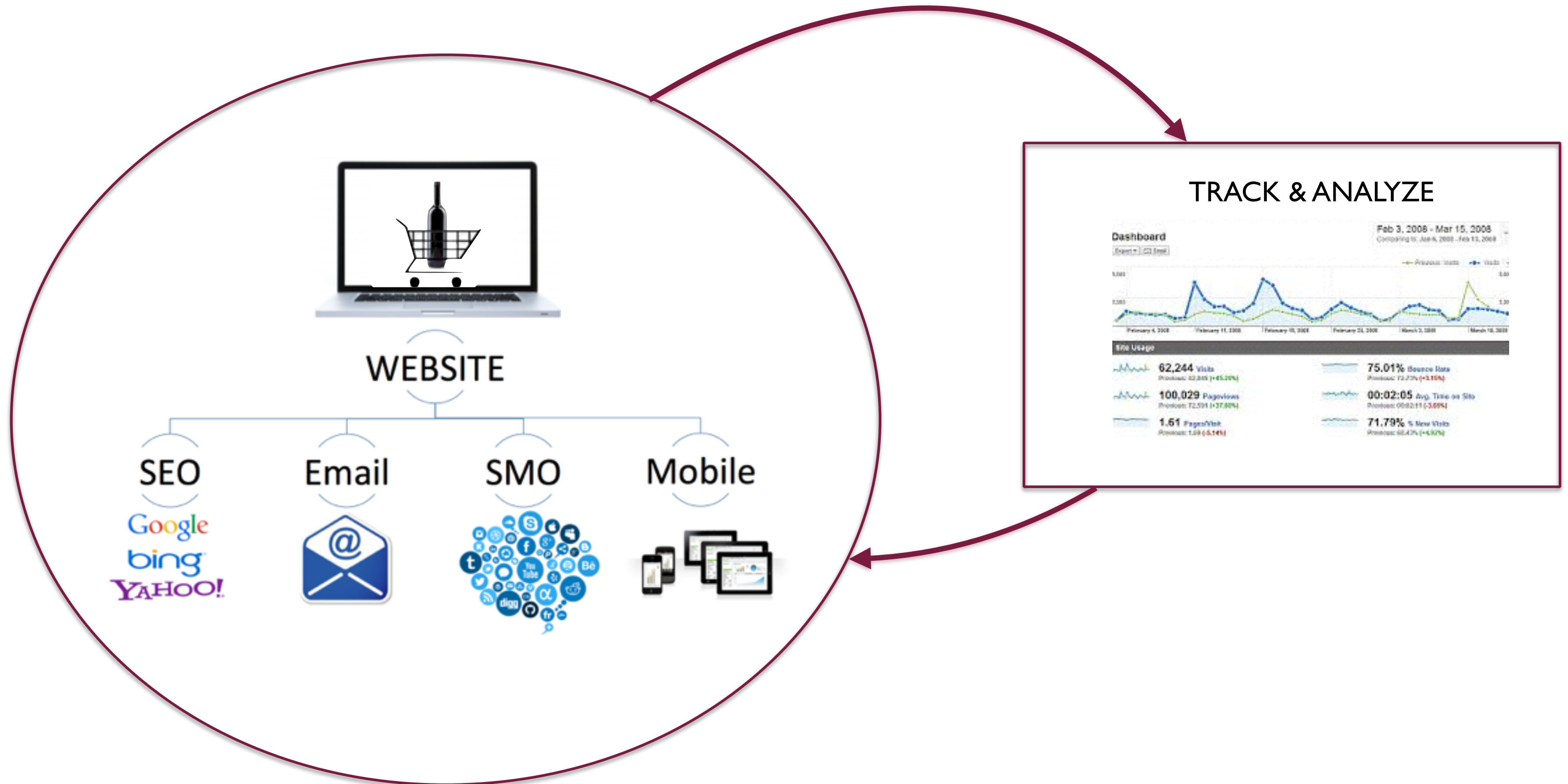
## TAKE AWAY

# INTEGRATED ONLINE MARKETING

All of the pieces we've discussed today need to work together.

- 1.SMO (Social Media Optimization)
- 2.Tracking (Google Analytics, etc.)
- 3.Website Branding & UX (User Experience)
- 4.Email & Mobile

# MONITOR, ANALYZE & ENHANCE





# BE ADVENTUROUS & HAVE FUN

The immediacy of online marketing means you can quickly gauge what works and tweak what doesn't.

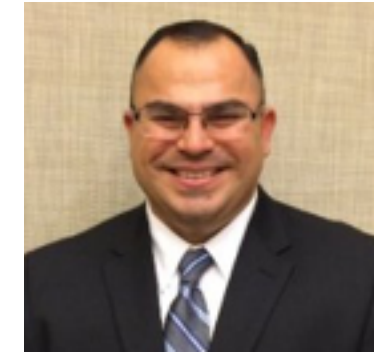
THANK YOU!

# Questions?

- Contact us if you have questions
- When you have mastered today's strategies and are ready to take your digital media optimizing to the next level, we are here to help.



Pamela Snyder



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# ADDENDUM

## Practical Strategies to Increase eCommerce | COURSE DESCRIPTION

Program: Wine Business Institute Seminars

New to online marketing? Know you should be using Social Media but not sure why or how? Heard of Google Analytics but never set it up? Built your website but not sure how to drive traffic there? Interested in taking your Direct to Consumer function to a higher level by tapping into the growing wine ecommerce channel? If so, this engaging and hands-on session is the **perfect introduction for those new to online marketing**. Boutique winery staff involved in online DTC tasks will learn:

- Email marketing best practices and simple campaigns
- Understanding how to get more exposure for your winery website through beginning SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- How to test and optimize the design of your website to improve user experience and secure ecommerce sales
- Introductory Google Analytics overview
- Social media that actually boosts your website traffic

**Each topic we cover will include a corresponding activity, so make sure to bring your laptop.** You'll leave with solid ideas on how to increase your boutique winery's online wine sales.

# FOUNDER OF DIGIVINO



**Pamela Snyder** founded DigiVino in 2010 with 16 years experience in digital media and strategic planning. She has:

- Spearheaded numerous online strategies, Web sites, mobile apps and social media that increased revenue and brand-value for clients such as Keenan Winery, Gustavo, Avinodos, AbsolutelyFabulousTours, Buhman Estate Vineyards, St.Helena Ag Services
- Led global, national and regional teams for Sutter Home, Miller, Nike, Cisco, Walmart, San Francisco Department of the Environment, Toyota, NFL, Visa, Levi's, International Fund for Animal Protection, World Watch International and Save the Children.
- Led the producer team of one of the world's top Web agencies, Red Sky Interactive; managed \$10M/annually in combined project budgets and a team of 25 implementers and 10 producers; after launching interactive media company in South America.
- Contributed to a landmark carbon analysis of San Francisco's waste, which continues to inform the city's "zero waste by 2020" goal.