INSIDE

Text Marketing for Wineries

RECENT ADVANCES IN TEXT MARKETING OPEN NEW OPPORTUNITIES FOR GROWTH

Driven by consumer demand for text messaging and triggered by real-time customer behavior, today's automated text marketing creates new opportunities for wineries of any size to maximize wine sales and customer satisfaction.

This overview was prepared to provide wine marketers the information needed to evaluate and profit from their own automated text marketing programs.

VA VinterActive LLC

Why Text Messaging?

MODERN TECHNOLOGY MEETS AN ANCIENT ART

Wine marketing is one of the world's oldest professions, dating back at least 6000 years.

The art of wine marketing was developed by generations of vintners using a simple formula -- ask customers what they want, then deliver.

Text marketing uses today's technology to better achieve these results.

For wine marketers looking to engage today's consumers, text messaging has become the secret to generating world-class DTC marketing performance.

SMS Wine Marketing Results

4X   the open-rate of email marketing

7X   the click-thru rate of email marketing

32X more consumer engagement than email

Source: VinQuest 2022

While 90% of online consumers want to receive text messages from their favorite brands, 90% of DTC wineries fail to deliver, creating a competitive advantage for those who capitalize on text marketing.

By reaching out to wine consumers the way they prefer, savvy wine marketers already using text messaging are rewarded with happier customers and growing wine sales.

Consumers' preferred channels for receiving updates from brands:

48% SMS   **22%** Email   **20%** App notifications   **8%** Direct mail

eMarketer

VA VinterActive LLC

Why Automate Text Marketing?

A PROVEN WAY TO CUT THROUGH THE CLUTTER

Wine consumers are constantly bombarded by marketing messages delivered via print, phone, TV, radio, billboards, and the internet.

According to recent estimates, the average U.S. consumer is targeted by **5000 advertising messages** per day.

So, how can your messages stand out?

The answer is relevance.

In an essential form of self-preservation, the human brain quickly discounts the vast majority of all written, spoken, and visual messages seeking its attention while actively looking for messages that are relevant to your needs.

You can use this bit of cognitive science to break through the noise by sending your customers messages that are:

- ✓ **Timely**
- ✓ **Relevant**
- ✓ **Personalized**

Since automated text marketing engages consumers in their element with personalized messages generated in real-time based on customer preference, your messages are much more likely to get noticed, opened, and produce the results you want.

Automated text messaging works because it offers a win/win solution for wine consumers and wine marketers.
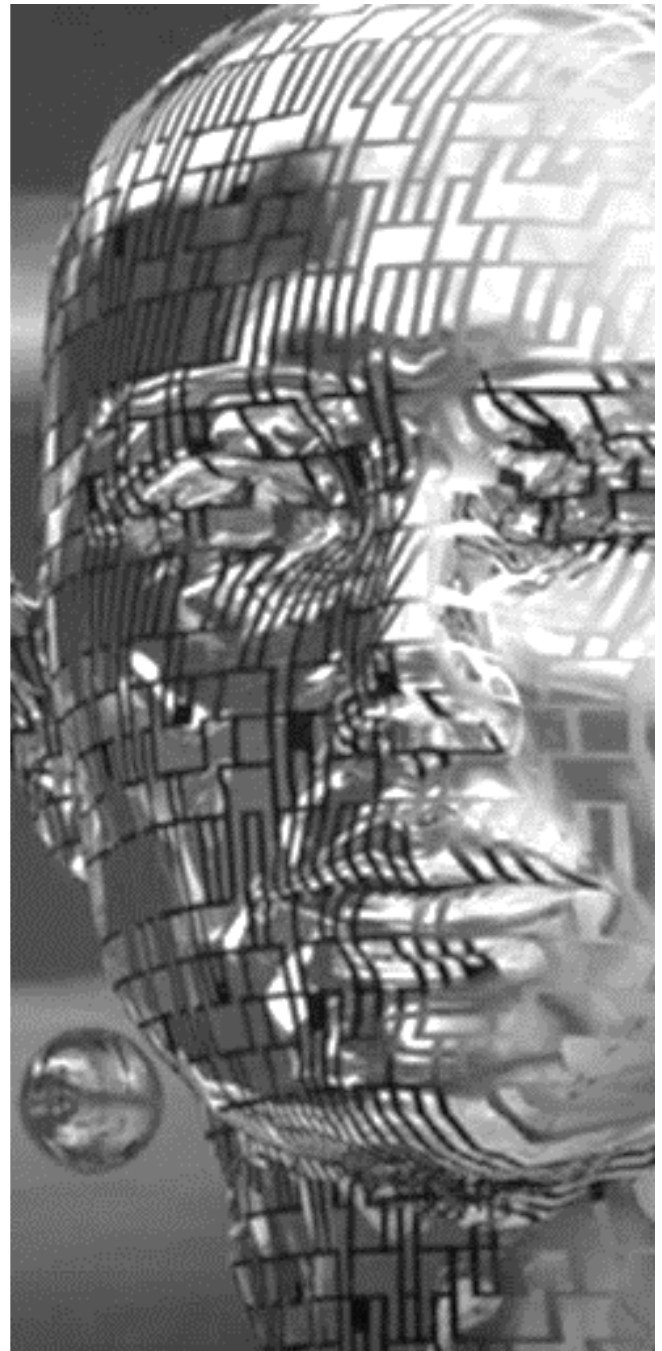
Customer Behavior + **Business Rules** → **Personalized Relevant Messages**

THE AUTOMATED MARKETING MODEL

VinterActive LLC

Wine Marketing Applications

LIFECYCLE MARKETING WITH TEXT MESSAGING

Automated text marketing supports meaningful engagement at every step of the customer lifecycle:

- Consumer opt-in
- Order confirmation
- Shipping updates
- Pre-visit reminders
- Post-purchase follow-up
- Birthday/anniversary greetings
- Upcoming winery events
- New wine releases
- Customer re-engagement

The personalized text messages sent by today's automated text systems are nearly indistinguishable from the messages wine marketers would send from their own phones if they only had the time.

And since today's full-featured text marketing systems allow wine consumers to engage your brand with **2-way texting**, SMS messaging offers a new level of customer care with real-time conversations between your best customers and your hospitality team. Just like successful wine merchants have done for thousands of years.
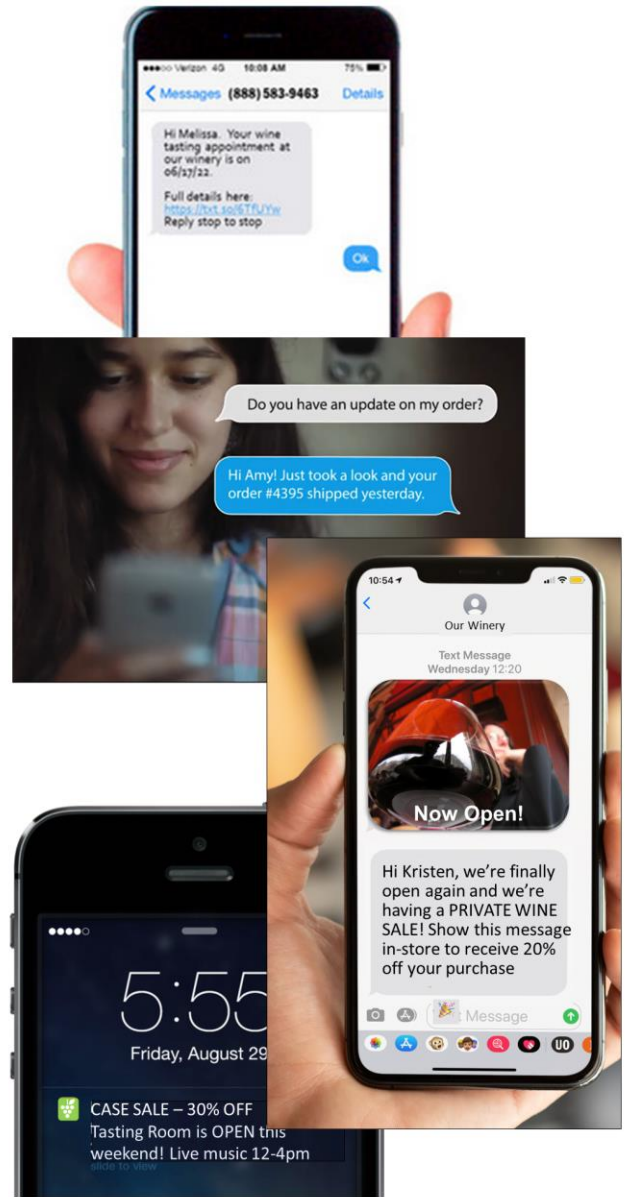
Customer Lifecycle Marketing

ATTRACT   SELL   WOW

VA VinterActive LLC
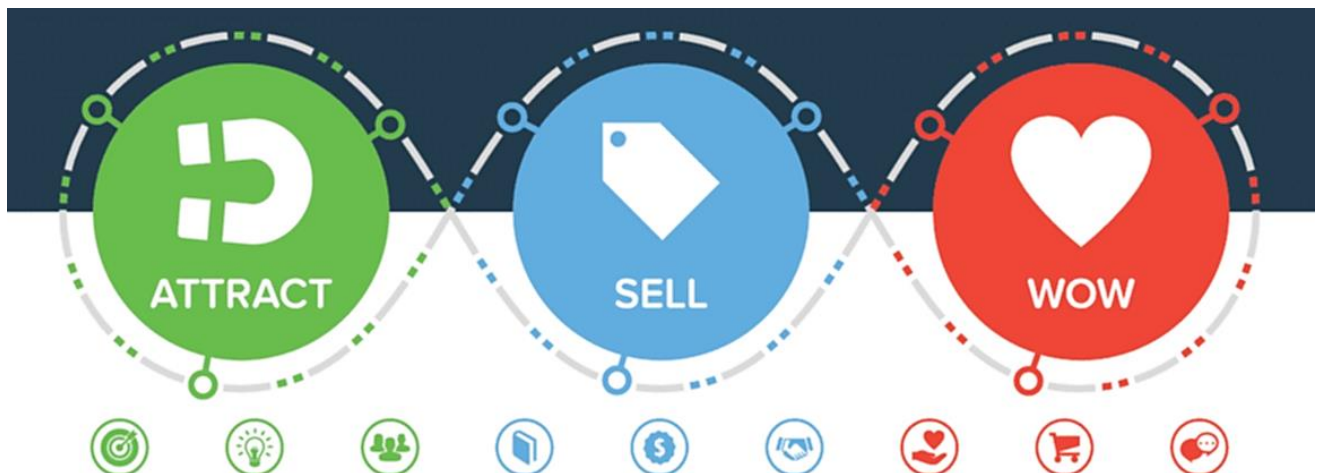
Key
Success Factors

REAL-TIME LINK FROM COMMERCE-TO-TEXT IS KEY

An effective automated wine marketing system works like a highly-trained sales professional, always alert to customer interest and responsive to their behavior. Success depends on five factors:
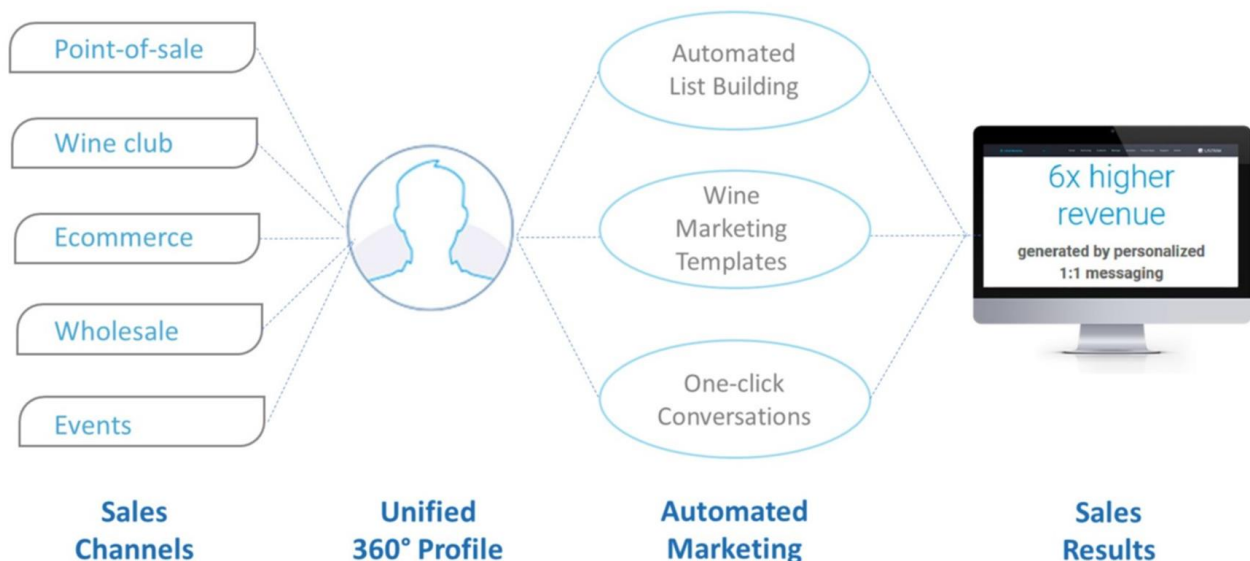
- Building an opt-in text marketing list
- Segmenting subscribers based on interest
- Triggering automated texts based on customer behavior
- Engaging customers with real-time two-way conversations
- Delivering fresh marketing content regularly

Since the FCC strictly regulates text marketing, the first step is to build a list of wine consumers who opted-in to receive your messages.

Because it's simple to opt out of text messaging, it's imperative to segment your lists based on customer interest. Some consumers only want automated messages about orders or shipments, while others look forward to learning about your weekly tasting room specials.

For transactional texts, it's vital your commerce system links directly to your text messaging. And since many consumers want to text you, too, you'll want a solution that supports two-way text conversations.

Once you have a list of customers who want your texts, it's time to deliver. For efficiency, many successful wine marketers leverage the content they're already creating for social media, email, and events.

Point-of-sale
Wine club
Ecommerce
Wholesale
Events

Automated List Building
Wine Marketing Templates
One-click Conversations

6x higher revenue
generated by personalized 1:1 messaging

Sales Channels

Unified 360° Profile

Automated Marketing

Sales Results

VA VinterActive LLC

Roadmap to Success with Automated Text Marketing

FOLLOW A PROVEN PATH TO PROFIT

Real-Time Automated Texting
Transactional texts, AI-driven recommendations, automated conversations

Manually Triggered Text Campaigns
Keyword marketing, weekly winery updates, two-way text conversations

Grow Your Opt-in Text Marketing Lists
Offer guests, website visitors, customers, and prospects text updates

Professional Text Marketing Infrastructure
List building tools, two-way texting, tools for sales teams, personalized transactional texts, compliance tools, text-enabled toll-free or local numbers

Hierarchy of Success
with SMS Wine Marketing

Step 1 Professional Text Marketing Infrastructure	Start your journey by using an all-in-one text marketing system allowing your business to build opt-in lists, send personalized texts triggered by customer behavior, and engage your best customers in two-way text conversations with hospitality staff.
Step 2 Build Your Opt-in Text Marketing Lists	Focus your first campaigns on growing your opt-in lists. Winery guests, website visitors, social media fans, and online customers should all be offered the chance to receive your text messages. Keywords, webforms, and email are all proven ways to quickly build text marketing lists.
Step 3 Manually Triggered Campaigns	With an opt-in list, you can start profiting from text marketing by sending texts manually. Weekly or bi-weekly updates from your brand don't require real-time data but can drive wine sales. And inviting consumers to text your brand is an easy way to engage your customers.
Step 4 Automated Real-Time Messaging	Using a text marketing system linked to your commerce platform, any wine marketer can delight customers and sell more wine with real-time transactional updates, birthday/anniversary greetings, and personalized product recommendations delivered via text automatically.

VA VinterActive LLC

ABOUT VINTERACTIVE

Established in 2002, VinterActive LLC is a wine industry leader in the research and practice of consumer direct sales and marketing.

A pioneer in the development of preference-based direct marketing and its successful application in the wine industry, VinterActive's award-winning PreferencePro™ wine marketing system has sold millions of dollars of wine for both large and small wineries across the U.S.

This copy of the *2022 Executive Guide to Text Messaging for Wineries* may not be reproduced, transmitted or redistributed in any form or by any means without prior written permission.

VinterActive LLC

www.vinteractive.com

VA VinterActive LLC