

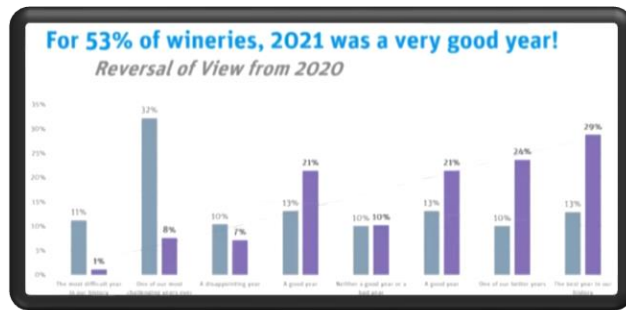
2022 Best Practices for Text Marketing in the Wine Industry – DRAFT COPY

by Bryan St. Amant, VinterActive

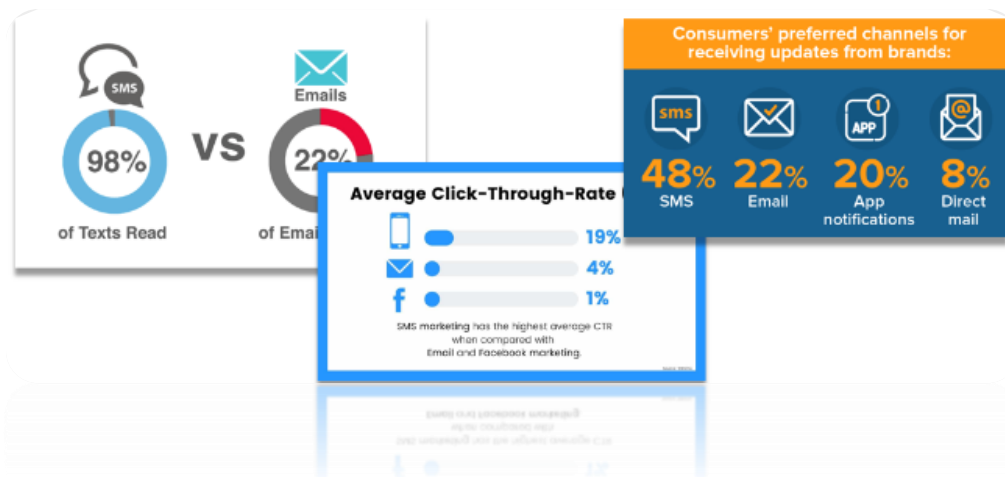
2021 was a banner year for wineries that sell directly to consumers.

29% of wine marketers reported their best year ever on the strength of ecommerce and innovation in the way consumers relate to their favorite wine brands.

But results were even better for the small group of wineries currently using text messaging to engage their customers.



Conventional wineries engage consumers with email. But for the 9% of wineries now using text marketing, four times as many messages are being delivered. And five times as many consumers are taking action, generating **20 times more customer engagement** for each text message sent.



For the innovators using text messaging in the wine industry, best practices are beginning to emerge for growing text marketing lists, sending text marketing campaigns, and managing 2-way text conversations with consumers.

BEST PRACTICES FOR LIST GROWTH

To grow their text marketing lists in 2021, the wine marketers we worked with found success using:

- **Marketing Keywords** that consumers text to a winery to join their list
- **Web-Based Signup Forms** that visitors can complete to join text marketing lists
- **Email Marketing** was the most productive method of all for growing text marketing lists in 2021





BEST PRACTICES FOR OUTBOUND CAMPAIGNS

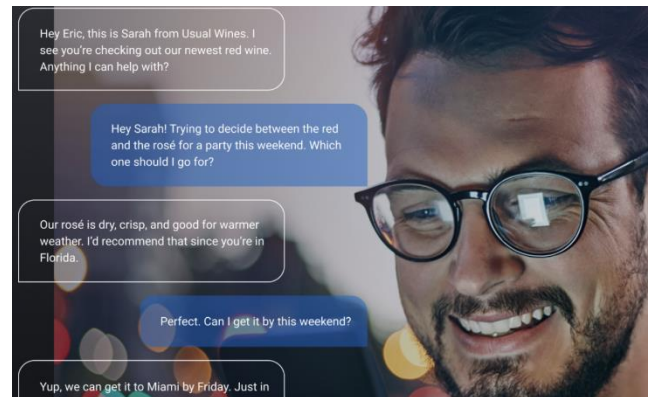
Once wineries grew their text marketing lists, some of the most successful campaigns we saw in 2021 were:

- **Transactional Texts** triggered by customer behavior to send order & shipping confirmation texts
- **Preference-Based Content Streams** that use keywords to deliver weekly or bi-weekly content
- **Predictive Sales Offers** that use purchase history to target sales offers personalized for each customer

BEST PRACTICES FOR MANAGING 2-WAY TEXT CONVERSATIONS

In addition to sending outbound marketing messages to many consumers at once, text marketers in the wine industry are also finding ample success engaging their customers with 2-way text conversations.

Entire hospitality teams are turning to text messaging to conveniently communicate with their customers, answering questions in real-time, delighting their visitors, and selling more wine as a result.



In 2021, the best practices we observed for managing 2-way text conversations were:

- **Assigning Trained Staff** responsible for each customer conversation
- **Automated Away Messages** to instantly reply to customer requests
- **Deploying Mobile Apps** so winery staff can quickly reply to customers wherever they are

THE FUTURE OF TEXT MARKETING IN THE WINE INDUSTRY

In the future, as text marketing continues to mature in the wine industry, best practices will surely mature too.

Indeed, today's innovators are already using QR codes in tasting rooms to grow their text marketing lists, leveraging social media for text marketing content, and creating new ways to serve their customers with personalized service delivered via text.

Even though wine marketing is one of history's oldest professions, it now seems to be moving at such an astonishing pace that we can all look forward to what the future holds.

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About the Author

Founder & CEO of VinterActive LLC, Bryan is a pioneer in the development of preference-based direct marketing and its successful application in the wine industry. His wine marketing research and analysis have helped hundreds of wineries across the U.S. grow sales and customer satisfaction by leveraging the best practices of DTC wine marketing.

Bryan holds an MS from M.I.T. and a BS from U.C. Berkeley. His award-winning work has been featured in books, magazines, and seminars, including CFO Magazine, Inc., CNN Money, eMarketing Magazine, Integrated Direct Marketing, Direct Marketing Association, Wine Marketing Report, and the Wine Industry Network.