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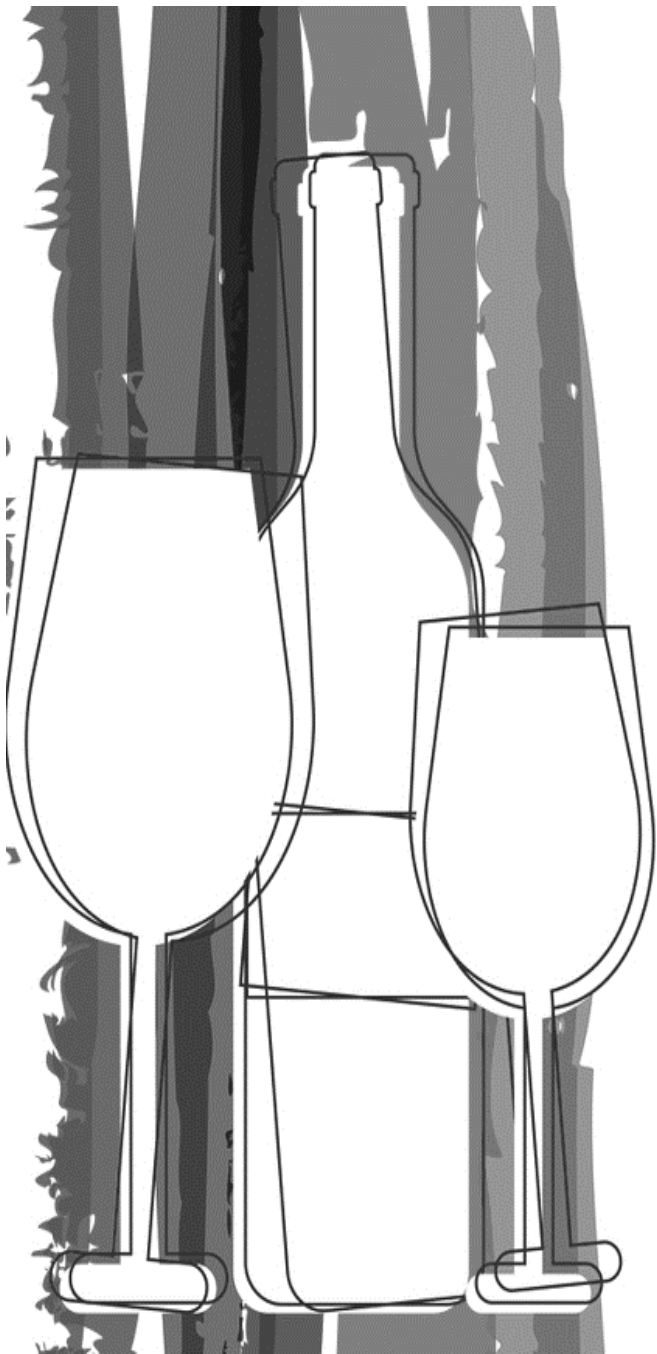


AUTOMATED WINE MARKETING

RECENT ADVANCES IN MARKETING TECHNOLOGY FUEL COMPETITIVE SUCCESS

Driven by artificial intelligence and triggered by real-time customer behavior, today's automated wine 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 wine marketing programs.



What is Automated Wine Marketing?

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 based on a simple formula -- ask customers their preferences, then offer solutions to their needs.

Automated marketing uses technology to better achieve these goals.

If you've ever purchased anything online, chances are you're already familiar with automated marketing.



Automated Marketing – National Brands

Triggered by customer behavior, automated marketing uses timely, personalized messages to engage customers and prospects using this simple model:

Customer Behavior

+

Business Rules



Personalized Relevant Messages

THE AUTOMATED MARKETING MODEL

Why Does Automated Wine Marketing Work?

A PROVEN WAY TO CUT THROUGH THE CLUTTER

U.S. consumers are constantly bombarded by marketing messages delivered via print, television, 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 seeking 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**

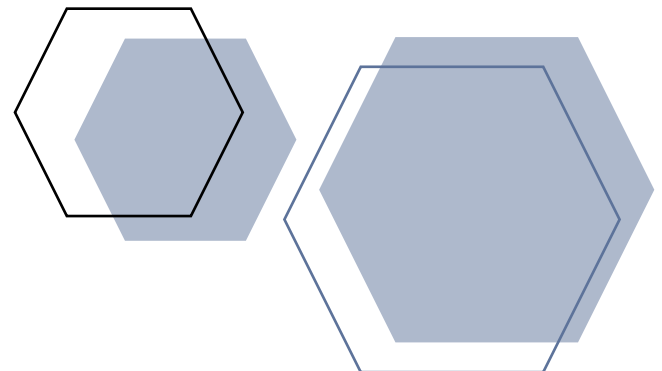
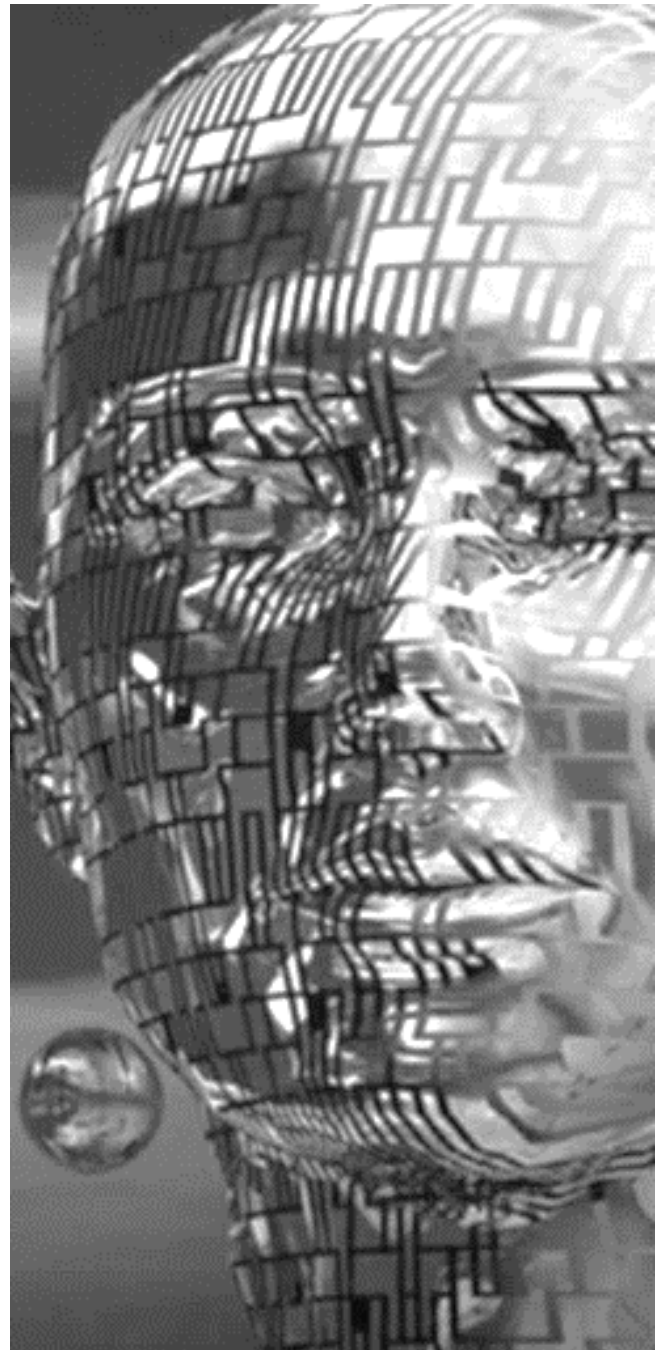
Since automated wine marketing engages consumers with personalized messages generated in real-time based on purchasing behavior and customer preferences, your messages are more likely to get noticed, opened, and produce the results you want.

By the numbers

91% of consumers are more likely to shop with brands who provide relevant offers and recommendations (Accenture)

80% of customers are more likely to purchase a product or service from a brand that provides personalized experiences (Epsilon)

72% of consumers in 2019 only engage with marketing messages that are customized to their specific interests (SmarterHQ)



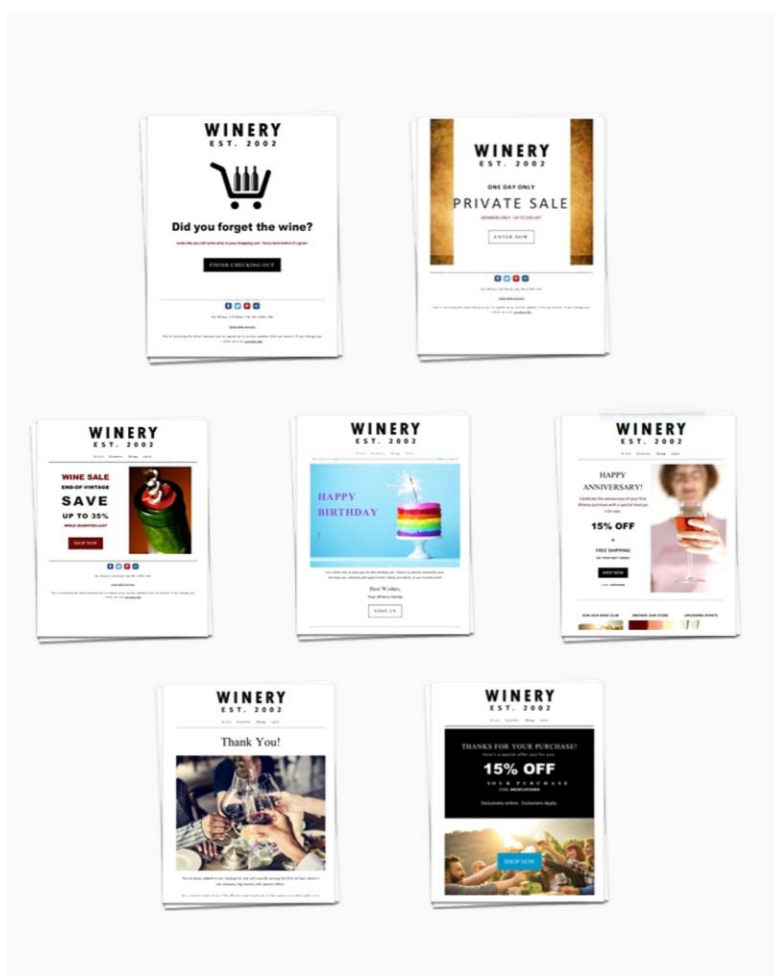
Wine Industry Applications

CUSTOMER LIFECYCLE MARKETING

Sometimes called “drip” marketing or customer relationship marketing, automated wine marketing supports meaningful engagement at every step of the customer lifecycle:

- New subscriber
- New retail customer
- New wine club member
- Customer rewards
- Product recommendations
- Birthday/anniversaries
- Abandoned carts
- Customer re-engagement

At their best, the personalized messages sent by automated marketing systems are indistinguishable from the messages that wine marketers would send themselves if they could.



...the personalized messages sent by automated marketing systems are indistinguishable from the messages that wine marketers would send themselves...





Automated Wine Marketing Performance

GROW YOUR WINE SALES -- NOT YOUR WORKLOAD

Winery customers like automated marketing because the messages they receive are timely, personalized, and relevant.

Wine retailers like automated marketing because it's proven to produce world-class results, including:

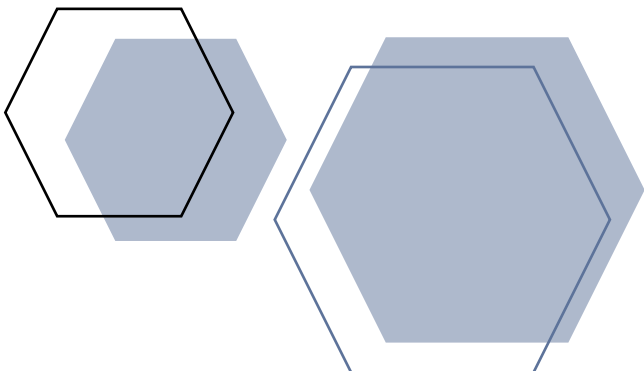
- 29% higher open rates
- 41% higher click-thru rates
- 28% higher brand loyalty
- 100% higher customer conversion
- Up to 600% higher sales revenue

In 2019, compared to traditional "blasts," wine retailers reported up to **100 times the revenue per customer** generated by automated campaigns, including:

- Back-in-stock alerts
- Transactional conversations
- Shopping cart abandonment
- Customer welcome series
- Post-purchase messages

And because it can be completely self-running, automated wine marketing generates some of the biggest benefits for smaller wineries.

For businesses who are already overworked, automated wine marketing quickly becomes an indispensable member of the team, sending the personalized messages you'd like to deliver if you only had the time.



Key Success Factors

LINK FROM POINT-OF-SALE TO PERSONALIZED EMAIL IS KEY

A properly constructed automated wine marketing system works like a highly-trained sales professional.

Always alert to customer interest and responsive to their behavior, the success of automated wine marketing depends on three key factors:

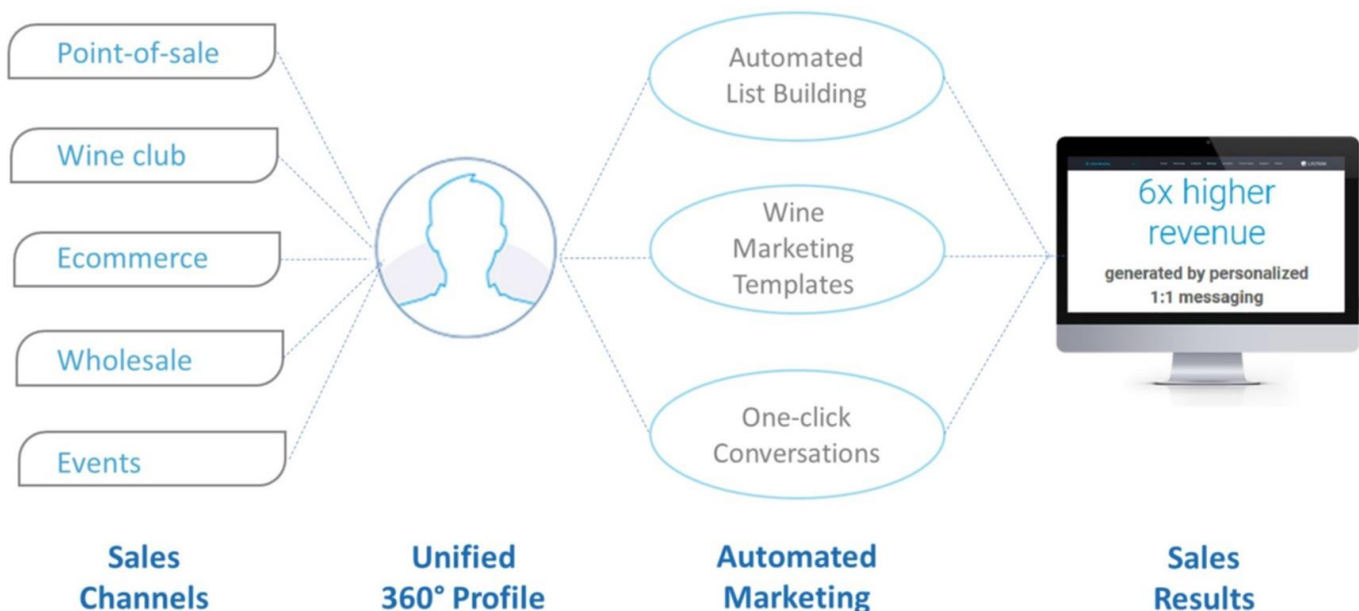
- Integration between your POS and email marketing systems
- A customer profile that tracks purchase history and interests
- An automated conversation generator

For maximum impact, automated wine marketing needs to be timely. So, the best systems use **real-time integration** to link your winery's POS system and your email marketing platform.

Automated marketing also needs to be relevant, so the best systems use a **unified customer profile** to target messages and analyze results.

And to personalize communications, wine marketers need a messaging system that uses **dynamic content and computer logic** to generate individual messages that can be linked together to form completely automated sales conversations.

The result is an automated wine marketing system that can work as an intelligent, self-running sales machine.





12-Step Checklist for Automated Wine Marketing Success

ASK YOUR VENDORS AND STAFF THESE IMPORTANT QUESTIONS

Rapidly falling costs and recent innovations in POS and email marketing technology have made marketing automation accessible to any winery.

To take advantage of automated wine marketing, we recommend you start by asking **12 questions** of your vendors and staff:

- ✓ Can you synchronize your POS with your email marketing?
- ✓ Can your POS data be used to target your marketing messages?
- ✓ What is the cost of linking your POS to your email marketing?
- ✓ Does your email marketing system offer any specialized features for wineries?
- ✓ Can your email app generate automated conversations?
- ✓ Can your email app personalize content for each recipient?
- ✓ What is the total cost of your email marketing program?
- ✓ What percent of your current email campaigns are automated?
- ✓ What percent of your marketing campaigns are personalized?
- ✓ What automated emails would your winery send if it could?
- ✓ What is the top benefit you hope to achieve with automation?
- ✓ Do you need any specialized email marketing capabilities?

Their answers will point you in the right direction to achieve world-class sales results using automated wine marketing.

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 PreferencePro™ email marketing system has sold millions of dollars of wine for both large and small wineries across the U.S.

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