

DIRECT TO CONSUMER WINE SYMPOSIUM

PRESENTED BY





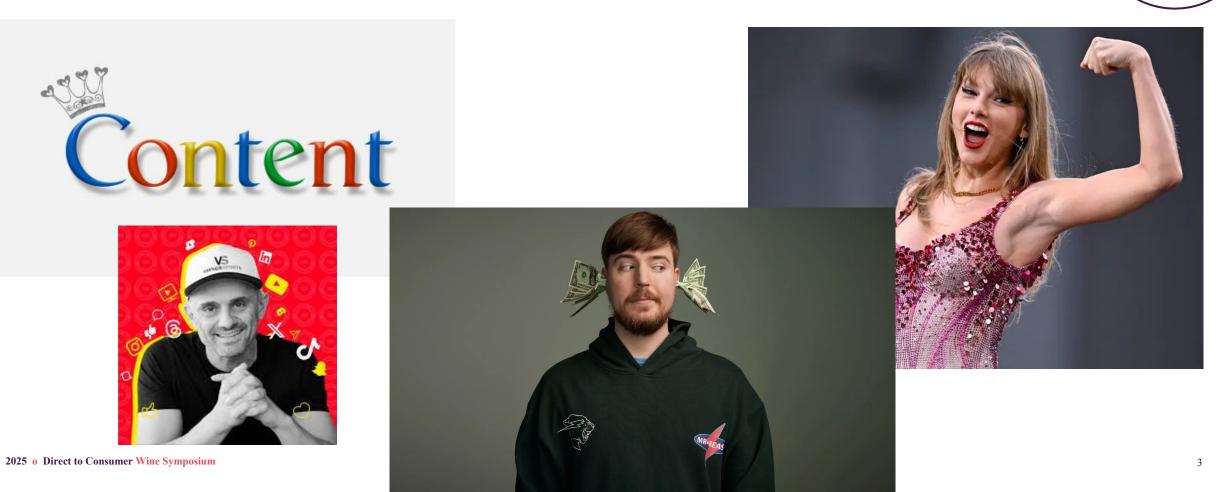
Captivating Video Content

on a minimal budget



Why are we here?

We keep hearing video is important to build trust online...



Why are we here?

But we aren't sure where to start...or we started but want to know how to accelerate our results. Especially with little time and little budget.



Why are we here?

And we really want to know...how does this all translate into sales!?!?



Who are we? And what do we know about video content?



Mira Boucher & Carl Boucher Carl's Wine Club, Canada

Who are we? And what do we know about video content?







Garrison Kuhl
Fox Run Vineyards, Finger Lakes, New York

The reality for wineries



- Why do we want to do video?
 - Build trust
 - Brand recognition
 - Reach younger wine lovers
 - Build an audience

BUT...

- Time
- Expense
- Where to start



Things to consider



- Equipment
 - iPhone, DJI Osmo Pocket 3 (Under \$1,000), Mic, Stands
- Personnel
 - Owners, winemakers, tasting room staff
- Platforms
 - Instagram, TikTok, Facebook (Free)
- Softwares
 - Capcut & Canva (\$10 per month for each)
- Stories
- Initiatives









Fox Run Vineyards - Why we went for it

We're a walking case study.

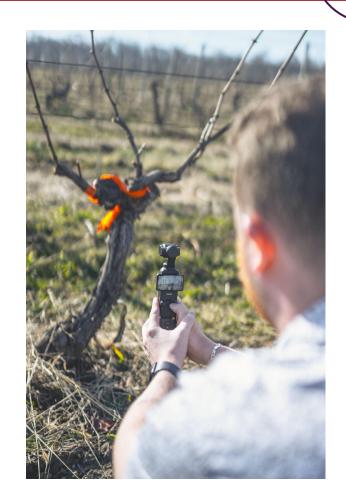
"Social media is the window to your business"

We've shifted from roughly 5% of our content being video, now to nearly 40%.

Thought starters:

What can we showcase that is unique to us?
-Food, hero wines, winemaking process
What isn't talked about enough?
-Sustainability, processes, your 'why'
Which wines can we highlight and when?
What producers do we work with?
(How can these lead to sales?)

Every brand needs to determine what's best for them.



Our examples

Things that have worked.

14,200 views





Blanc de Blancs series - Over 50,000 views across all platforms. Saw a 20% increase in sales during those two months.











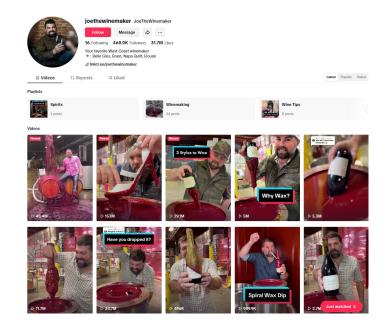


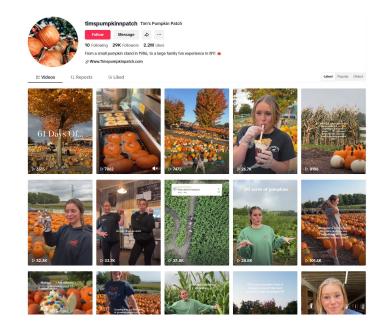
Video promo of our chef for our ramen pop-up - 4,000 views in 24 hours + over 20 comments and shares. 42% increase in sales compared to the previous year.

Outside Examples



It's happening everywhere. In every industry.





Video for Social Media - Quick Tips



Timing

- -Reels & TikToks under 90 seconds
- -Facebook and YouTube are better positioned for long format video.

Formatting

Vertical - Reels & TikToks (9x16) Horizontal - Facebook & YouTube (16x9) *Real estate on the page*

Accessibility:

Captioning

Keep your content brief, interesting, and high quality.



OR



TikTok - Ad Rules



One of the most underutilized platforms in the wine industry. It costs nothing to make an account or post videos.

U.S. Beverage-Alcohol Ad policy shifts in August of 2024, allowing alcohol related ads under strict guidelines.

You can always check your TikTok account to make sure you're in good standing with the platform in the 'Safety Center'.

Rules vary by country & location.

Work with a TikTok Sales Representative for reviewal to ensure standards are met. Make sure you stay up to date as this is ever changing.

Our results

What we needed to see.

Record growth YoY in: Facebook following, reach, & visits Instagram following & reach

TikTok:

66,000 views
2,005 likes
23,600+ minutes of watch time
25-34 most consumed age range







The Carl's Wine Club Story

Our first \$1,000,000 in online wine sales?



NO audience to start with

NO website

NO video production budget (or time...we have 3 young kids!)

YES for EMAIL

YES for DIGITAL ADS & TESTING

YES for LIVE video and frequent posts

YES for LANDING PAGES

YES for TANTALIZING WEEKLY OFFERS

The Art of the LIVE



At the beginning...

After 4 years...



Live Happy Hour With Carl

509 views · 4 years ago



Live at Hillside Estate.... on the Naramata Bench, Penticton, BC

385 views · 4 years ago



Carl's Wine Club's Video 3.6K views - 4 years ago

... and the winner is!!! 933 views - 4 years ago

Live at Martin's Lane... East Kelowna BC Live from Pentage in Penticton..... Wold Class CAR ACA

247 views - 4 years ago



Live from Desert Hills, on the Black Sage Road in Oliver Bc. CAR RCA 326 views - 4 years ago



Carl's Wine Club Happy Hour 535 views - 4 years ago



Wine Happy Hour with Carl 531 views - 4 years ago

374 views - 4 years ago



Live fom Black Hills Estate 474 views - 4 years ago



Wine Happy Hour with Carl 723 views · 4 years ago



Reveal #5: Coast to Coast Wine Advent Calendar!

93 views - 6 weeks ago



Reveal #2: Coast to Coast Wine Advent Calendar!

148 views · 6 weeks ago



Meet the winemaker behind this year's only 96+ point wine.

258 views - a week ago





Reveal # 1: Coast to Coast Wine Advent Calendar!

162 views - 6 weeks ago



Calendar!

113 views · 6 weeks ago



What makes this terroir so special?

285 views - 6 days ago



Here's what really happens on Wine Wednesday

254 views - 2 weeks ago



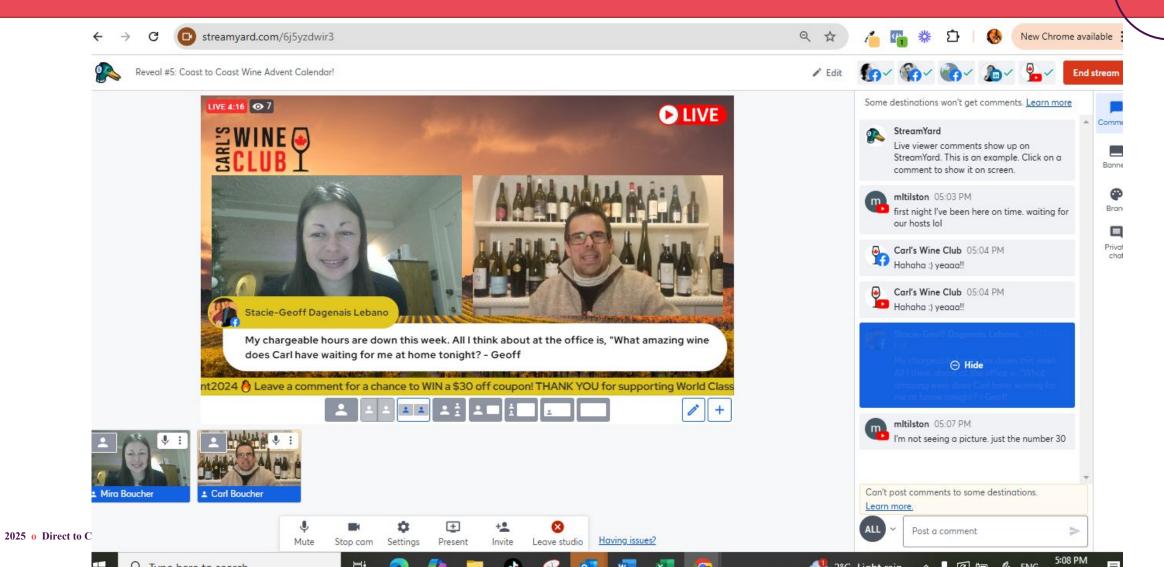
What makes a great wine gift?

248 views - 3 weeks ago





During the Live...



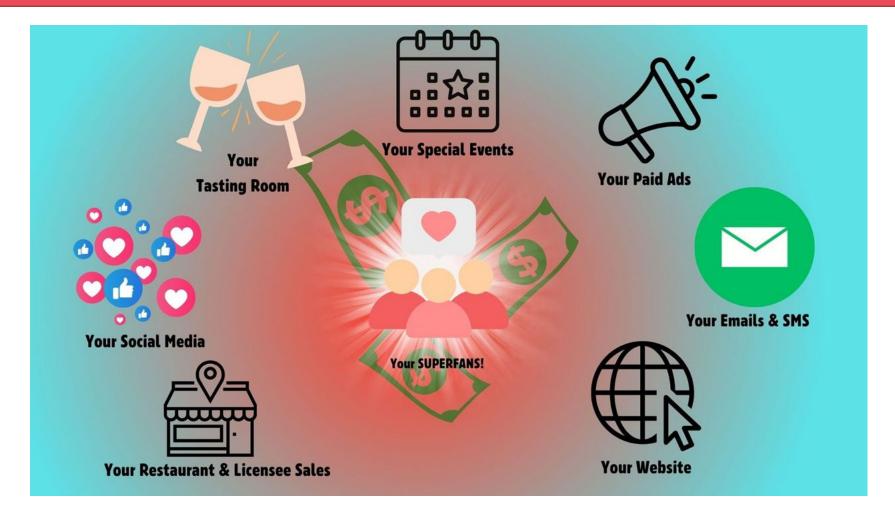
EASY LIVE VIDEO IDEAS...





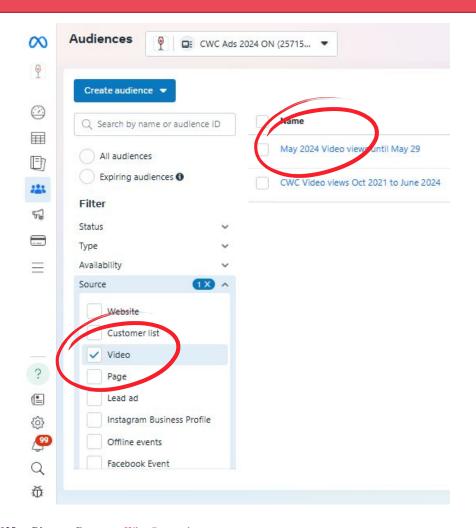
How does it all translate into sales???





Your Audience of Raving Fans





ASK for the next step...

- ask for the SUB / LIKE
- ask for the SALE
- ask for the EMAIL
- ask for their SHARE
- ask them to join the CLUB
- ask them to VISIT

Make taking the next step STUPIDLY SIMPLE.

Also: ManyChat or instant message bots - follow up with your new followers, comments and likes.

Video for Sales...just one example:



Before

1 simple promo email to announce a new wine release

\$2-3K in sales

After

1 teaser email with winemaker VIDEO about the wine and upcoming offer details

1-2 emails to address buyer decision questions

1 last chance reminder

A hot OFFER: get it before it's released to the public (on a specific date) with club discount and free shipping on 12+ bottles

\$20-25K in sales

How do you grow your results by 10x? 100x? 1000x?

Video is an opportunity to LEARN and CONNECT and build TRUST with your audience. If you do your part to LISTEN and RESPOND, it leads to more SALES.

4.4% improvement every week

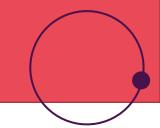
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10x the results in 1 year

E.g. \$10,000/week now, \$100,000/week in a year

Video as a key sales tool:

carlswineclub.com/pages/intersection









Click-test the Thumbnail

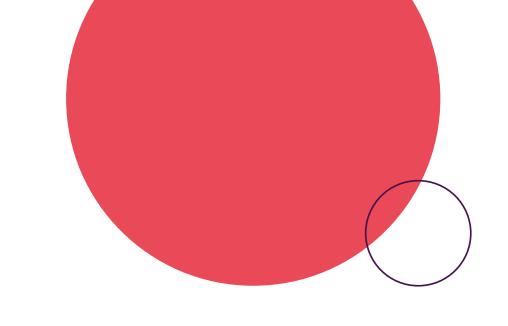
Here's how you can accelerate your results.

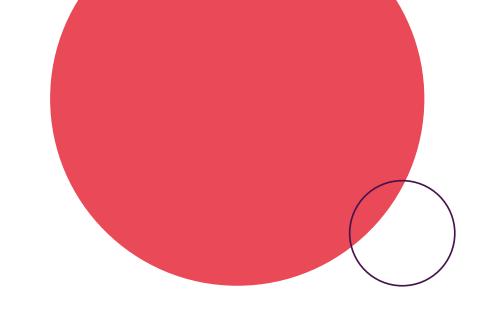
Ad	Cost per result ↑
Who else likes an early GST brea	sk? \$0.25 Per Link Click
Who else wants free shipping or	n stellar BC wine? \$0.27 Per Link Click
These wines ship w temperature	Destination of the
I1 Kings Ransom in Vines	\$0.54 Per Link Click
Taste 'minerality' with these wine	es from OK Falls \$0.58 Per Link Click
Small Winery, Massive Reputation	on \$0.63 Per Link Click
Your Wine Collection Needs This	s Hidden Gem \$0.78 Per Link Click
Noble Ridge: see my scores and	notes here 👉 \$0.83 Per Link Click
Your Wine Cellar Called, Wants 1	These Wines 👉 \$0.84 Per Link Click





We have some FREEBIES for YOU...





Ready for Your Questions!



To Get the Freebies, Scan Your QR Code

or visit carlswineclub.com/freethegrapes

