

2025  DIRECT TO CONSUMER  
WINE SYMPOSIUM

PRESENTED BY

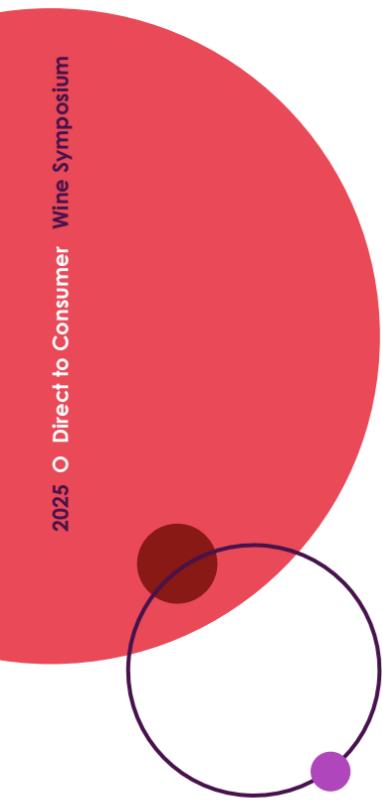
**FREE ~~THE~~ GRAPES!**  
— TO ENSURE CONSUMER CHOICE IN FINE WINE —

*Have you taken the Whova survey yet about your winery's budget?*

# THE MONEY MARKETING GAME

## Speakers:

- Laura Perret Fontana - Founder, LPF Digital
- Barbara Gorder - President, Undisclosed Location
- Kelly Mantel - Director, DTC Marketing & eCommerce, Harney Lane
- Danielle Cox - J. Lohr Vineyards and Wines



2025 DIRECT TO CONSUMER  
WINE SYMPOSIUM

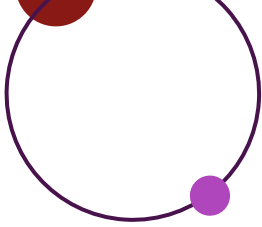
**In the current wine market, a marketing budget is a must, but what should that budget look like? And why?**

Obvious factors include winery production size, current sales funnel, and team knowledge/availability.

And of course, strategic and financial goals.

We'll discuss how much should be allocated for things such as website, social media, text/email and content creation based on size of enterprise.

# Who are we?



## BARBARA GORDER

President **Undisclosed Location**

## LAURA FONTANA

Founder **LPF Digital Marketing**

## DANIELLE COX

PR & Social Media Manager  
**J. Lohr Vineyards & Wines**

## KELLY MANTEL

Director, DTC Marketing & eCommerce  
**Harney Lane Vineyards**

# Who are we? And what do we do?



Barbara Gorder



Danielle Cox



Laura Perret Fontana



Kelly Mantel

## The Marketing Money Game

# Whova Poll (+ results)

1. *What's your annual wine marketing budget? (pick 1)*  
(Include web, social, packaging, texting, email, YouTube, OTT etc.)

- a. \$1-\$10,000
- b. \$10,001-\$100,000
- c. \$100,001-\$500,000
- d. \$500,000+

2. *What's your largest budget expense? (pick up to 3)*

- a. Social Media & Content Creation
- b. Paid Social
- c. Web Development & Maintenance
- d. Packaging
- e. Email
- f. OTT
- G. PR

3. *Do you define your business goals and marketing strategy before you create your budget?*

- a. Yes
- b. No

4. *Do you develop your budget, or does someone hand it to you?*

- a. Develop my own budget
- b. Somebody lets me know my budget

5. *Are you planning to increase/decrease/or have your budget remain the same for 2025?*

- a. Increase
- b. Decrease

# Whova Poll RESULTS

# Step 1 - Budget Buckets to Consider

## 1. Website

Is it mobile friendly?

Integrated and segmented CRM?

## 2. Email

How often do you send?

Do you include CTAs?

## 3. Texting

Are you using texting? If so, how often do you send?

## 4. Social Media

Organic

Paid

## 5. Partnerships/Influencers

Do you work with partners?  
Influencers?

## 6. Content Creation

How often do you create new content and imagery?

## 7. Analytics

Do you have detailed analytics on all of your marketing efforts? And are you consistently reviewing and making adjustments accordingly?

## 8. PR

# Checklist: Must Haves

What is a **MUST** on your checklist?

# Developing a budget? First, Establish a Goal

## Define your goals

- Understanding your goals based on the size of your enterprise (small/medium/large).
- Priorities for your Winery? What are you trying to do first? Drive traffic? Launch a new variety? Acquire new customers? Shore up existing Club Member relations? Execute a successful event? What can you do without?
- What combination will be the right mix for your marketing plan?

# What goes into a budget?

- **Analyzing**
  - Budget and ROI - What will get you to your goals?
  - Average cost of Customer Acquisition
  - Quarterly and seasonal
  - Metrics
- **Budget Adjustments & Emphasis**
  - Seasonally (Summer vs. OND)
  - Based on brand initiatives
  - Events
  - Investment for the future. What are you going to try?

# What goes into a budget?

**Assigning attribution** to different marketing initiatives.

How will you spend your time?

- **Paid vs. Earned vs. Owned**
  - Paid: social ads, Google ads, advertising
  - Earned: PR hits, appearances, word of mouth, social networks
  - Owned: website, blog, organic social media presence
- **In-house vs. hiring an expert-making the Case?**
  - What should you expect to pay?

# Marketing Budget Allocation: How Much?

Every Winemaker and Winery owner has a **COGS** for each bottle of wine produced.

To date it is not customary in the wine business to include marketing costs to launch and maintain wine brands.

**This needs to change.**

**Today there are almost 12,000 wineries in the US.**

**10 years ago that number was 7,762.**

**That's an overall increase in competition of around 36%.**

CPG or service brands in the US—marketing launch budgets are typically 15-20% of overall cost—including production.

# Average Marketing Overall Budgets

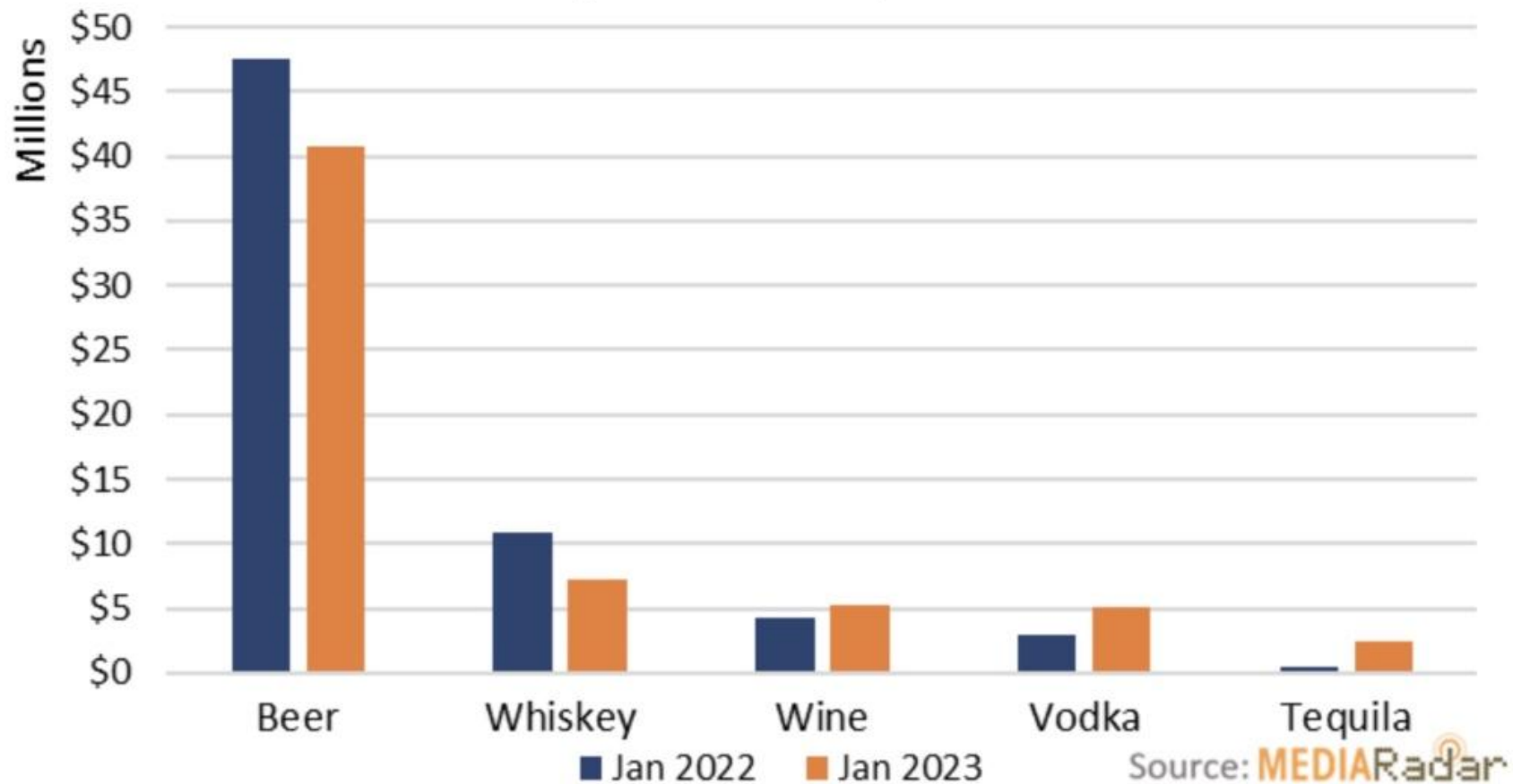
- **The U.S. Small Business Administration (SBA)** recommends that small businesses with revenues less than \$5 million allocate a minimum of **7-8% of their revenues to marketing**. **Early-stage DTC startup:** May spend 15-20% of revenue on marketing, focusing on digital channels and influencer collaborations to build brand awareness.
- **Established DTC brand:** May spend 8-12% of revenue on marketing, with a more balanced approach across digital and offline channels to maintain market share and drive customer loyalty.
- **\$70:** According to First Page Sage, the average CAC across various e-commerce businesses is \$70.

## Industry-Specific DTC Customer Acquisition Cost:

- **Jewelry:** \$1,143 per acquisition
- **Food and Beverage:** \$53 per acquisition

## Alcohol Drivers Ad Spend

January 2022 vs January 2023



Budget

# Website-DTC's most important tool.

## OVERVIEW:

**84% of consumers consider a website essential for credibility.**

Winery websites can be used for so many different reasons including visibility, providing information, and sales. It is a great way for you to control the customer experience.

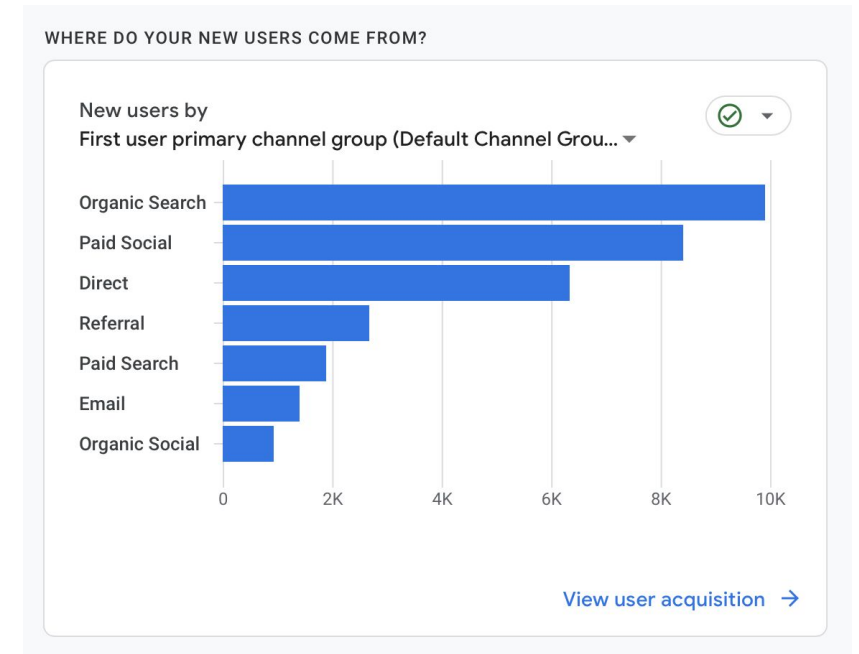
## METRICS:

### Basic:

- Active users
- Average engagement time
- Bounce rate

### Some Other Favorites:

- User source (organic vs. paid vs. earned)
- Top landing page, top visited page, top exit page
  - Are they all the same?
  - What are people navigating to?



# Website-DTC's most important tool

## BUDGET:

### How much will a website cost to build?

A very basic website will start around \$6K to build but can easily go to up \$50K or upwards of \$100K depending on the amount of content and data migration

**Ongoing maintenance** costs: hosting renewals, SSL certificates, site backups, updating plugins  
This all depends on what tools you use

**Other ongoing expenses:** content and image updates (homepage hero, new vintages, press/scores), ongoing SEO, analytics

**Additional costs:** CRM tool for sales and inventory management, additional analytics tools

### If you were to engage an agency...

Winery Size	Average monthly cost for "other ongoing expenses"
Small	\$500-\$1,000
Medium	\$1,000-\$2,000
Large	\$2,000-\$5,000+

Budget

# Emails & Texting

## OVERVIEW:

**With over 91% of consumers in the U.S. using email**, emails and texting/SMS are **two top outbound digital marketing tools** to reach consumers and fans.

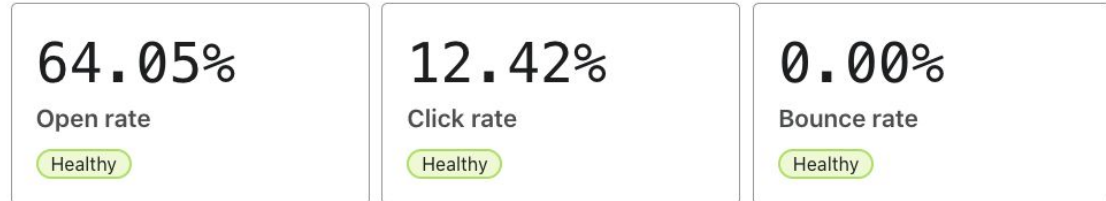
## METRICS:

### Email:

- Open rate
- CTR
- Bounces
- Unsubscribes
- Conversion

### Text:

- Delivery rate
- CTR
- Response rate
- Opt-out
- Conversion



#### Performance by email client

Understand how your clients are viewing your emails to determine if you need to optimize for one device or the other.

Export CSV

48.39% (15)

Desktop opens



■ Chrome ■ Apple Mail ■ IE

51.61% (16)

Mobile opens



■ iOS ■ Android Browser

Budget

# Emails & Texting

## BUDGET:

### Email:

There are a variety of 3rd party email platforms to choose from depending on needs (number of subscribers, email monthly sends, etc.)

When exploring platforms, some tips to keep in mind:

- Integration with your CRM tool

- Ease of send (ex. scheduled sends)

- Any automated sends

- Personalization and targeting options

### Text:

Pricing is dependent on the platform you use and the number of texts launching monthly

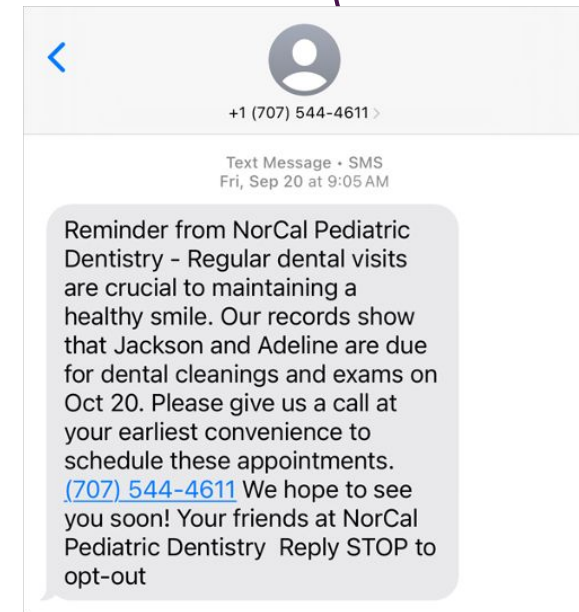
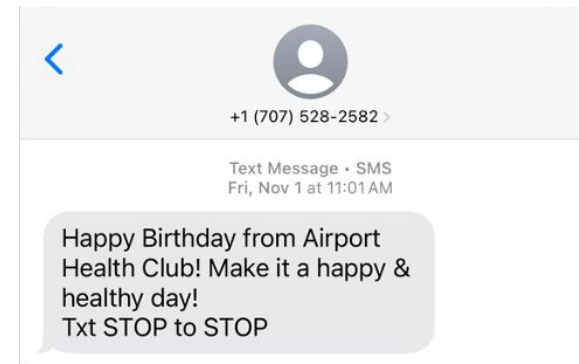
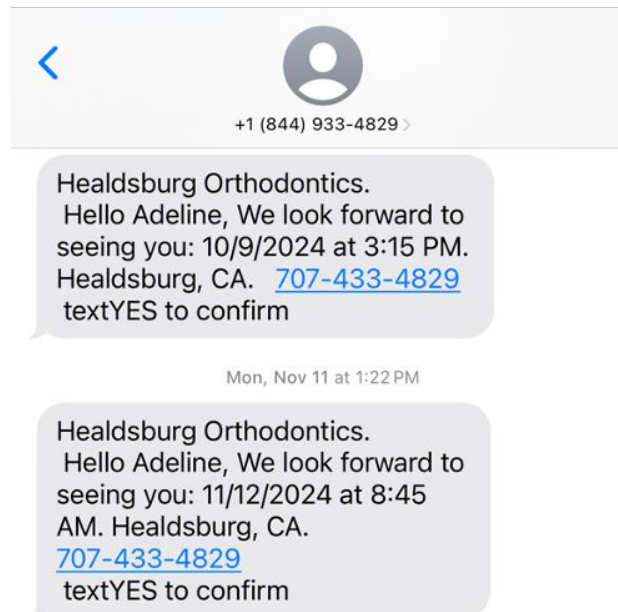
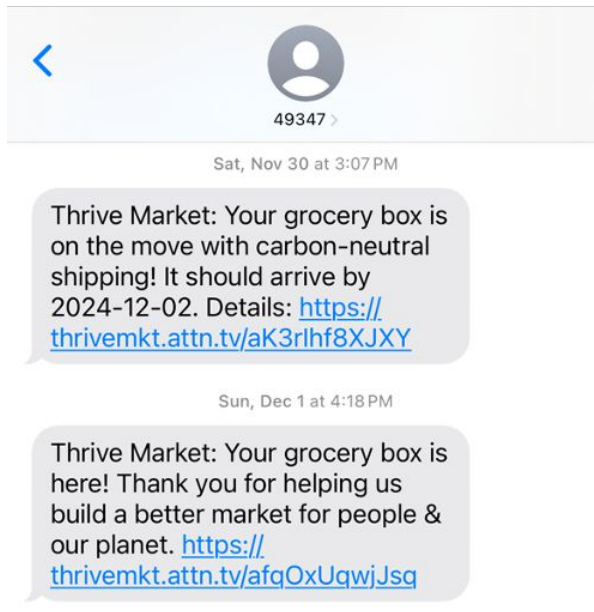
EMAIL TOOL (excluding agency management fees)

Winery Size	Average monthly software cost
Small	\$20-\$100
Medium	\$100-\$300
Large	\$300-\$1,000+

TEXT/SMS TOOL (excluding agency management fees)

Winery Size	Average monthly cost
Small	\$99
Medium	\$400
Large	\$800

# Non-Wine Text Usage



# Holiday Texting Campaign- Winery 16600

## Dec 11<sup>th</sup> - 18 orders

Hi Barbara, this is Sam from Winery Sixteen 600.

The Holiday season is at full tilt. If you're like me, the calendar is jammed and the list keeps getting longer. The good news is we have new wines, great gift packs and fun merch to help you check things off your list. But hurry, our order deadline for ground shipping is Dec. 16th at 9am PST.

Order online at <https://winerysixteen600.com/wines/>

Or just text us, we'll be happy to help!

And don't forget, Phil Sent Me members never pay for ground shipping.

P.S. I'd hate to see you go, but you can text STOP to opt-out.

# Holiday Texting Campaign- Winery 16600

## **Dec 14<sup>th</sup> - 30 orders**

We interrupt your holiday shopping with breaking news from Winery Sixteen 600...

Our 2024 Estate Olive Oil is here!

Order online now or pick up in the tasting room starting Monday.

<https://winerysixteen600.com/product/detail/2024OIL/>

While you're at it, check out the "All Estate" Zin & Olive Oil 2-pack and other last minute gift ideas.

<https://winerysixteen600.com/wines/>

And don't forget you can always text this number to order.

Cheers and Happy Holidays,

Sam

Text STOP to opt-out.

# Holiday Texting Campaign- Winery 16600

## Dec 16<sup>th</sup> - 24 orders

If you're a last minute shopper like me, Europe's "The Final Countdown" might as well be a Christmas carol. It's here—the deadline for ground shipping orders. Order by Noon PST and we can ship the end of today.

<https://winerysixteen600.com/wines/>

If you've already ordered, we so appreciate the support and hope everyone loves their wine and olive oil. From all of us at Winery Sixteen 600, we wish you a happy holidays, a merry Christmas and a wonderful New Year.

Cheers,

Sam

PS- If you need a holiday earworm today, here ya go- <https://www.youtube.com/watch?v=9jK-NcRmVcw>

Budget

# Social Media

## OVERVIEW:

**63.8% of the world population use social media.** Social media (be it Facebook, Instagram, YouTube, LinkedIn, Bluesky or something else), is a great way to build community and continue engaging directly with fans.

## METRICS:

Most social platforms have reporting options within the tool but there are also a variety of useful third party platforms that include more in-depth reporting.

### Basic:

- Impressions
- Reactions
- Top Posts

## BUDGET:

It is free to post to all main social media sites but having a plan and strategy is important.

Social advertising has proven successful to reach new audiences and engage current, but how much spend that is for you depends on your budget.



If you were to engage an agency...

Winery Size	Average monthly agency fees
Small	\$1,200+
Medium	\$2,500+
Large	\$4,000+

# Team Members vs. Outsourcing

**TIME IS MONEY**

# Harney Lane Vineyards

## CHANNELS: DIVERSE AND FULL-FUNNEL

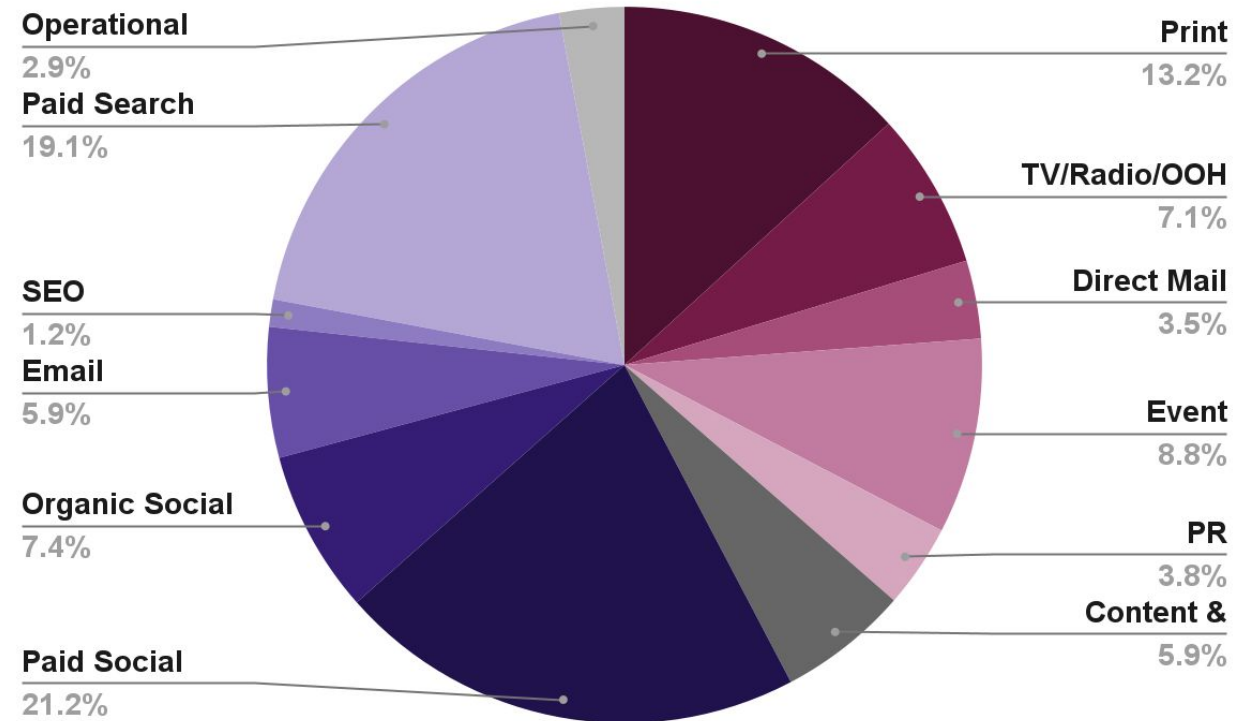
Primarily **digital** with a healthy dose of **traditional media**

## DISTRIBUTION: 70/20/10 RULE

**70%** on *proven* channels, **20%** on *best guesses*, **10%** on new ideas and experiments

## STRATEGY: ZIG WHEN OTHERS ZAG

When everyone is doing the same thing, **we look for ways to stand out**



Total Budget >\$400K

55% Digital | 35% Traditional Media

# Harney Lane Vineyards

## CHANNELS: DIVERSE AND FULL-FUNNEL

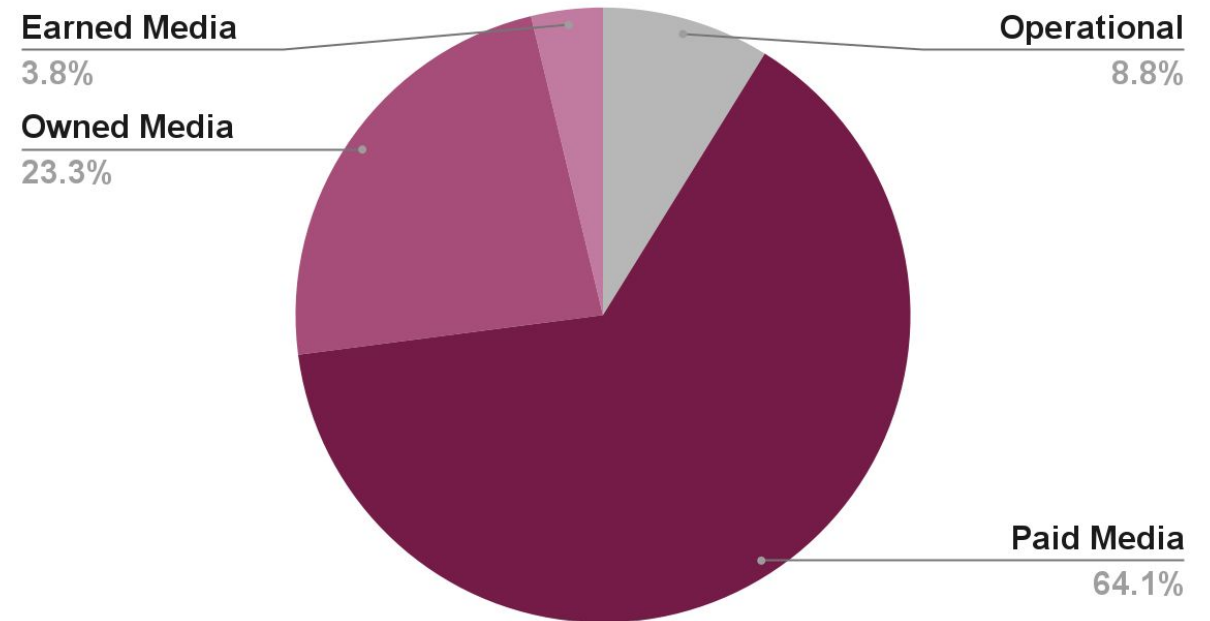
Primarily **digital** with a healthy dose of **traditional media**

## DISTRIBUTION: 70/20/10 RULE

**70%** on *proven* channels, **20%** on *best guesses*, **10%** on new ideas and experiments

## STRATEGY: ZIG WHEN OTHERS ZAG

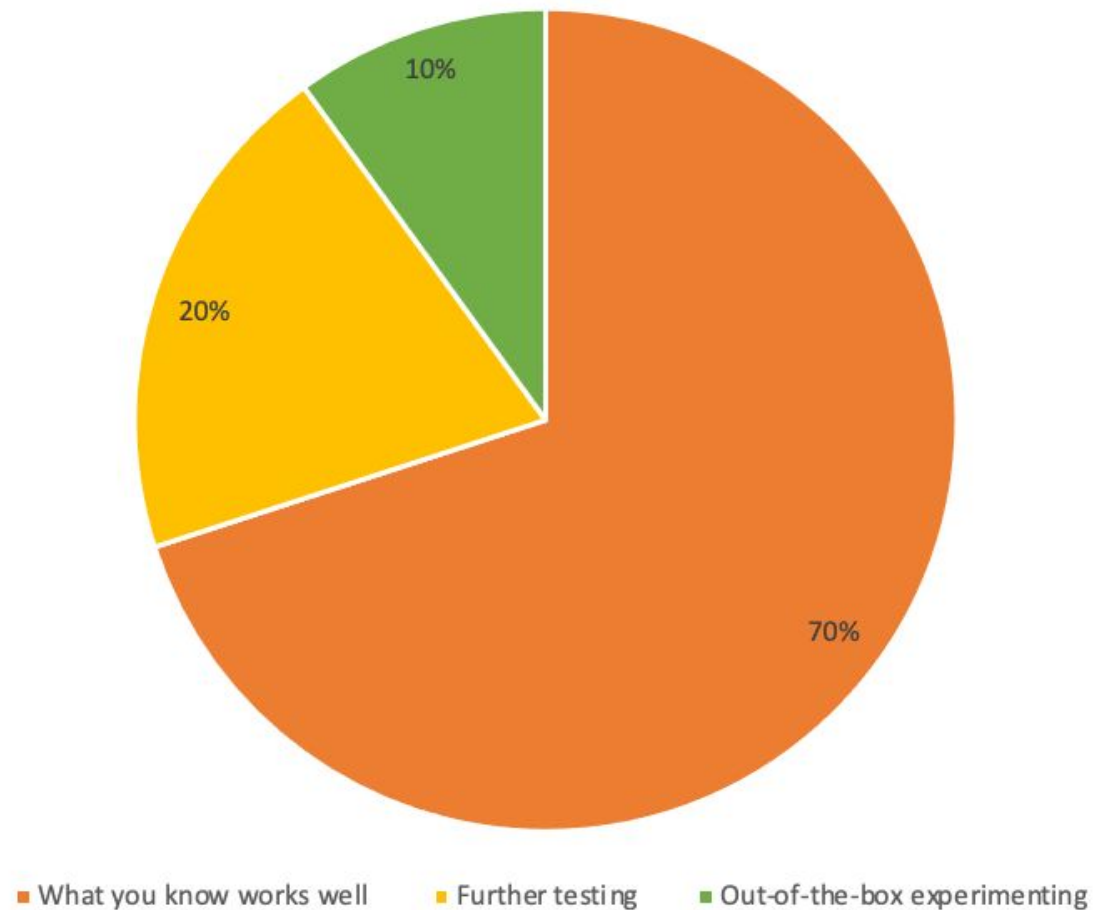
When everyone is doing the same thing, **we look for ways to stand out**



Total Budget >\$400K

55% Digital | 35% Traditional Media

# Marketing Budget Allocation: 70-20-10



Case Study

# Harney Lane Vineyards

## HUB + SPOKE MULTI-CHANNEL CAMPAIGN

Digital Recipe Guide

Recipe Content Creator Partnerships

PR

Social Giveaway Contest

Grand Prize Giveaway

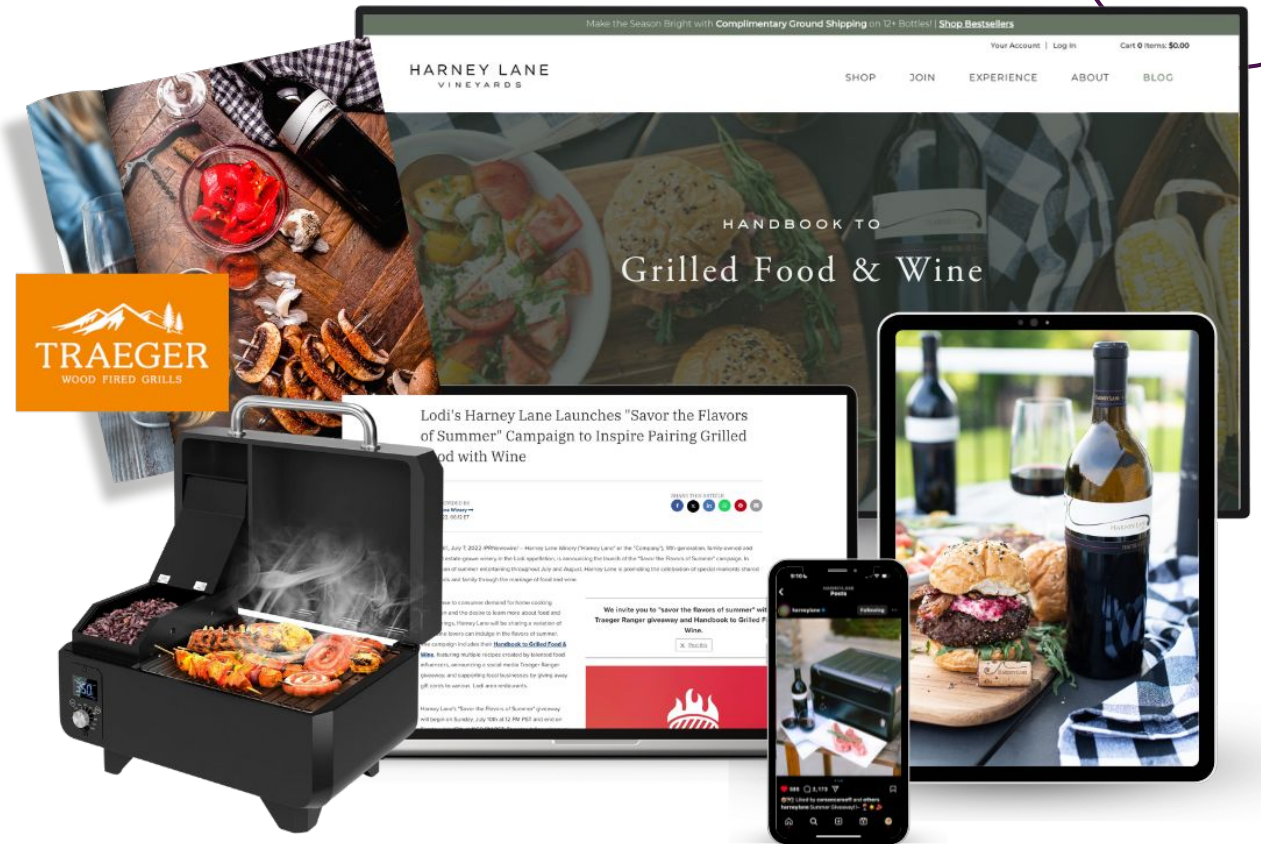
Print

Event Activation

Email

Text

Paid Social



"Savor the Flavors of Summer" Summer Campaign

# Harney Lane Vineyards

## GOALS

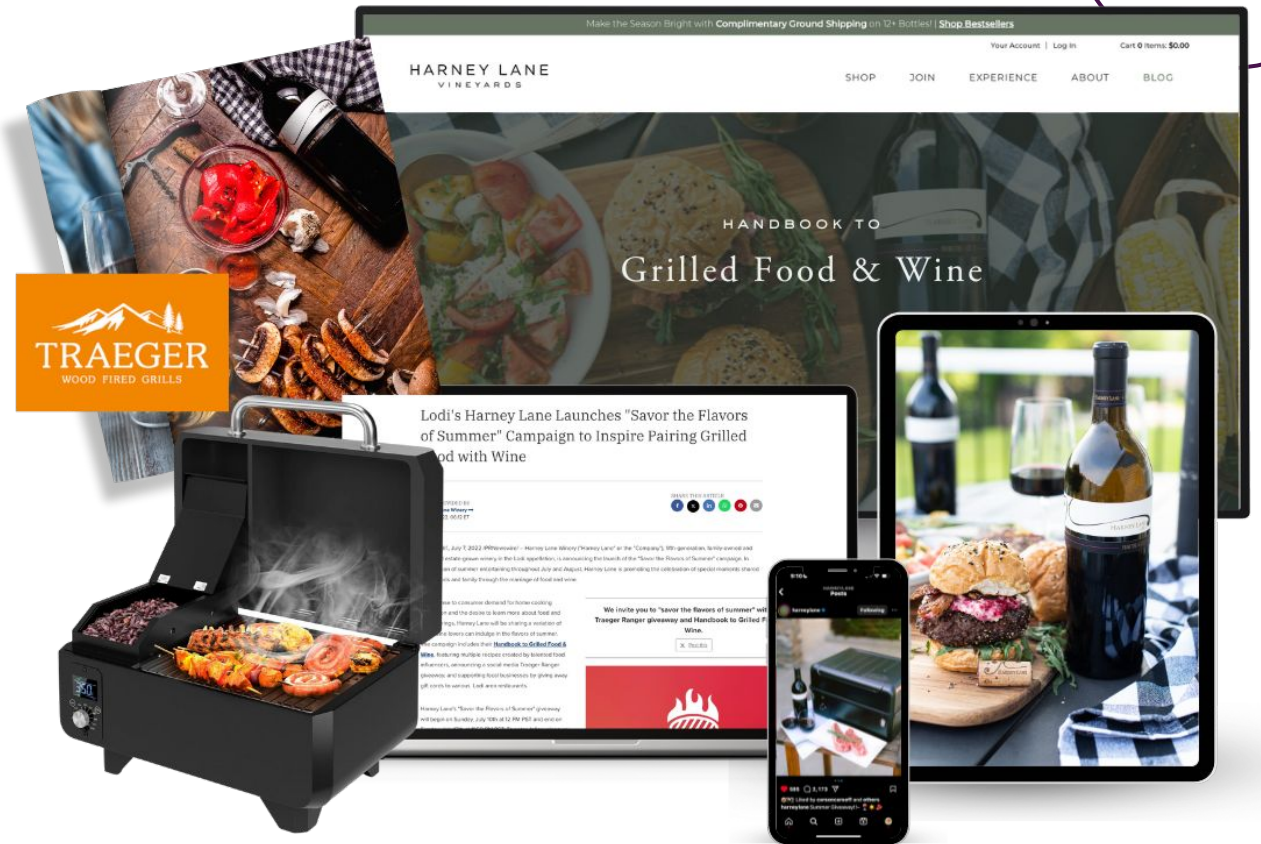
1. Improve summer campaign wine sales by 10%
2. Grow email contacts and social following by 1K

## RESULTS

- 1,380 New Email Contacts
- 1,700~ New Social Followers
- 7.4% New Order Conversion
- 5:1 ROAS

## KEY LEARNINGS

- Value Ad Content Works
- Social Giveaways Might Be Overdone
- Be More Original in Messaging
- Diverse tactics = Opportunity to Pivot on Wins



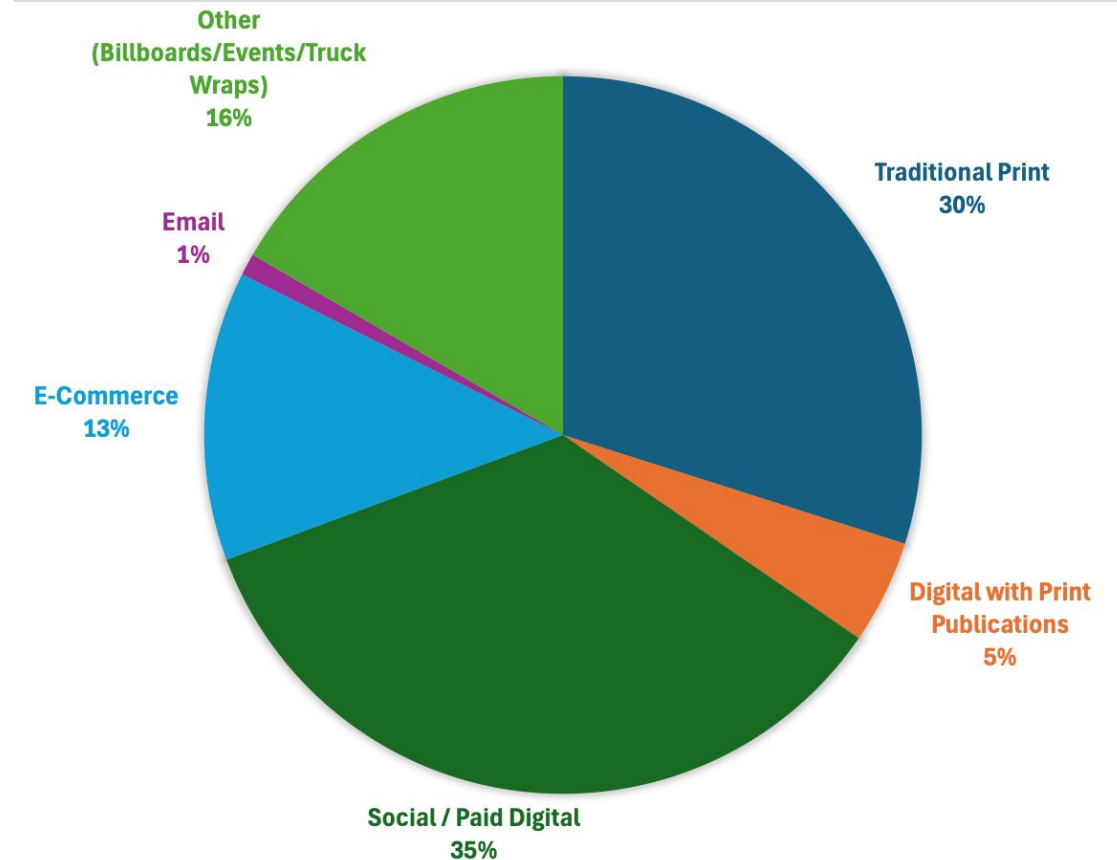
"Savor the Flavors of Summer" Summer Campaign

# J. Lohr Vineyards & Wines

## Strategic Advertising & Budget Allocation

- **Traditional Print:** Building trust through respected publications and high-quality advertising
- **Digital with Print Publications:** Cross-platform reach through banner ads, e-newsletters, and print campaigns
- **Social Media / Paid Digital:** Driving engagement and awareness through targeted ads and influencer collaborations
- **E-Commerce:** Supporting online sales via platforms like Vivino and Instacart
- **Email:** Personalized communication to retain and engage consumers; Klaviyo
- **Other:** Enhancing regional visibility with billboards, events, wine competitions, and truck wraps

A balanced blend of traditional and digital channels ensures we effectively engage loyal consumers while attracting new audiences.



# J. Lohr Vineyards & Wines

## Leveraging Big Investments Across Channels

**One Investment, Maximum ROI:** Our \$15K investment in the Family, Place, and Craft (FPC) Brand Video demonstrates how strategic content creation can be leveraged across multiple channels for maximum impact.

- **Website:** Featured on the homepage to reinforce brand identity
- **Social Media:** Shared in paid and organic campaigns to expand reach
  - 27k reach | 28k impressions
- **Email Newsletters:** Visual storytelling to reinforce brand values, and highlight key initiatives to build deeper connections
- **YouTube:** Build brand awareness and drive engagement
- **b-roll TV Segments:** Repurposed for broadcast and promotional use
- **Trade Use:** For national distributors' background and GSM sessions and training
- **Internal Use:** New team member onboarding and orientation



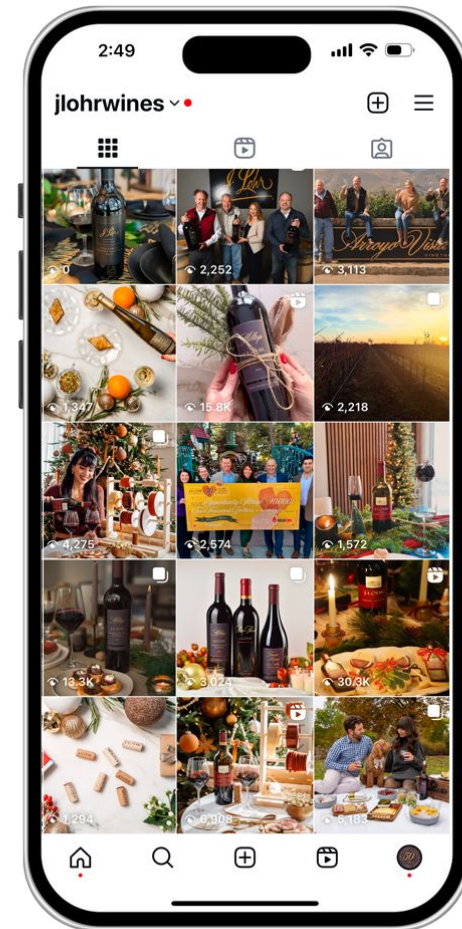
# J. Lohr Vineyards & Wines

## Investing in Influencers & UGC

Scalable Content Creation with Multi-Channel Impact

- **The Decision to Invest:**
    - 18-month partnership with Cohley (\$20K investment)
    - Access to a diverse creator network; UGC, short-form video, and photography
    - Focused on generating high-quality, versatile content to repurpose across channels
    - Perpetual content rights for reuse across channels
    - Streamlined operations with centralized campaign management
- Cost-effective solution for scalable content creation

*Incorporating influencer partnerships and UGC creation into your marketing strategy is essential for building brand awareness, expanding reach, and maintaining a consistent flow of engaging content.*



## Case Study

# J. Lohr Vineyards & Wines

### "Home for the Holidays" Influencer Campaign

#### Goals:

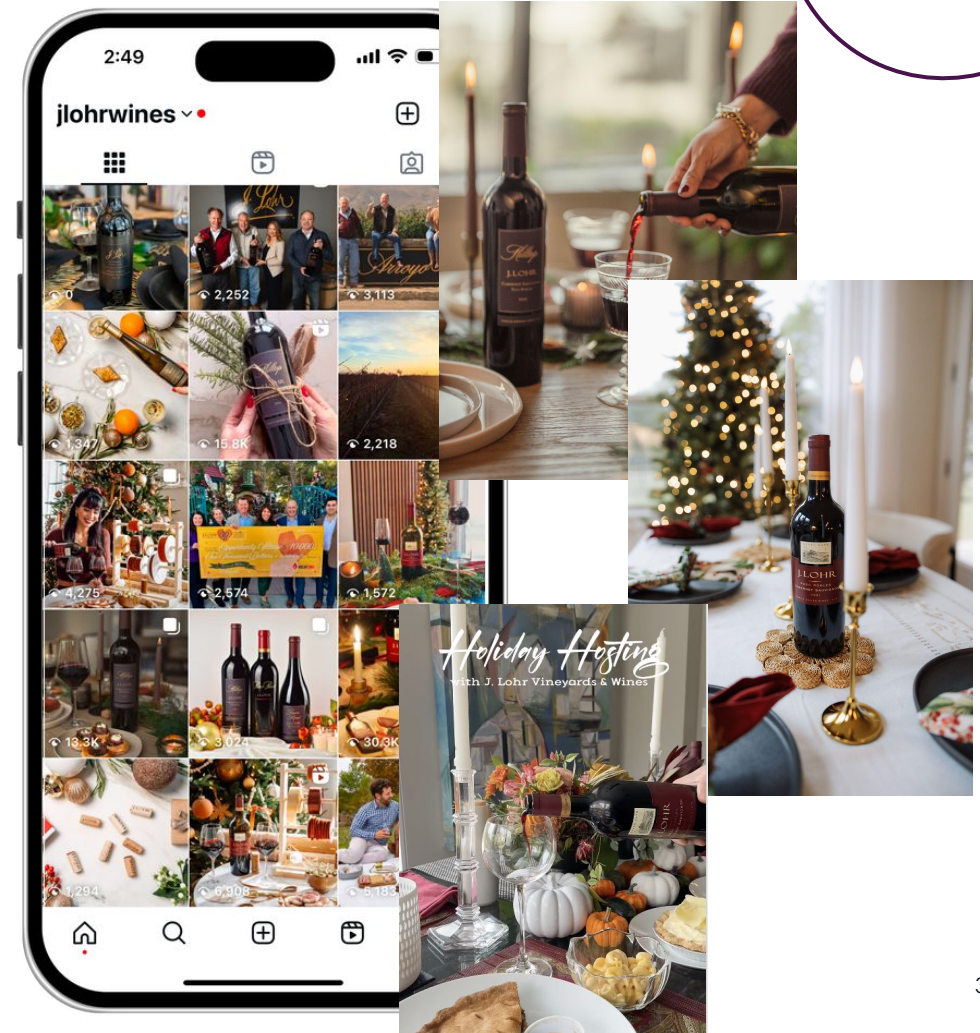
- Enhance engagement and brand visibility during a high-traffic holiday season
- Leverage content across: Social (organic & paid ads), email newsletters, website, digital ads

#### The Results:

- **Reach:** 92k+
- **Engagement Rate:** 10.48% (including interactions and video views)
- **New Followers:** 950+
- **Content Created:** 75 pieces of new content

#### Key Takeaways:

- Reach new audiences
- Generate cost-effective, scalable content
- Own all content in perpetuity - no additional negotiation costs for ad usage
- Build engagement and enhance brand awareness



## Case Study

# J. Lohr Vineyards & Wines

### "Home for the Holidays" Campaign Giveaway

#### Investment:

- \$1,500 (Visa Gift Card, 3 winners \$500 each)
- \$2,000 Digital Ads

#### Goals:

- Increase engagement and drive holiday campaign visibility
- Grow email and text contact lists while boosting social following

#### Results:

- Newsletter: 10,615
- Facebook visits: 7,422
- Instagram visits: 7,380
- Youtube visits: 6,838
- Podcast subscription: 2,906
- Text Opt Ins: 930
- Followers Gained: 2,887 (FB & IG)

Integrating the giveaway with influencer efforts reinforced holiday messaging and audience engagement.



# Packaging

Packaging is something wineries feel comfortable spending money on because it is their brand's "on-shelf presence".

It is often the decision that attracts the most feedback from some of the people least qualified to make that decision. Like the winemaker. And folks in the C Suite.

As someone who makes a lot of money on packaging changes...I can assure you that this is one of the least important items in your budget.

1. Hire a great professional with lots of experience and listen to them.
2. Think conceptually and look at the competition.
3. Save Money for media.



# Changes and how to save money...

1. **Agree on Business Goals** for your winery/brand marketing upfront internally.
2. If you are hiring an outside individual or agency **create a tight strategy together that has ALL the information in it.** If the CEO hates Orange—we need to know.
3. **Agree to hourly rate and overall budget at the beginning of the project and check in** along the way regarding hours expended.
4. **If everyone is on board with business goals and a tight strategy and if the creative work delivers on it objectively you will be in better shape to deliver the website, the packaging or the marketing campaign within budget.** "I'll know it when I see it" or random subjective calls about "just taking a look at it" can damage your budget.

# Broadcast/OTT

## OVERVIEW:

**Broadcast was once out of reach for small enterprise. Today OTT/CTV is available for extremely targeted reach to wineries. Think Zip Codes. High Household incomes. Wine Drinkers.**

## WHAT IS OTT/CTV?

**OTT (Over-the-top)** refers to any video content streamed over the internet, bypassing traditional cable or satellite TV providers. Think Netflix, Hulu, or YouTube on your phone, laptop, or smart TV. **CTV** specifically refers to streaming video content on a TV using devices like smart TVs, Roku, or Apple TV. It's basically OTT, but *only* on a television screen.

**So, CTV is a subset of OTT.** OTT encompasses all devices, while CTV is focused on the big screen in your living room.

## BUDGET:

Ideally 25K to experiment and achieve ROI success with your target audience 90-120 days. But buy in can begin at \$500.

# Tips & Tricks

## **Establish KPIs and overall strategy before you start talking numbers**

- Establish your needs before approaching managers and higher ups.
- Budget needs to come from the bottom up vs. the top down.
- Analyze packaging vs. media costs.
- Marketing budgets in 2025 must increase to stay the same.
- Buying media and establishing customer acquisition cost.

# How to Implement & Budget

- Convincing higher-ups—making them part of the process and strategy development.
- Small vs. Medium vs. Large budget allocation.
- Experiment and analyze. A/B test!
- Prioritize! What's a must and what isn't—for you based on results.

# Thank You!

**We'd love to talk more about this.  
Feel free to contact us!**

Barbara Gorder  
312.972.2833  
barbara.gorder@unlo.com

Laura Perret Fontana  
707.481.5284  
laura@lauraperret.com

Danielle Cox  
dcox@jlohr.com

Kelly Mantel  
kelly@harneylane.com









