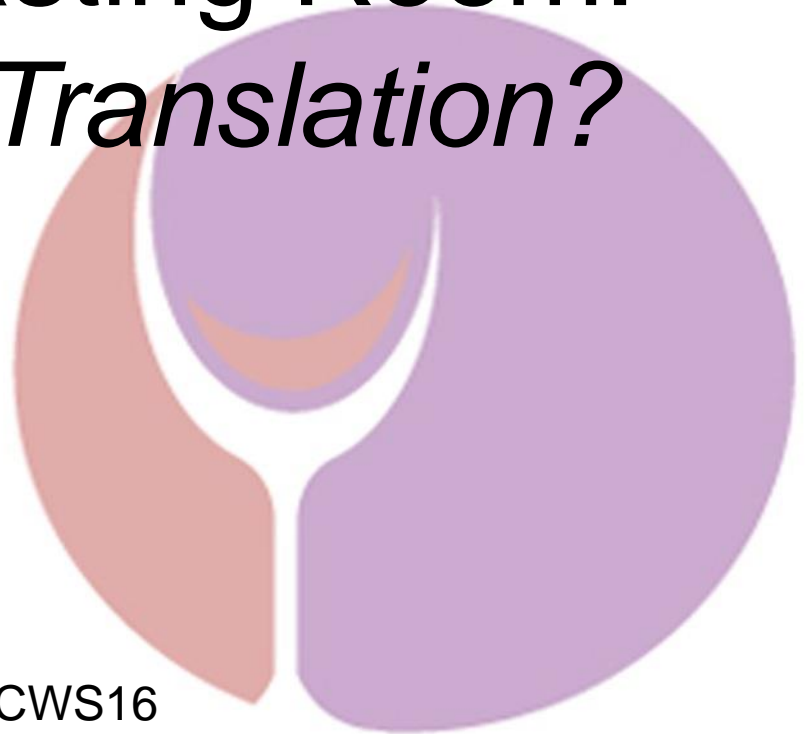


Marketing vs. Tasting Room: *Are We Lost in Translation?*



PRESENTED BY:



DTC Wine Workshops

GROW Direct to Consumer Sales

@DTCWS #DTCWS16

2016  DIRECT TO CONSUMER
WINE SYMPOSIUM

DTC Wine Case Study Series



2016 Online Workshops Schedule



TUE, JAN 12 9:00 AM
Wine E-Commerce Strategy Workshop



WED, APR 13 10:00 AM
Tasting Room Conversion Tools Workshop



THU, JAN 21 9:00 AM
DTC Wine Management Series 2016 (1/21-2/11)



WED, APR 20 9:00 AM
"Social Customer Relationship Management" DTC Wine Workshop



MON, JAN 25 9:00 AM
"Data Analytics - Learn and Leverage" DTC Wine V



WED, APR 27 10:00 AM
Wine Club Strategy & Retention Workshop

TESTIMONIALS

“The DTC Webinars are insightful, time-efficient, and effective for me and my boutique winery. Sandra’s presentations reflect both research and practical experience, and she follows up promptly on individual issues. Every seminar I come away with several immediately actionable ideas to improve my customer’s experience.”

Lise Ciolino
Montemaggiore Winery
Healdsburg, CA



“It’s rare when you find a webinar series that is this inspiring. Sandra has put together a clear, informative, and creative series that gives me tons of fun new ideas. Our winery’s marketing and web presence has improved with each month’s presentation. Thanks for all the great ideas and information Sandra!”

Kielly Lewis
Foxen Vineyard
Santa Maria, CA



“The DTC seminar was absolutely packed with tools and practices that have empowered my student winemakers and staff. Not a minute was wasted. I love how you not only provided us with a very complete list of contemporary sales practices, but you also gave us the resources to make implementation practical. Your seminar had the biggest ROI of anything we did this year! Thanks so much.”

Kevin Smith
Sales & Marketing Manager
Fresno State Winery



Find more at: <http://dtcwineworkshops.com/testimonials/>

DTC Wine Workshops
GROW Direct to Consumer Sales

The DTC Consultant Network



Sandra Hess



Nick Karavidas



Tricia Slavik



Ken Majer



Carl Giavanti



Dina L Northcutt



John Gavin



David Schloss



Ryan Clark



Marc Engel



Christopher Huber



Laura Larson

Visit our exhibitor booth to learn more!



DTC Wine Workshops
GROW Direct to Consumer Sales

GROW DIRECT WINE SALES



Redeem this card for one DTC Wine Sales Audit
(\$450 value - new customers only - valid through 3/31/16)

Contact the DTC Consultant Network at: sales@dtcwineworkshops.com

THANK YOU!



DTC Wine Workshops
GROW Direct to Consumer Sales

SPEAKERS

Moderator

- **Sharon Goldman**, Director of Guest Experiences, Signorello Estate

Panelists

- **Stephanie Peachey**, Senior Director of Marketing, Vintage Wine Estates
- **Lisa Barker**, Marketing & PR Director, Miner Family Winery
- **Michelle Hogan**, Marketing Director, Anaba Wines
- **Annette Powell**, DTC Manager, La Crema



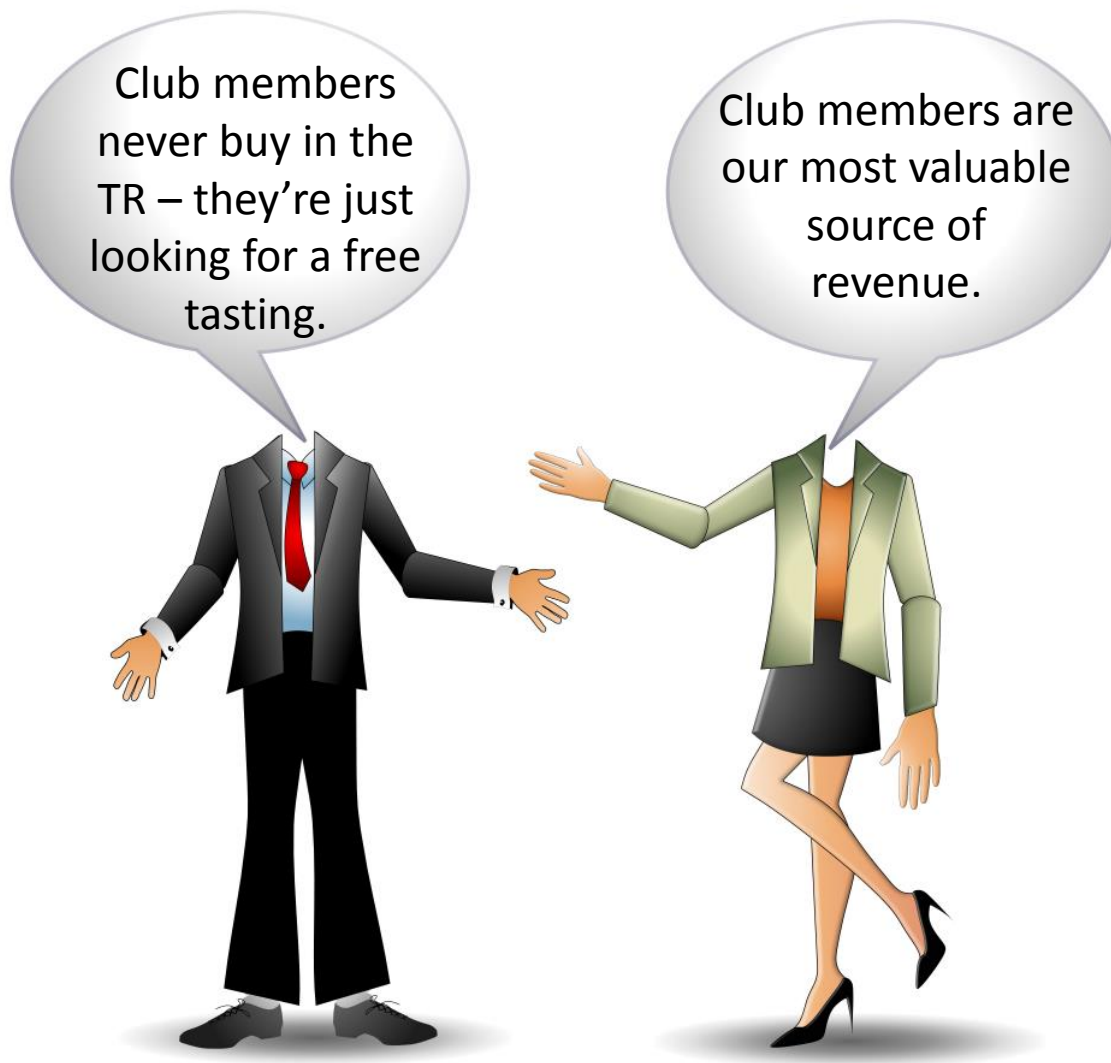
We need 3
bullets points of
the brand story
to tell our guests.



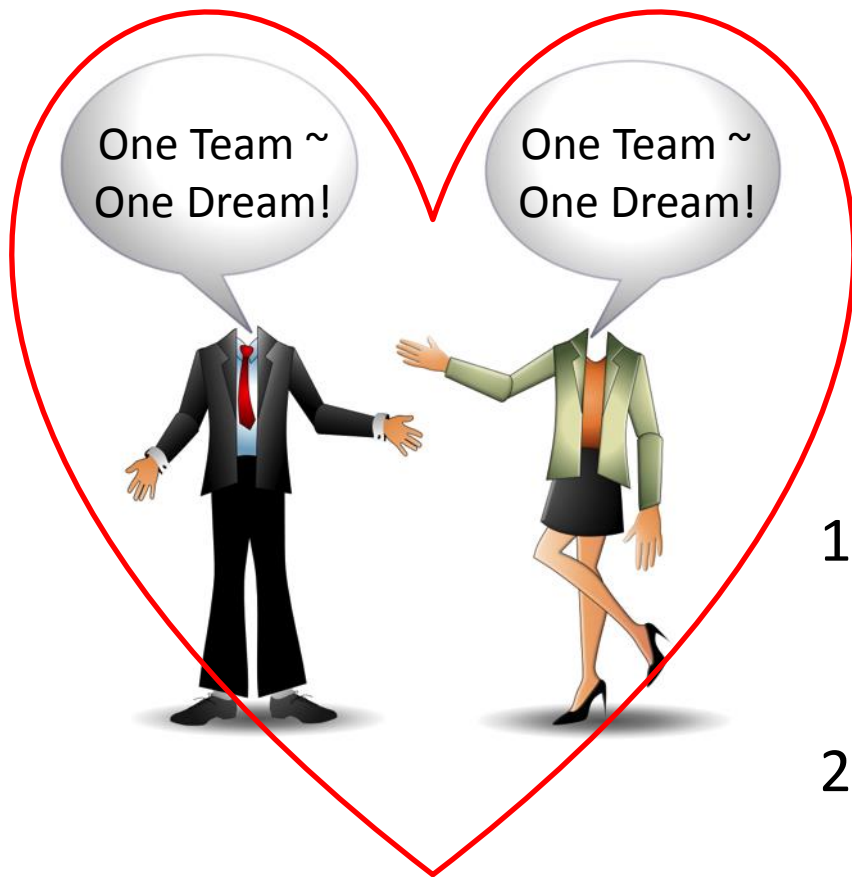
We need a
complete picture
of our brand –
who, what, how,
when, where.











Key Takeaways

1. Transparency - let everyone understand your side of the business
2. Teamwork – everyone has a seat at the table
3. Communicate! Communicate! Communicate!

THANK YOU

@DTCWS
#DTCWS16

