



# *Digital Marketing: Using Social Media and Digital Ads to Move the Needle*

## Tamara Bingham



In 2011 Tamara moved from her hometown of Los Angeles to Paso Robles, California where she spent 3 years managing wineries inclusive of everything from tasting room operation to wine club administration. While working full-time, she earned an MBA from Cal Poly San Luis Obispo. In 2014, after graduating from Business School, she moved to Dallas, Texas where she worked as a District Sales Manager for Francis Ford Coppola Winery for two years.

Tamara moved back to California and joined J. Lohr Vineyards & Wines in 2016 as a Marketing Manager where she was responsible for print and digital advertising, national events, and influencer strategy for three years. In December 2019, Tamara transitioned to a new role as Marketing Manager with Jackson Family Wines.

She enjoys everything about life on the Central Coast with her husband and their adorable dog.



## Taylor Eason



Taylor is a marketing MBA and former European-trained chef with a passion for food and wine plus a penchant for digital marketing. She spent eight years honing her marketing skills at wineries in Napa and Sonoma and, prior to that, 14 years in media marketing on the east coast, ranging from building and launching websites, to training newspaper staffs on social media, to multi-tiered email marketing campaigns.

In August 2017, she founded a digital marketing agency, Cork & Fork Digital Media, to help food and drink businesses achieve their full sales potential in the internet world. Her company specializes in digital advertising, search engine optimization, email marketing, plus organic and paid social media.



## Camille Guimaraes



After a career in Membership at nonprofits, Camille's love for wine and California's wine country drove her to pursue a role in the industry. Through a series of fortunate events, Camille was hired in 2014 as Wine Club Manager for Gundlach Bundschu, where she applied her experience in engagement & loyalty to a brand she knew and loved.

Camille redesigned the club structure, the club's brand and all accompanying collateral. Her impeccable attention to detail, commitment to brand integrity, creativity, and her innovative spirit led to the club nearly doubling in size within the next two years.

In the fall of 2017 Camille was offered a position on the Marketing team. She is the Brand Manager for Gundlach Bundschu as well as the content strategist for the family of brands at Bundschu Company, including Abbot's Passage, Echo Echo Wine and Huichica Music Festival.

With a passion for fresh content, Camille has been pushing industry boundaries at Gundlach Bundschu since 2014. Continuously pulling from popular culture and timely events, she has turned wine marketing on its head and saved her customers from tired emails. Her efforts repeatedly provide joy for customers and translate into sales and success for this family-owned business.



## Laura Perret Fontana



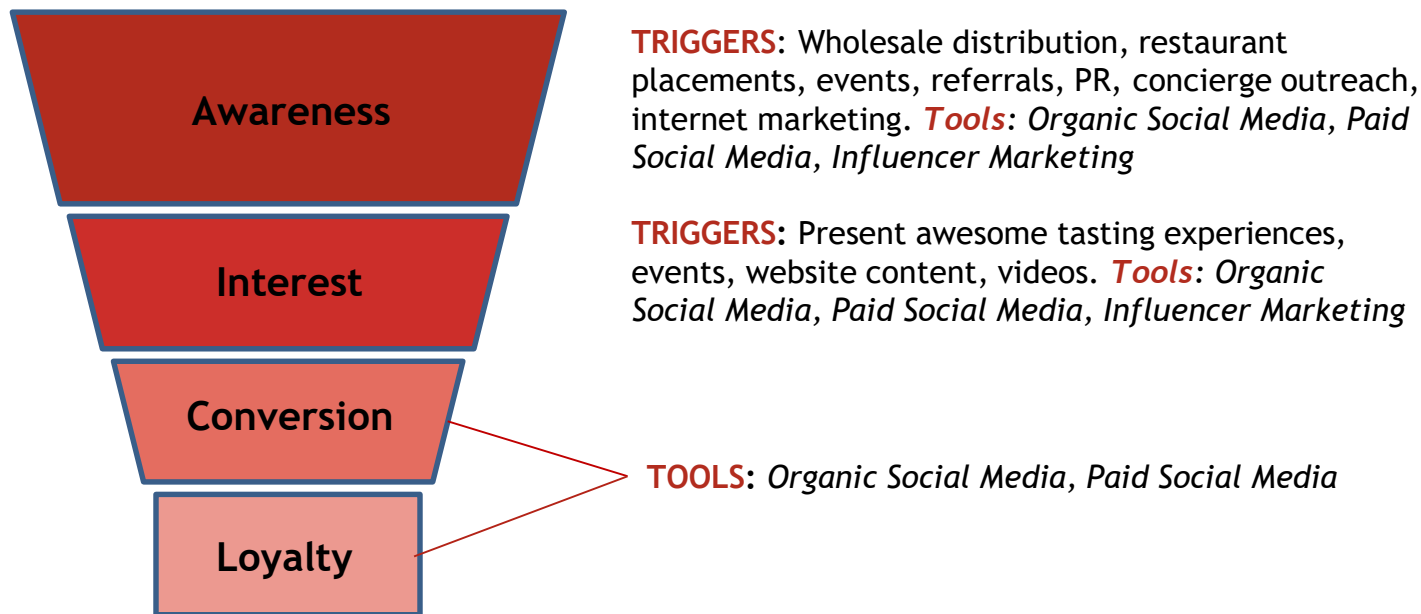
With over a decade of experience in marketing, social media and events, Laura Perret Fontana enjoys all things digital and determining how a brand can best utilize the digital space to increase awareness and sales. Having grown up in a wine industry family in St. Helena, California, from a young age Laura witnessed first-hand the ins-and-outs of the industry and the growth of technology in wine sales.

After attending University of California, Berkeley, Laura moved to San Francisco where she worked for then start-up, One Kings Lane followed by Williams-Sonoma, Inc's online marketing team. Laura returned to her roots in the wine industry and has since then led digital strategy and community management for wine and spirits clients of all sizes. Through a personalized, hands-on and efficient approach, Laura helps her clients achieve significant results on digital marketing platforms including social media.



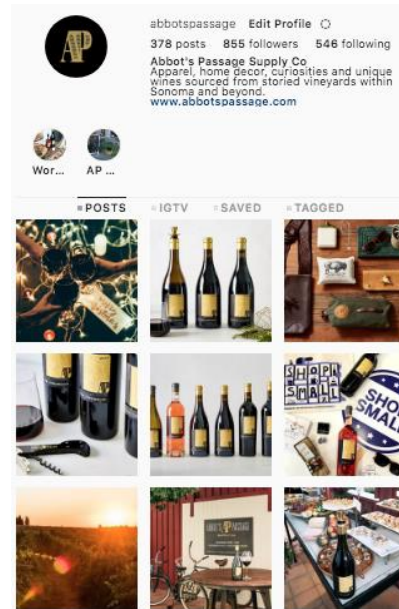
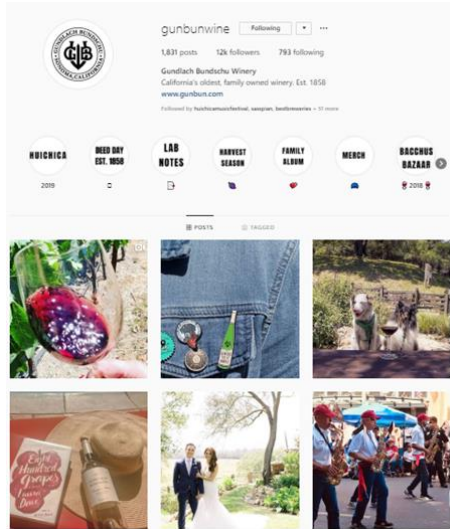


# Winery Sales Funnel: Social Media 2020





# 2020 DIRECT TO CONSUMER WINE SYMPOSIUM



## Organic Social Media Strategy Steps

Why are YOU on social media

When should you post and how often

Who is your audience and what platform are they actually on

What content does your audience want to see

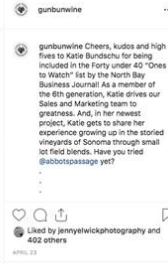


# 2020 DIRECT TO CONSUMER WINE SYMPOSIUM

## Good Content is King



### North Bay Businesses Journal releases list of Forty Under 40 'ones to watch'



# 2020 DIRECT TO CONSUMER WINE SYMPOSIUM



## Optimizing Organic Success

- Define Goals
- Implement Process
- Use a Management Tool
- Pick Key Metrics
- Build a Content team





halotopcreame...  
713.5k followers

[View Profile](#)



[View More on Instagram](#)



4,150 likes

halotopcreamery

Is this how you do a smokey eye?

Tag your go-to makeup tutorial friend and you might win more than just a flawless smokey eye.



benandjerr...  
829.2k followers

[View Profile](#)



[View More on Instagram](#)



4,439 likes

benandjerry's

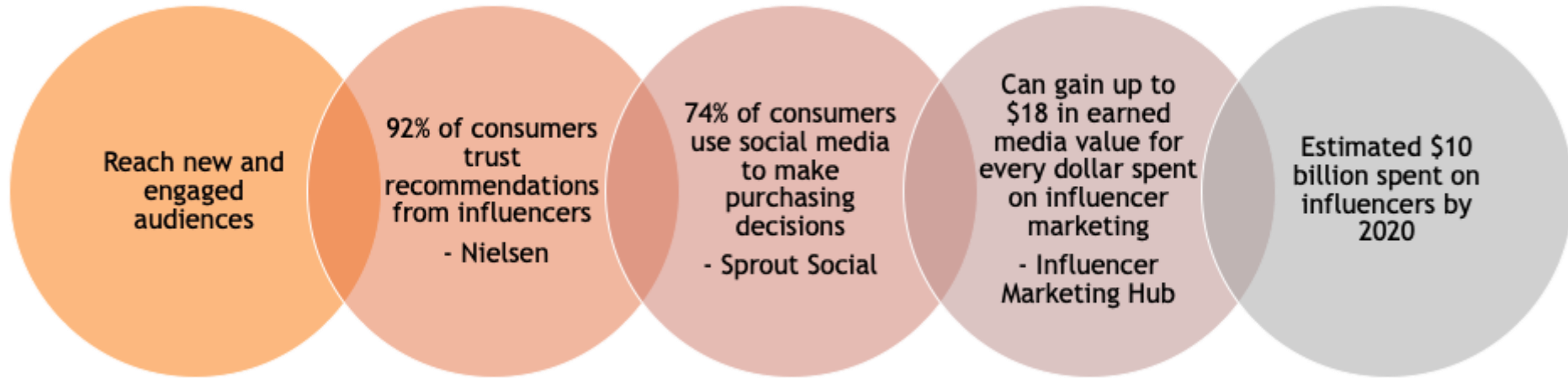
This Saturday, we march again. Join us for the 2019 #WomensWave in cities all over the country! Click the link in our bio to find a march near you.

For 40 years we have stood against all forms of discrimination and bigotry including racism, anti-Semitism, Islamophobia, misogyny, homophobia, and transphobia. Our company and its employees remain deeply committed to these values. That's why we support those marching in Washington, DC and in communities around the country, and encourage all those who believe in the rights of women to join us.



# Influencer Marketing

# Why Influencer Marketing?



# Influencer Strategy Impacts Organic Social Strategy

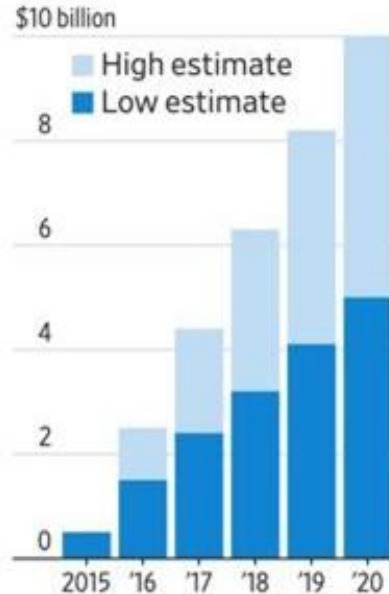




# The Cost of Influencers



**Estimate of global brand spending on influencers**

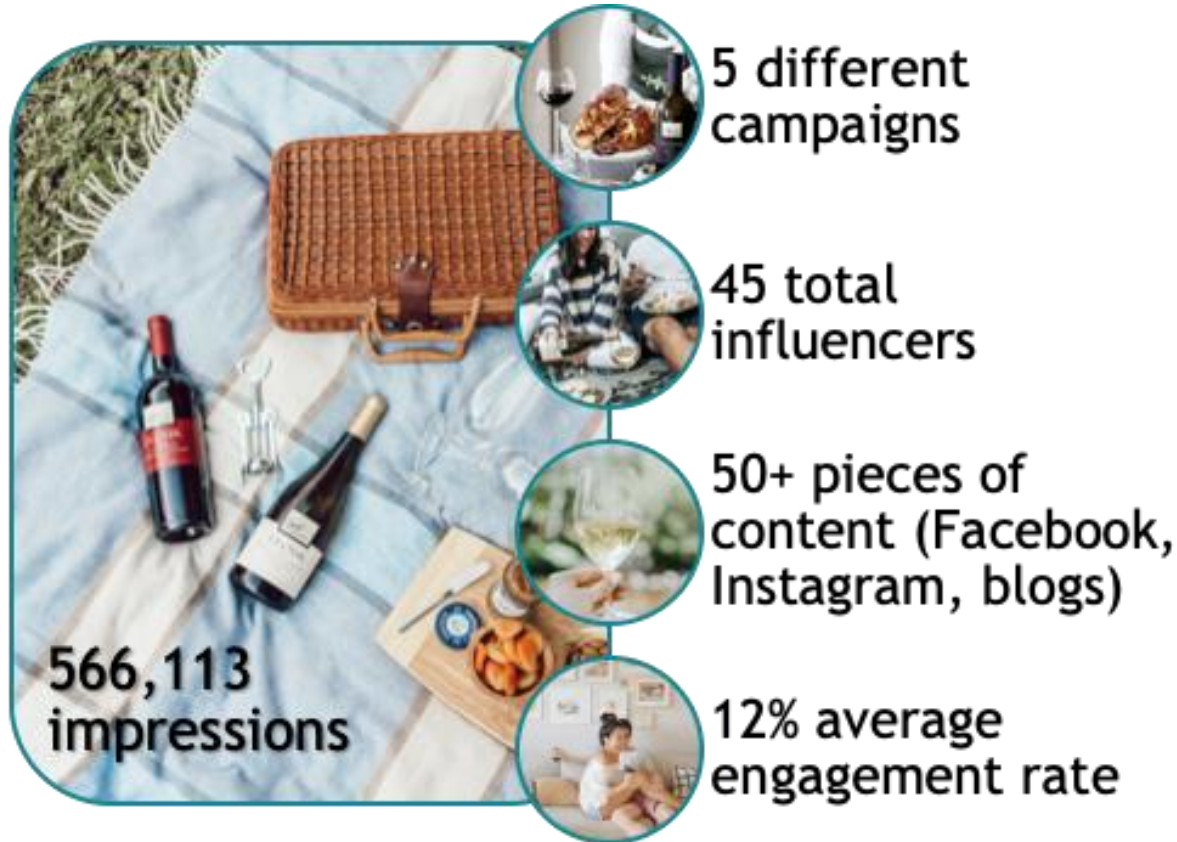


**Price per Instagram post for influencers, by number of followers, 2019**



*\*The Wall Street Journal, October 2019*

# J. Lohr Influencer Marketing Case Study 2018



## Paid Social Media

# Types of Paid Social Ads

*Every platform has multiple formats of ads*

- Facebook
  - Photo/Carousel/Video Feed Ads
  - Right Column Ads
  - Stories Ads
- Instagram
  - Photo/Video Ads
  - Carousel Ads
  - Stories Ads
- YouTube
  - In-Stream
  - Discovery



Just add glassware and a playlist. \$5 ship...  
www.GunBun.com  
Inspired by our own quality family time, we've gathered a collection of wearables, wine to...



Gundlach Bundschu Winery  
Sponsored · @

This holiday season, don't just gift wine... gift Gundlach Bundschu. And get \$5 shipping on orders of \$199+ with code COMET.



Awesome Gun Bun  
Wine Gifts from...

Shop Now



The Entire  
Pack: Ins...

# Anatomy of a Facebook Ad

- Define your goal upfront
- Ensure you have benchmarks for your ad campaign
  - Spend
  - Website traffic
- Have a CPC you're not willing to go above
- Build a few different custom audiences

Headline

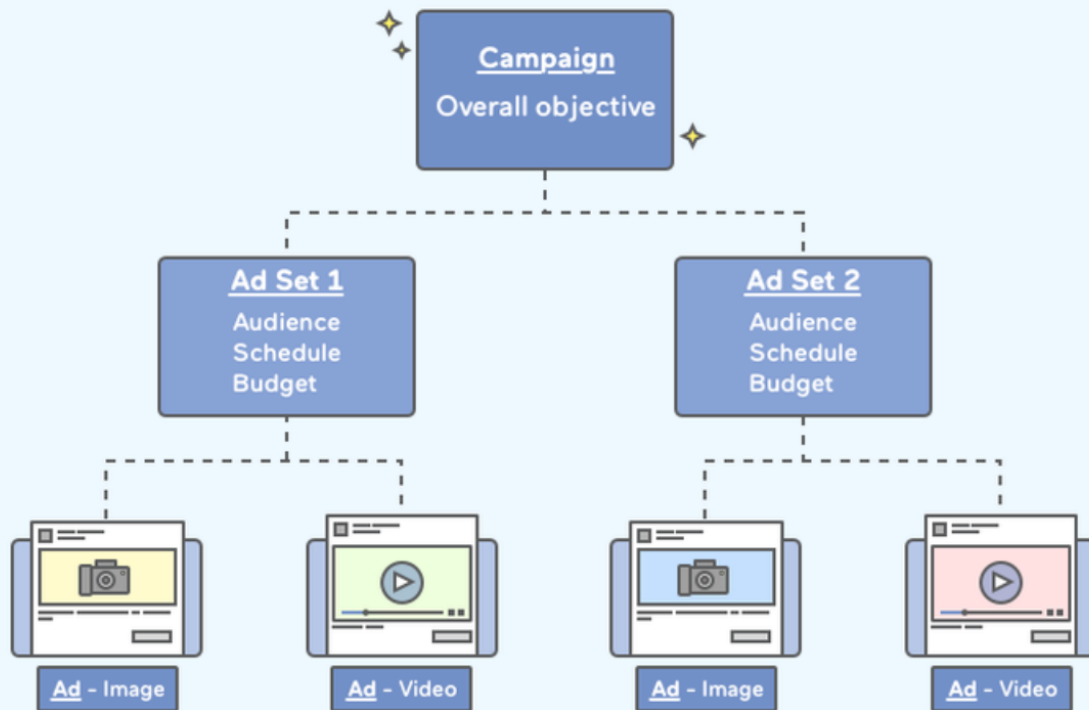


Ad copy

Photo  
or  
video

Call to  
action  
button

## CAMPAIGN STRUCTURE





# Tips for Paid Social Media: Audiences

- Creating the right audience is Job #1 for paid social media success, captivating creative is #2
- Driving tasting room traffic versus ecommerce = two different audiences
- Ecommerce success:
  - o Upload email lists
  - o Try custom lookalike audiences based on those lists
  - o Facebook and Instagram fans
- Tasting Room Traffic:
  - o Audience using Facebook pixel, create lookalike audience in a geo-targeted area
  - o Fans/Friends of fans

Pros	Cons
Inexpensive	Platform has a learning curve. Constant platform changes.
Easy to administer	Requires the right messaging and imaging to connect to the audience

# Tips for Paid Social Media: Ads and Creative

- Consider the audiences: new or existing?
- Imagery should draw people in. Using video when possible.
- A/B test creatives and/or audiences for first 3 days of campaign
- Use appropriate calls to action
- View creative in every placement before publishing



*Facebook mobile placement  
- existing audience*



*Facebook desktop -  
new audience*

# wildbrine® Campaign

- Two ad sets
- 4 ads tested, 2 used
- \$300 ad spend
- 457 landing page views
- 26,480 impressions
- Most successful placement: Facebook mobile

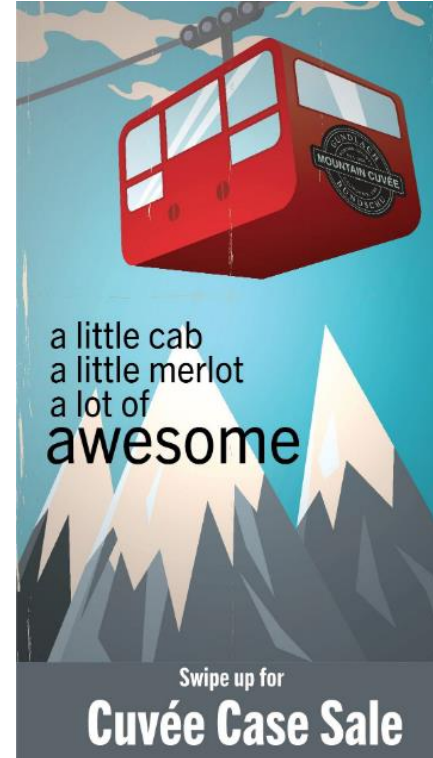


## Placements

▼	Feeds	[-]
	Get high visibility for your business with ads in feeds	
	Facebook News Feed	<input checked="" type="checkbox"/>
	Instagram Feed	<input checked="" type="checkbox"/>
	Facebook Video Feeds	<input type="checkbox"/>
	Facebook Right Column	<input checked="" type="checkbox"/>
	Instagram Explore	<input type="checkbox"/>
	Messenger Inbox	<input type="checkbox"/>
▼	Stories	[-]
	Tell a rich, visual story with immersive, fullscreen vertical ads	
	Facebook Stories	<input checked="" type="checkbox"/>
	Instagram Stories	<input checked="" type="checkbox"/>
	Messenger Stories	<input type="checkbox"/>
▼	In-Stream	<input type="checkbox"/>
	Quickly capture people's attention while they're watching videos	
	Facebook In-Stream Videos	<input type="checkbox"/>
▼	Search	<input type="checkbox"/>
	Get visibility for your business as people search on Facebook	
	Facebook Search Results	<input type="checkbox"/>

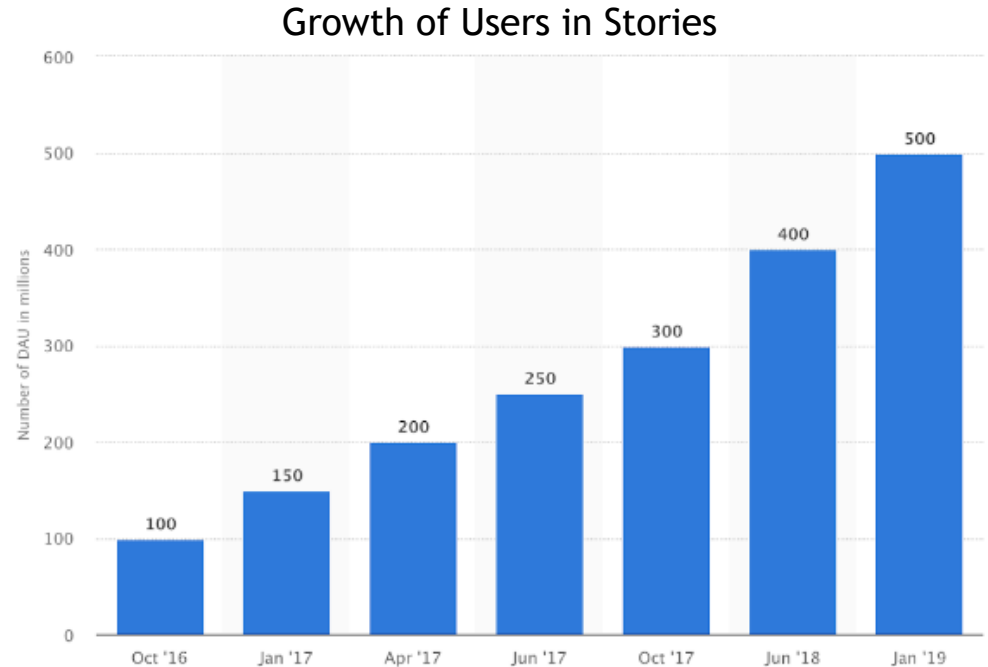
# Anatomy of an Instagram Story Ad

- Unique design formatted for stories
- Stories are dynamic - use video or gifs to capture attention
- Design must incorporate all messaging and branding
- Instagram will include call to action in ad (shop or learn more)
- But it never hurts to reinforce it



# Why you should do stories (Organic and Paid)

- Fastest growing social interface
- IG users now split 50/50 between stories and feed
- Converts higher than any ad
- Stories ads allow any account to have “swipe up”
- Fresh and visually compelling



# Secret Sauce: Retargeting/Remarketing

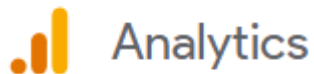


- The “sticky” ads that follow you around the internet after visiting a website
- Works well for shopping abandons but also visit pages
- Available on social and display ads
- **Average ROI: \$15-\$20 per \$1**





# Digital Tracking Tools for Campaigns



- Install Facebook pixel
- Make sure FB pixel is tracking these goals in the Events Manager
- Set up goals in Google Analytics
- *Next Level Stuff:*
  - Set up enhanced ecommerce in Google Analytics to track customer journey, cart abandonment
  - Learn UTM tags for tracking campaigns within GA
- *Pro tip:* Keep spreadsheet of all of tags and campaigns



```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function()
  {n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;
  n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement('script');t.async=!0;
```



Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Attribution BETA

Discover

Admin

ADMIN

USER

View [+ Create View](#)

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping BETA

Custom Alerts

Scheduled Emails

Saved Reports

Share Assets

+ NEW GOAL

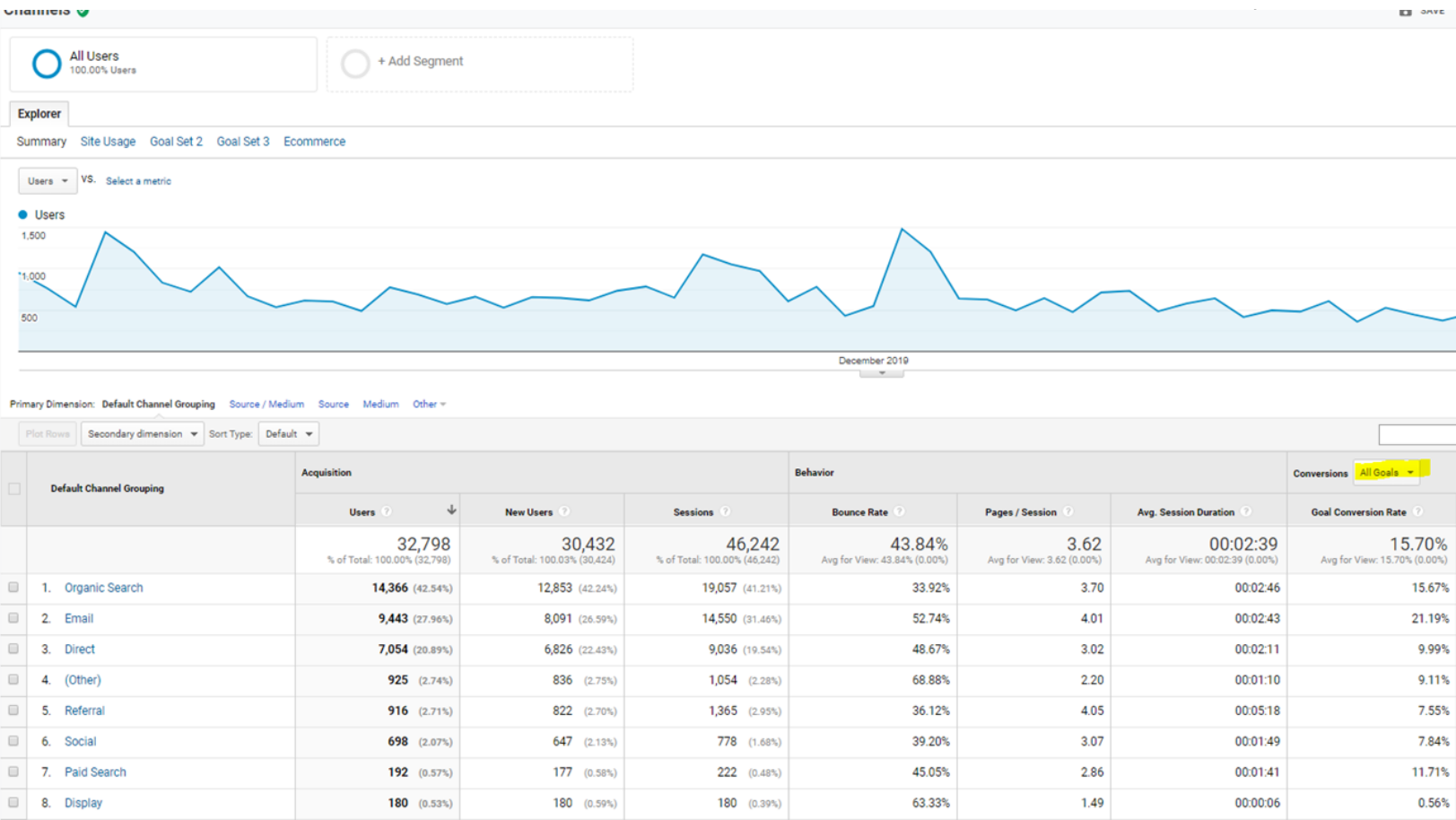
Import from Gallery

Search

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions
<input type="checkbox"/>	Add to Cart	Goal ID 1 / Goal Set 1	Destination	5
<input type="checkbox"/>	Book Online Click	Goal ID 3 / Goal Set 1	Event	21
<input type="checkbox"/>	Ecomm Conversion - Guest	Goal ID 2 / Goal Set 1	Destination	3
<input type="checkbox"/>	Join Mailing List	Goal ID 4 / Goal Set 1	Event	0

16 goals left

- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium
- Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA



# A Word About Landing Pages



- A web page that is stripped of navigation with only your offerings
- Hidden: Page not available through the navigation
- Needs to echo the messaging used to get the customer to the page
- Controls messaging to customer during the campaign
- Increases conversions
- Focuses attention
- Can be useful high up in the funnel or further down



# Case Study: Gun Bun Holiday Goes 100% Digital

Between November 1 - December 31st we deployed the following:

## Landing Page

- A holiday-themed landing page

## Email marketing

- Weekly emails sent, including reminders
- Cyber Blitz Week - one email per day

## Organic social media

- Dedicated sales posts, shipping reminders + multiple stories

## Paid Social

- 12 Facebook and Instagram campaigns with unique creative and audience tests including:
  - Mailing list upload
  - Club member list upload
  - Club member lookalike custom audience

## Retargeting

- Social retargeting
- Internet display ad retargeting



DON'T YOU  
FORGET  
ABOUT ME



GUNBUN.COM  
@GUNBUNWINE

# The Results

- Conversions up 6% YOY
- New website users up 37%
- Website pageview traffic up 21%
- Organic conversions 31% increase YOY
- Email conversions up 5% YOY
- Retargeting recaptured 86 orders
- Social media campaigns
  - 161 conversions (15% Instagram)
  - 1,002 unique link clicks
  - 180,061 impressions





# Takeaways/Tools



**Social Media Management Platforms:** Later, Buffer, Sprout Social

**Collaborative Tools:** Quip, Slack, Google docs

**Design Tools:** Adobe Suite, Pic Monkey, Canva

**Competitor Research:** Moat.com

**Facebook/Instagram Ads:**

- Facebook Blueprint Training
  - [facebook.com/business/learn](https://facebook.com/business/learn)
- Facebook Business Manager
  - [business.facebook.com](https://business.facebook.com)

**Google Analytics Academy**

- [analytics.google.com/analytics/academy](https://analytics.google.com/analytics/academy)
- UTM tags: [ga-dev-tools.appspot.com/campaign-url-builder/](https://ga-dev-tools.appspot.com/campaign-url-builder/)

**Setting up goals in Google Analytics**

- [bit.ly/CFDM-GAGOAL](https://bit.ly/CFDM-GAGOAL)



# THANK YOU!



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