



Send Better Email



Meet the Panel



Brendan McVeigh
Director of Digital Marketing
Crimson Wine Group



Patty Ross
California Wine Marketing



Erica Walter
Erica Walter Writes

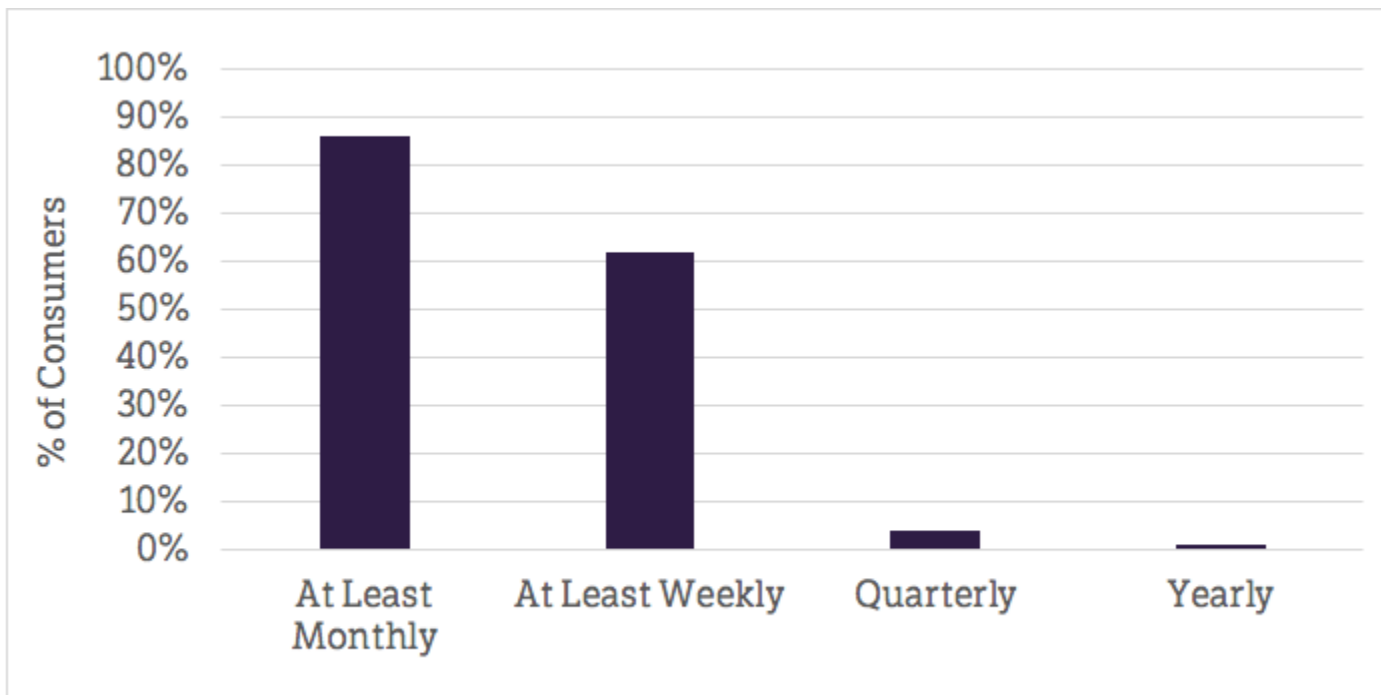


Adrienne Stillman
Director of Marketing
WineDirect



Poll: How often do you send email?

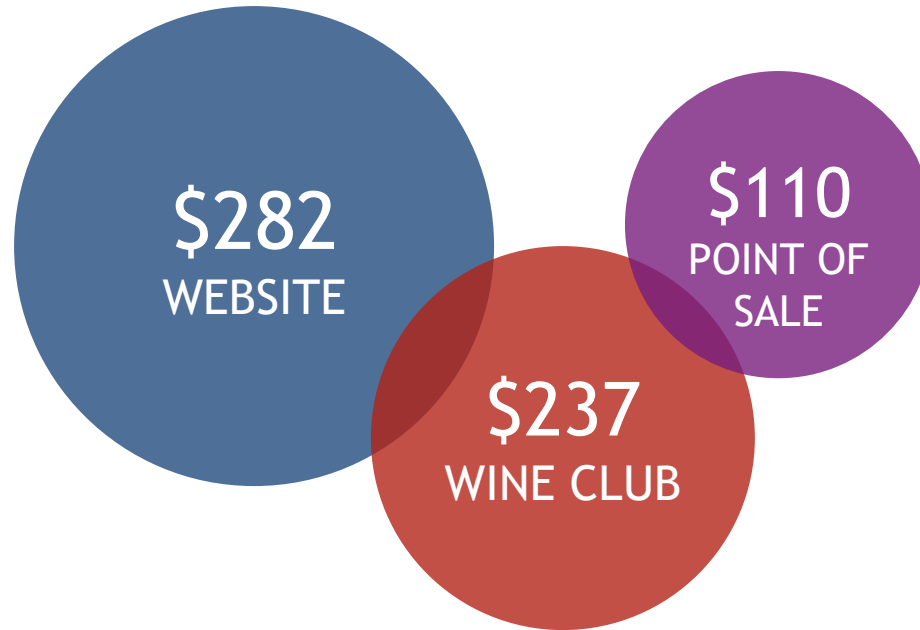
How often do consumers want to hear from you?



Source: Marketing Sherpa

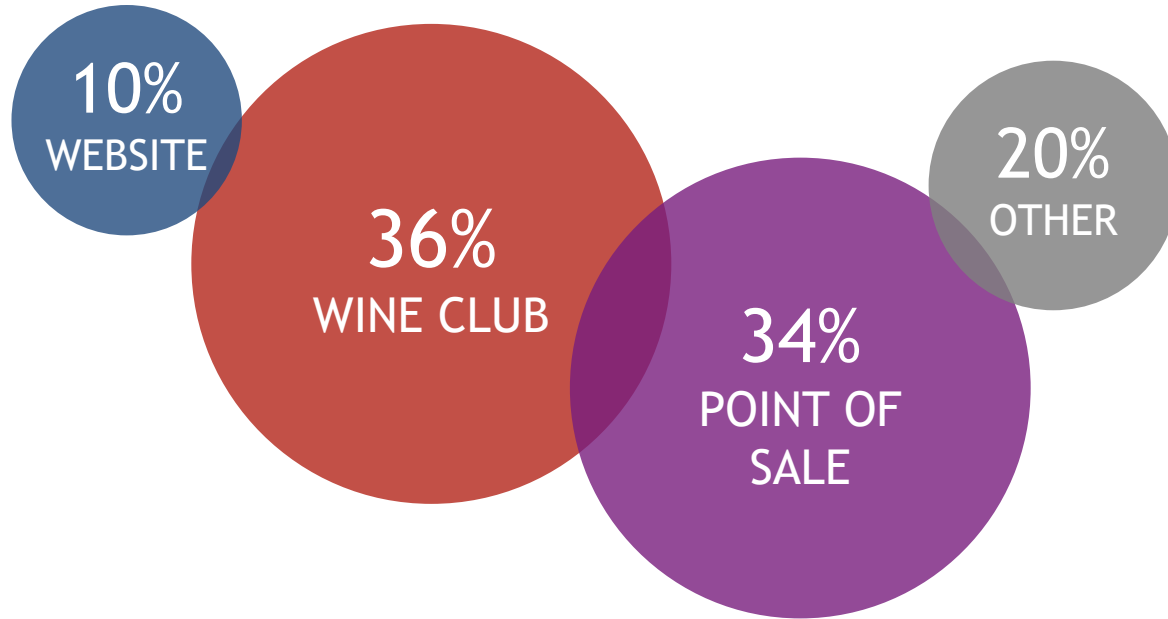
Why is email important?

Average Order Value



Source: 2019 WineDirect DTC Sales Report

% of Direct to Consumer Sales



Source: 2019 WineDirect DTC Sales Report

44%

of people who received targeted emails acknowledged buying at least one item because of a promotional message

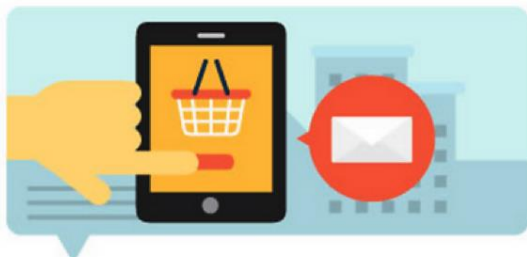


Emails convert
three times
better than
social media



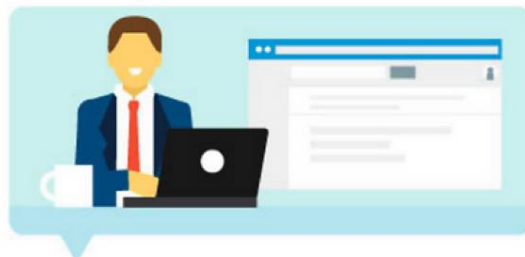
91%

of internet users
check email at
least once a day
on their
smartphones



71%

Mobile purchasing decisions
are most influenced by emails
from companies



64%

of decision makers read
email

Source:
Campaign
Monitor

Agenda



- Goals & Planning
- Email Nurturing
- Effective Segmentation
- Measuring Success
- Q&A

Goals & Planning

Set your goals!



ONLINE
SALES

TASTING
ROOM &
EVENTS

CLUB
SIGN UPS /
RETENTION

ENGAGEMENT

The importance of a calendar



MAY 2020

COLOR-CODING KEY:
Holiday
Email Campaign
Event
Blog Post
Social Posts

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	4	5	6	7	8	9
	Wine Club Party	CINCO DE MAYO #CincoDeMayo #tastingroomtuesday	#winewednesday	#thirstythursday	#foodiefriday	World Moscato Day #worldmoscatoday
10	11	12	13	14	15	16
MOTHER'S DAY Mother's Day		#tastingroomtuesday Wine Club Party Reminder	World Cocktail Day #winewednesday	#thirstythursday	#foodiefriday	Wine Club Party
17	18	19	20	21	22	23
	Wine Fest Weekend Wine Fest Weekend	#tastingroomtuesday	National Rescue Dog Day National Rescue Dog Day	Nat'l Chardonnay Day #nationalchardonnay day Chardonnay Day Special	#foodiefriday	
24	25	26	27	28	29	30
Chardonnay Day Special Final	MEMORIAL DAY #memorialday	#tastingroomtuesday Wine Fest Weekend FINAL	#winewednesday	#thirstythursday Wine Fest Weekend Wine Fest Weekend	#foodiefriday Wine Fest Weekend	Wine Fest Weekend

Creative assets & offer strategy



SINCE 1895
SEGHEGIO
Family Vineyards

CELEBRATE ITALIAN HERITAGE MONTH THIS OCTOBER

2015 BARBERA
6-BOTTLE COLLECTION
\$225 | \$180 CLUB

[PURCHASE](#)



The grapes for our 2015 Barbera come from our Estate Home Ranch in Alexander Valley. The nose on this wine exhibits freshly opened cherry blossoms in spring, light and delicately lifted by oak-imparted vanilla aromas. Bright acidity highlights the entry and finish with soft tannins in the mid-palate. We have put together this 6-bottle collection for you to enjoy - available through Friday only!

2015 Barbera | 6-Bottle Collection
\$225 | \$180 Club Members
Ground Shipping Included

[PURCHASE](#)

SINCE 1895
SEGHEGIO
Family Vineyards




HOME RANCH ZINFANDEL
2013-2016 VERTICAL COLLECTION
\$245 | \$196 CLUB
Shipping Included

[PURCHASE](#)

SINCE 1895
SEGHEGIO
Family Vineyards

BOOK YOUR NEXT
Private Event

[LEARN MORE](#)



Private Holiday Events at the Winery
With the holiday season fast approaching, it's a great time to book your special event - and there is no better place to bring wine, food and friends together than Seghesio Family Vineyards, in the heart of wine country. We offer casual receptions to formal dinners for groups large and small. Let us make your holiday event extra special!

[CONTACT US](#)

SINCE 1895
SEGHEGIO
Family Vineyards

2018 ARNEIS
12-BOTTLE COLLECTION \$275 | \$220 CLUB
Shipping Included

[PURCHASE](#)



WINE ENTHUSIAST
92
POINTS

Anatomy of an email



FROM NAME

SUBJECT

Seghesio Family Vineyards

10/15/19 >

Three Highly-Rated Zinfandels | One Amazing Offer

2014/15/16 Cortina Vertical | \$115 + Shipping Included These highly-rated Cortina Zinfandels (93-94 points) bring forth a bouquet of floral notes and ear...

PRE-HEADER

Anatomy of an email



LOGO

SINCE 1895
SEGHEGIO
Family Vineyards



HERO IMAGE

CALL TO ACTION

CORTINA ZINFANDEL
2014-2016 VERTICAL COLLECTION

\$115 | \$92 CLUB

Shipping Included

PURCHASE

These highly-rated Cortina Zinfandels (93-94 points) bring forth a bouquet of floral notes and earthiness which give way to a palate of mixed dark berries. Raspberry, blackberry and blueberry notes are layered with white pepper and baking spices. These luscious wines dance on the palate and finish with fine tannins and balanced acidity. Take advantage of this special offer before it ends on Friday.

2014 - 2015 - 2016 | Cortina Zinfandel

3-Bottle Vertical Collection

\$115 | \$92 Club Members

Ground Shipping Included

PURCHASE

TIP: Design for mobile with a mobile-responsive template

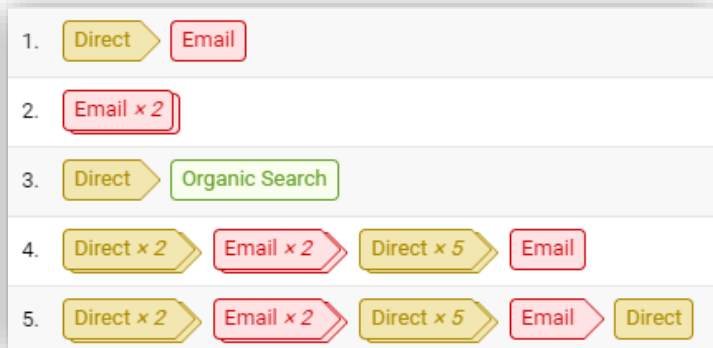
- Fonts, images, justification, margin, buttons, link colors

Case Study: The Second Send



- Sending a **second round of the email to non-purchasers** has been a key strategy for improving ecommerce sales.
- The second send to non-buyers of our Italian Heritage Month Collection yielded an **additional 48% to the original offer**, or almost 33% of the campaign.

Top 5 Paths to Purchase



Email doesn't exist in a vacuum





NATIONAL CABERNET SAUVIGNON DAY!

30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts

consiliencewines • Follow
The Sanger Family of Wines

consiliencewines We're celebrating #NationalCabernetDay for 3 days! Come visit us in the tasting room and pick up some delicious 2014 Consilience SBC Cabernet Sauvignon for 30% off, or click the link below to shop from home. Cheers 🍷

<https://www.sangerwines.com/product/2014-Cabernet-Sauvignon-Santa-Barbara-County>

#nationalcabernetday
#cabernetsauvignon #consilience
#sangerfamilyofwines #sangerwines
#marianello #toreanelli
#santabarbarawines #solvangwines

18w

26 likes
AUGUST 29, 2019

Add a comment... Post

☆ The Sanger Family of Wines
Consilience Cabernet Sauvignon Special
To: pattyanne@sbcglobal.net,
Reply-To: The Sanger Family of Wines

 This message is from a mailing list.

[View this email in your browser](#)

SPREAD THE WORD AND SHARE THE LOVE:

 Share  Tweet  Forward

SANGER FAMILY OF WINES



NATIONAL CABERNET SAUVIGNON DAY!

30% off 2014 Consilience SBC Cabernet Sauvignon
Thursday, August 29th - Saturday August 31st
Tasting room or Online
*Cannot be combined with any other promotions or discounts

[Buy Online](#)

GET SOCIAL WITH US:



Email Nurturing

Case Study: How to get your mailing list to buy



ACQUISITION: You fish with the bait you cast.

Boutique Rogue Valley winery **more than doubled list growth** by leveraging a **clearer value statement** at every point of access.

BEFORE:

Newsletter

*First Name

*Email

AFTER:

Be among the first to know about our single-vineyard Pinot Noir and limited releases, special offers, and fun-filled events at our historic winery and tasting room.

Sign up for our bi-monthly emails, and we'll treat you to **wine club pricing on your first online order!**

JOIN OUR MAILING LIST

Newsletter

*First Name

*Last Name

*Zip Code

*Email

☐ Opt into mailing list

Case Study: How to get your mailing list to buy.



TAKEAWAYS:

- Define a **clear value statement** for your email marketing program
- **Audit every access point** to ensure it is clearly communicated
- **Train your team** to use it when pitching email capture

Implement systems to deliver the “bait” immediately



50%

average open rate of
welcome emails

-Campaign Monitor

75%

people who expect a
welcome email
immediately upon
signup

-Blue Hornet

<50%

brands who send a
welcome email
immediately

-2018 Email Marketing Census

Case Study: How to get your mailing list to buy.



WELCOME: Implement systems to deliver “the bait” immediately!

BATCH ENTRY SENT ASAP

Avg open rate

50.70%

Avg click rate

19.44%

Avg unsubscribe rate

0.00%

Avg bounce rate

15.48%

Avg open rate

68.92%

Avg click rate

21.63%

Avg unsubscribe rate

0.80%

Avg bounce rate

4.39%

BONUS: NURTURED LEADS BUY!

50% of the newly acquired mailing list
members converted to purchasers

20% became wine club members

WITHIN **6 MONTHS** OF SIGNING UP

Effective Segmentation

Ideas for segmenting your audience



GEOGRAPHY

- Event invitations
- Shipping cutoffs
- Shipping incentives

STATUS

- 1st time buyer offer
- Club member offer
- High LTV offer

PURCHASE HISTORY

- Specific wine release
- Early access offer
- Win-back campaign



Relevance solves 99% of cadence issues!



DON'T: Assume

This is an invitation to join a wine club for a brand I've never purchased from and have no geographical proximity to.



AN INVITATION

from

DOMAINE DE BROGLIE

We are proud to announce the launch of Domaine de Broglie's new wine club: [The Academy](#). Named in honor of the French Académie des Sciences, The Academy will take its members on an exploration of high-elevation Pinot Noir wines and the scientific legacy of Louis de Broglie. Throughout the year, members of The Academy will receive three wine allocations, each showcasing single-block Pinot Noir and other selections made from fruit grown at our 42-acre vineyard.

Members can also expect to receive special pricing on this year's lineup of events including the 9th Annual Uncommon Wine Festival, our Winemaker's Dinner, and a release party for our 2018 Chardonnay. Whether shopping online or visiting our tasting room overlooking the valley, members always receive a 25% discount on wine purchases and a 15% discount on merchandise.

As a valued supporter of our vineyard, we encourage you to enroll in one of The Academy's three options:



The Laureate (Le Lauréat)

Members will receive 12 bottles of wine in each allocation, priced at approximately \$350-\$600 per allocation (plus applicable tax and shipping). Laureate members will receive complimentary tickets to select events and experiences (up to 4 people) at Domaine de

DO:



Speak to your customers WHERE they're at with you about WHAT they're most interested in.

Try out our Wine Family member benefits. | [View Online](#) [Forward to a friend](#) | Share [f](#) [t](#)

**THE FAMILY
COPPOLA**
CINEMA, WINE, FOOD, HIDEAWAYS & ADVENTURE

 COPPOLA REWARDS  STORE LOCATOR

TODAY ONLY
ENJOY WINE FAMILY MEMBER BENEFITS

25% OFF WINE*
15% OFF MERCHANDISE
\$10 SHIPPING ON ORDERS \$99+
USE CODE: **WF1DAY** AT CHECKOUT

[SHOP NOW](#)

Case Study: Customer Segmentation



Elden Selections
BURGUNDYWINECELLARS.COM



Client: Burgundy Wine Importer/Retailer. 250 from over 30 Burgundy producers. SKUS ship from California.

Problem: Small list of purchasers, mostly older, used to purchasing high average order, but many not purchasing any longer. Client did not dig into why.

Solution: We dug into the old sales reports and realized that the client had been increasing their average sale package over time that ignored previous “comfort zones”. Many old purchasers always stayed in the \$300 AOV. All current e-mail promos were \$700+. Tested new e-mails targeted to the \$300 crowd and were able to “resurrect” the dead!

Lessons Learned: Pay attention to customer purchase history. Segment your offers to tailor to their purchase habits.

Targeting your VIPs



- From - A person or brand account
- Subject - Include Exclusive Offer
- Pre-header - Include offer
- Logo - Optional
- Hero Image - None
- CTA - Reply to email to order

Dear Brendan,

We appreciate your dedication as a follower of Seghesio Family Vineyards and would like to reward your interest with a personalized special offer! We're excited to provide access to a library vertical of our 92+ point Cortina Zinfandel. As you can expect quantities are limited – requests will be taken in the order they are received.

Dry Creek Valley's winemaking culture was established in the 1850s, coinciding with Zinfandel's rise to prominence in the regions. Named for the gravelly loam soils prevalent up and down Dry Creek Valley, Cortina Zinfandel grapes benefit from diurnal fluctuations, which preserve natural acidity and accentuate the wine's red fruit characteristics.

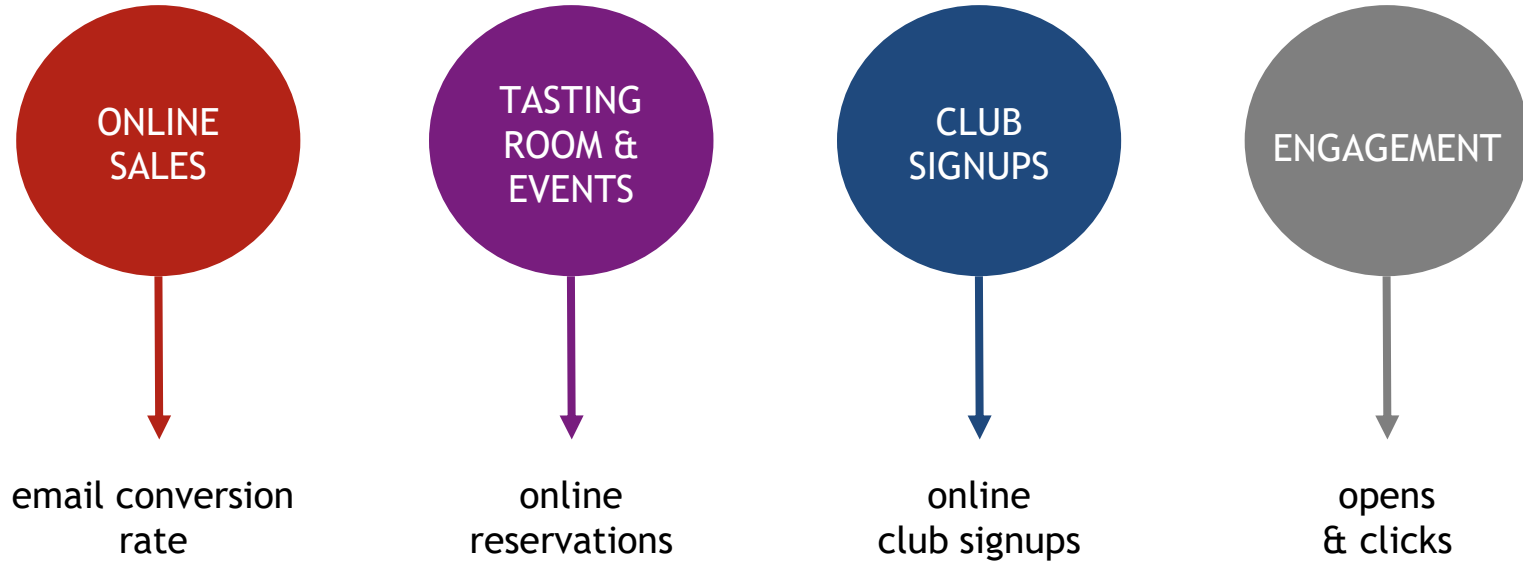
Cortina Vertical Vintages

2014 – Rain in late March paved the way for available water through bud-break and bloom, turning into a warm summer and speedy harvest that wrapped up before the end of September. Vibrant dark fruit and berry flavors partner beautifully with pink pepper and mouthwatering acidity.

94 points - Wine Spectator

Measuring Success

Start with your goals

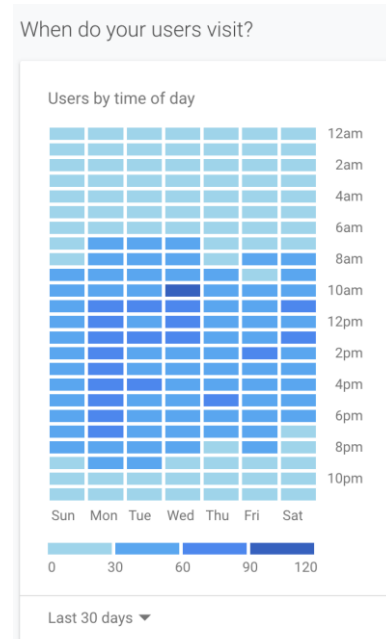


Google Analytics: Beginner



Out of the box dashboard will unveil important trends like:

- How do you acquire users?
- When do your users visit?
- What pages do your users visit?

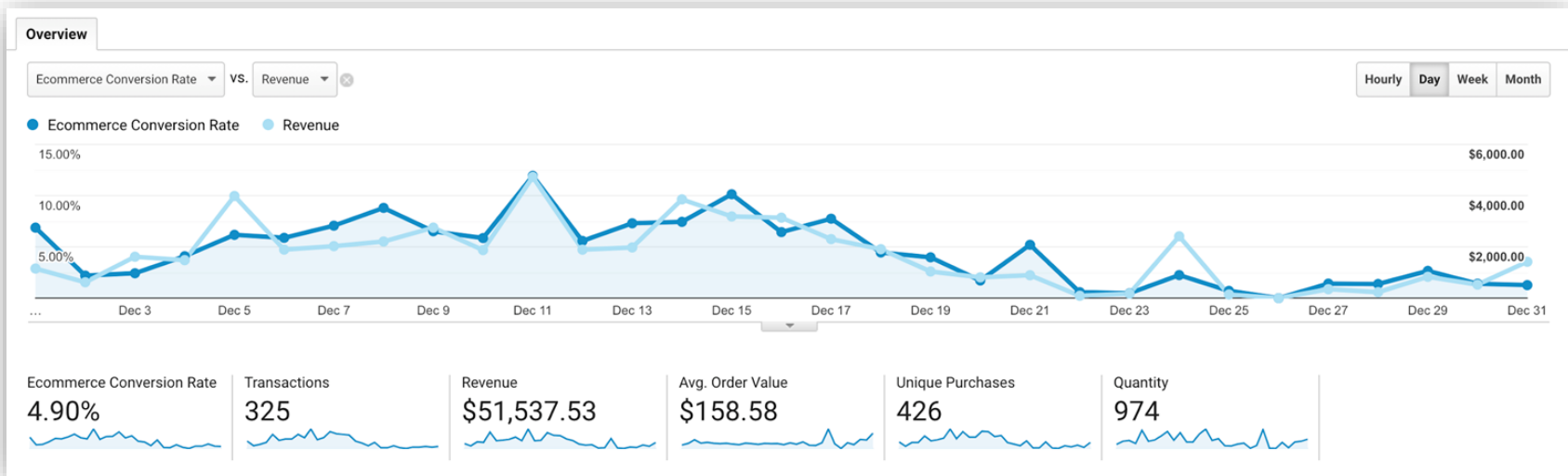


Google Analytics: Intermediate



With ecommerce enabled, you'll be able to dive deeper:

- What sources are driving revenue?
- What are your top-selling products?
- Days/sessions to conversion



Advanced: UTM codes



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo

- **Source:** Be consistent with either the brand name or email service provider

Advanced: UTM codes



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo

- **Source:** Be consistent with either the brand name or email service provider
- **Medium:** Email

Advanced: UTM codes



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo

- **Source:** Be consistent with either the brand name or email service provider
- **Medium:** Email
- **Campaign:** Campaign Name



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo

- **Source:** Be consistent with either the brand name or email service provider
- **Medium:** Email
- **Campaign:** Campaign Name
- **Term:** Details like club vs. non-club



https://www.seghesio.com/Wines/Collections?utm_source=seghesio.com&utm_medium=email&utm_campaign=092719_SFV_15Barbera6pk_ALL&utm_term=all&utm_content=logo

- **Source:** Be consistent with either the brand name or email service provider
- **Medium:** Email
- **Campaign:** Campaign Name
- **Term:** Details like club vs. non-club
- **Content:** Location of the click for understanding interactions with your emails

Advanced: UTM codes



Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

Tip: Use a UTM builder

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Key Takeaways



- Set your goals - and your KPIs
- Build a calendar & plan your creative assets
- Optimize for mobile
- Remember the 2nd send
- Nurture your new subscribers
- Segment your audience
- Don't forget to measure success

2020  DIRECT TO CONSUMER
WINE SYMPOSIUM

Questions?

Send us an email!



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WINE SYMPOSIUM

Thank you!