

ASTRA DIGITAL

5 Hot DTC Digital Trends and action items for wineries



Astra Digital Marketing Services

Presented by:

Ron Scharman

CEO & Chief Strategist

And

Ryan Neergaard

Director of Business Development



Summary of This Session

This session focuses on the latest significant global digital marketing trends and actionable takeaways for the DTC sector of the wine industry.

We'll discuss how you can leverage Facebook, Reviews, SEO, and SEM all with your current data and demonstrate trackable ROI for your winery. And we'll leave you with action items you can implement for your winery now.

Who am I and Why am I here?

- Currently CEO Astra Digital Marketing Services and FlyWithWine
- Instructor, SSU Wine Business Institute – 7 Years
- Previously 2 years as COO of Chatterbox Wine Marketing Services and VinoVisit.com
- Previously 7 years as President of eWinery Solutions
- Previously 2 years as COO of New Vine Logistics
- Previously 4 years as CEO of Morrell Wine Group
- 15 years as a specialty retailer
- MBA Cornell University Johnson School of Management
- Lover of all things food & wine
- Passionate about direct to consumer wine marketing
- More info on LinkedIn at <http://bit.ly/2cRRL5C>



Ron Scharman
CEO & Chief Strategist
Astra Digital Marketing
Services

A pile of wine corks is located in the top right corner of the slide. The corks are light brown and some have small labels with text and graphics.

Digital Trends 2019

Technology has
transformed how people
live, work, shop, and play.

Businesses need to adapt.



WHAT'S CHANGED? FUNCTIONALITY VS. EXPERIENCES



The evolution from early 2000's to present day, "personal computing" has changed 10 fold.

LOOKED AT ANOTHER WAY



The faithful gather in **2005** near St. Peter's to witness Pope John Paul II's body being carried into the Basilica for public viewing.



St. Peter's Basilica at the Vatican, on March 13, **2017**

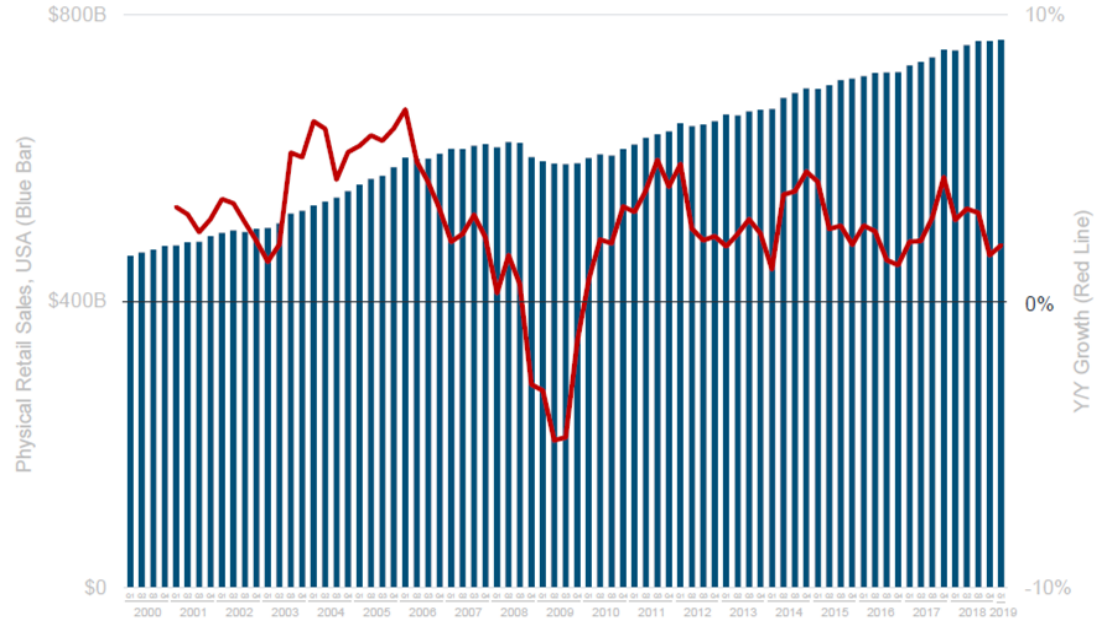
LOOKED AT ANOTHER WAY

**So What Does This Mean
for Me?**

Let's Check the Stats!

Physical Retail Sales s. Y/Y Growth, USA

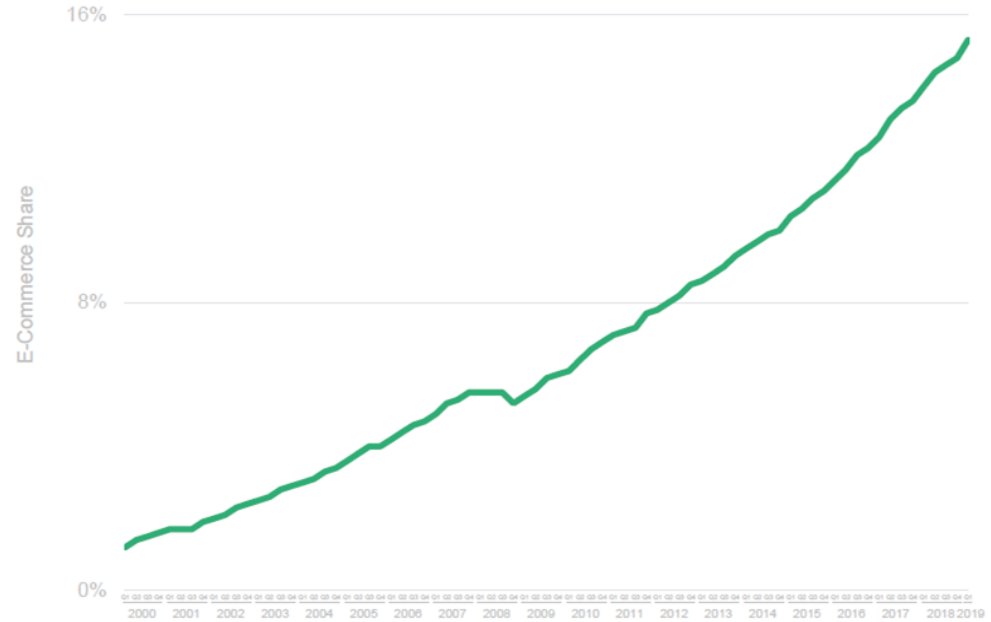
Physical Retail
Growth = Solid
+2.0% vs/ +1.6%
(Y/Y – Q1 vs. Q4)



Source: BOND Internet Trends 2019

E-Commerce as % of Retail Sales, USA

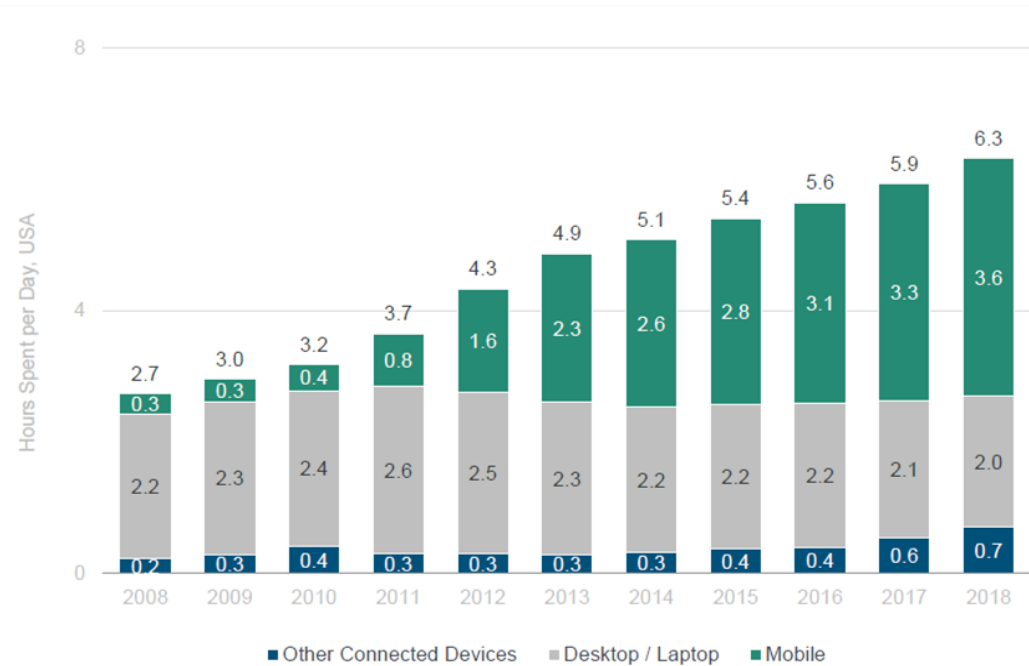
E-Commerce
Share = Gains
Continue @15% of
Retail vs. 14% Y/Y



Source: BOND Internet Trends 2019

Daily Hours Spent with Digital Marketing per Adult User, USA

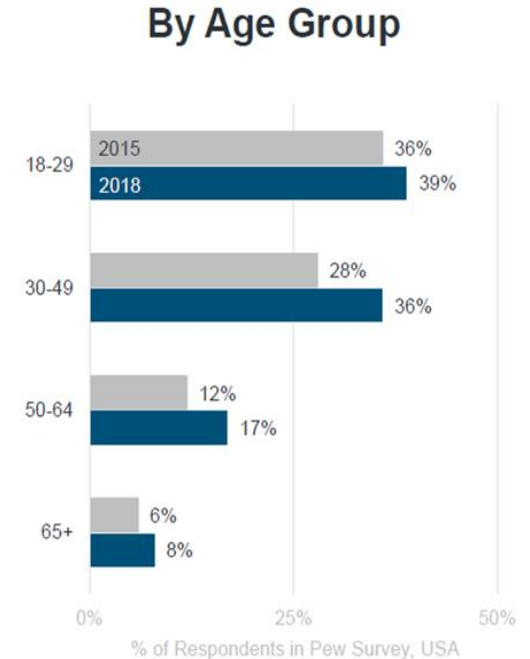
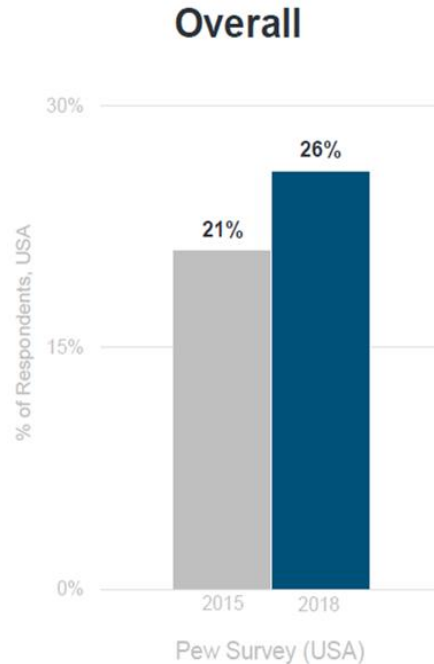
Digital Media
Usage =
Accelerating +7%
vs. +5% Y/Y



Source: BOND Internet Trends 2019

% Adults Online 'Almost Constantly'

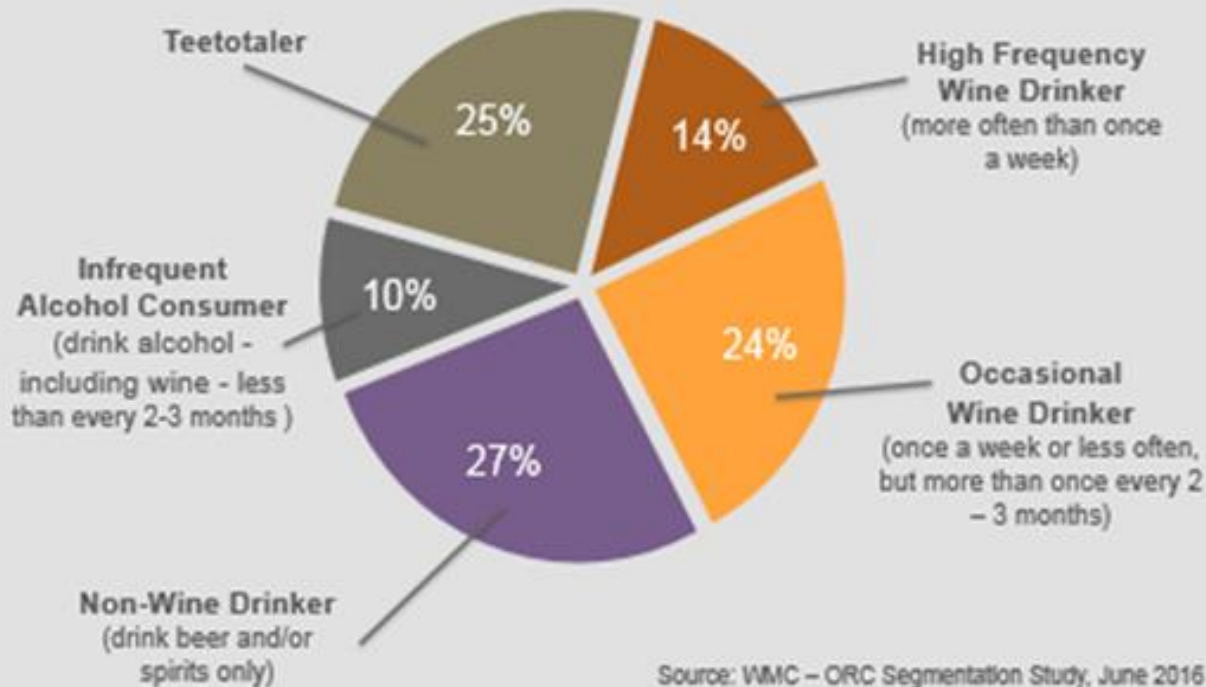
Adults 'Almost Constantly' Online = 26% vs. 21% Three Years Ago



Source: BOND Internet Trends 2019

– Stats as of February 2017

Wine Consumption Among U.S. Adults



- 234 Million Adults in U.S.
- 14% High Frequency Drinkers
 - = 33 Million HF Drinkers
- 24% Occasional Drinker
 - = 56 Million Occasional Drinkers
- Total = 89 Million Prospects

Social Media Regularly Used for Wine Discourse by Age

(Base: High frequency wine drinkers)

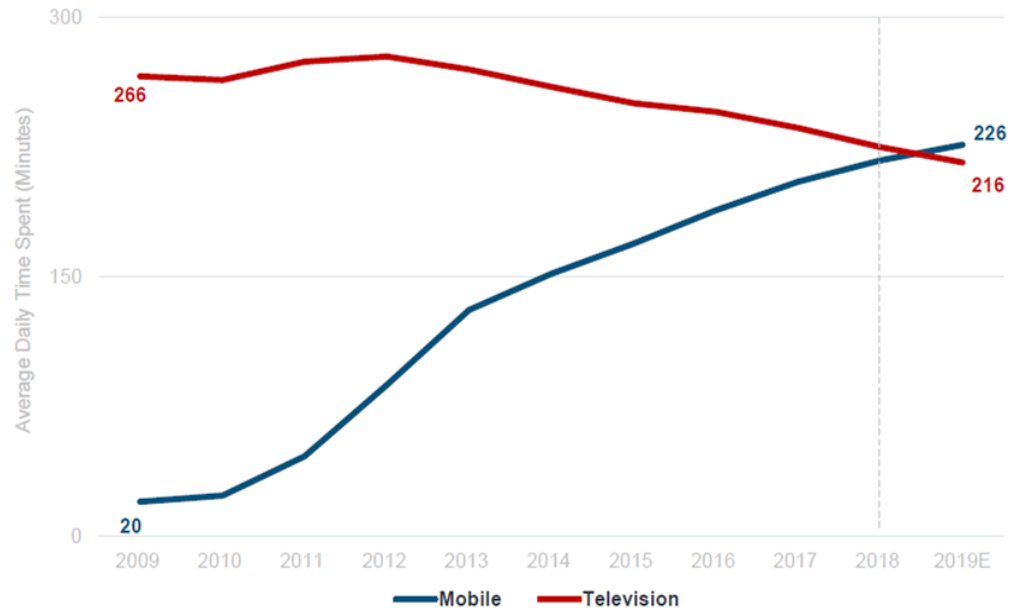
	20s	30s	40s	50s	60s	70+
Facebook	81%	75%	58%	27%	20%	6%
YouTube	56%	61%	40%	10%	8%	4%
Twitter	53%	61%	37%	13%	5%	1%
Instagram	50%	66%	36%	9%	2%	1%
Pinterest	31%	31%	18%	12%	5%	3%
LinkedIn	17%	24%	17%	5%	3%	2%
Hello Vino	21%	25%	10%	1%	0%	0%
Vivino	13%	22%	6%	2%	2%	1%
Delectable	13%	14%	7%	1%	0%	0%
None of the above	11%	8%	29%	64%	74%	90%

234 Million Adults in U.S.
14% High Frequency Drinkers
= **33 Million HF Drinkers**

Shading = Statistically significantly higher than 5, 4, 3, 2 other age groups.

Television & Mobile Daily Time Spent (Non-Deduped), USA

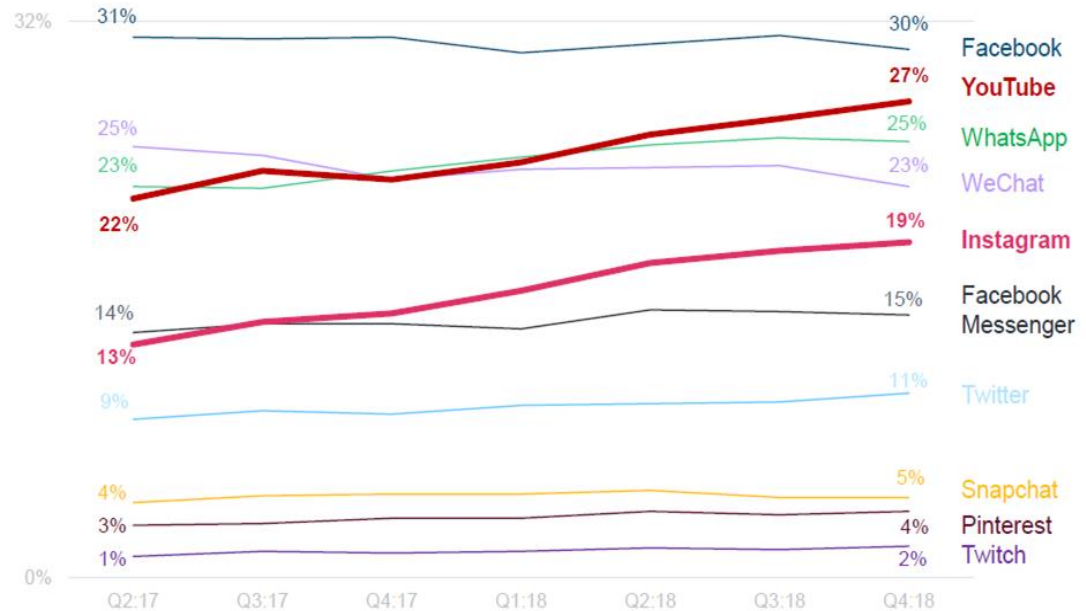
Device Time =
Mobile > TV



Source: BOND Internet Trends 2019

% Internet Users Using Select Platforms > 1x per Day, Global

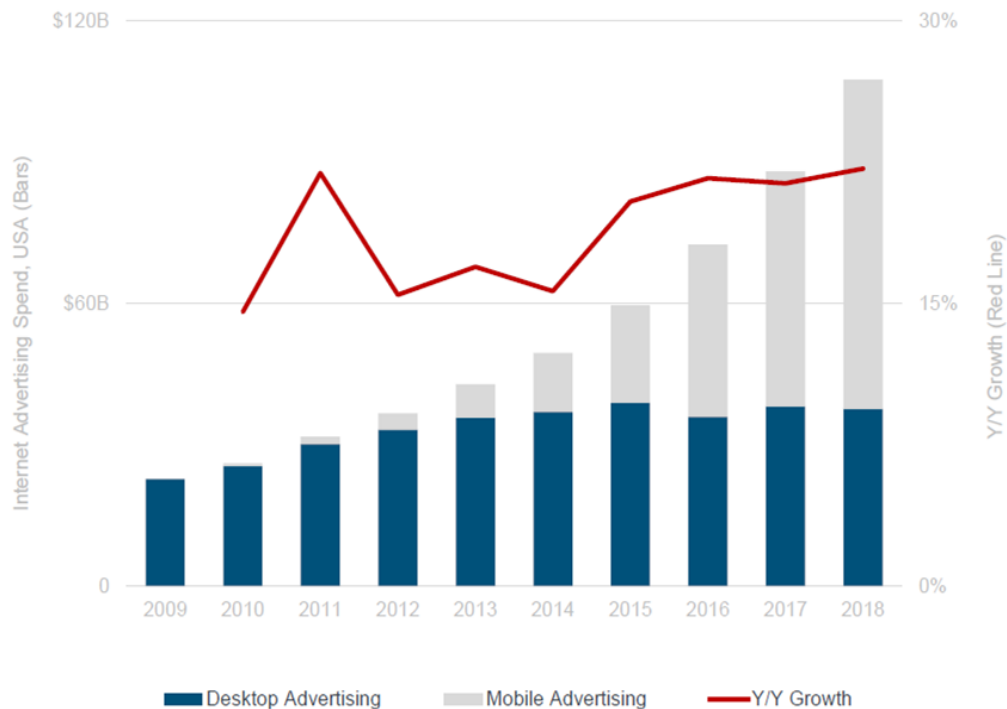
Online Platform
Time = YouTube +
Instagram
Gaining Most



Source: BOND Internet Trends 2019

Internet Advertising Spend

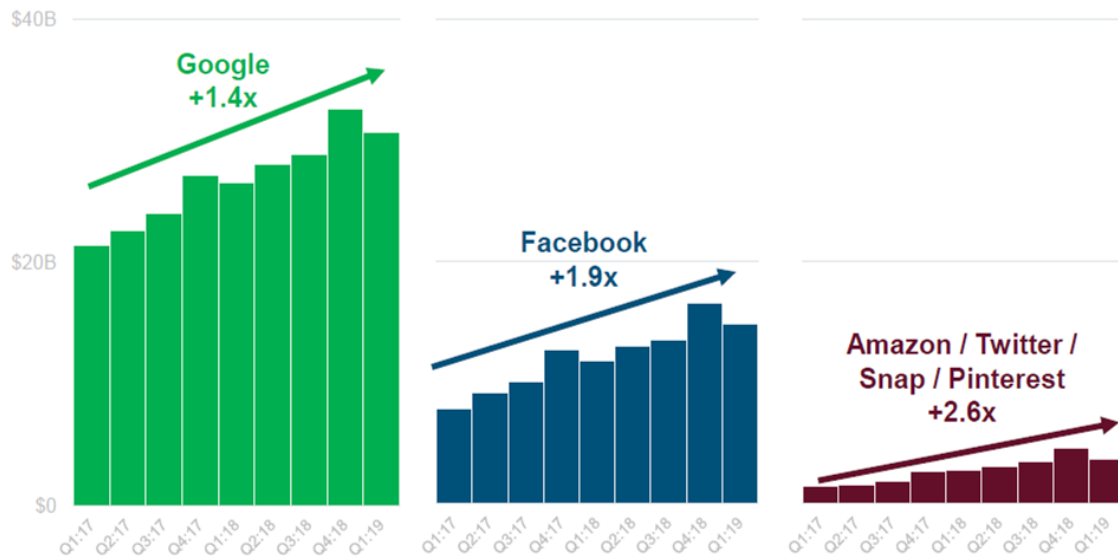
Internet Ad
Spending (Annual)
= Accelerated
+22% vs. +21% Y/Y



Source: BOND Internet Trends 2019

Select USA-Based Advertising Platform Revenue, Global

Internet Ad
Platforms = Google
+ Facebook Lead
but Others Gaining
Share



Source: BOND Internet Trends 2019

Ad Share Gain Drivers = Better Targeting + New Creative + Commerce + High-Relevance

Facebook

Targeting
Audience Customization



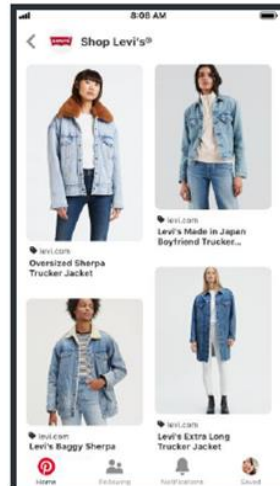
Youtube

Machine Learning
Automatically Time-Edited
Clips



Pinterest

Commerce
Shoppable Catalogs



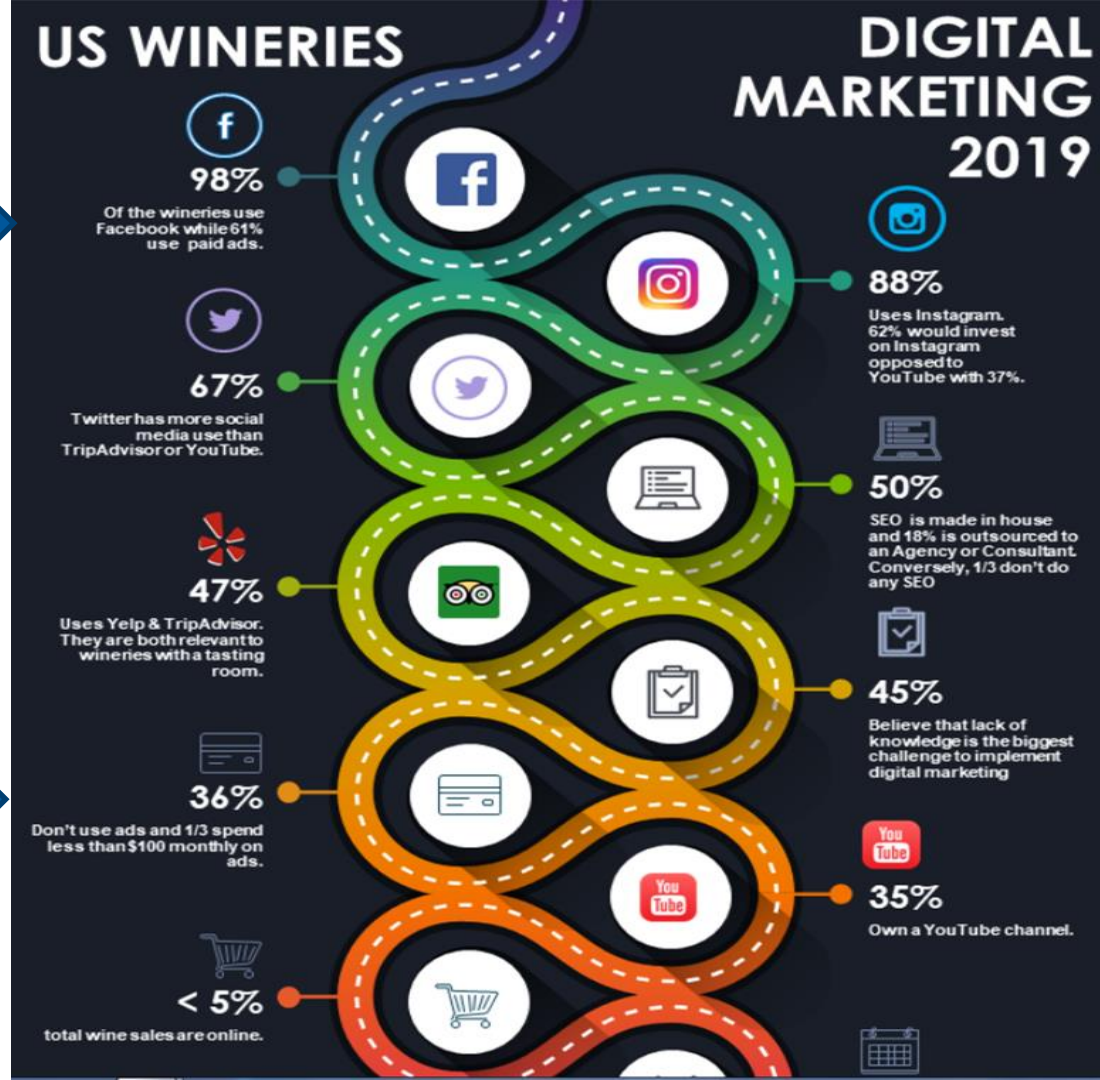
Twitter

High-Relevance
Promoted Tweets



2019 WINE DIGITAL MARKETING SCORECARD

Sonoma State University April 2019



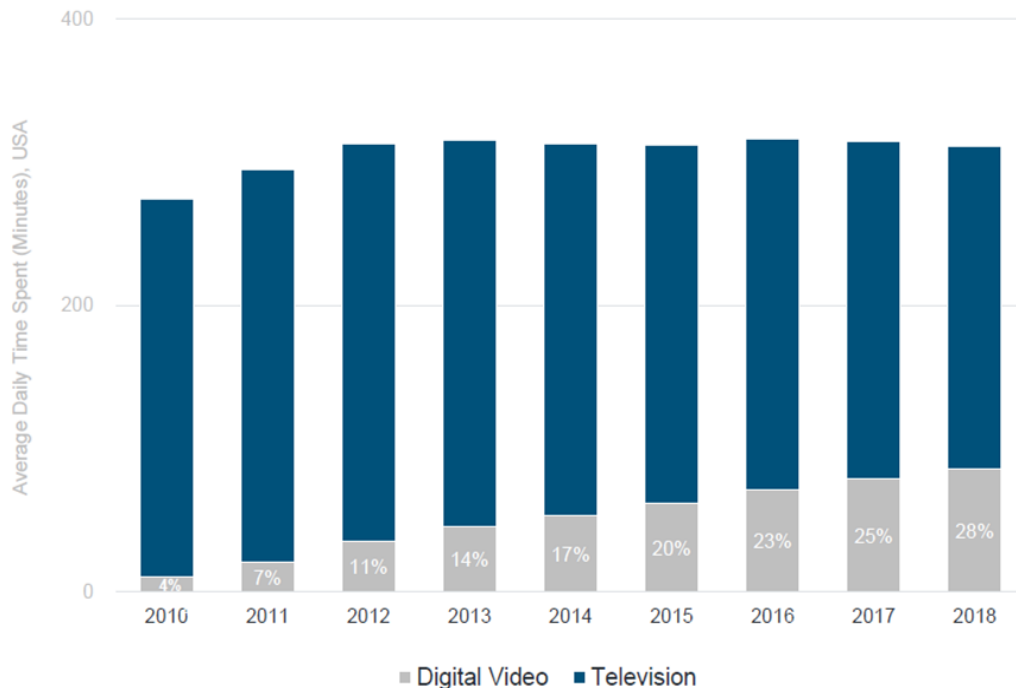
*People =
Increasingly Telling Stories via
Edited Images & Videos*



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Video Watching Daily Minutes - Digital vs. TV, USA

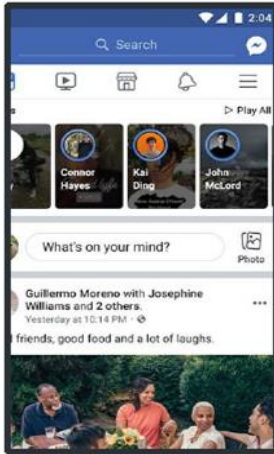
Video Time = Digital
+2x in Five Years @
28% of Total (vs. TV)



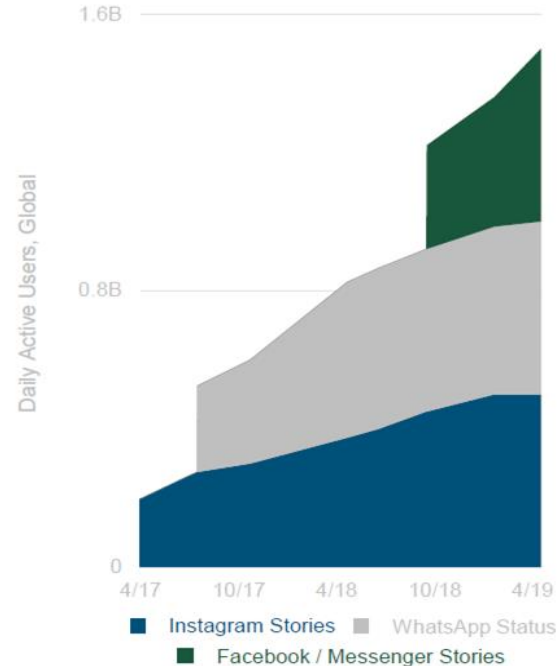
Source: BOND Internet Trends 2019

Video Time (Short-Form – Facebook Platform) = 1.5B DAUs + ~2x in One Year

Facebook Stories



Daily Active Users, Global



Source: BOND Internet Trends 2019

“

People have always been visual - our brains are wired for images. Writing was a hack, a detour. Pictorial languages are how we all started to communicate - we are coming full circle.

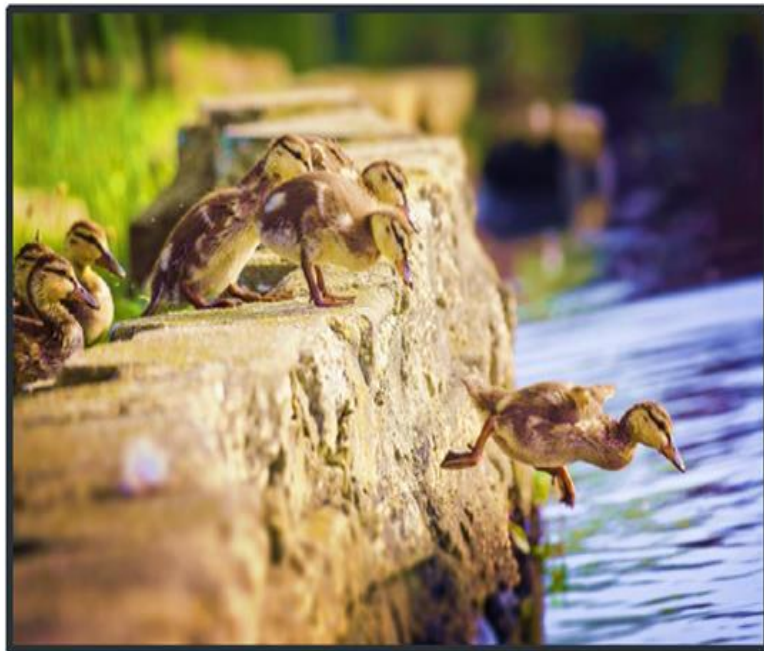
We are reverting to what is most natural.

*Instagram challenges the notion that beauty comes in a traditional, artsy form...
it's not about beauty, it's about the story you tell.*

”

Kevin Systrom - Instagram Co-Founder, 5/19

Picture or 1,000 Words?



Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close by the mother for safety, often following behind her in a neat, single-file line. Mallard Duckling making a running leap into the water from the rock ledge at Argyle Lake, Babylon, Long Island. Mallard ducks are the most common & recognizable wild ducks in the Northern Hemisphere. They spend most of their time near natural bodies of water (ponds, marshes, streams, & lakes) where they feed on plants, invertebrates, fish, and insects. Mallards are dabbling, or surface-feeding, ducks because they eat by tipping underwater for food—head down, feet and tail in the air—rather than diving. Mallards also forage and graze for food on land. The male mallard duck, called a drake, sports a glossy green head, a white ring around its neck and a rich, chestnut-brown breast. The mallard duck's outer feathers are waterproof, because of an oil that's secreted from a gland near the tail. Soon after birth, baby ducks, called ducklings, open their eyes. A little more than a day after hatching, ducklings can run, swim, and forage for food on their own. They stay in the nest for less than a month. A group of ducklings is called a brood. Outside the nest, the brood sticks close

TODAY, THE CUSTOMER JOURNEY IS NON-LINEAR



**So Where Do
I Go From Here?**



Ryan Neergaard

*Director of Business Development
Astra Digital Marketing Services*

LinkedIn Profile:

<http://bit.ly/2zxj0Q7>



About Me:

- Director of Business Development and Social Media, Astra Digital Marketing Services
- Currently leading a team responsible for customer acquisition, engagement, and conversion on website, social media, and other relevant digital platforms
- 11 Years in Wine Tourism Media Communications
- 100% Foamer!
- Every occasion should require bubbles to be opened!
- My band HighNoon played at BottleRock this last year for the second time!
- This last year I married the love of my life, adopted our puppy Juno, and recently purchased a home in Napa! 2019 was a good year!

The Number One Question in Wine Marketing

Is Facebook still relevant?

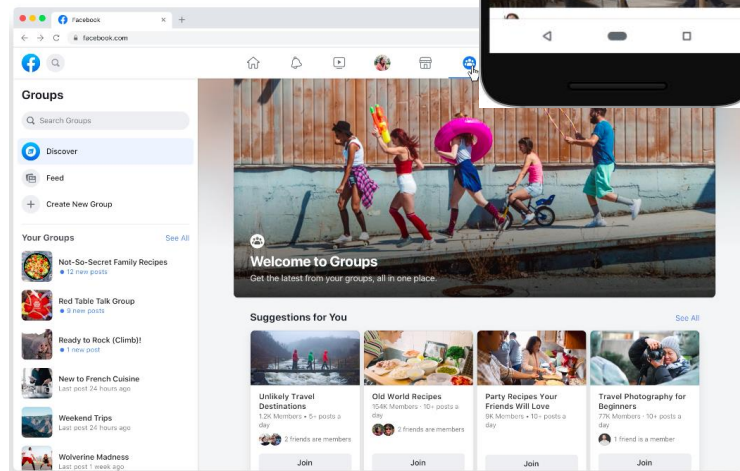
Facebook under scrutiny

- Violation of privacy
- An exodus of users on the platform
- The advent of "fake news" and those manipulating misleading content



How did Facebook respond?

- A new mission on privacy and transparency
- A major emphasis on stories and “authentic content”
- Focus on community groups as trusted sources



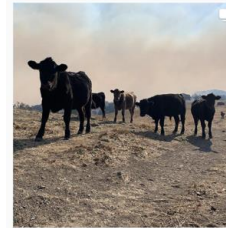
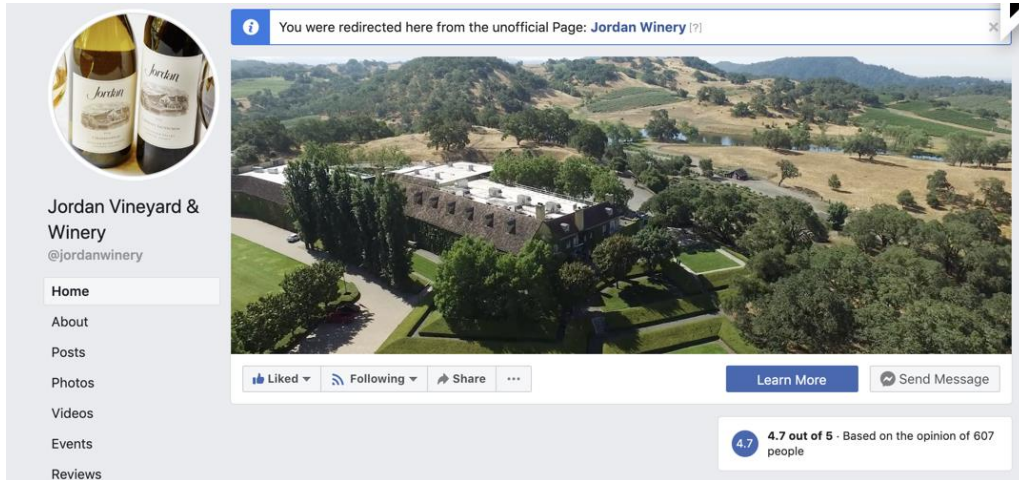
How the market responded

- Facebook profit was up 19% with revenue growing 29% to \$17.65 billion
- Quarterly users were up 8% to 2.45 billion users
- 2.8 billion users use one of their services daily (Messenger, Facebook, Instagram, WhatsApp)
- Advertisers continue to support Facebook and the user base continues to expand



What this means for wineries

- Relationship-based marketing must be at the core of your outreach
 - Facebook remains one of the most relevant platforms to reach consumers
 - Use your data to reach current and prospective buyers
 - Market to individuals based on the relationship you have with them
 - Get past behavior and go deep into custom audiences



Today's Takeaways

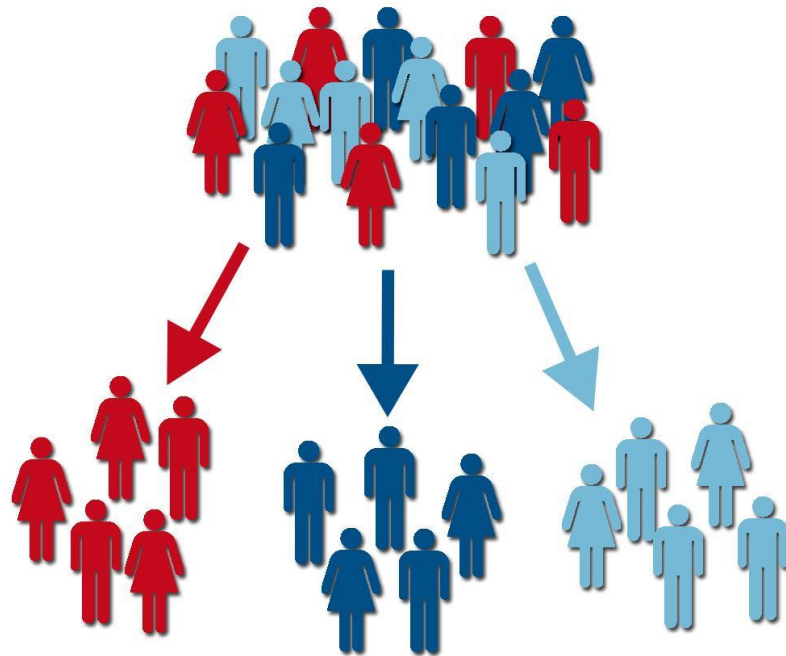




Segmentation

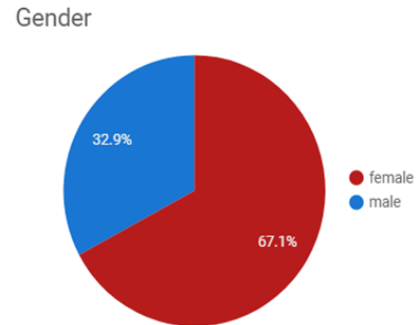
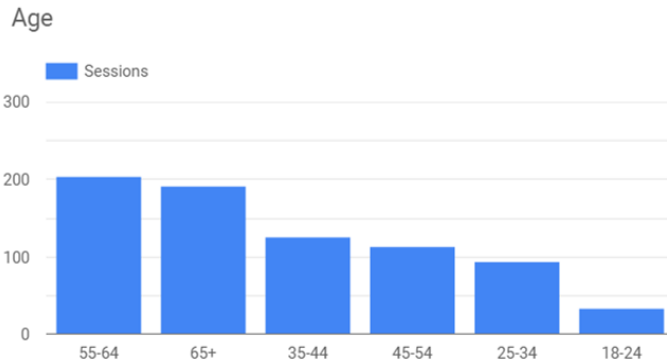
SEGMENT YOUR DATA WITH RELEVANCE

- Use Google Analytics and eCommerce/POS CRM data to analyze your website traffic and customer base
- Focus on your most loyal customers, wine club members, and frequent purchasers first.
- What to do:
 - Define what segments are relevant to your winery
 - Wine club
 - Past purchasers
 - General email subscribers
 - Event attendees

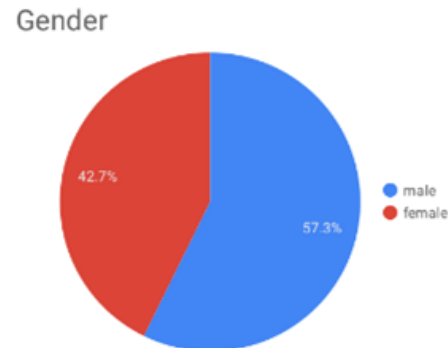
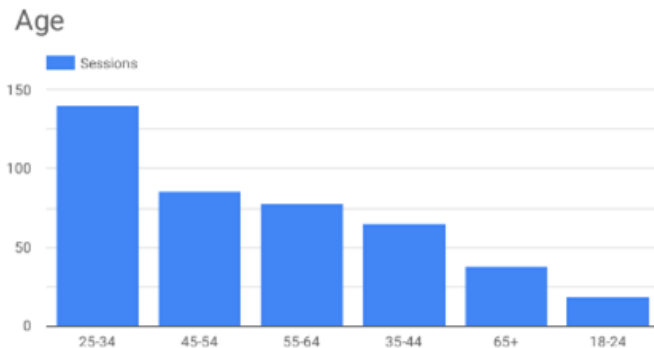


WHO ARE THESE PEOPLE?

Winery Client #1:
High-quality,
approachable
wine from
Amador County



Winery Client #2:
Prestigious
Cabernet
producer in Santa
Barbara



**Take the time to know your
audience. Don't make
assumptions...**

Segmentation

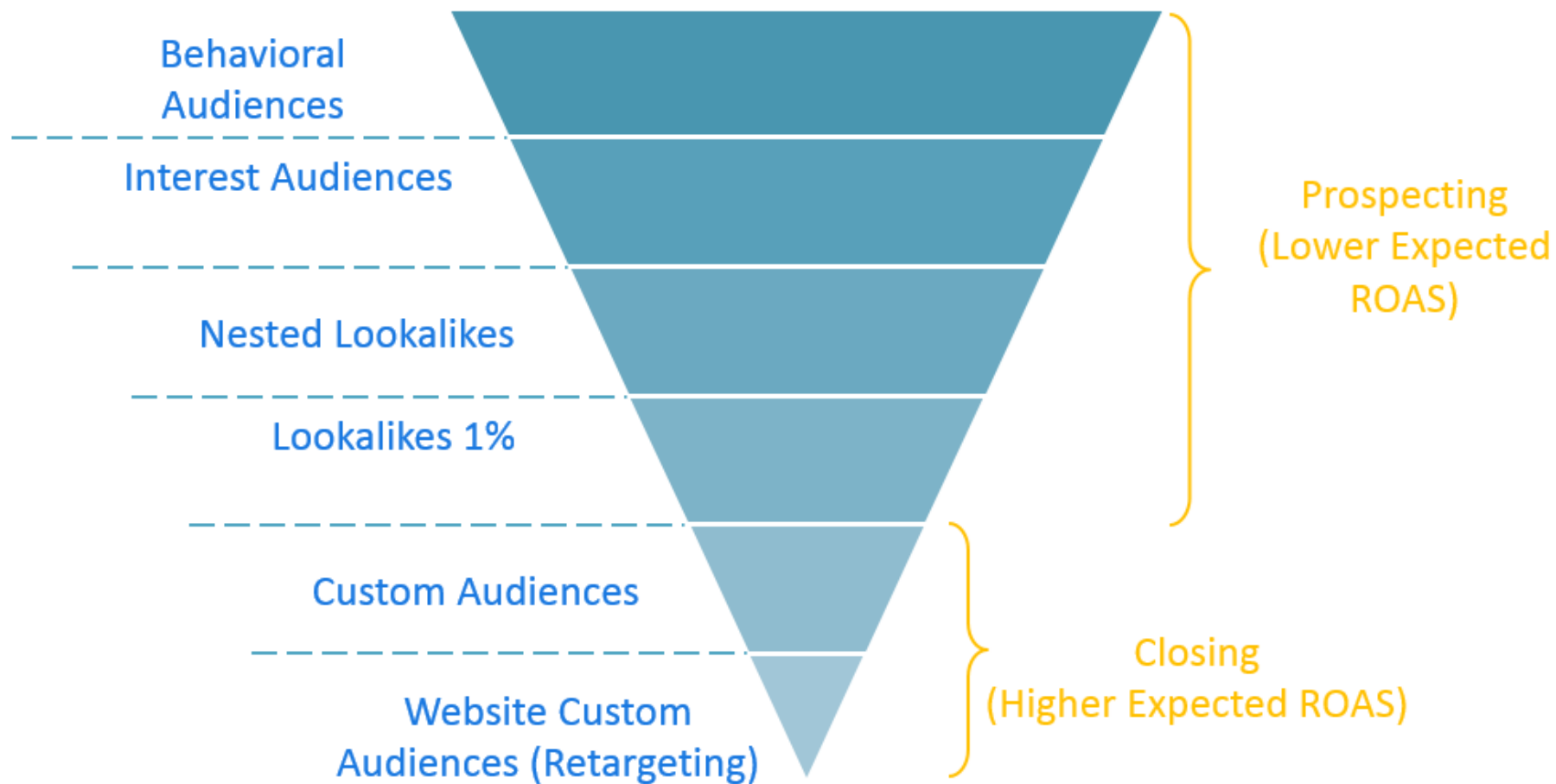
You can do it!





Evolving Facebook Strategies

Where are you targeting your efforts?



1. Create Targeted Campaigns

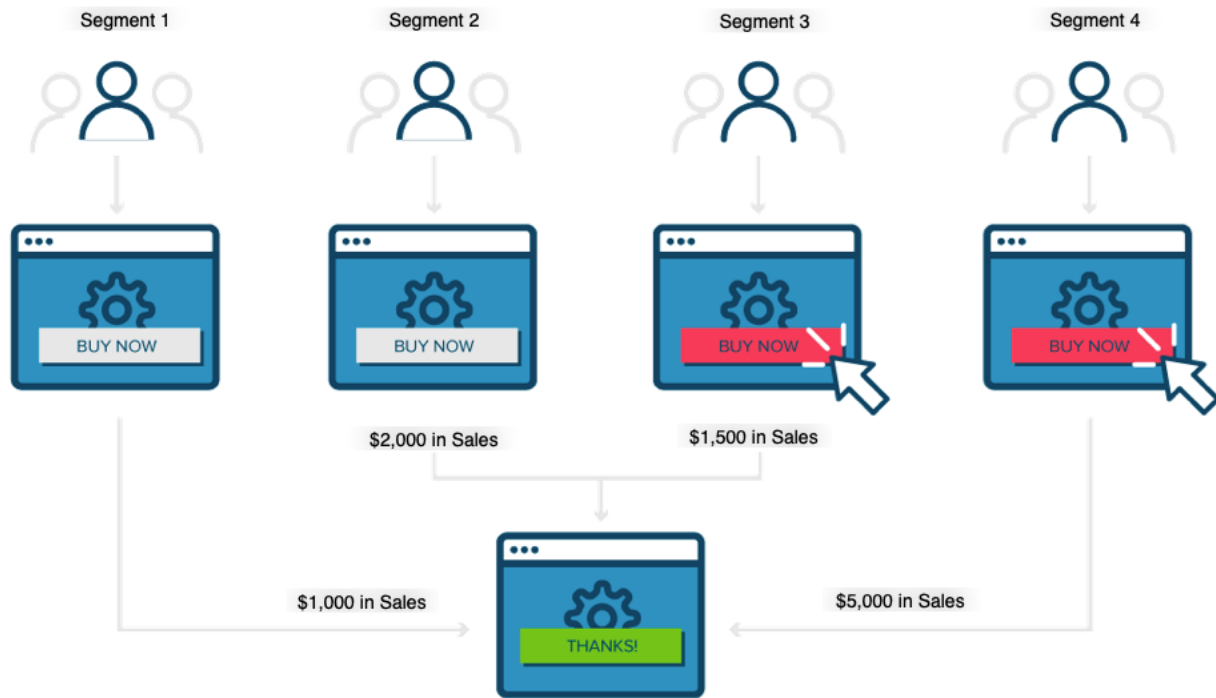
- Remind customers why they fell in love with you in the first place.
- What to do:
 - Create ads for each segment.
 - **Wine club** - Exclusive tasting at winery
 - **Previous purchaser** - Exclusive discount
 - **General list** - General discount



1. Create Targeted Campaigns

Ad Set Name
H - Wine Club + Past Case Sale Purchasers + High...
G - Wine Club + Past Case Sale Purchasers Lookal...
B - High LTV Customers + Lookalikes - Copy
E - Cart Abandonment - Copy
F - Geo - 25 miles of tasting room - Copy
D2 - Women - 35-65+ - CA/OR - Organic Wine/Foo...
I - 2017 Purchaser Lookalikes
D - Men/Women - 25-65+ - CA/WA/OR - Organic W...
C - Site Visitors Last 180 Days - Copy
A - Email List + Past Case Sale Purchasers - Copy

CREATE TARGETED ADS FOR EACH SEGMENT



Example of segmented content

 **Oregon Wine**
Sponsored · ⚙️

A taste of Oregon wine country is coming to San Francisco on March 4th, with 55 wineries, culinary artisans, and more.



OREGONWINE.ORG
Explore the Oregon Wine Trail
Really Early Bird Tickets On Sale

[Learn More](#)

👍 21 7 Shares

👍 Like 💬 Comment ➦ Share

 **Oregon Wine**
Sponsored · ⚙️

55 wineries, 200+ wines, one night only. Oregon's wine and culinary bounty is headed to SF. Explore the Oregon Wine Trail on March 4.



OREGONWINE.ORG
Explore the Oregon Wine Trail
Really Early Bird Tickets On Sale

[Learn More](#)

👍 🍷 33 2 Comments 7 Shares

👍 Like 💬 Comment ➦ Share

THEN RAMP IT UP!

Segment Your Data



Create Targeted
Campaigns,
Use Retargeting,
and Lookalikes



Get New Customers

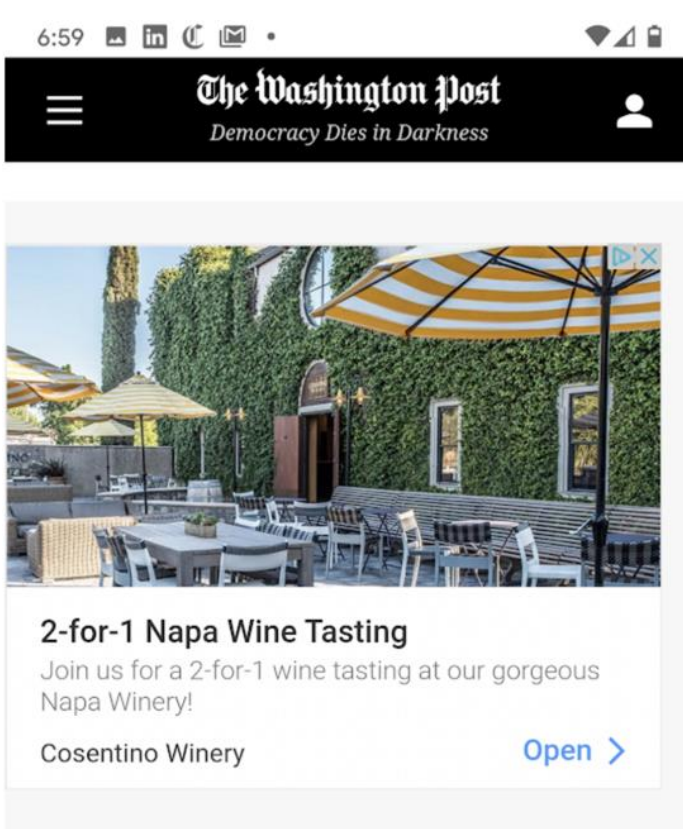
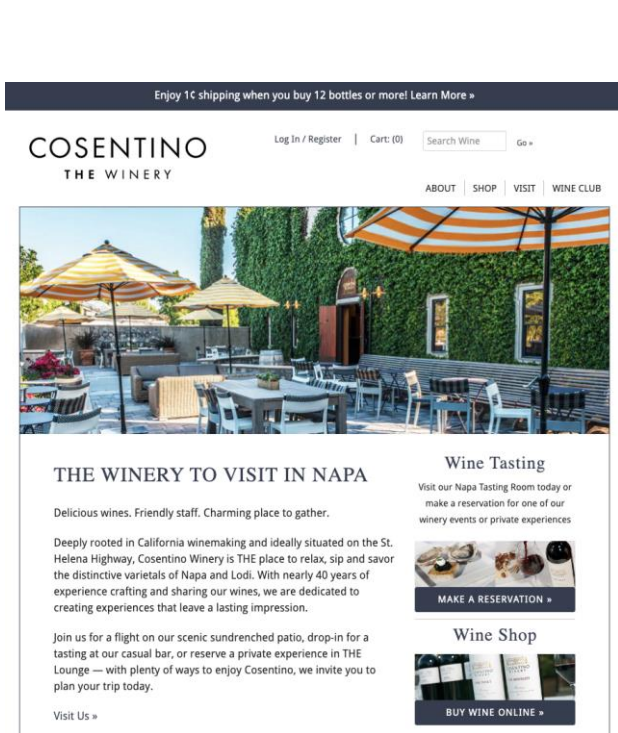


2. Create Retargeting Campaigns inside and outside of FaceBook

- Don't let the relationship end if someone visits your website and leaves.
- What to do:
 - Clicked on a Merlot - Serve a Merlot ad
 - Clicked on your blog - Serve an ad for your next blog
 - Shopping Cart Abandonment
 - If someone filled their cart and left, serve them a special discount to return and purchase.



2. Example of good retargeting



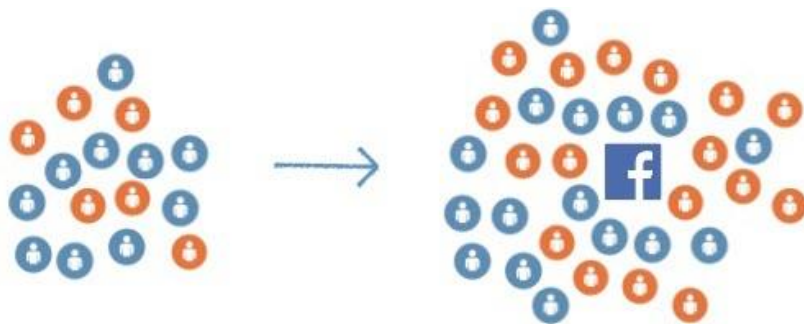
3. Find Potential Customers in Lookalikes

- Mirror your most loyal wine club/frequent purchasers by building Facebook Custom Audiences with your existing email list.

Lookalike Audiences

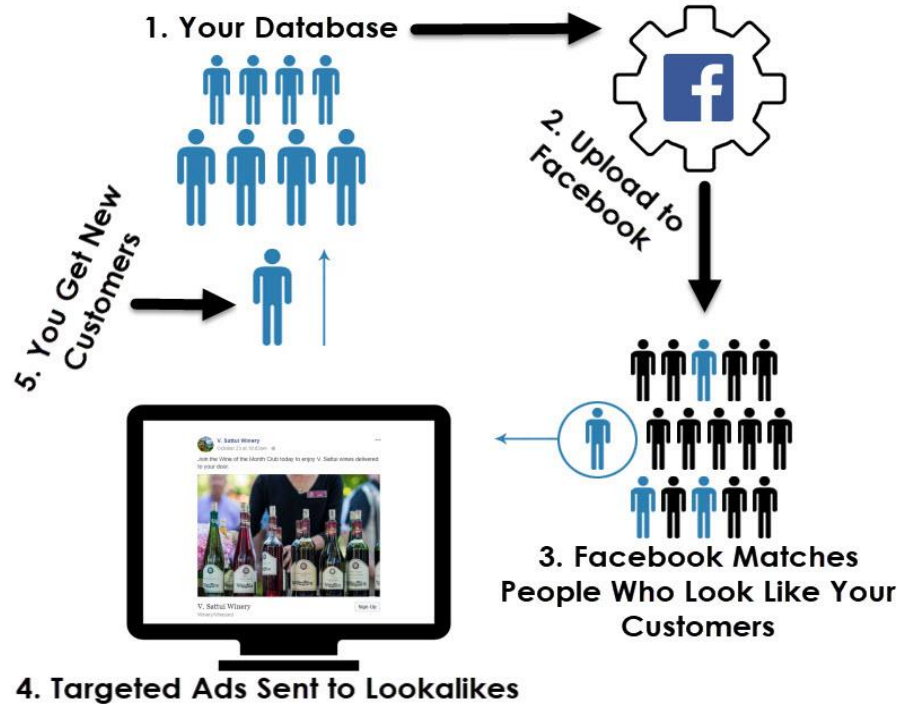
Your Customers/Users/Visitors

Facebook Users



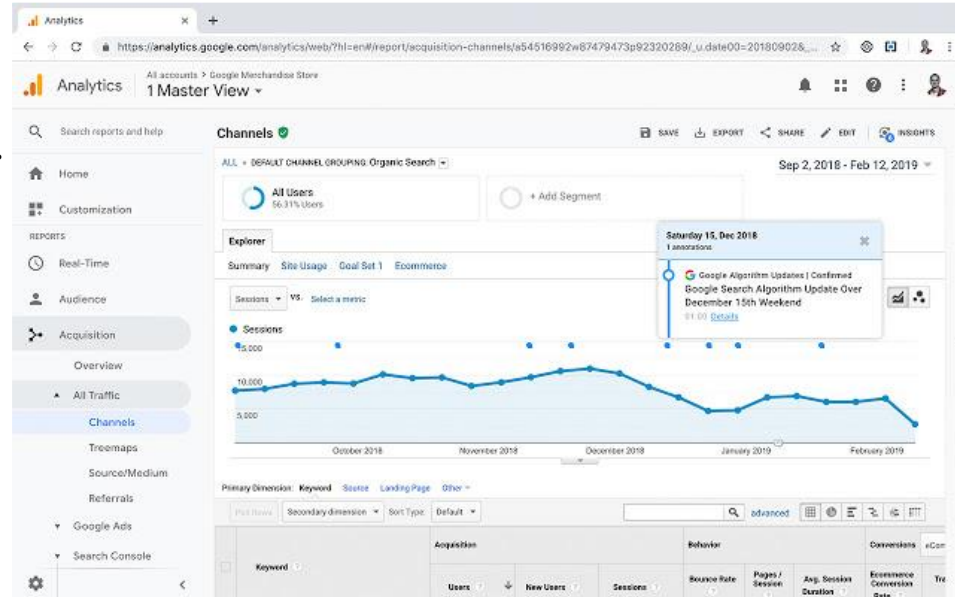
Find more customers like your best ones

Here is how finding lookalikes works...



4. Track Your Stats

- The only way to know if you have a positive ROI is if you track your progress.
- What to do:
 - Make sure Google Analytics and your Facebook Pixel are set up properly
 - Setup your goals and ecommerce funnels.
 - Use UTMs to monitor the source of your traffic.



WineSalon
THE DROPS OF GOD

A black and white advertisement for WineSalon. The top left features a logo consisting of a shield-like shape with five dots inside, resembling a wine drop. To the right of the logo, the text "WineSalon" is written in a large, elegant serif font, with "THE DROPS OF GOD" in a smaller, sans-serif font below it. The background is a black and white illustration of a woman with short hair, wearing a light-colored blouse and a dark vest, standing in a field of flowers. She is holding a glass of wine to her lips. The field is filled with various flowers, including roses and daisies. The sky is cloudy.

Discussion

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Evolving Facebook Strategies

You may want some help with this



Video generation

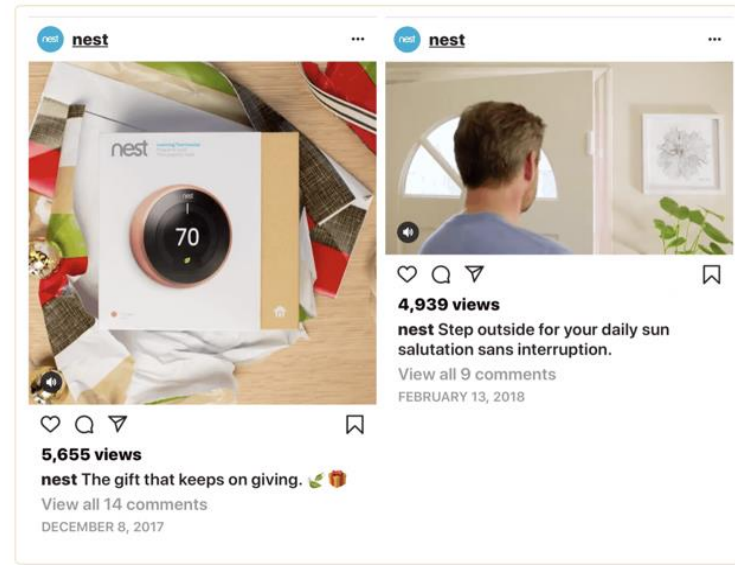
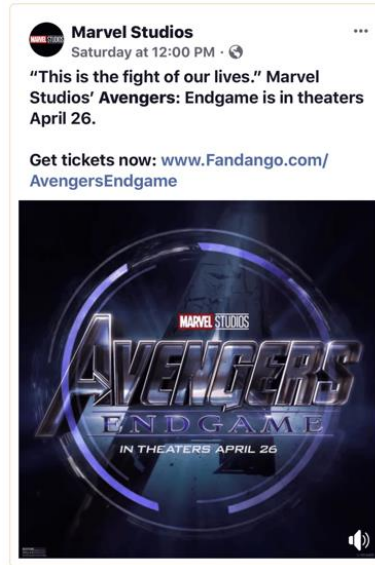
Facebook predicts all video and no text by 2021...



The platforms that matter



Know your platform





Know your platform

Jordan Vineyard & Winery
53K subscribers

Website Facebook Twitter YouTube

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Celebrating 10 Years of Videos in 2020

Celebrating 10 Years of Wine Bloopers | Jordan Winery Compilation Video
Jordan Vineyard & Winery • 780 views • 1 month ago

In the spirit of nostalgia, we've created a compilation video featuring 10 years of Jordan Winery video bloopers, outtakes and highlights, from 2010 to 2019. We hope you enjoy this trip down memory...

Uploads ▶ PLAY ALL

Video Title	Views	Time Ago
Celebrating 10 Years of Wine Bloopers Jordan Winery...	780 views	1 month ago
How to Make a Wine Country Coastal Dining Table...	724 views	2 months ago
How To Make a Summer Wreath DIY Wreath Ideas	1K views	4 months ago
1989 Jordan Cabernet Sauvignon Wine Tasting...	1.7K views	5 months ago
Jordan Estate Rewards Experiences Jordan Winer...	649 views	5 months ago
How To Assemble a Charcuterie Platter ...	11K views	6 months ago

RAISE THE BAR - VIDEO AND OTHER IMAGERY

VISUAL COMMUNICATION

THE NEXT STEP IN MARKETING

The world now is more visual than it has ever been in human history.
As a result of the digital revolution, the way human beings process information has become more visual.

Human
attention span
has dropped to



8 sec



93%
of all human
communication is
visual



Humans process visuals
60 000x
faster than text

81% of people
only **skim content**
they read online



People learn
40%
better when
there are
visuals



85%
of online shoppers use
product videos to make decisions





Outline your **goal**

What are you looking to achieve? Are you trying to get visitors to your site? Or teach them something new? Define your goal before moving on.



Identify your target **audience**

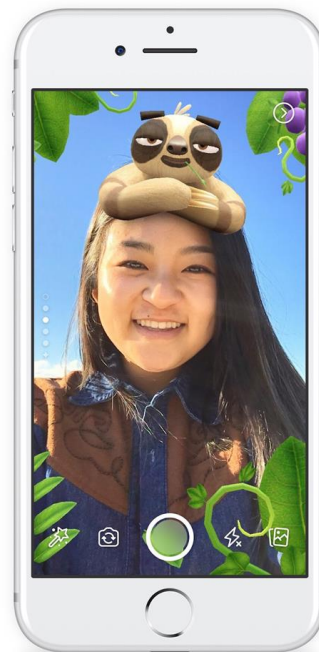
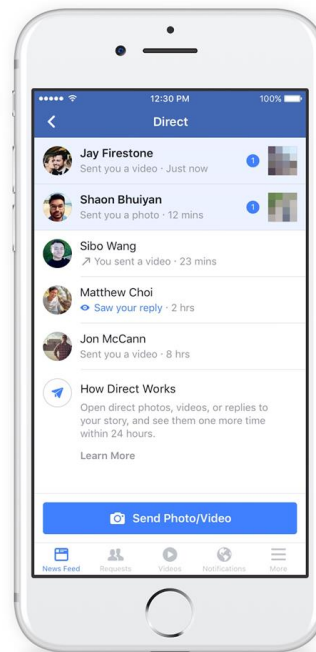
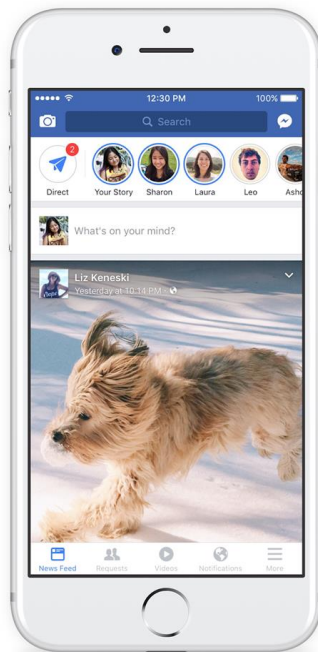
Your audience will determine the way you write your script, shoot your video, how you edit it and where you distribute your videos online.



Use the power of **emotions**

Emotions are what drive viewers to follow your call to action, whether that's subscribing to a channel, sharing your video or buying your product.

Don't be
preoccupied
with perfection,
be real



THINGS TO CONSIDER

1. 33% of viewers will stop watching a video after 30 seconds, 45% by one minute, and 60% by two minutes. ([Ad Age](#))
2. 85% of Facebook videos are watched without sound, while 60% of Instagram Stories are watched with the sound on. ([Instagram](#))
3. Emails with video content increase click-through rates (CTR) by 200-300%. ([Forbes](#))

Video generation

**The be real approach –
You can handle this**

**The refined approach –
You are going to need
some help**





SEO and SEM... $1+1=4$

“ *SEO is one of the biggest trust building investments your business can make. The problem is people don't know where to start...* ”

Michael Stelzner - Social Media Examiner

Where is the best place to hide a
dead body?

**The best place to hide a dead
body is page 2 of Google
search results.**

CONSIDER SEO YOUR SECRET WEAPON

Unless you're ranking in
the Top 10,...



Goals of SEO



#1 on SERP

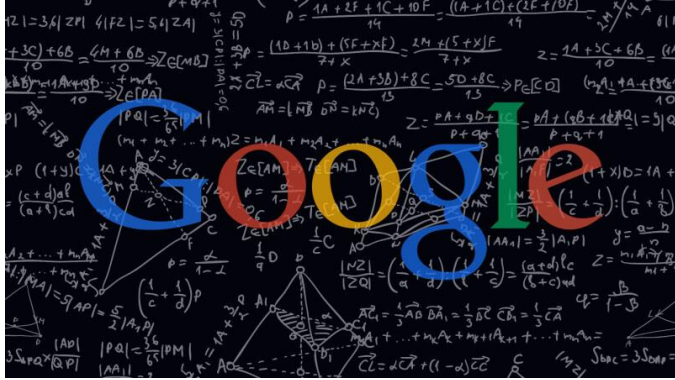
Increase in Organic Traffic

Increase in Ranking Keywords

Quality Traffic & Conversions

Tasting Room Visitors

Search Algorithms are Changing...



Each year, **Google** changes its **search algorithm** 500-600 times...



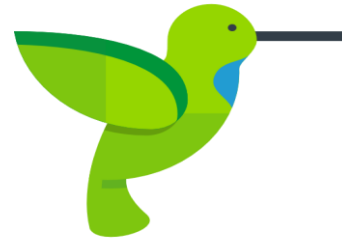
RankBrain



Panda



Penguin



Hummingbird



Pigeon

ONGOING SEO



Choose Keywords Relevant to your winery

Search Volume



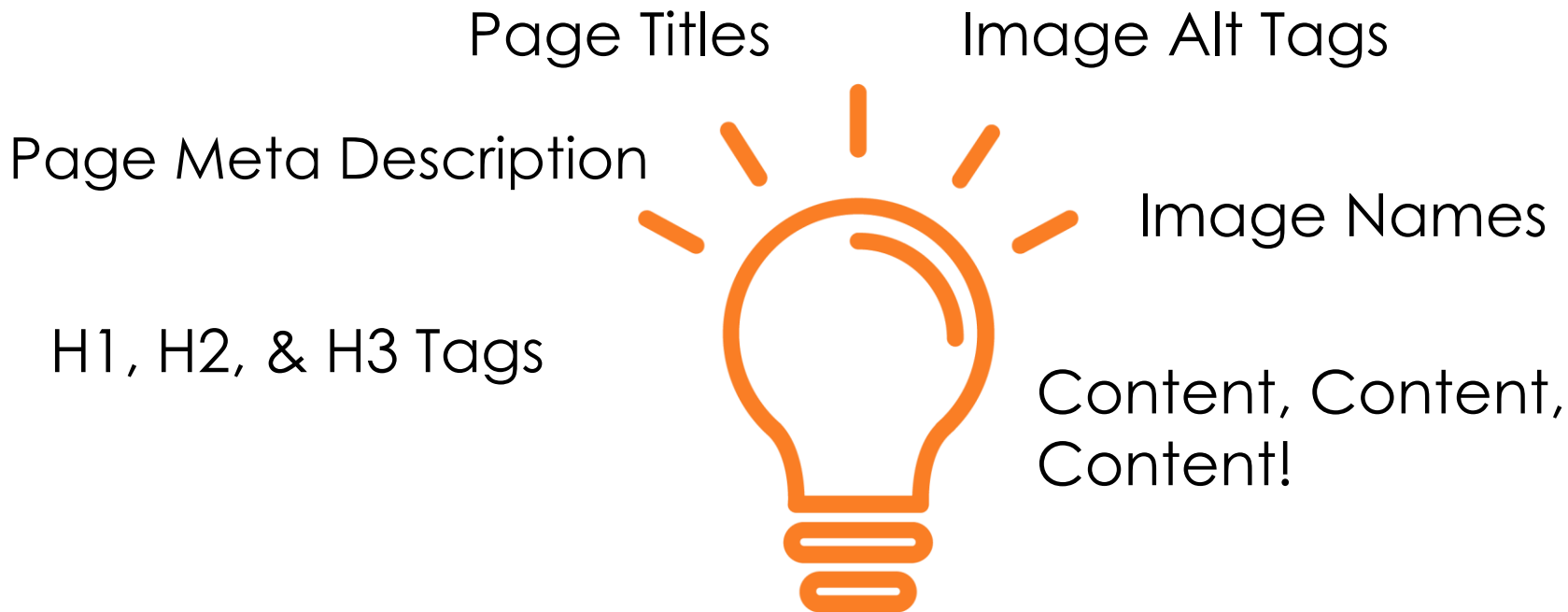
Competition



OCTR - Organic Click Through Rate



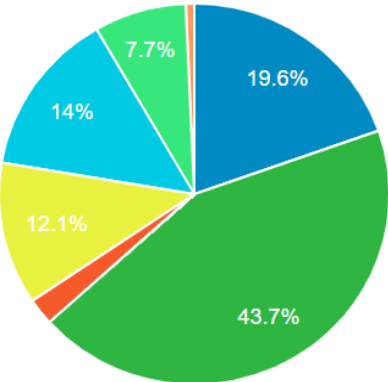
Common on page optimization elements



User Acquisition Year over Year - Percentage of Traffic

THEN

Jan 1, 2017 - Oct 31, 2017

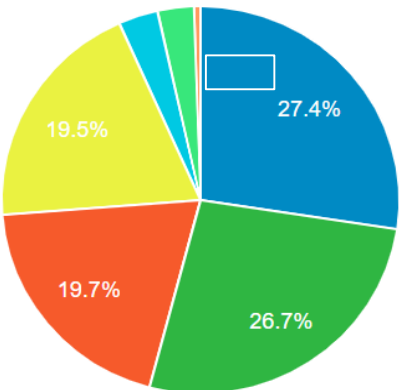


19.6%

- Organic Search
- Direct
- Paid Search
- (Other)
- Social
- Referral
- Email

NOW

Jan 1, 2018 - Oct 31, 2018



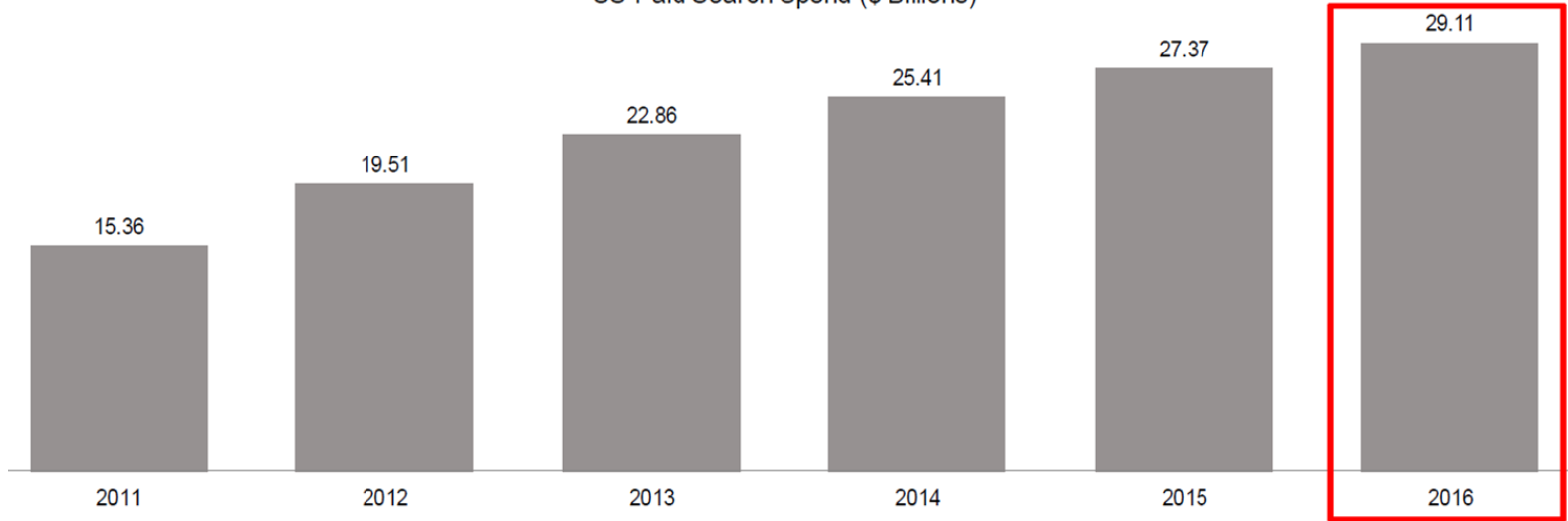
27.4%

- Organic Search
- Direct
- Paid Search
- (Other)
- Social
- Referral
- Email

What about Paid Search?

HOW BIG IS PAID SEARCH?

US Paid Search Spend (\$ Billions)

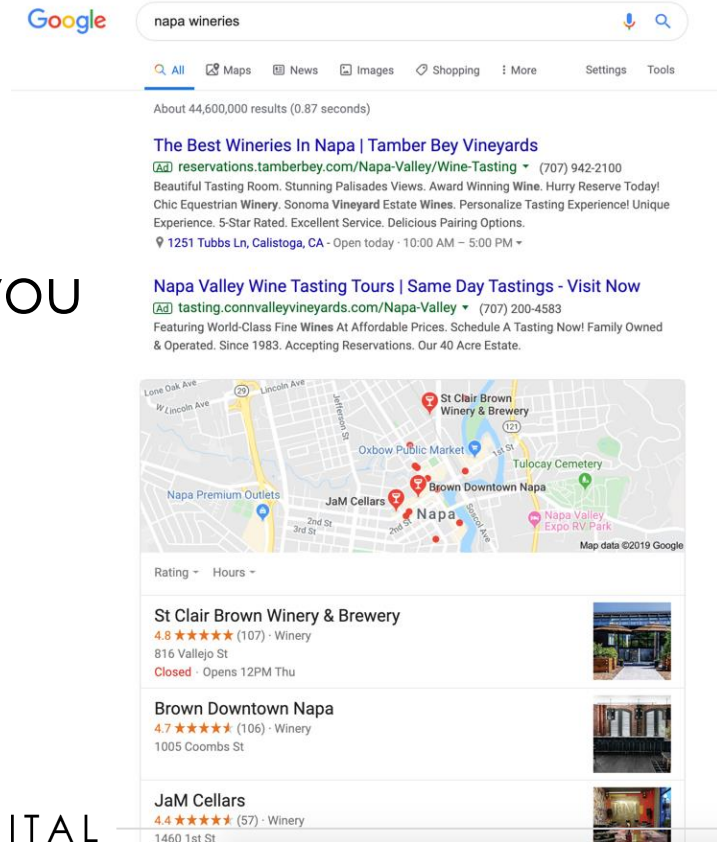


**Grew by
18% in
2017
and
19% in
2018**

Source: Direct Marketing Association 2016

PAID GOOGLE ADS ARE PUSHING OUT LESS THAN PERFECT SEO

Your best bet is to make sure you are doing both well.



Google napa wineries

About 44,600,000 results (0.87 seconds)

The Best Wineries In Napa | Tamber Bay Vineyards
[reservations.tamberbay.com/Napa-Valley/Wine-Tasting](#) (707) 942-2100
Beautiful Tasting Room. Stunning Palisades Views. Award Winning Wine. Hurry Reserve Today!
Chic Equestrian Winery. Sonoma Vineyard Estate Wines. Personalize Tasting Experience! Unique
Experience. 5-Star Rated. Excellent Service. Delicious Pairing Options.
1251 Tubbs Ln, Calistoga, CA - Open today · 10:00 AM – 5:00 PM

Napa Valley Wine Tasting Tours | Same Day Tastings - Visit Now
[tasting.connavalleynayards.com/Napa-Valley](#) (707) 200-4583
Featuring World-Class Fine Wines At Affordable Prices. Schedule A Tasting Now! Family Owned
& Operated. Since 1983. Accepting Reservations. Our 40 Acre Estate.

Map of Napa Valley Wineries:

- St Clair Brown Winery & Brewery
- Brown Downtown Napa
- JaM Cellars
- Napa Valley Expo RV Park
- Napa Premium Outlets
- Oxbow Public Market
- Tulocay Cemetery

St Clair Brown Winery & Brewery
4.8 ★★★★★ (107) · Winery
816 Vallejo St
Closed · Opens 12PM Thu

Brown Downtown Napa
4.7 ★★★★★ (106) · Winery
1005 Coombs St

JaM Cellars
4.4 ★★★★★ (57) · Winery
1460 1st St

HOW IT IS EXECUTED



HOW IT'S MEASURED

- Search Engine Ad Impressions
- Number of clicks generated
- Search Engine Keyword Report
- SEM Keyword Cost-Per-Click
- SEM Ad Impression Share
- Google Analytics Time on Site

Keywords Performance

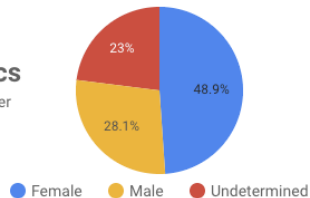
Words or phrases describing the product/service and that determine when the ad can appear.

	Search keyword	Clic...	Impre...	Avg. CPC	Cost	CTR
1.	+wines	168	512	\$0.67		32.81%
2.	+wines +napa	64	1,479	\$2.75		4.33%
3.	+Napa +cabernet	60	1,827	\$2.52		3.28%
4.	+wine +gift	59	2,165	\$2.32		2.73%
5.	+st +helena +restaurants	27	673	\$3.8		4.01%
6.	+food +gift	24	1,106	\$2.43		2.17%
7.	organic almonds	20	261	\$2.25		7.66%
8.	+wineries +napa	18	702	\$2.61		2.56%
	Grand total	726	15,258	\$1.98		4.76%

1 - 100 / 123 < >

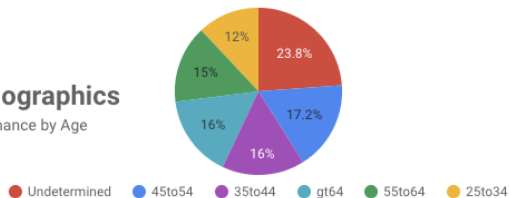
Demographics

Performance by Gender



Demographics

Performance by Age



Search Terms

Words or phrase someone entered in Google search engine which triggered the keywords

	Search term	Clicks	Impressions	Cost
1.	clif family winery	130	340	
2.	st helena restaurants	5	103	
3.	market restaurant st helena	4	13	
4.	tamber bey winery napa valley	5	6	
5.	clif winery	13	37	
6.	gifts for wine lovers	4	15	
7.	10 bedt restaurants in st helena ca	2	1	
8.	wine and country gift baskets	4	30	
	Grand total	726	15,258	

1 - 100 / 467 < >

Locations

Performance by City

	City	Clicks	Impressions	CTR	Avg. CPC	Cost
1.	Napa	55	1,039	5.29%	\$1.76	
2.	San Francisco	51	681	7.49%	\$1.65	
3.	St. Helena	47	442	10.63%	\$1.86	
4.	San Jose	39	556	7.01%	\$1.82	
5.	Los Angeles	19	369	5.15%	\$1.7	
6.	Calistoga	17	172	9.88%	\$1.9	
7.	New York	16	630	2.54%	\$2.3	
8.	Oakland	16	152	10.53%	\$1.98	
9.	San Diego	11	197	5.58%	\$2.21	
	Grand total	726	15,258	4.76%	\$1.98	

1 - 500 / 1515 < >

DON'T FORGET GOOGLE MY BUSINESS



Napa Valley Wine Train



[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 3,500,000 results (0.77 seconds)

Napa Valley Wine Train | A Complete Napa Experience

www.winetrain.com/ (707) 358-6588

Includes Fine Dining Service, Winery Tour & Beautiful Scenery. Reserve Online. Discover the Wine Train & Enjoy an Unparalleled Memory-Making Journey! Famed Partner Wineries. Types: Quattro Vino Tours, Day Tours, Dining Journeys, Vacation Packages.

Explore Napa Valley by Train | Wine Train

<https://www.winetrain.com/>

The Napa Valley Wine Train is more than a train, it's an experience. Stunning landscapes. Authentic four-course meals. Memorable winery tours.

Our Tours

Browse our selection of Napa Valley Wine Train tours. From ...

Discover the Wine Train

Discover the Napa Valley Wine Train. Explore the train, traverse ...

Reservations

Vista Dome. We take the exclusive Napa Valley dining experience ...

[More results from winetrain.com](#)

Hotel & Train Packages

Browse our Napa Valley Wine Train special offers for deals on ...

Our Route

Hop aboard the Napa Valley Wine Train for a journey from ...

Plan Your Trip

Start planning your trip to Napa Valley. Browse Wine Train ...

People also ask

Where does the Napa Valley Wine Train go?



How long is the Napa Valley Wine Train?



How much is a Napa Valley wine tour?



Does Amtrak go to Napa Valley?



[Feedback](#)

Top stories



Napa Valley Wine Train

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★★ 1,270 Google reviews

\$\$ · Tour operator

[BUY TICKETS](#)

[RESERVE A TABLE](#)

Restored historic train offering a scenic wine country tour & locally sourced American fare.

Address: 1275 McKinstry St, Napa, CA 94559

Hours: Open · Closes 7PM

Menu: [places.singleplatform.com](#)

Reservations: [opentable.com](#)

Phone: (707) 253-2111

[Suggest an edit](#)

Events

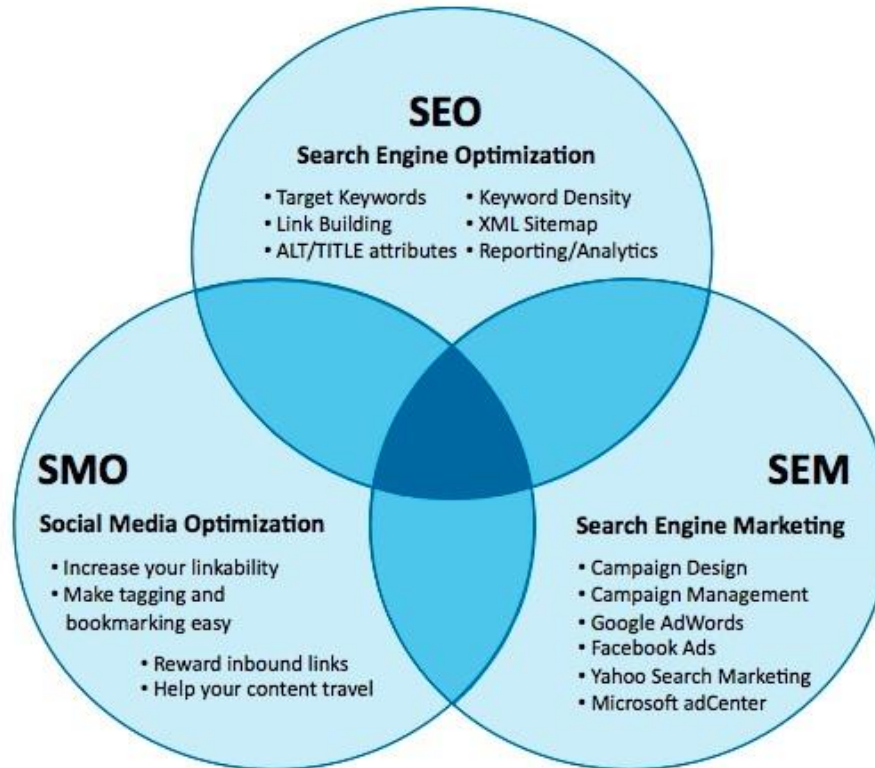
Wed, Nov 6 9:00 AM WineShark Fall Tour 2019 - A Bespoke Wine ...

Sat, Nov 9 5:30 PM Romance on the Rails

Thu, Aug 20 PLH PIF game

Consumers may find what they need without ever clicking your site

SEO and SEM... 1+1=4



SEO done well



Clif family winery



[All](#)

[Shopping](#)

[Maps](#)

[Images](#)

[News](#)

[More](#)

[Settings](#) [Tools](#)

About 113,000 results (0.59 seconds)

[www.cliffamily.com](#)

Home - Clif Family Winery | St Helena

Clif Family Winery, co-owners of Clif Bar, celebrates wine, food, and adventures in our St. Helena Tasting Room. Visit and share our love of wine, artisan food ...

Wine

Our Clif Family Wines, co-owners of Clif Bar, feature small ...

Clif Family Bruschetteria Food ...

Enjoy Clif Family Wines, food and wine pairings, or a delicious bite ...

Food

Artisan Food. Clif Family crafts artisan foods for indulgent ...

[More results from cliffamily.com »](#)

Shop

Shop our Clif Family Wines, co-owners of Clif Bar, featuring ...

Clubs

Join the adventure as a Clif Family Wine Club member. Whether a ...

Daily Food Truck Menu

Street Food Napa Valley Every Wednesday 4:30 - 7:00pm ...

[www.yelp.com](#) > Arts & Entertainment > Wineries > Wine Tasting Room

Clif Family Winery - 307 Photos & 202 Reviews - Wine Tasting ...

★★★★★ Rating: 4.5 - 202 reviews - Price range: \$\$

202 reviews of **Clif Family Winery** "On our way to the mud baths we had time to stop quickly at one winery to pick up a bottle to enjoy with our dinner. Was happy ...

[www.napawineproject.com](#) > clif-family-winery

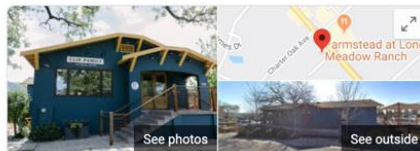
Clif Family Winery - The Napa Wine Project

Clif Family Winery operates a beautiful open-to-the-public tasting room in St. Helena called Velo Vino or in Italian, "Bicycle Wine". Clif Family Winery released ...

[napavintners.com](#) > winery > clif-family-winery

Clif Family Winery - Napa Valley Vintners

Clif Family celebrates wine, food and adventure in all that we do. Visit us and share our love of artisan wines, handcrafted food and authentic experiences.



Clif Family Winery

[Website](#) [Directions](#) [Save](#)

4.8 ★★★★★ 106 Google reviews

Winery

Address: 709 Main St, St Helena, CA 94574

Hours: Closed · Opens 10AM Mon ▾

Menu: [places.singleplatform.com](#)

Appointments: [cliffamily.com](#)

Phone: (707) 968-0625

[Suggest an edit](#)

Events

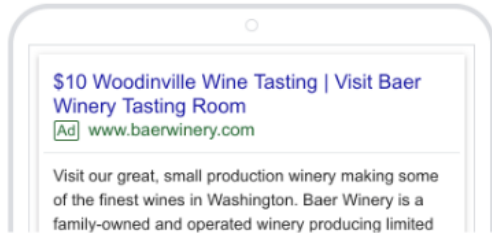
Thu, Jan 23 10:00 AM	Bay Area Excursions - Festa Lunch at Clif Fa...
Wed, Jan 29 4:00 PM	Guest Chef Series - Miminashi - Ramen
Thu, Jan 30 10:30 AM	St Helena Food & Wine Tour

[View 10+ more](#)

SEM done well

Most-shown ads

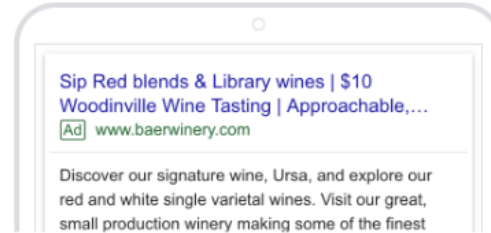
● LOCAL Tasting Room > ● Woodinville



Ad	Impressions	Clicks	CTR
● Enabled	809	43	5.32%

Most-shown ads

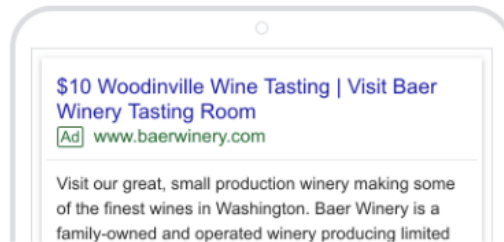
● LOCAL Tasting Room > ● Woodinville



Ad	Impressions	Clicks	CTR
● Enabled	555	15	2.70%

Most-shown ads

● LOCAL Tasting Room > ● Nearby tasting



Ad	Impressions	Clicks	CTR
● Enabled	235	11	4.68%

SEO and SEM... 1+1=4

You are going to want some help with this



Read Ron's blog at: <https://www.astradms.com/astra-blog/2019/11/21/new-customer-acquisition-strategies-for-wineries-why-google-ads-is-a-tool-worth-considering>



Ratings and Reviews

What Happens after THIS???

Robert Parker formally retires from The Wine Advocate.

Robert Parker, arguably the most influential wine critic in history, has formally retired from The Wine Advocate at the age of 71.

May 17, 2019



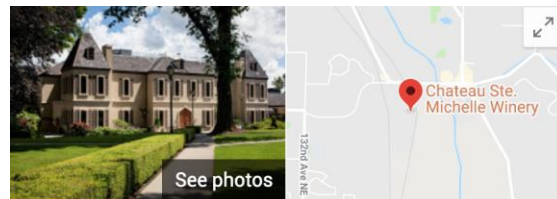
WINE ADVOCATE

**Most people are trusting the
opinions of their peers**

RATINGS AND REVIEWS

People-To-People

- People are already writing reviews
- Opportunity to connect directly with customers
- Helps search engines find you and increase ranking
- 90% of local searches = purchase or visit



Chateau Ste. Michelle Winery

[Website](#)[Directions](#)[Save](#)

4.5 ★★★★★ 1,065 Google reviews

Winery

Scenic wine-producing estate offering tours, tastings, summer concerts & wine-&-food pairings.

Address: 14111 NE 145th St, Woodinville, WA 98072

Hours: Closed · Opens 10AM Tue ▾

Phone: (425) 488-1133

Appointments: ste-michelle.com

Reviews ?

[Write a review](#)[Add a photo](#)

"The winery offers a **variety** of **options** for **people** of different age groups."



"Add I ridiculous **wait time** for portable **bathrooms** and bad overpriced **food**."



"A charming region with **wine tasting rooms** and a vacation **town** **vibe**."

[View all Google reviews](#)

HOW SHOULD YOU RESPOND?



"There was poo in the kettle..."

Reviewed 11 September 2011 via mobile

Do not stay in this absolute dump of a hotel, and I use the term hotel very loosely.

I cannot convey strongly enough how disgusting this place is blood stained headboards that have clearly been up since the world war (the first one), rude staff, windows that won't close, no hot water, broken furniture, dirty utensils, broken light fixings and actual poo in the kettle. Pretty sure I'm going to end up with some sort of rash/ disease due to sanitation conditions similar to those of a homeless crack head. In summary...this place is a complete hole.

Stayed September 2011

Value
Location

Rooms
Cleanliness
Service

Was this review helpful? Yes 11

Ask Sconvey about

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

"Looks like a building from Chernobyl on the outside"

Reviewed 27 February 2014

And it doesn't get much better on the inside.

The last time this place was decorated, a former Hollywood actor was president of the USA. I got "upgraded" to a "room with a bath". It was exciting, at least judging by the demeanour of the receptionist. It was a bath. An ordinary bath, except for the fact that it didn't drain. I could see the wood through the faded and scraped away paint on the doors. No air conditioning - other than a window overlooking the busiest road in Cork. The elevators are those ancient 2 person cubicles that take an eternity to move/summon.

And the service at breakfast is horrendous - I asked for coffee with my breakfast. I waited. I ate. The same person cleared a table beside me. They served 2 tables opposite me. I finished. I left minus coffee.

Don't consider this place for business. The Internet connection is very weak. I ended up using my phone's hotspot.

EMPATHY

- Respond within 24 hours but do not respond when you are upset if the review upset you
- Have someone on your team proofread your responses (A procedure)
- Offer the person you are responding to something that matters to them



I'm not quite sure what the hype behind Mother Bear's is. The pizza is decent, but there was nothing really outstanding about it.

Mother Bear's does a few things right: There's a good amount of toppings on the pizza and the ingredients are high quality. There are a lot of nice combination choices and plenty of variety on the menu. They do have amazingly fudge-y chocolate brownies.

I've been here a few times and it doesn't leave much of an impression each time. The crust is always a touch too greasy and doesn't have that chewy, doughy consistency. Good pizza is really all about the sauce and the crust. Everything else is secondary in importance, and at Mother Bear's, they try to cover up the lack of remarkable pizza taste under layers and layers of toppings.

Overall, not bad. I'm sure some people love it for the variety. Pizza is one of my absolute favorite indulgences though and I can't say I've ever found myself craving it.

Was this review ...?



Comment from Mark H. of Mother Bear's Pizza
Business Owner


12/16/2013

Hi Allie,

While I'm glad you appreciated our high quality ingredients, I'm sorry you were disappointed with our pizza. I completely agree that sauce and crust are important to making a delicious pizza. That's why we make our own dough and sauce from scratch every day. If you have any suggestions for us to improve, please let me know.

Take care,
Mark Hajduk, General Manager [Read less](#)

TRIPADVISOR – TOP 5

 Napa + Post Trips Inbox Search

Napa Hotels **Things to do** Restaurants Flights Vacation Rentals Shopping Vacation Packages Cruises **NEW** Rental Cars ...

United States > California (CA) > Napa Valley > Napa > Things to Do in Napa > Wineries & Vineyards in Napa Top Wineries & Vineyards in Napa, CA

Wineries & Vineyards in Napa

When are you traveling? Start Date End Date Search

All Things to Do Tours Day Trips Outdoor Activities Attractions Concerts & Shows **Food & Drink** More View map

Your Selections Clear all

- Food & Drink
- Wineries & Vineyards

Food & Drink


- ☒ Wineries & Vineyards (150)
- ☐ Wine Bars (4)

Other

- ☐ Good for Couples
- ☐ Good for a Rainy Day
- ☐ Good for Big Groups
- ☐ Honeymoon spot
- ☐ Hidden Gems
- ☐ Budget-friendly


More

Sort by: **Traveler Ranked** ⌵ Book Online ⌵

♥

Judd's Hill Winery and MicroCrush
623 reviews
#27 of 307 Food & Drink in Napa
"Our host taught us much more about the geography and topography of the valley (and its influence on the wines made) than hosts at other wineries."
"We visited two boutique wineries our first day in Napa, and really enjoyed both."
[Learn More](#)

See 1 Experience

♥

Pine Ridge Vineyards
305 reviews
#28 of 307 Food & Drink in Napa
"One of my favorite wineries to visit in Napa!! Great wines, warm hospitality and beautiful setting throughout."
"Pine Ridge is in my top 5 wineries for all of California, the Cabernets and red blends are hard to be topped!"
[Learn More](#)

Commonly asked question:

**How can my winery rank higher in
search on these platforms?**

HOW TO IMPROVE YOUR RANKING



Review Express

The fast, free and easy way to get more traveler reviews.

Campaign Performance tracking is in progress...

Total Campaigns

Number of Review Express campaigns you've created for your property.

Total Emails Sent

Total number of Review Express emails sent successfully across all campaigns.

Total Opens

Total number of times a Review Express email was delivered and opened. A single email may be opened more than once.

Total Clicks

Total number of clicks to your review form generated directly from your Review Express campaigns.

Get more insights with a custom survey

Create Survey



Set up my first Review Express email

Get Started



MacRostie Winery and Vineyards



138 Reviews

#6 of 156 things to do in Healdsburg

Food & Drink, Wineries & Vineyards



4605 Westside Rd, Healdsburg, CA 95448-9362



Open today: 11:00 AM - 5:00 PM

Ratings and Reviews



**This should be an internal process
that has checks and balances on
your team**

RECAP OF YOUR TO DO LIST IN 2020



Questions?

Contact Info

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bit.ly/1WyFHpA

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Find Me on LinkedIn at:

bit.ly/2zxj0Q7

ASTRA DIGITAL