

2025  DIRECT TO CONSUMER  
WINE SYMPOSIUM

# Customer Journeys + the Innovation Mindset

Christine Komons + Bronwyn Ney

- 1) Adopt an innovative, curious mindset that is focused on continuous improvement.
- 2) Recognize your customer and their unique journey with your wine and your brand.



# Collaboration



# What do we mean by innovation?





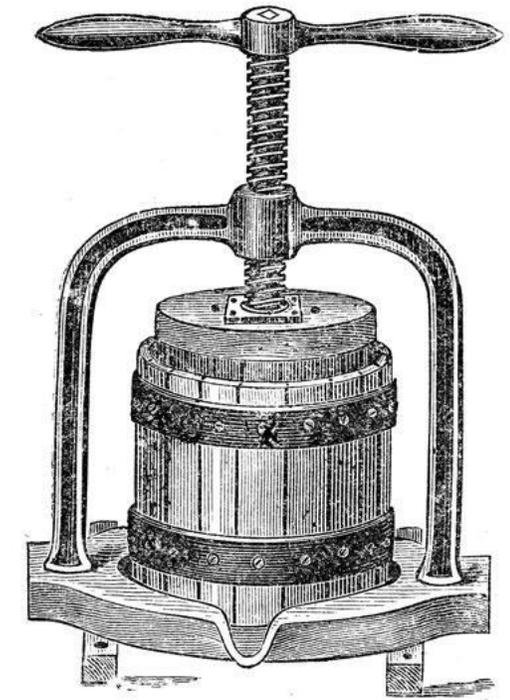
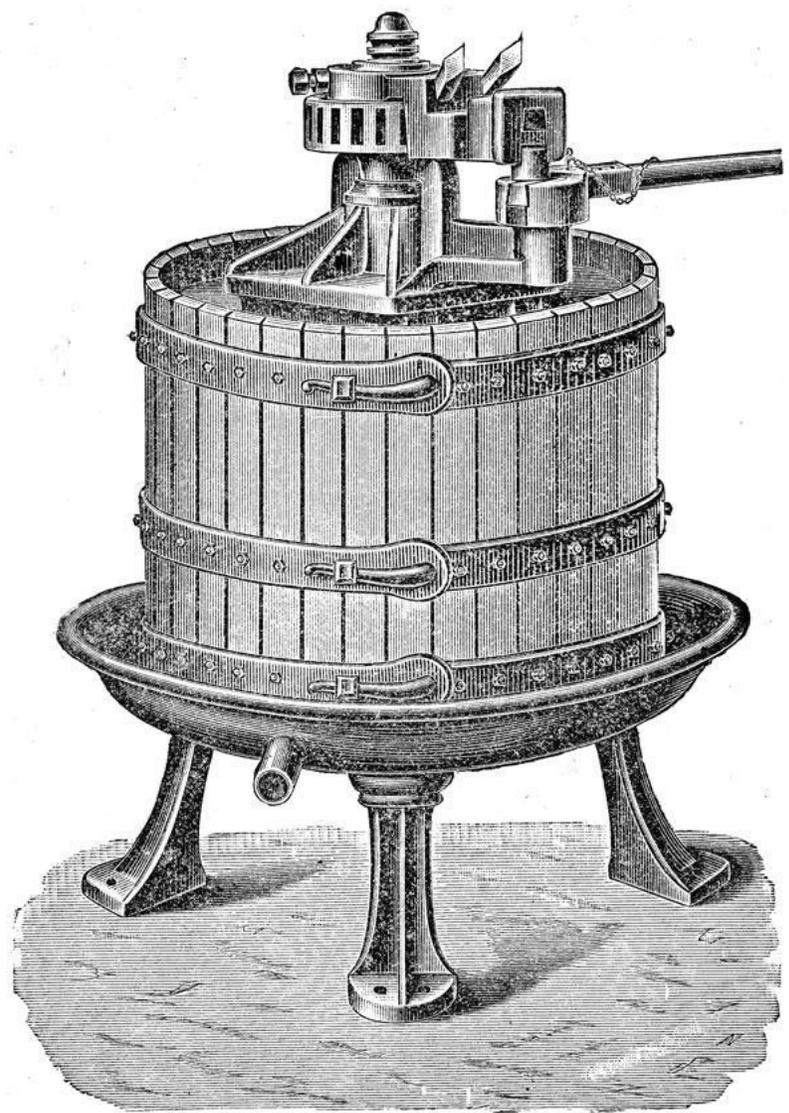
“Innovation involves transforming creative concepts into tangible outcomes that improve efficiency, and effectiveness, or address unmet needs.”

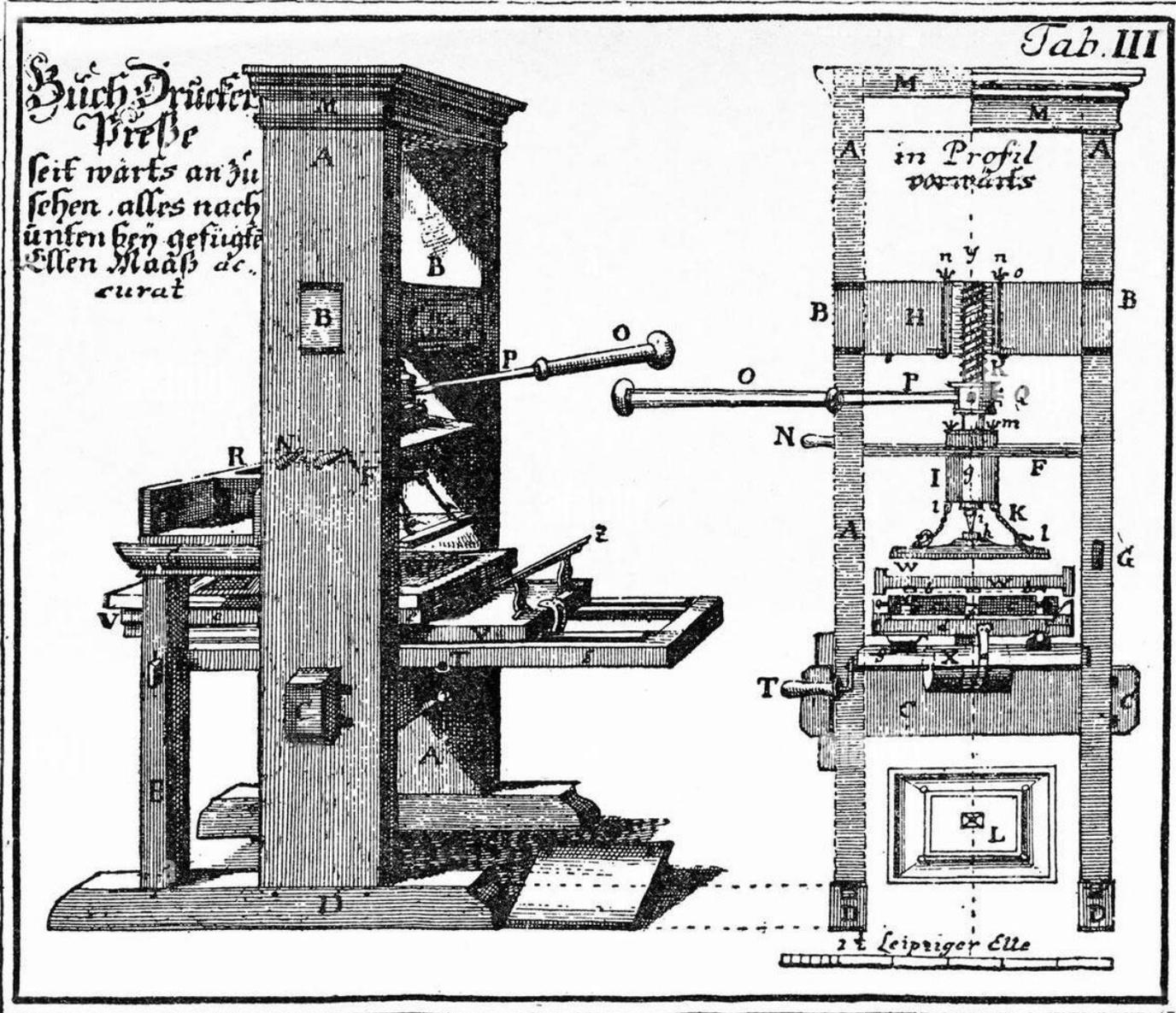
Products

Services

Processes

**Did you know that the wine industry  
was the inspiration for arguably the  
greatest innovation of all time?**





Buch Drucker  
 Presse  
 Seitwärts anzusehen, alles nach  
 unten hin gefügt  
 Ellen Maß d.  
 curat

Tab. III

in Profil  
 vorwärts

24 Leipziger Elle



# Micro-Innovations: One Puzzle Piece at a Time



Build “puzzling time” into your daily routine and you’ll be amazed at how the micro-innovations will stack up to real evolution.

**Every customer has a journey, What does that mean?**



A customer journey is the sequence of touchpoints that equate to a customer's experience with your brand.

Identifying and optimizing your winery's customer journeys, allows you to address the unmet needs of your customer.



# Product Driven vs Customer Centric Marketing





**Potential Customer**



**Your Wine**



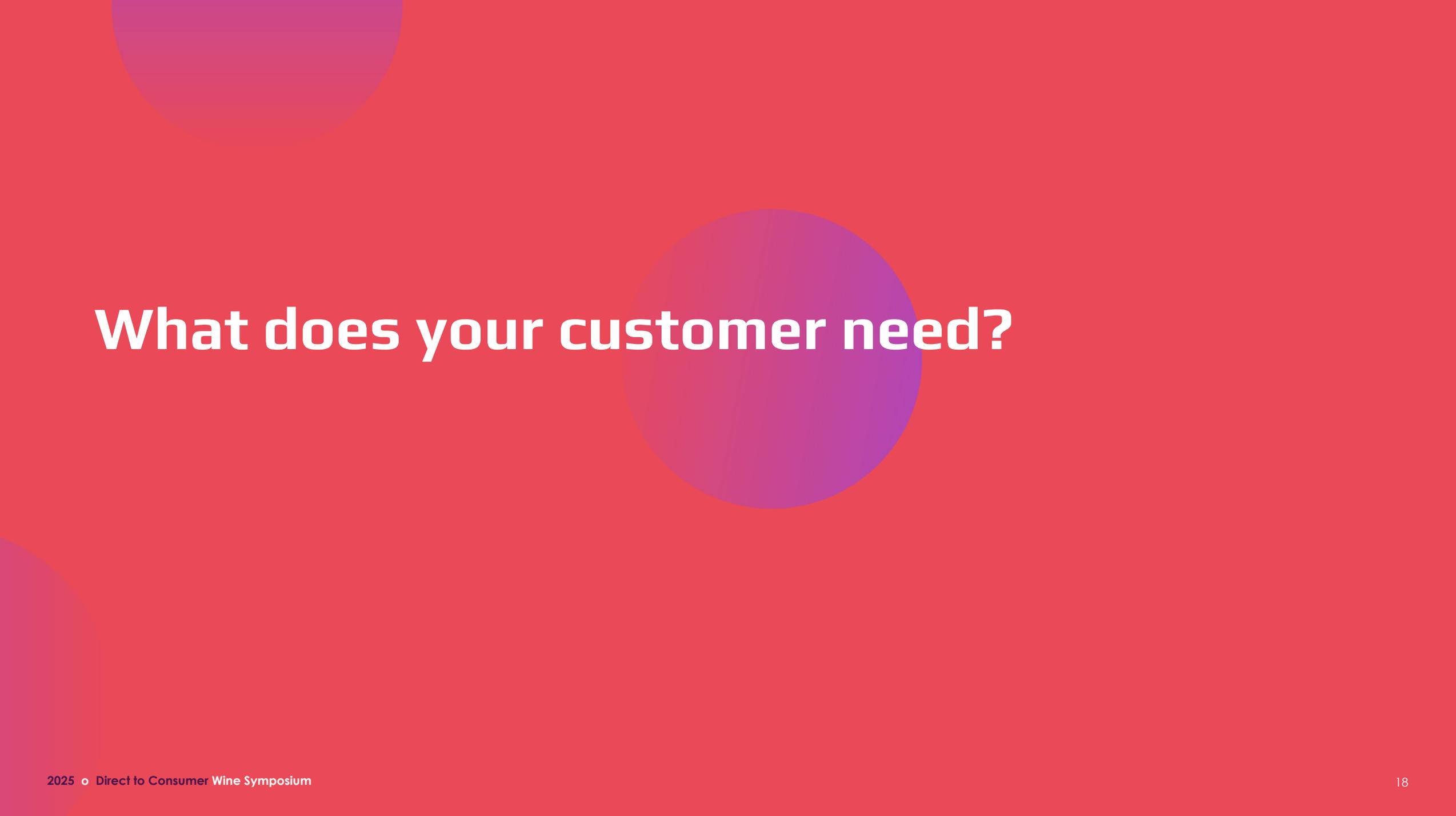
**Awesome Person  
with Superpowers**

# How does buying your wine make your customer's life better?



# sweet SPOT





# What does your customer need?

# “Wine has one requirement: To be a reliable pleasure.”

Sean Thackrey

## PRACTICAL

- A wine to drink for a particular occasion or with a particular meal
- A wine to age and open at a later date
- A wine to add to a collection/investment
- A gift for someone who enjoys wine

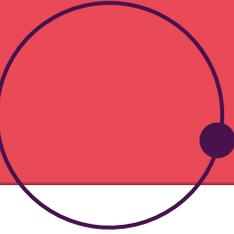
## EMOTIONAL

- Feel confident they will enjoy it
- Feel pleasure, relaxation, and indulgence as they drink it.
- Feel a sense of belonging for being a winery “insider”
- Feel accomplished for having the means to purchase a luxury item
- Feel savvy knowing they will wow their friends with it
- Feel smart for knowing about the geeky details
- Feel excited that it will make the moment more special
- Feel pampered for receiving a VIP treatment for their loyalty





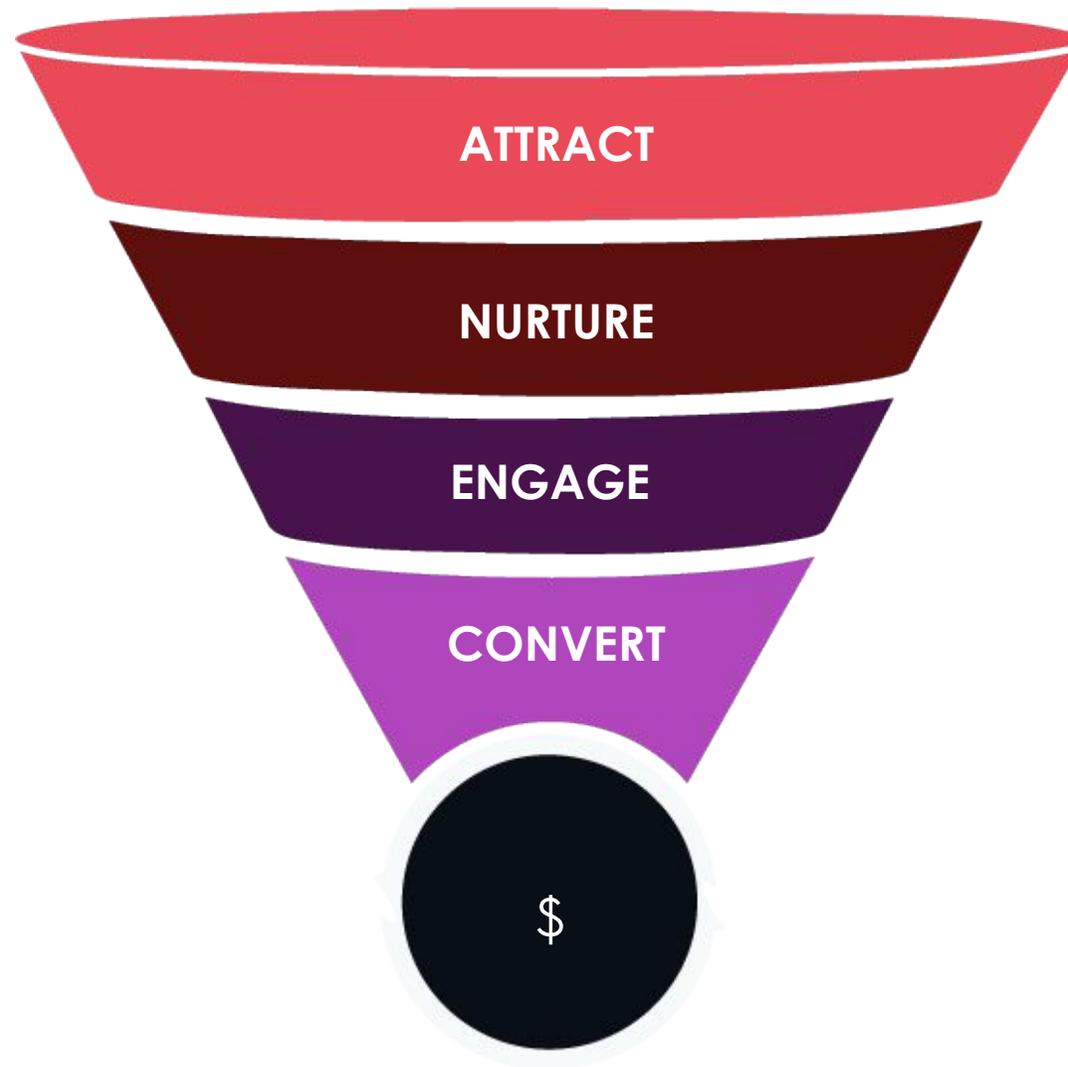
# All the feels...



According to a 2022 InMoment survey, **69% of consumers say that emotions account for over half their customer experiences.**

# The Traditional Funnel

## Conversion as the Goal



Prospect

Exhibit A Winery



Attract



Engage



Nurture



Convert to Sale



No regard for post-conversion  
customer needs...



leads to disengagement.



# Never Gonna Give You Up, Never Gonna Let You Down...

“Repeat customers spend as much as 67% more than new customers.”

(Bain & Company)

“There is a 27% chance that a first-time customer will make a second purchase. A repeat customer is 54% more likely to return for more shopping. Repeat customers are also likely to spend more money on their purchases.” (Saleslion)



Be present,  
with value.

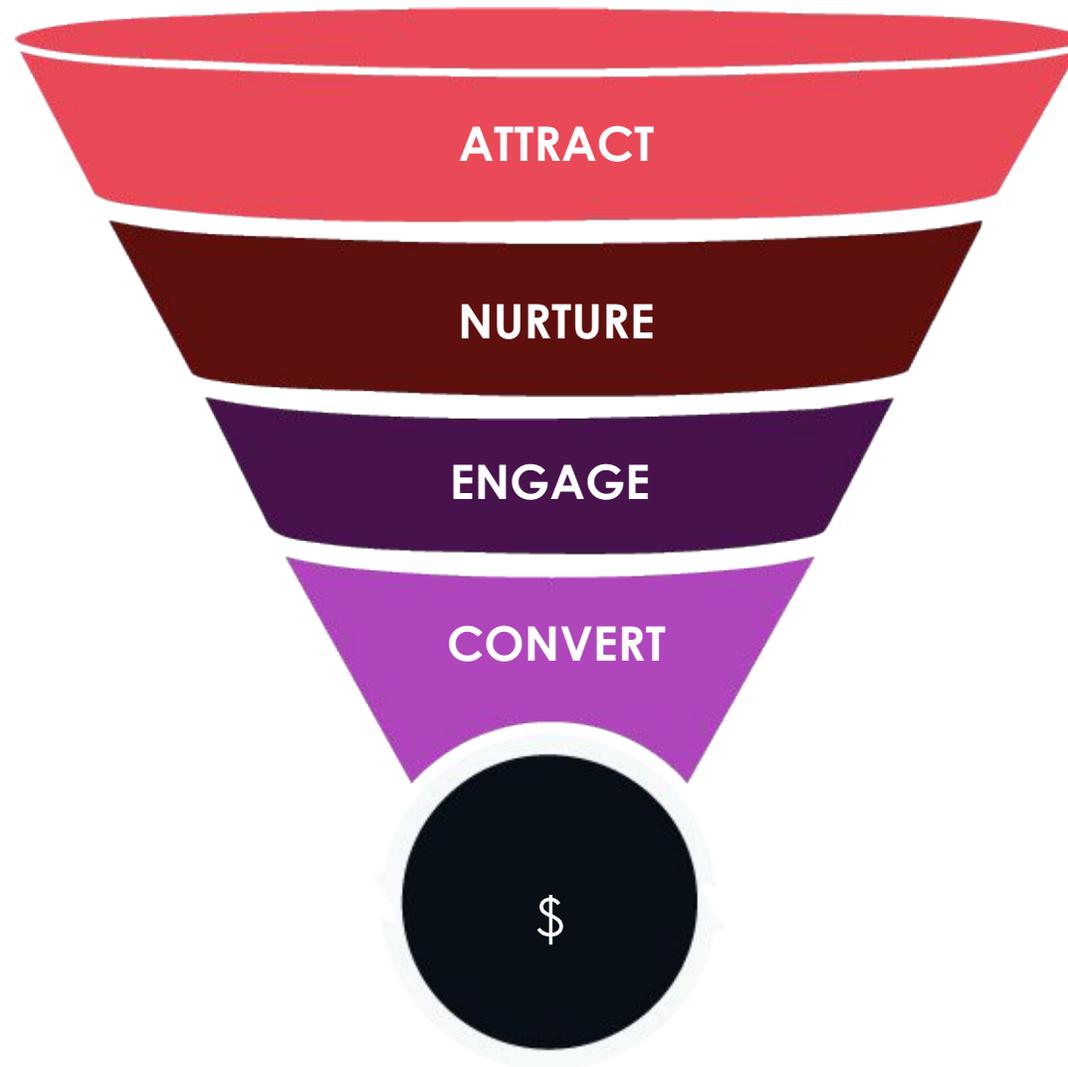
Show up, often.

Focus on them,  
always.

- Matthew Turner,  
Ambitious Brands

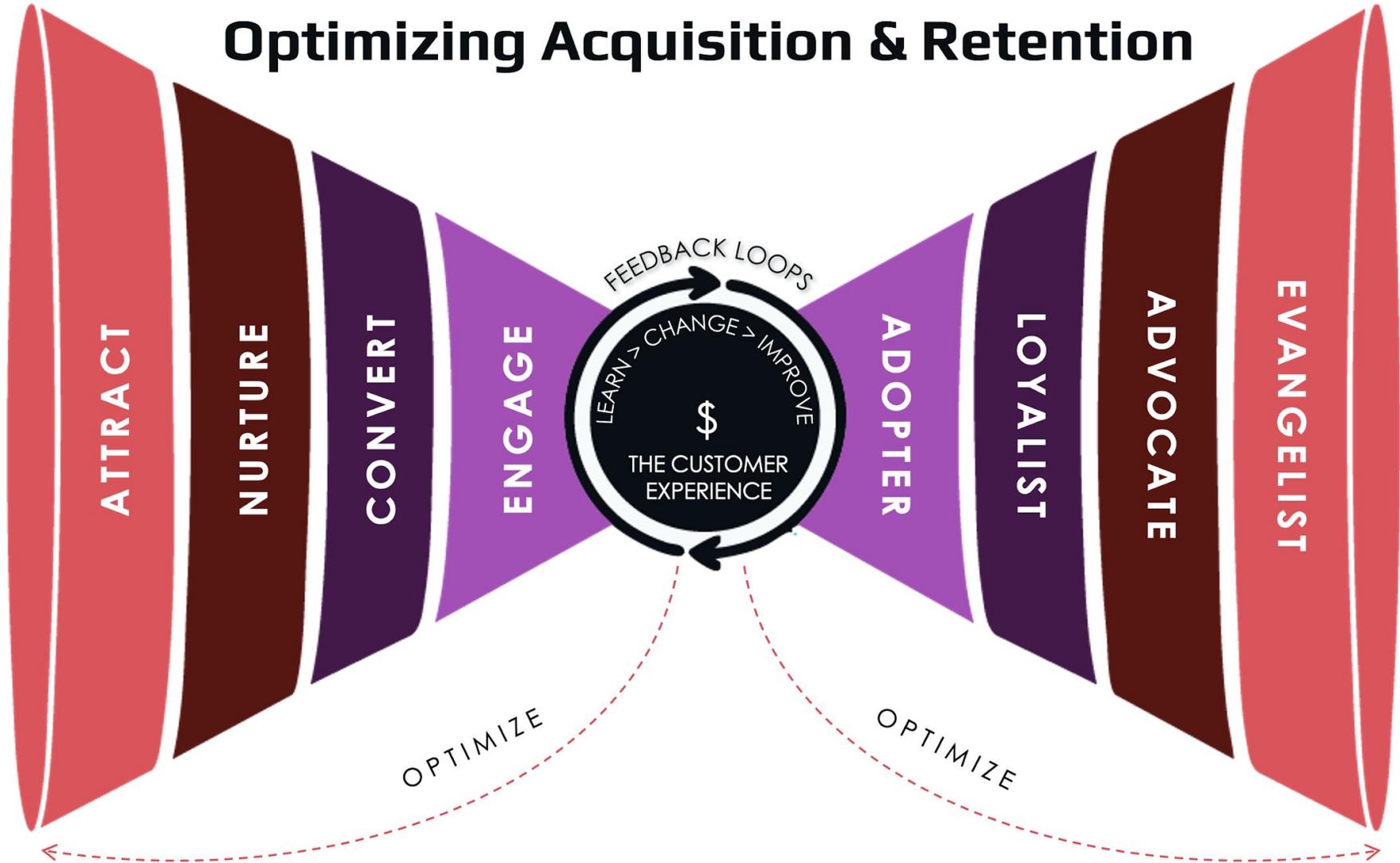
# The Traditional Funnel

## Conversion as the Goal

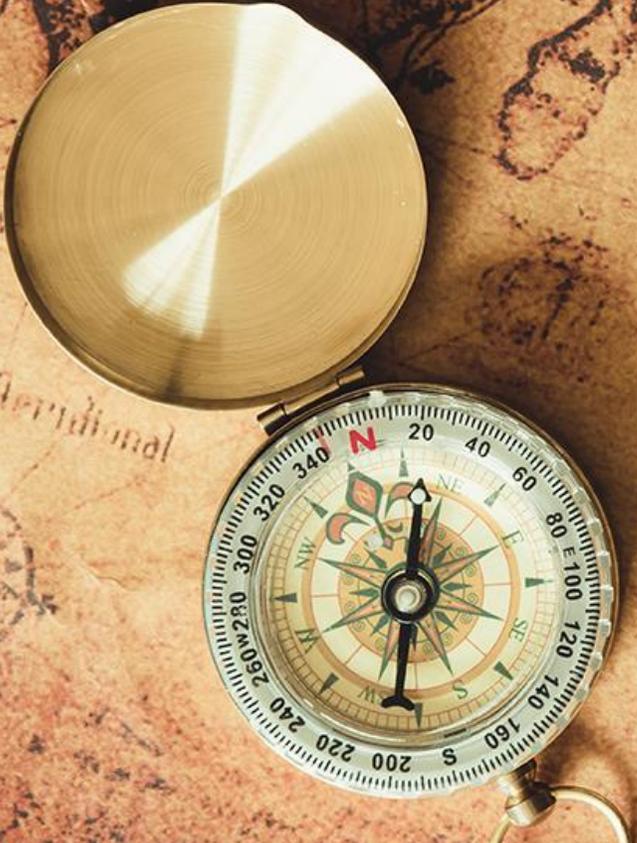


# The Bowtie Funnel

## Optimizing Acquisition & Retention



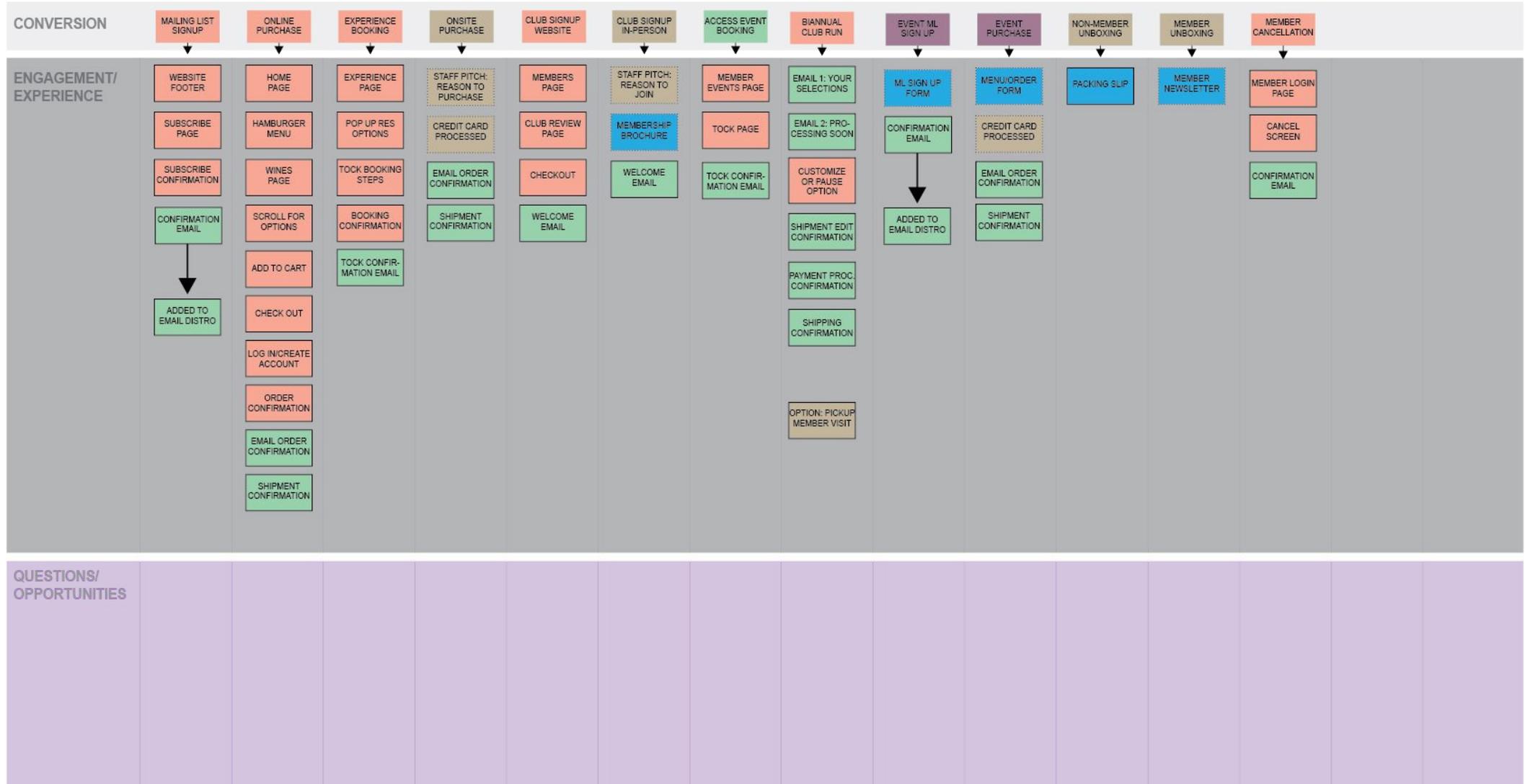
# The Customer Journey Map

A brass compass with a white face and black markings is positioned on an antique, weathered map. The map features a grid of latitude and longitude lines and some handwritten text, including "Mar Meridional". The compass is open, showing its internal needle and the cardinal directions (N, S, E, W) on its face. The background is a textured, brownish-gold surface with dark, irregular patterns, suggesting an old parchment or leather map.

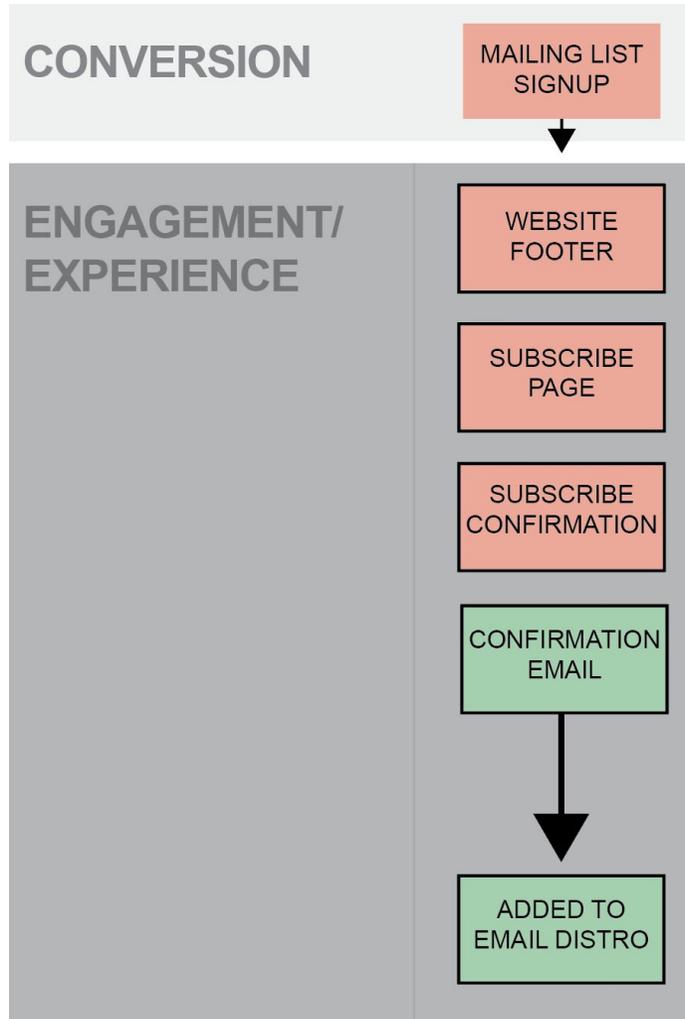
A "customer journey map" is simply a visual representation of the customer journey – a blueprint of sorts – that allows you to better understand and optimize the customer experience with the customer's needs in mind.

# Audit every touchpoint to discover opportunities to eliminate pain points and anticipate needs.

EXHIBIT A WINERY CUSTOMER JOURNEYS AUDIT



# Considering the customer needs of the mailing list signup...



I need to be able to signup for the email list without searching for the link.

I need reassurance that giving them my contact information will reward me with information and offerings that will be of value to me.

I need to know that my subscription was successful.

I need to feel satisfied with my first email interaction with this winery.

I need to feel recognized as a new subscriber who is just getting to know the brand.



## Considering the customer needs of the mailing list signup...



NEED: I need to be able to signup for the email list without searching for the link.



INNOVATION: Move the signup link to the top right corner of the site. Include invitations within the web pages that serve as an obvious reaction to their interest in the brand.

## Considering the customer needs of the mailing list signup...



NEED: I need reassurance that sharing my contact information will reward me with information and offerings that will be of value to me.



INNOVATION: Set expectations on the signup page of the type of content they can expect and how often they can expect it.

## Considering the customer needs of the mailing list signup...



NEED: I need to feel satisfied with my first interaction with the winery.



INNOVATION: Reward them with insights and an invitation to engage, starting with the very first email.

## Considering the customer needs of the mailing list signup...



NEED: I need to feel recognized as a new subscriber who is just getting to know the brand.



INNOVATION: Send them a series of onboarding emails that gives them a “choose your own adventure” option.

Do they click on cellaring advice or vineyard information? Do they watch a video or click the ‘read more’ on an article? You get to know them as they get to know you!

# ONBOARDING JOURNEY INNOVATIONS

Color code: Orange = Set Up and Deploying Green = Email Draft ready for BA review Yellow = Email to be drafted once journey is approved

For XXXXX email copy referenced and currently activated in XXXXXXX, click [here](#).

Campaign	Trigger	Communication Channel	Purpose/Goals	Content Ideas	CTA	Notes	Creative	Implementation Requirements
<b>Joined Mailing List</b>								
<b>Welcome New Mailing List Members</b>	Immediately							
	X hour after joining ML							
	X days after joining ML (no purchase)							
	X days after joining ML (purchased; not a club member)							
	X days post Welcome Offer, no conversion							
<b>First Time Purchase - Current ML Member</b>								
<b>Website Order By First Time Customer</b>	Immediately							
	Upon shipment							
	Within X days post purchase							
	X weeks post purchase							
	X weeks post purchase - Is a Club Member							
X weeks post purchase - Is NOT a Club Member								
<b>First Time Purchase - Non-ML Member, Opts-In at Checkout</b>								
<b>Website Order By First Time Customer, New ML Member</b>	Immediately							
	Upon shipment							
	Within X days post purchase							
	X weeks post purchase							
<b>First Time Purchase - Non-ML Member, No Opt-In at Checkout</b>								
<b>Website Order by First Time Customer, Non-ML Member</b>	Immediately							
	Upon shipment							
	X day post purchase							
	Within X days post purchase							
	X weeks post purchase							
<b>Joins Club</b>								
<b>Welcome New Club Members</b>	Immediately							
	X days after signing up							
	X days after signing up							
	X Weeks before Club Shipment							
	X Days Before Club Shipment							
	Upon Shipment of Club Wines							
	X Weeks after receiving shipment							



# ONBOARDING JOURNEY INNOVATIONS

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Orange = Set Up and Deploying

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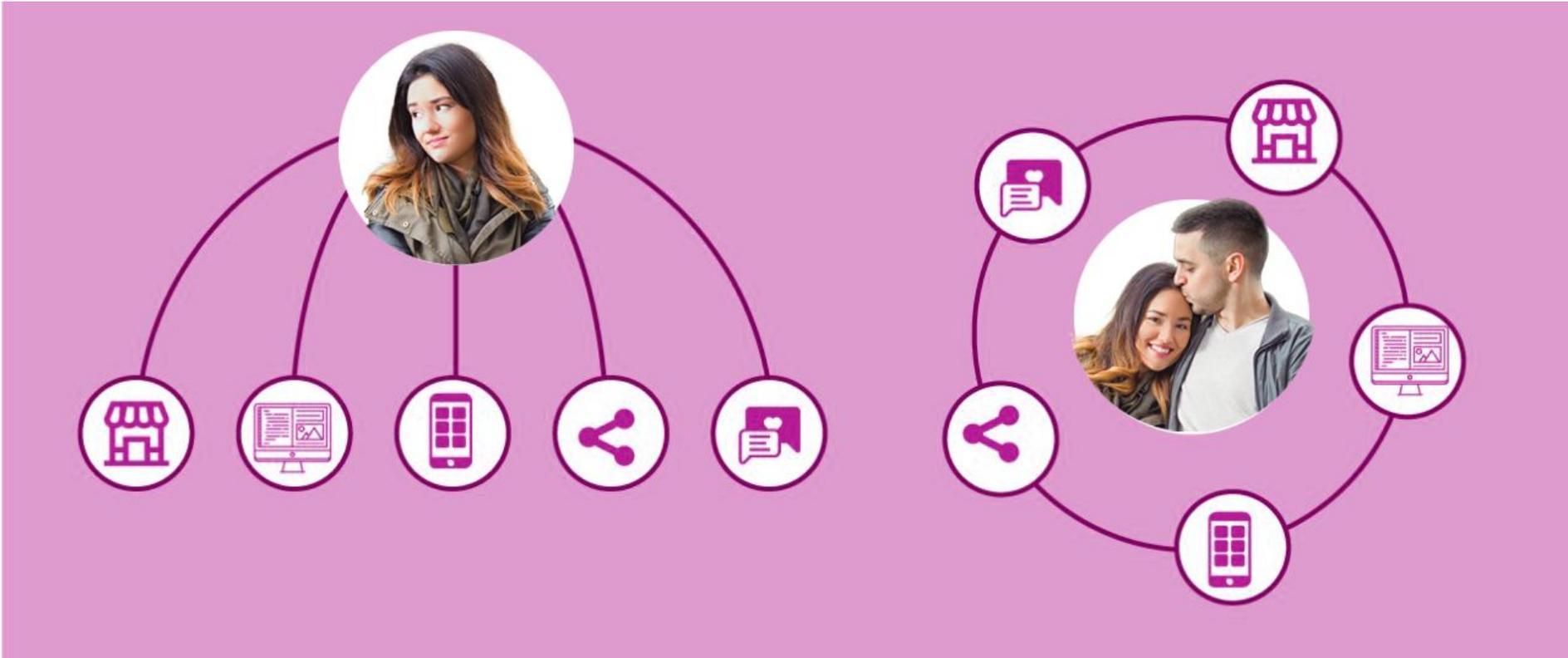
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	X weeks post purchase				
	X weeks post purchase - Is a Club Member				
	X weeks post purchase - Is NOT a Club Member				



# Integrating the Messaging Multi Channel vs Omni Channel





# Where to Start?

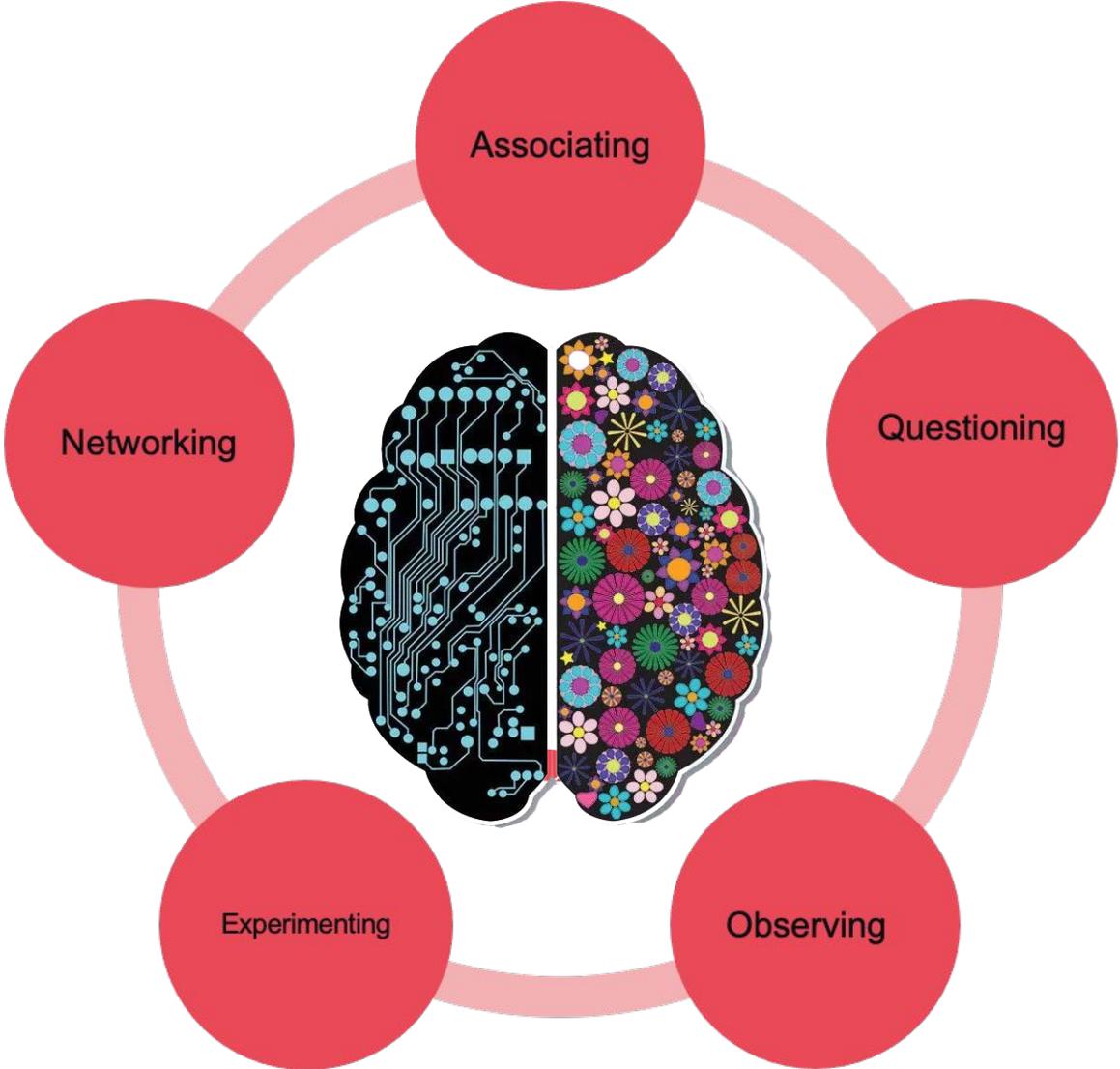


# Where can you eliminate pain points and anticipate customer needs?

1. What are the unmet needs of your first-time winery visitor?
2. What are the unmet needs of your customer who has just received their first shipment?
3. What do your consumer need, practically and emotionally, to decide whether to make a second online purchase?



# Five Traits of Innovators



From The Innovator's DNA by Harvard Business Review



# Adopting an Innovation Mindset

1. Celebrate micro-innovations.
2. Build “puzzling time” into your routine.
3. Understand your customer’s needs.
4. Take charge of your customers’ journeys.
5. Prioritize connection over perfection.
6. Test and measure.
7. Continually optimize.



# There's Never Been a Better Time for an Innovative Mindset

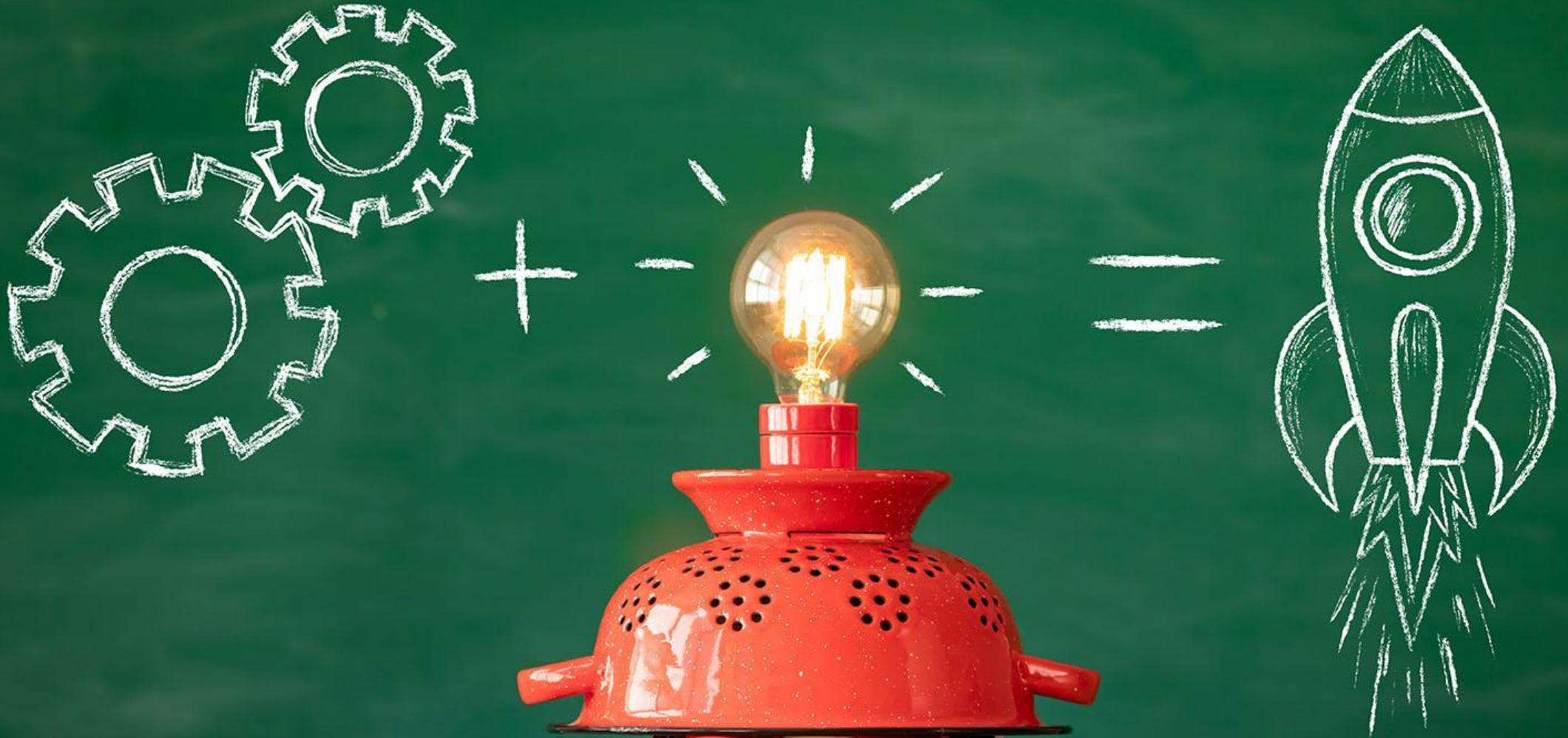


# The Importance of Collaboration in Innovation...

## Sharing Ideas & Resources



# What is one micro-innovation you can start tomorrow?



# Join Us for Book Club

## THE INNOVATOR'S DNA

Updated,  
with a New  
Preface

MASTERING  
THE FIVE SKILLS OF  
DISRUPTIVE INNOVATORS



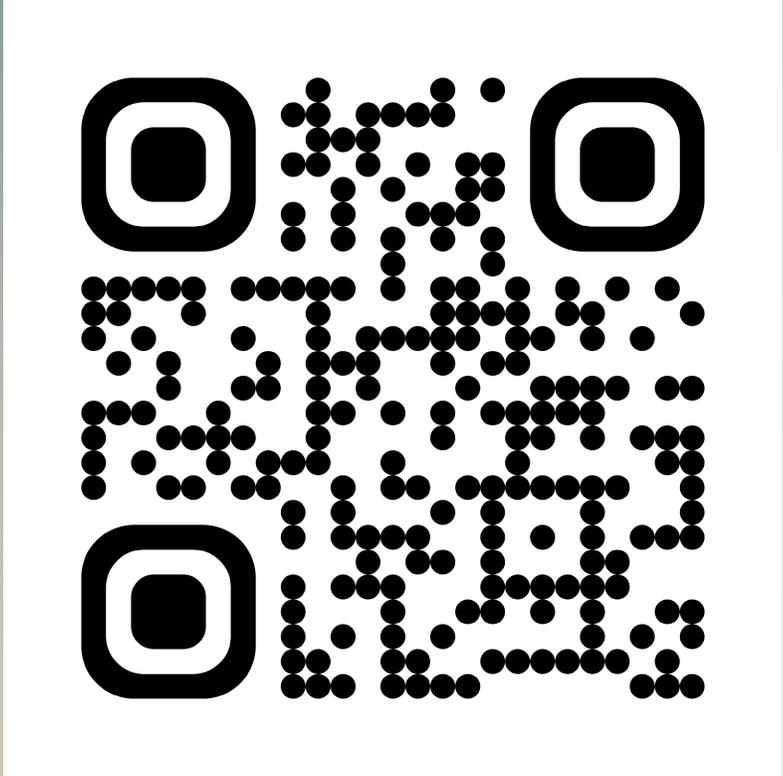
JEFF DYER  
HAL GREGERSEN  
CLAYTON M. CHRISTENSEN

*Bestselling author of THE INNOVATOR'S DILEMMA*

HARVARD BUSINESS REVIEW PRESS

Join the conversation as we read  
“The Innovator’s DNA”

We believe COLLABORATION and the exchange of  
ideas is the starting point for innovation.



**Innovate with us!**