

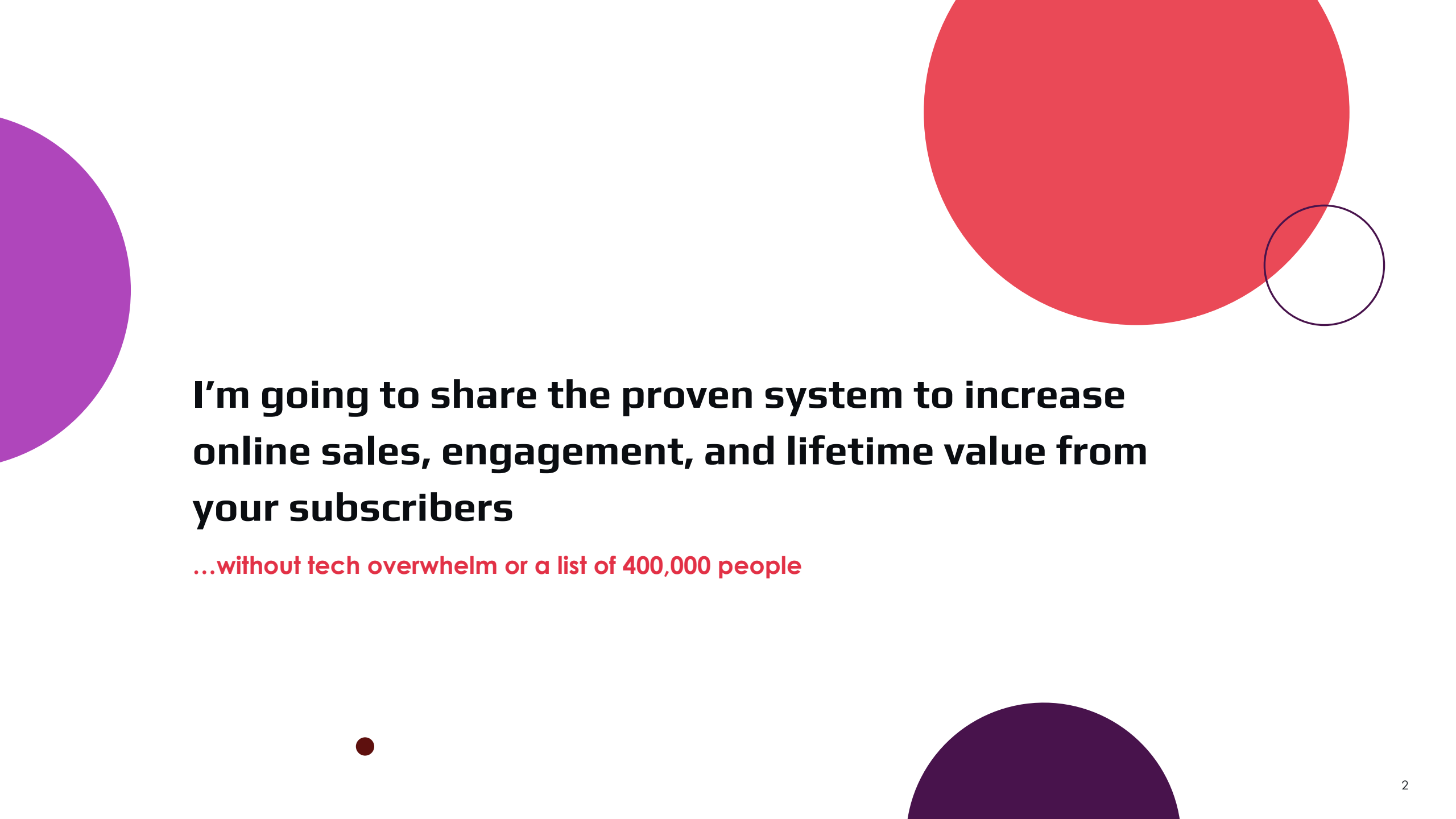


Secrets to a 6 & 7-Figure Email Program

Presented by Erica Walter of Email Mavens with Special Guests

Alyson LaVarnway, Brook & Bull Cellars

Melanie Schafer, Gloria Ferrer Winery



**I'm going to share the proven system to increase
online sales, engagement, and lifetime value from
your subscribers**

...without tech overwhelm or a list of 400,000 people



Where we're going

Foundations of a successful email marketing program

Most wineries are ignoring half of them

Real Life Case Studies

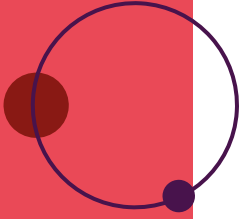
From two very different wineries

Customer Journey LOVE

The secret to the illusive 'make money while you sleep' promise

Plenty of time for Q&A



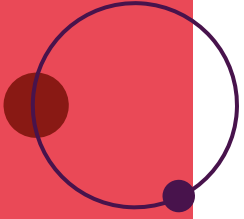


Alyson LaVarnway

General Manager - Brook & Bull Cellars
Co-founder, The Osprey Walla Walla

Alyson has been involved in the Washington wine industry since 2010, managing direct-to-consumer sales, hospitality teams, events, and distribution. Currently, she serves as the General Manager of Brook & Bull Cellars. She co-founded The Osprey Walla Walla, Washington State's premier headhunting firm focused on sourcing top talent for the wine and hospitality sectors. Alyson is wholeheartedly committed to supporting the continued growth of the wine industry as it navigates emerging challenges and new opportunities.





Melanie Schafer

General Manager - Gloria Ferrer

Melanie Schafer is a seasoned leader in the wine and hospitality industries with a proven track record of success spanning over two decades. Currently serving as the General Manager at Gloria Ferrer, Melanie has been instrumental in shaping the winery's direction since joining in November 2020. Her strategic leadership has elevated guest experiences, expanded direct-to-consumer (DTC) sales, and contributed significantly to the brand's growth and rebranding efforts.





Oh hey, I'm Erica!

I've been creating and sending marketing emails for wineries for over 16 years. I LOVE doing this work and even more, I love teaching you to do it yourself.

**We all remember our
wine a-ha moment...**



**I want to tell you
the story of my
email marketing
a-ha moment...**



And so...

This fresh-faced cutie started 'Erica Walter Writes' with a dream in her heart and one thing she wanted to teach: Email Essentials.



What are the elements of your program?

- A. Consistent Marketing Emails
- B. Marketing emails and some customer journeys
- C. Marketing emails, robust customer journeys, and optimized transactional emails
- D. None of the above

Most wineries have caught on that sending promotional email works and can sell wine online. But they're totally overlooking the foundations of a successful email marketing program.





The good news...

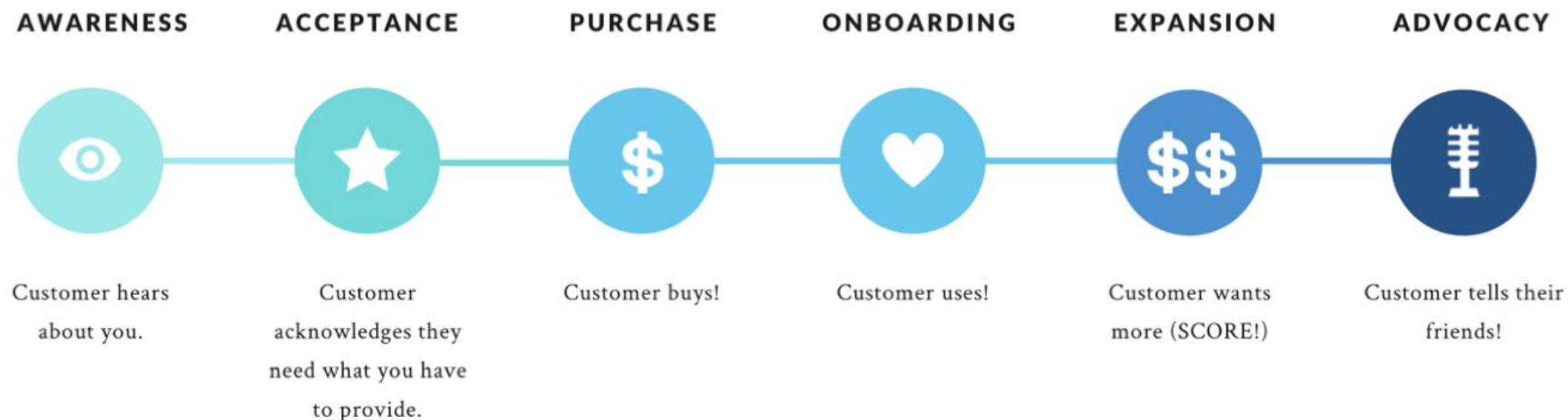


How does that sound?!

**The Foundations of a
Successful Email
Marketing Program
HINGE on an
understanding of your
customer journey.**

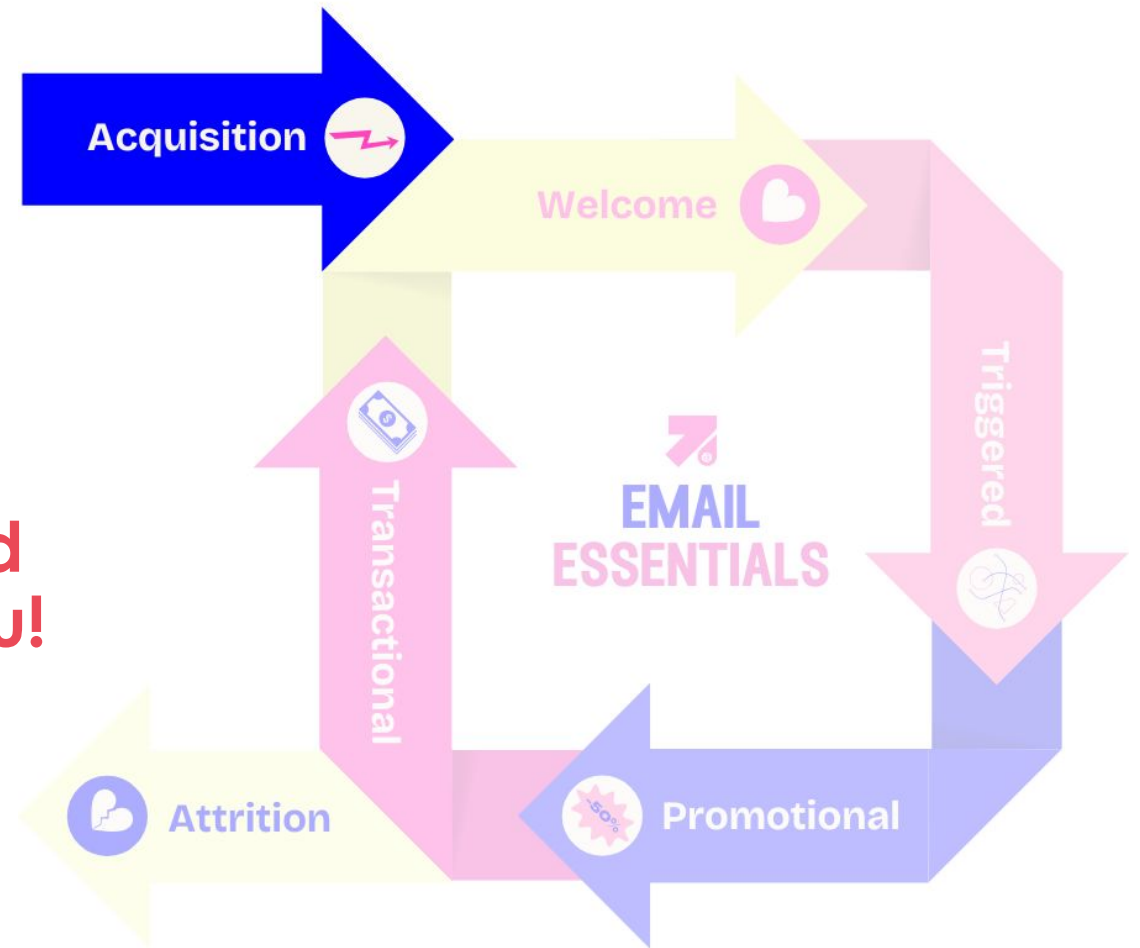


The basic customer journey



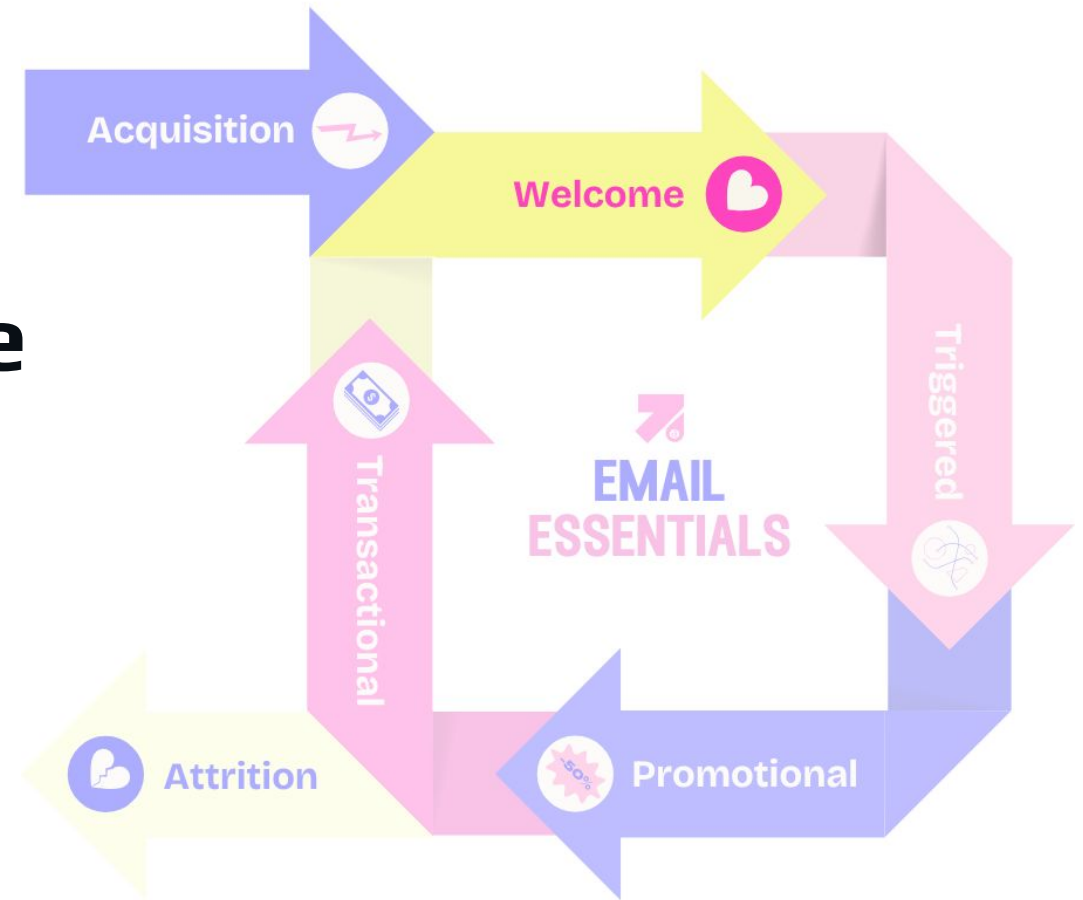
Acquisition = Awareness

Grow your email list with customers who are primed and ready to buy from you!



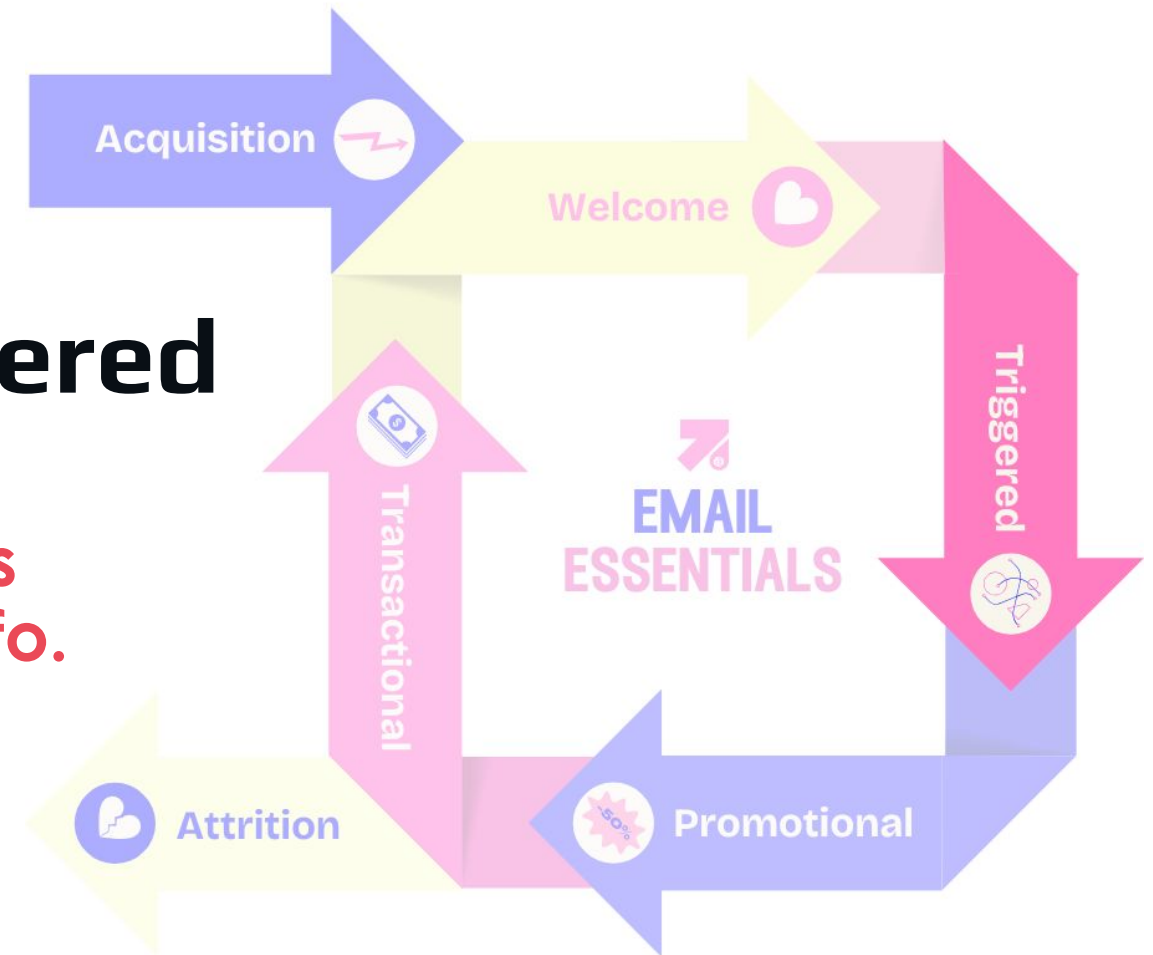
Acceptance = Nurture

Make an amazing first impression and start delivering value right away!



Expansion = Triggered

Send relevant, engaging automatic communications based on your customer info.



Email can drive a sale, and email can also follow-up a sale!



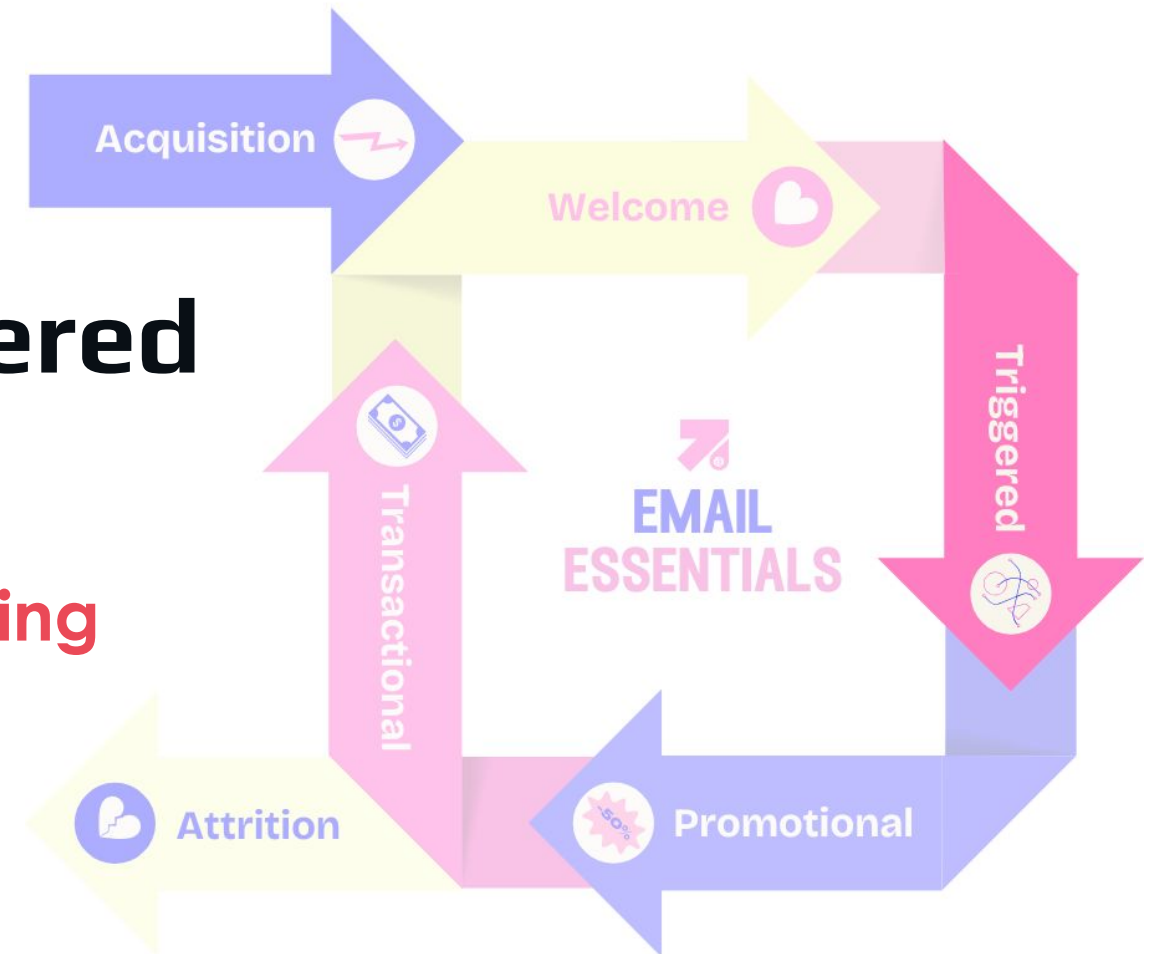
Onboarding = Transactional

Optimize automated emails to reinforce brand value and nurture your customer!



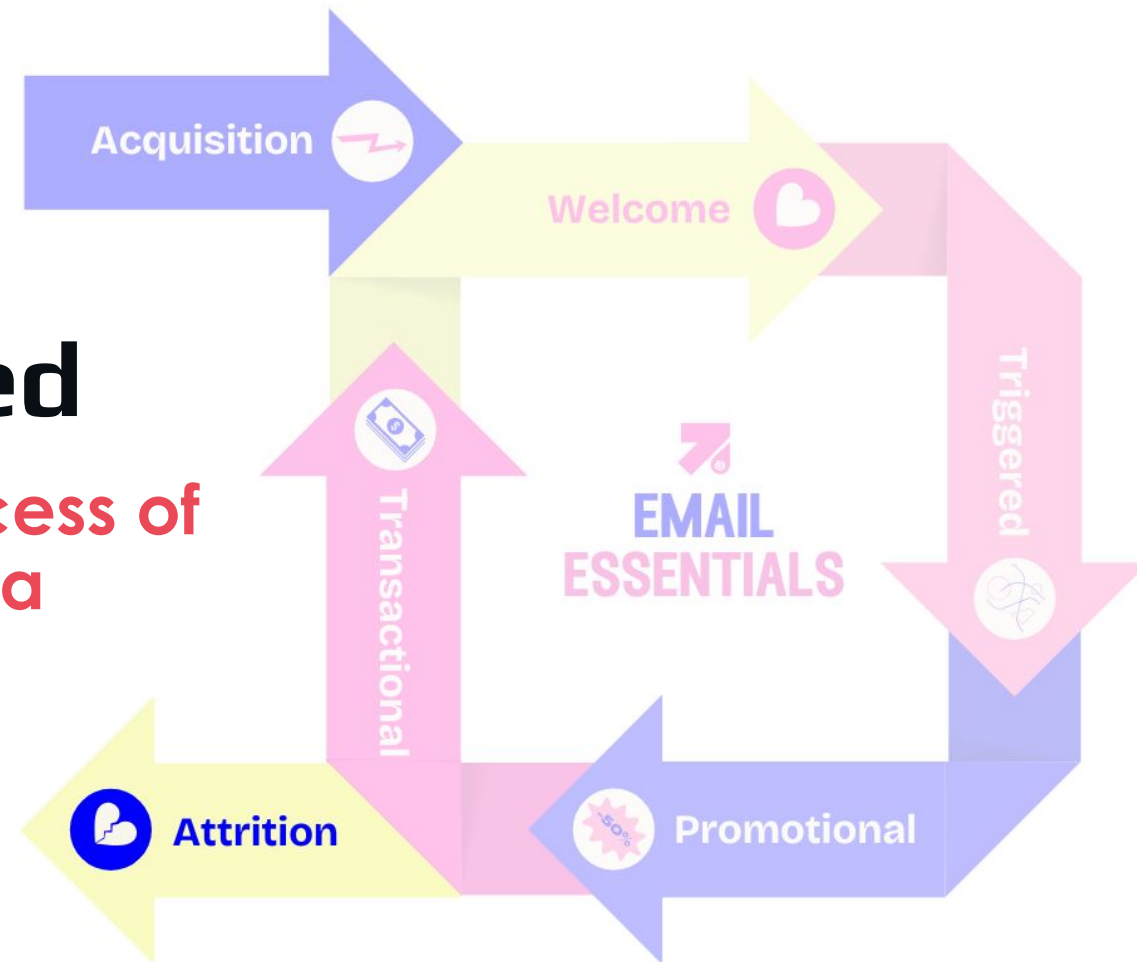
Advocacy = Triggered

Make it easy for your customers to spread the word. And make it rewarding to be an advocate!



Attrition = Triggered

Respectfully handle the process of unsubscribing and maintain a squeaky clean list.



If you want a holistic, thoughtful email marketing program that goes beyond 'batch & blast' sales emails, you must pay equal attention to every aspect of the customer's inbox journey with you!

And when you do, your reward...





Grow your list

The way you acquire new subscribers directly affects the quality of your email marketing program.

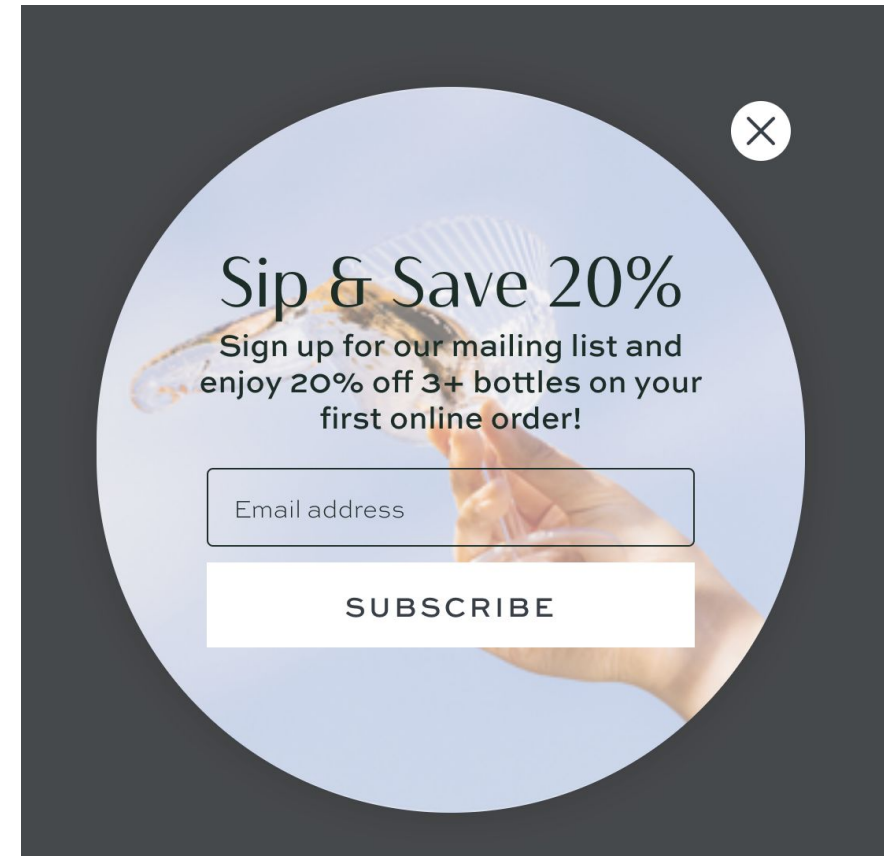
Email Program Value Statement

Fill - In - The - Blanks:

Sign up to receive (#1 thing of value) (weekly / monthly / every Friday), so you can (insert WIIFM), because (insert the stakes if they don't sign up).

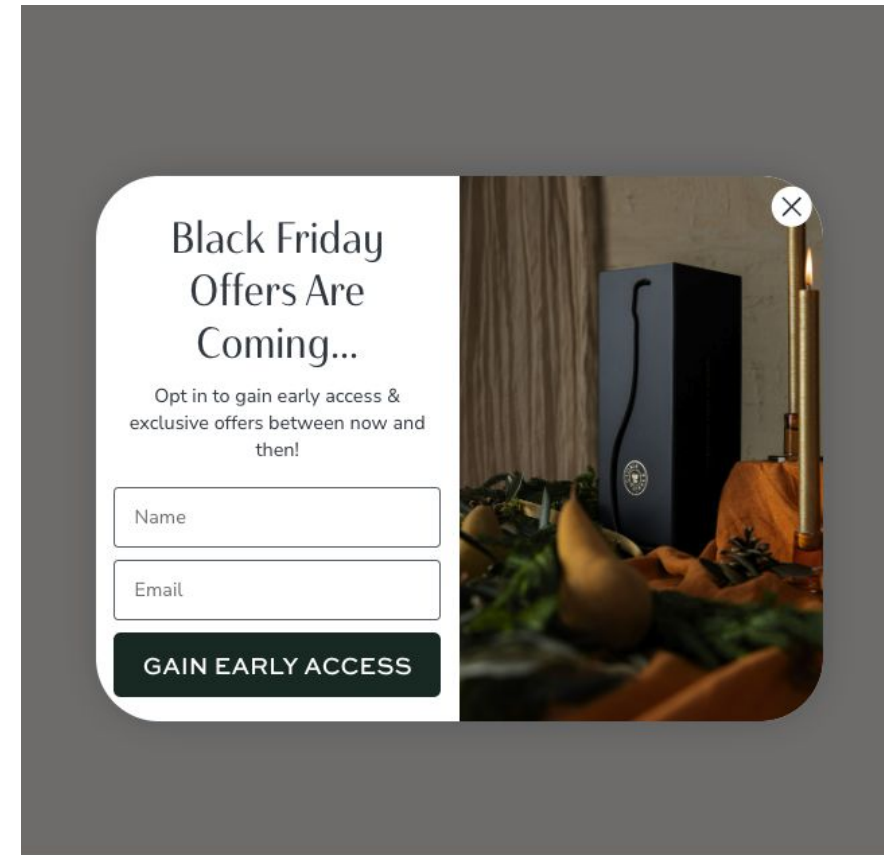
How Gloria Ferrer is growing their list

- Robust website capture
- Meta ads
- In-person scripts
- Tock
- Inbound



Case Study - Grow your list with Access

- Targeted popup
- Submit rate 5.83%
- Over 500 new subscribers in a week
- Generated \$7.18 per recipient value



How Brook & Bull is growing their list

- Branded Email List aka 'The Allocation List'
- Optimizing the experience for SMS opt-in to RedChirp as well



Stay connected with us

We want to ensure we care for our most loyal customers. Many of our wines sell out upon release. Joining the allocation list and texting program does not commit you to any purchase, but does allow you access to more wine, exclusive offers, and invitations to winery events.

Here's how:

Sign up to text with us!

The fastest way to order wine, check in about upcoming reservations, and hear about upcoming winery events.

STAY CONNECTED VIA TEXT

Don't forget to save this number in your phone: 509-560-5681 as Brook & Bull Cellars so you don't miss a text from us.

Join the Allocation List

Fill out the form below and you're on your way to great wine!

Save Brook & Bull in your email platform so you don't miss an email from us.

First Name
Last Name
Email

JOIN THE LIST



Dive in & do it

Check out this episode of the Email Mavens YouTube channel



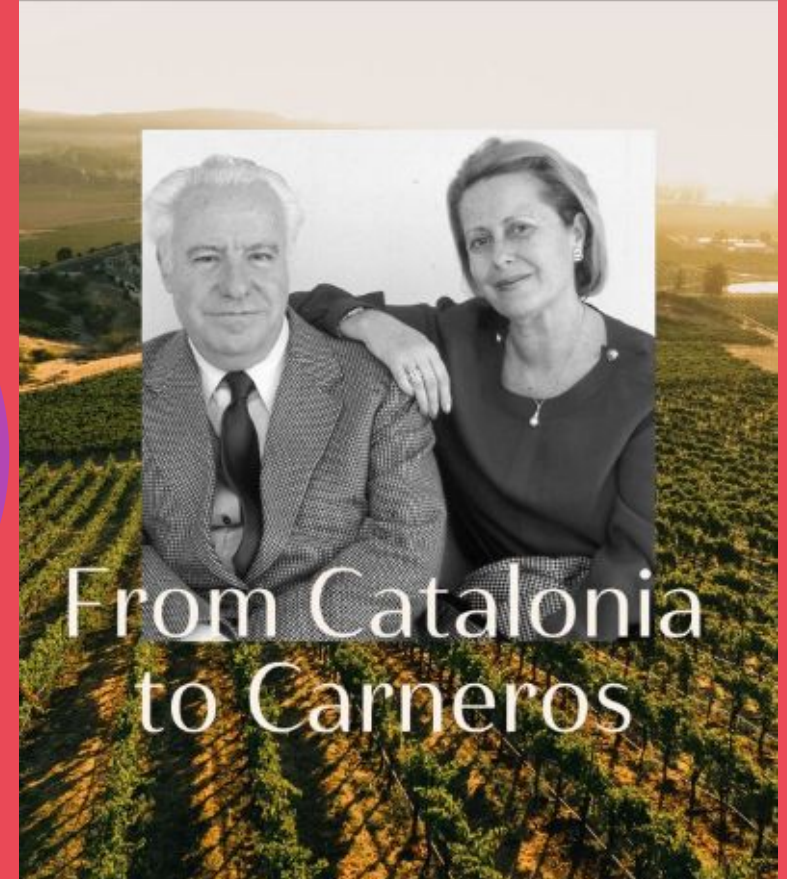
Your plan of action

- Set list growth targets
- Make it easy to signup on your website
- Coach your team to capture email addresses in person
- Track and incentivize list growth!

**Welcome emails have
4x the open rate and
5x the click rate of
promotional emails.**



**Welcome emails
generate up to 320%
higher revenue on
average than
promotional email.**



3/4 of us expect an immediate welcome email.

Just over half of businesses are sending one!



Enjoy
Preferred
Pricing

START YOUR CART

USE CODE: GLORIA20 FOR 20%
SAVINGS ON 3+ BOTTLES

We've thoroughly enjoyed becoming better acquainted, and look forward to connecting even more over our love for award-winning sparkling wine. Take advantage of our offer of **membership pricing for your first order of 3+ bottles** with code GLORIA20 while still available.

Start Your Cart

WITH THESE TOP-SCORING WINES



2015 ROYAL CUVÉE
CARNEROS, SONOMA

93 Points, *Wine
Enthusiast*



2019 BRUT ROSÉ
CARNEROS, SONOMA

91 Points, *Wine
Enthusiast*



2013 CARNEROS
CUVÉE
CARNEROS, SONOMA

95 Points, *Wine
Enthusiast*

Your Winning Welcome email should:

- Send automatically
- Say THANK YOU
- Give the customer something to do next
- Deliver what they signed up for
- Reiterate why it's good to be on your list
- Set expectations on frequency & encourage whitelisting



Gloria Ferrer Welcome for Black Friday

87.50%

Open rate

25.00%

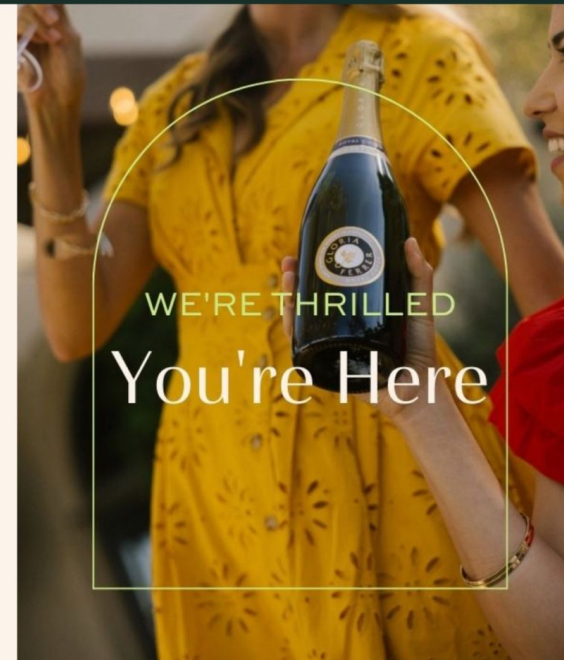
Click rate

12.50%

Placed order rate



VISIT SHOP CLUB



WE'RE THRILLED
You're Here

YOU'RE ON THE BLACK FRIDAY EARLY
ACCESS LIST!

While we put the finishing touches on our Black Friday offers, tide yourself over with member pricing on your first online order of 3+ bottles. Please enjoy this 20% savings offer, with code GLORIA20, as an introduction to our portfolio and a glimpse into the good life.



Gloria Ferrer Winery 23555 Arnold Drive Sonoma, California 95476

© All rights reserved. [Privacy Policy](#)

[Unsubscribe](#)

Brook & Bull Welcome

**BROOK
& BULL**

THANK YOU FOR SIGNING UP

We think you'll like it here.



Joining the allocation list is not a commitment to purchase but does allow you to access more wine and hear about new releases, final few wines and winery events. We'll stay in touch, so you never miss out on what's happening with us!

A little more about Brook & Bull

Founded in 2016, Brook & Bull Cellars is a return to Ashley Trout's roots of varietally driven, nuanced, and intricately balanced wines. With low oak, low intervention and early picks the wines showcase what fruit from Washington State does in its finest, truest form. In a nod to the wild west that lured her from the beginning, her blends explode past genre restrictions, and her varietals are unabashedly layered, complex and stunning.

Who doesn't love an exclusive offer?

Our wines have been selling out quickly, but we've curated a welcome pack that is just for YOU!

Only new allocation list members have access to this offering.

SECURE THIS OFFER

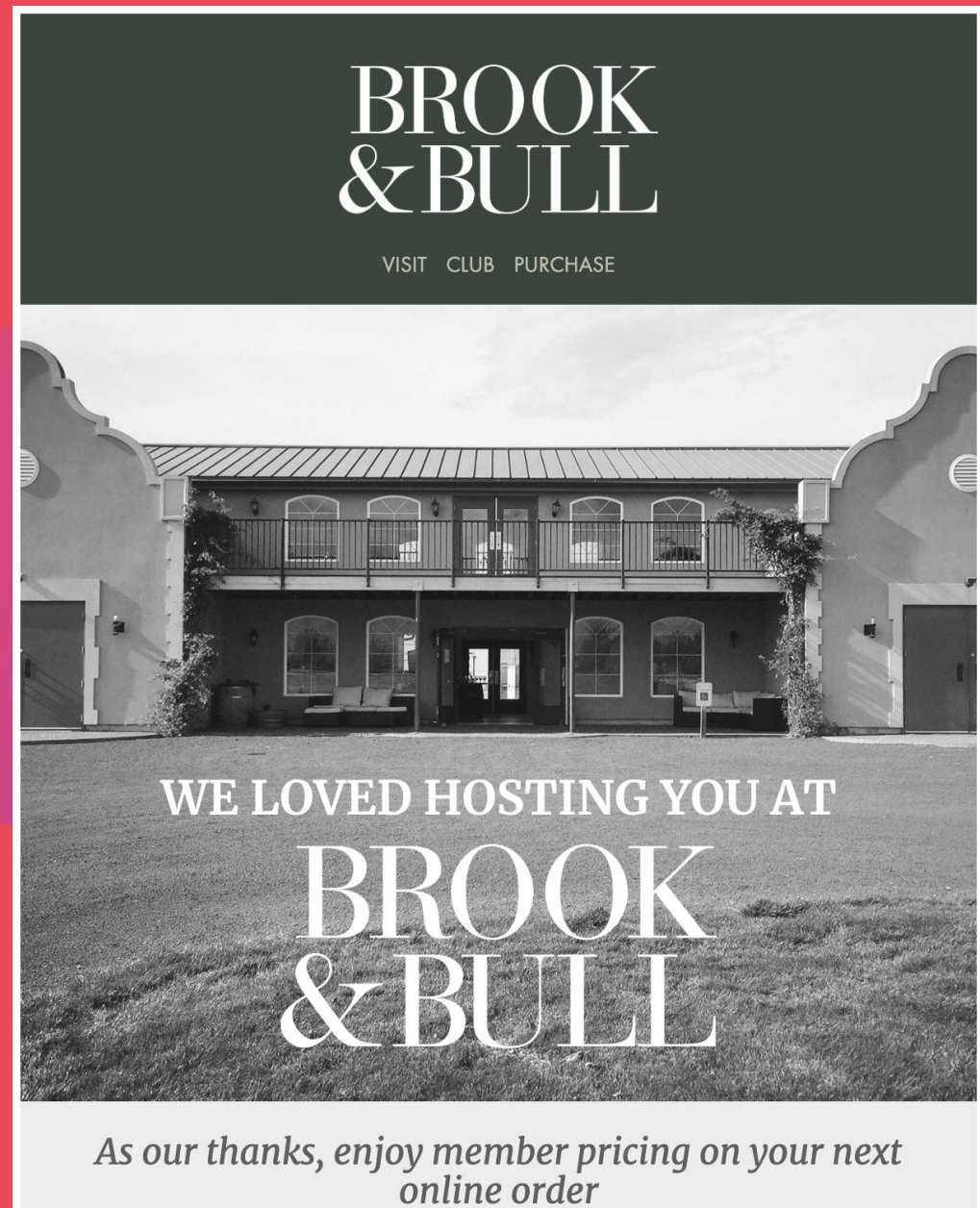


**THE ONLINE WINE SHOP
DOESN'T CLOSE.**

Our online wine shop is open 24/7 for your wine needs. You can purchase current releases to pick up when you visit the Tasting Room or have them shipped directly to your home or office.

[SHOP NOW](#)

Create a welcome for first time visitors



BROOK
& BULL

VISIT CLUB PURCHASE

WE LOVED HOSTING YOU AT

BROOK
& BULL

*As our thanks, enjoy member pricing on your next
online order*



Dive in & do it

Resources GALORE when you scan this QR code




Your plan of action

- **Grow Your List with the right contacts**
- **Welcome them immediately**

Purchase = Promotions

Email can drive a sale, and email can also follow-up a sale!

[View in Your Browser](#)



EARLY ACCESS

The Annual Memorial Day Event


UP TO 60% OFF CASES

Caitlin, because you're a member, you get early access for one week!

ENTER EARLY

Featuring...

2018
DEMI-SEC



SAVE \$331

Retail \$552 | NOW \$220.80

This finely balanced, semi-sweet sparkling wine is fruit forward, subtle and clean.

CLAIM YOURS



**You put a lot of
time into making
your emails...**

**And then, you send it to everybody.
AT ONCE. ONE TIME.**





Try this instead!

Customer Journey Segmentation

Lurkers, Purchasers, & Wine Club Members



Lurkers

People who opted in, but who we have no reason to believe have spent \$ on your wines



Purchasers

People who are on your email list and have purchased wine from you at least once, but aren't members of your wine club (yet)



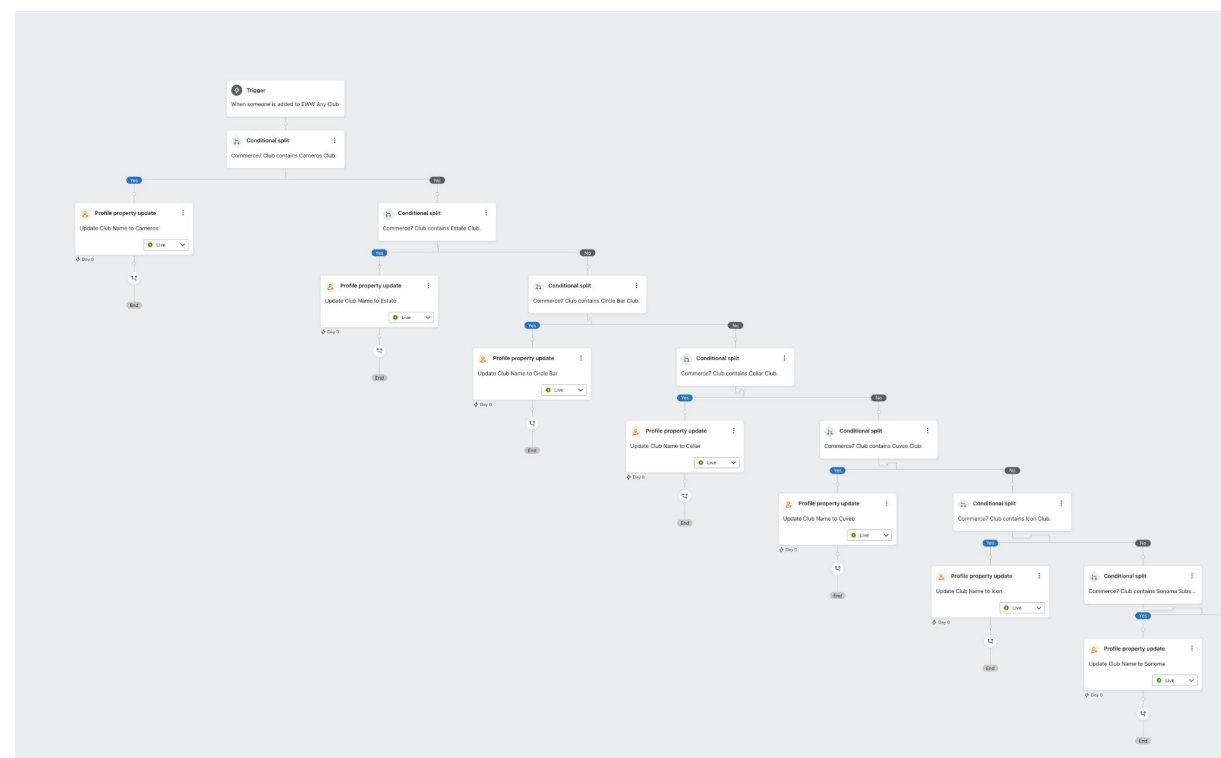
Wine Club Members

Our very faves!!!



How Gloria Ferrer is segmenting their list

- We use conditional content to personalize their club emails



How Gloria Ferrer is segmenting their list

- Remind members of their specific tier of bennies

YOUR MEMBER SHIPPING BENEFIT ALSO APPLIES:

\$1 standard shipping on orders \$150+ with code **\$1SHIP**

How Gloria Ferrer is segmenting their list

- **LOYALTY banners**

YOU'VE GOT 40955 LOYALTY POINTS!

REDEEM NOW

How Brook & Bull is segmenting their list

- Geotargeting to time offers
 - e.g. Shipping Last Calls

Name



Washington / Oregon Subscribers

- State / Region equals Washington

OR

- State / Region equals Oregon

How Brook & Bull is segmenting their list

- Segmenting out people by purchased product

2022 SILENT ODE

A Winter Preview for a Spring Release

We are thrilled to announce that the Silent Ode is back!

Because you've purchased this wine in the past, we're offering you a chance to secure limited bottles before the official spring release.

Silent Ode is where old world meets new. We flip the traditional Bordeaux blend on its head and highlight the grapes that typically play a supporting role.

The 2022 vintage is robust across the board— Layers of flavor starting with lavender, cocoa, bacon, iron, and black currants. Mid-palate rolls into garden soil, hints of grapefruit zest, and pomegranate molasses—chewy tannins with balanced acidity lead to a strong finish.

SECURE YOUR BOTTLES



Dive in & do it

Check out this episode of the Email Mavens YouTube channel



Your roadmap:

- Grow your list with the right customers
- Welcome them immediately
- Send delightful promotional emails with purpose

**Transactional Emails
are your winery's
secret weapon**



Transactional emails are the most opened and saved emails in your e-commerce brand arsenal.

But too many are left “out of the box.”

Thank You For Your Purchase!

If you have questions please contact us at info@grosgrainvineyards.com

Order number: 5923

Order Date: 03/06/2021

-

Bill To

Guest 10

, UNITED STATES

erica@ericawalterwrites.com

Items	Qty	Price	Total
2019 Mourvedre SKU: 88882323-0047 wine	2	\$36.00 \$27.00	\$54.00
Discount Amount Wine Discount (25.00%) (\$18.00)			
2019 French Creek Vineyard Grenache SKU: 88882323-0044 wine	1	\$36.00 \$27.00	\$27.00
Discount Amount Wine Discount (25.00%) (\$9.00)			
2019 Skin Contact Semillon SKU: 88882323-0036 wine	3	\$20.00 \$21.00	\$63.00
Discount Amount Wine Discount (25.00%) (\$21.00)			
Industry Tasting SKU: 88882323-0016 ondemand	1	\$0.00	\$0.00

Subtotal: \$192.00



Hello ERICA,

Hooray! Your order has been shipped. Please find your tracking information below.

[Track Your Order →](#)

Order #2495647
Tracking: JZ488W56A660207800 Ship Date: Oct 28, 2024

Items Shipped



Shipping Address
Bailey "Birthday Girl" Hack
204 Wendover Heights Circle
Charlotte NC 28211
United States
(509) 301-6025

Gift Message
Happy birthday and welcome to the team, Bailey! Enjoy a celebratory toast or two, courtesy of the Email Mavericks and our amazing client, Gloria Ferrer!

We're eager for your selections to arrive! However, please note that Gloria Ferrer is not responsible for shipping charges incurred due to misdirected or returned shipments or changes made after the deadline. If a shipment is returned for an incorrect address, or three failed delivery attempts, you will be responsible for the additional cost of re-shipping or a restocking fee of \$25.

Please note that during the warmer months, any order placed for a destination with temperatures of 85 degrees or higher will be put on a weather hold. Your wine will ship out when temperatures cool to ensure it is received in the best condition possible. Please reach out to orders@gloriaferrer.com with any questions or concerns.

We aim to please. Don't hesitate to give us a call at (866) 845-6742 or send an email to orders@gloriaferrer.com if you have any questions or need further assistance. We'd love to hear from you!

Cheers,
Gloria Ferrer
Did you know?

As one of our sustainability efforts, we've proudly partnered with Cloverly to help offset all the carbon emissions generated by our direct-to-consumer wine shipments. That's something worthy of a toast!



Overcome buyer's remorse

Reinforce brand personality & goals

We aim to please. Don't hesitate to give us a call at (866) 845-6742 or send an email to orders@gloriaferrer.com if you have any questions or need further assistance. We'd love to hear from you!



Optimize your Transactional Emails

1. Know what's triggered and how
2. Identify marketing-focused secondaries that make sense (e.g. Shop, Visit, Membership)
3. Rewrite each one for brand voice, tone, and to tee-up the marketing-focused secondaries identified above
4. Bonus points: hire a developer to enhance the template for your transactional emails too!





Dive in & do it

Check out this episode of the Email Mavens YouTube channel












Your roadmap:

- Grow your list with the right customers
- Welcome them immediately
- Send delightful promotional emails with purpose
- Optimize your transactional emails



Robust Triggered Campaigns

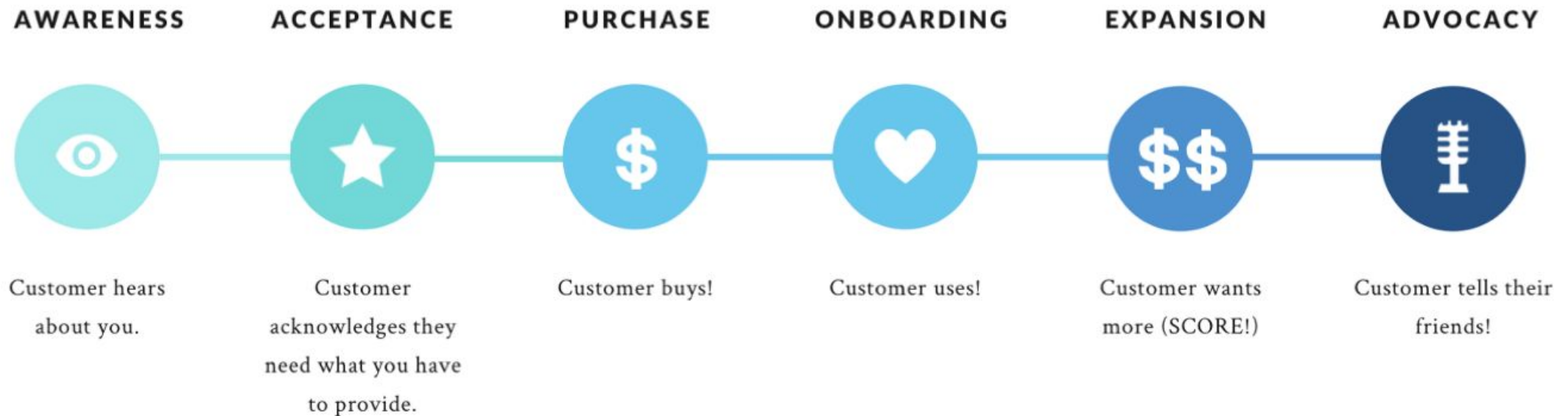
<div>Replenishment Campaign</div> <div>Placed Non-Recurring Order</div>		<div>▶ Live</div>
<div>Happy Birthday - NEW</div> <div>Starts 1 week before Commerce7 Birthdate. Repeats annually.</div>	 <div>A/B</div>	<div>▶ Live</div>
<div>2024 Welcome to Meta (NEW Dynamic Segment)</div> <div>Added to MAV - New Engaged Via Social list</div>		<div>▶ Live</div>
<div>Abandoned Cart Reminder - NEW</div> <div>Started Checkout</div>		<div>▶ Live</div>
<div>2023 Welcome Series, EWW Final</div> <div>Added to New Subscriber Onboarding, NonMember list</div>		<div>▶ Live</div>
<div>Half Birthday Offer (Non-Member)</div> <div>Starts 6 months before Commerce7 Birthdate. Repeats annually.</div>		<div>▶ Live</div>
<div>New Member Onboarding</div> <div>Added to EWW Any Club list</div>		<div>▶ Live</div>
<div>Membership Anniversary (Date Property Trigger)</div> <div>Starts 1 day before Signup Date. Repeats annually.</div>		<div>▶ Live</div>
<div>Post-Purchase Nurture to Membership</div> <div>Placed Order</div>		<div>▶ Live</div>
<div>Club Name Segment</div> <div>Added to EWW Any Club list</div>	<div>—</div>	<div>▶ Live</div>

Automated emails drive 320% more revenue than promotional emails.

They also drive 180% higher conversion rates.

Where do I start?

Go back to the customer journey!



Case Study

Gloria Ferrer Half Birthday



VISIT

SHOP

CLUB



We love a good celebration

AND YOUR HALF BIRTHDAY IS
CAUSE FOR A TOAST!

Happy half birthday, Erica!

At Gloria Ferrer, we seize the moment and make every day count. It's only natural that we'd want to celebrate your half birthday. This week only, **redeem \$1 shipping on any order of 3+ bottles using code \$1HALFBDAY.**

TAKE A LOOK AND GRANT YOUR WISH.

Cheers,
The Gloria Ferrer Team

SHOP NOW

Case Study

Loyalty-triggered

YOU'VE EARNED
2,000 POINTS



Go, You!

Case Study

Brook & Bull Winery Automated Journeys for members

BROOK
& BULL

VISIT CLUB PURCHASE



Because we'd never forget our anniversary

What's that phrase?



Coffee in the morning
until wine in the evening?

We've created a unique and exclusive coffee blend to share on the anniversary of membership. After all, it's our job to keep your beverages handled morning, noon, and night.



Dive in & do it

Check out this episode of the Email Mavens YouTube channel



Do you feel like this?



**There's one more stage in
your customer journey...**

Attrition



The average email list churns at 25-30%

And consistently sending to everybody on your list is hurting your cause across the board!



Re-engage

- Identify Dormant Subscribers
- Proactively invite them to re-engage
- Suppress those that take no action





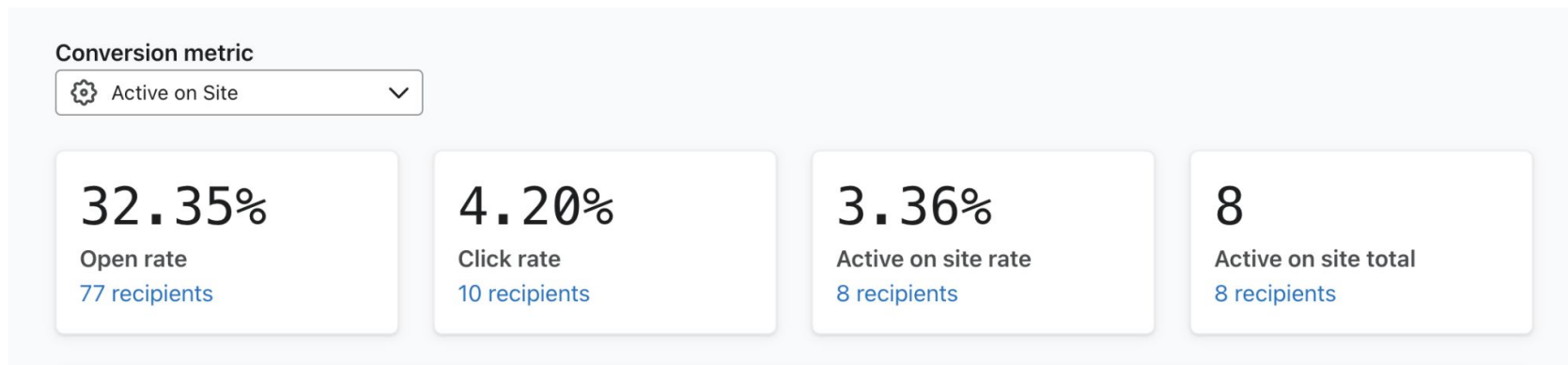
It's so hard to say goodbye...

**But, it's worse to have a bunch of dead weight
holding back your results.**



Both of our winery friends here are doing this!

- Over 30% open rate
- 12.99% CTR
- Yes, we also got unsubscribes... that is what we want!





Dive in & do it

Check out this episode of the Email Mavens YouTube channel



**With these programs installed, you will
win the inbox.**

But, you can't just set it and forget it.

Analyze & Optimize

Click Rate: How many recipients clicked on links within your email
Target 7% +

Conversion Rate: The percentage of recipients who took a desired action after clicking on a link
Target 5%

Unsubscribe Rate: The percentage of recipients who chose to opt out of your email list after opening an email
Less than .05% ●

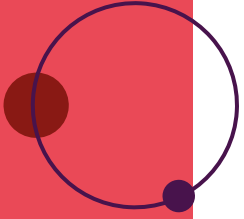


Ask yourself:
What worked well?



Ask yourself:
What did not go so well?





Put this time on your calendar.

Honor your commitment.

If your click rates, conversion rates, or unsubscribes aren't hitting targets, go back to the start:

- *Why is it good to be on your list?*

If the metrics don't line up, it's possible your content has deviated from the initial goal.



Let's recap

- You learned the system
- We looked at examples of each
- You can go deeper on the areas where your winery is the furthest behind
- And we know what data to look at so that our next email is our best email





Thank you for learning with us

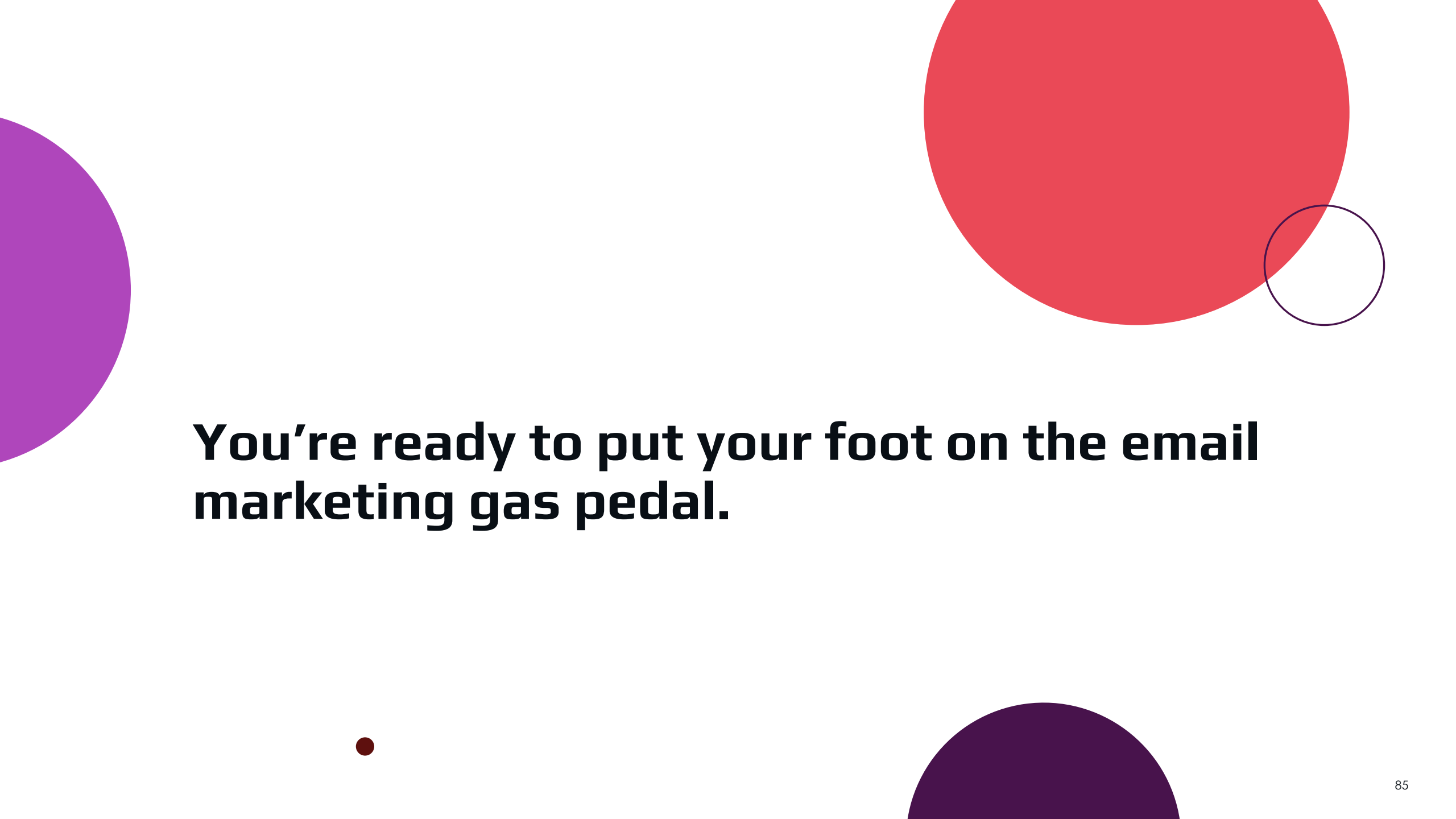
You showed up today (even though you have a lot on your plate) for a specific reason.



**You believe in the power of email
marketing to generate revenue...**



**You're tired of using tech overwhelm as
an excuse**



You're ready to put your foot on the email marketing gas pedal.



Q&A Time

And, a parting gift from the Email Mavens, because email marketing is more than our bread & butter... it's our jam.



LinkedIn:
<https://www.linkedin.com/in/erica-walter-7217388/>



LinkedIn:
<https://www.linkedin.com/in/alyson-l-a-varnway-8a4802177/>



LinkedIn:
<https://www.linkedin.com/in/melanie-schafer-8705a4160/>