

TRANSFORMING YOUR SOCIAL MEDIA INTO A BRAND LOYALTY ENGINE



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MILLENNIALS DIDN'T RUIN WINE GEN Z ISN'T KILLING THE WINE INDUSTRY

The narrative we're telling ourselves about younger generations and wine consumption demands our attention.

The next generation isn't abandoning wine. They're waiting to be invited in.

**WHEN AN INDUSTRY BLAMES THE
NEXT GENERATION, IT IS USUALLY
NOT A CONSUMER PROBLEM.**

IT IS A RELEVANCE PROBLEM.



ALCOHOL CONSUMPTION IS DOWN.

The data is clear: alcohol consumption continues to decline across demographics.

The industry is in trouble. But controlling what we can control is the first step toward transformation.

WE CAN CONTROL HOW WE SHOW UP.
WE CAN CONTROL THE STORIES WE SHARE
AND THE EXPERIENCES WE CREATE.



WINE HAS NEVER LACKED STORY

FAMILY | TRADITION | RISK | ART | PLACE

**BUT IT'S
LACKING
TRANSLATION**





THE TRUTH ABOUT STORIES

Stories are how we make sense of the world. They create meaning, build bridges, and forge lasting connections.

People don't reject stories.
They reject feeling excluded from them.

INDUSTRY REVIVALS



BOURBON



BEER



COFFEE

The product didn't change.
The storytelling did.

BLAME THE CUSTOMER

The easy path

BUILD SOMETHING PEOPLE WANT TO BELONG TO

The opportunity



TWO RESPONSES

When industries are in transition, there are two responses. One leads to irrelevance. The other creates lasting connection.

**WINE
IS NOT
DYING.**



**BUT THE
WAY WE
TALK ABOUT
IT MIGHT BE.**

OPPORTUNITIES

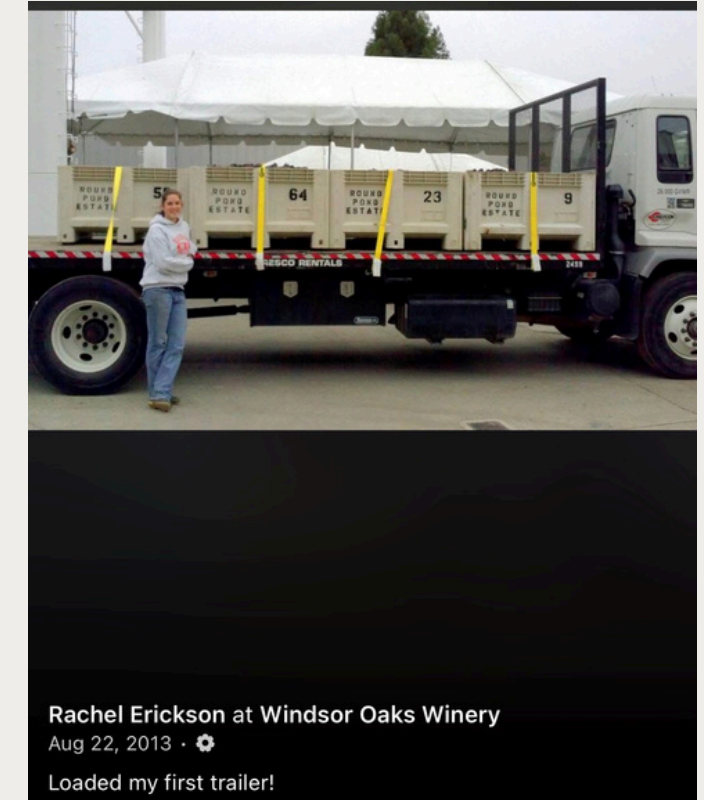
TRANSPARENCY
IDENTITY
EXPERIENCE
QUALITY
COMMUNITY



These five values represent the modern consumer mindset. They are not obstacles, they are opportunities to connect, engage, and build lasting brand loyalty.

BEFORE I EVER WORKED IN MARKETING, I WORKED IN WINE.

- Oregon State V&E
- Harvests
- Cellar Rat
- Lab Intern
- Bulk Grape Sales
- Distribution Rep
- Tasting Room Staff



MY ORIGIN STORY

DOCUMENT >
CREATE



PULL OUT YOUR PHONE

60 SECONDS

Stand up. Take a photo of this moment. Post it to Instagram and tag [@rachelerick.son](https://www.instagram.com/rachelerick.son). You have 60 seconds starting now.



3 CORE SHIFTS TO THRIVE





PRODUCT-FIRST → PERSON-FIRST

Not just the bottle. Show the people behind it.

The wineries winning on social media aren't showcasing bottles - they're introducing the humans, the stories.



@chowines



@tankwinery



@artistblockwine

**WHO CAN WE
LEARN FROM**



CONSISTENCY > COMPLEXITY

Success comes from showing up.
Document your world.

The wineries that thrive aren't creating complex content, they're showing up consistently, documenting who they are, what they do, and why they do it.



CONNECTION CREATES CONVERSION

People follow people, not logos.

→ User-generated content (UGC)

→ Employee-generated content (EGC) -
tablas creek; echolands; cho

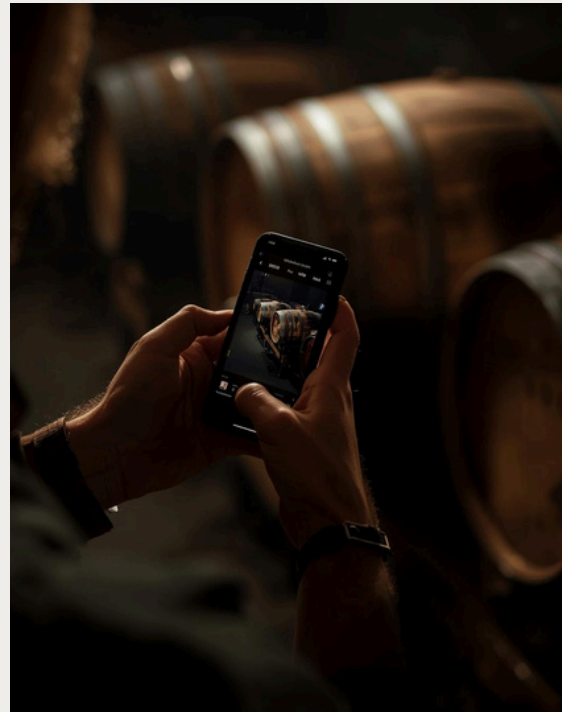
→ Creators

→ Local partnerships/tourism

→ Industry + industry-adjacent
collaborations

Participation creates belonging. When
your audience becomes part of your
story, conversion follows naturally.

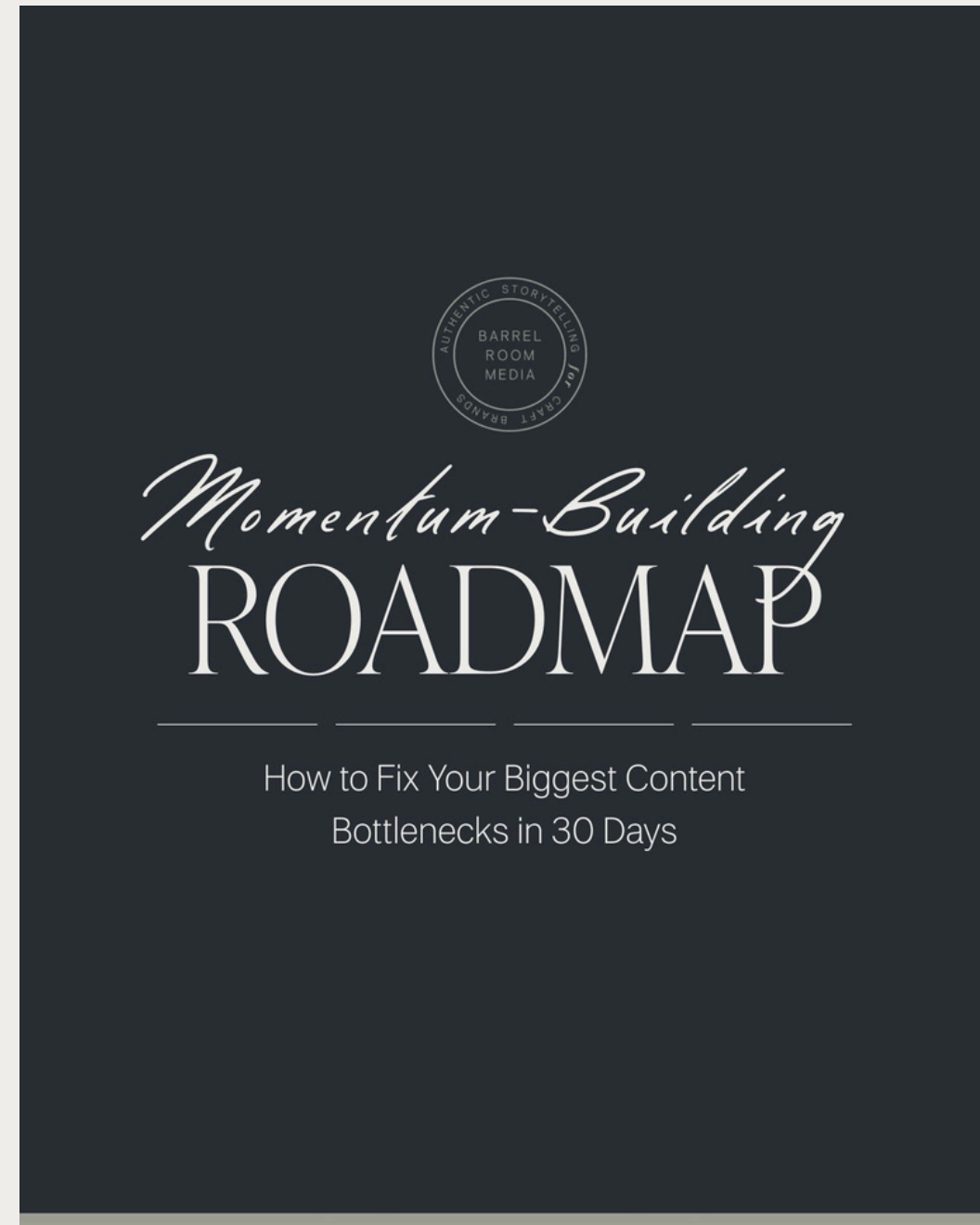
AI IS NOT THE STORYTELLER YOU ARE.



AI removes friction. It's a tool to help you

- Share more with less
- Not let anyone fall through the cracks
- Stay top of mind

**FREE
RESOURCE**



THE CRAFT BEVERAGE CONTENT SCORECARD

Identify your biggest content gaps.

Connect with your consumers on social.

A free tool to help you tell your story better.

FOLLOW @RACHELERICK.SON
 **DM ME "PNW"**



LIVE INSTAGRAM AUDIT





3 KEY TAKEAWAYS

Product- First → Person-First

From selling wine to sharing stories people connect with.

Consistency > Complexity

Stop overthinking, start showing up. Document.

Connection Creates Conversion

Involve your community to build real loyalty.



MILLENNIALS DIDN'T RUIN WINE GEN Z ISN'T REJECTING WINE

They want to feel like they belong.

They're waiting to be invited in. The question is: will your winery open the door?

The wineries who do won't just survive, they'll define the next era of wine.