

SoWINE

SOUTHERN OREGON WINE
MARKETING & SALES CONFERENCE



Quick Survey



Marketing Function Review

- **Process** of creating or directing an organization to be successful in selling a product or service that people not only desire, but are willing to buy
- Creates a "**proposition**" or set of benefits for the end customer that **delivers value** through products or services; educates and informs
- Process is ongoing, involving planning and executing the **marketing mix**
- 2 basic approaches: **market** and **product** focused

What's Truly Important



Preparation ~ Process

Key Initial Ingredients



POM Mimosa

1/2 oz. POM Wonderful 100%

Pomegranate Juice

1 glass sparkling cider

Garnish with pomegranate arils

Pour sparkling cider into a champagne flute. Add pomegranate juice. Toss in a few pomegranate arils for garnish.

Messaging: Building the Foundation



Other Ingredients



Promotional Wheel



Metrics: $A \times B = C$

Sales Plan Metrics	Your Goals?
Total # cases DTC DTT FOB	
Total \$ Revenue DTC DTT FOB	
Samples	

Metrics: $A \times B = C$

DTC Metric	
Tasting Room # visitors x avg \$ per # visitors x avg cases per	Events # events x avg \$ per # events x avg # cases
Direct marketing # mailing list x outreach (email and calls)	Media Relations # contacts x # samples/releases # articles/impressions
Club # members x # bottles/ ship. # members x avg \$ per (Attrition rate)	Online # orders x avg \$ per # orders x avg cs per (traffic)



Tips



Parting Thoughts



“The advent of social connectivity means consumers are shaping strategies and influencing brands like never before. Old notions of demand are out.

Experiences--good, bad or indifferent--count for everything.”

- *Zappos.com CEO Tony Hsieh*

Thank you & Questions

Dixie Huey, Proprietor

360.210.5551

dixie@trelliswineconsulting.com

www.trelliswineconsulting.com

www.trelliswineconsulting.blogspot.com

www.linkedin.com/in/dixiehuey

www.twitter.com/dixieleehey

www.facebook.com/dixieleehey



STRATEGIC GUIDANCE FROM THE GROUND UP®

Exceptional Branding, Strategy & Communications Solutions