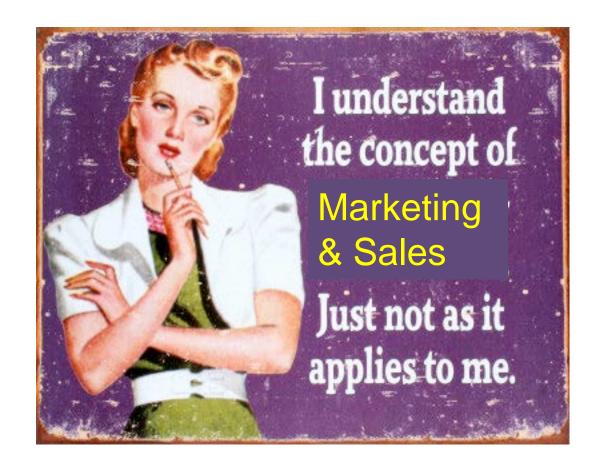
### SOWINE

# SOUTHERN OREGON WINE MARKETING & SALES CONFERENCE





# **Quick Survey**



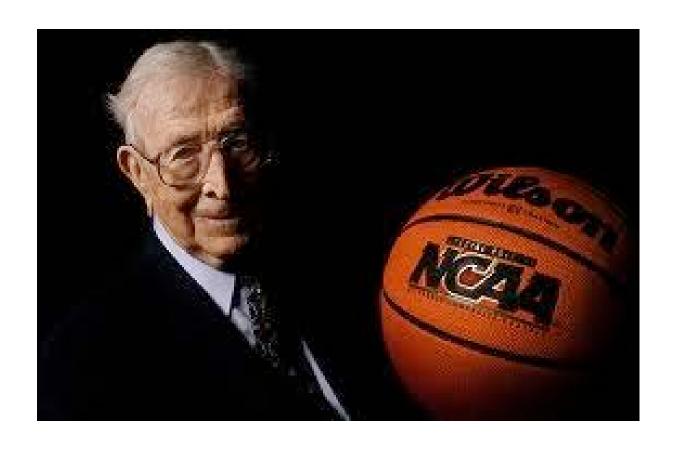


### **Marketing Function Review**

- **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

**Materials** 

Plan (GOALS)

Value Propositions

**USPs** 

**Target Segments** 

Mission (Purpose)
Vision (Future)

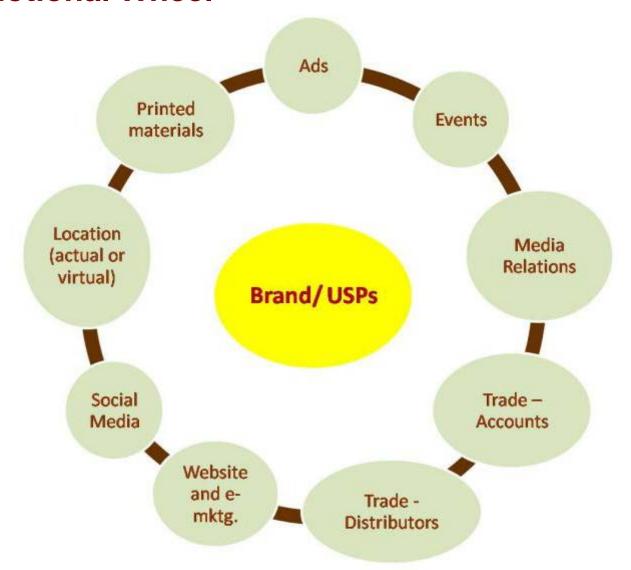


# **Other Ingredients**





### **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

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