

# 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?
<b>Total # cases</b> DTC DTT FOB	
<b>Total \$ Revenue</b> DTC DTT FOB	
<b>Samples</b>	

# Metrics: $A \times B = C$

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