WINE INDUSTRY TECHNOLOGY SYMPOSIUM
The Digital Advertising Renaissance

“Technology has forever changed the world we live in. We're online, in one way or another, all day long. Our phones and computers have become reflections of our personalities, our interests, and our identities. They hold much that is important to us.”

In this Panel we will discuss:
Taking a hard look at the new software that allows you to understand and activate an essential advertising tool. Solutions are available to let you re-target, trace and automate a functioning digital advertising strategy.

This is not a review of your social media marketing best practices, but rather a review of digital advertising tools, something wineries of all sizes working under all sales channels need to consider the benefits of.
Trends related to Digital Marketing

DtC and Online Wine Sales are increasing and are expected to further increase dramatically:

The face of the US consumer is changing, as are the paths to market. Bain estimates that online selling, which at one point was thought of as an anathema to the luxury experience entirely, is now an accepted channel and is expected to represent up to 25% of total sales by 2025.


DtC shipping is on pace to top $3 billion in 2018 at this rate, an impressive feat for a channel that only emerged as a significant option in the past decade. Winery direct shipments now represent a notable 10% of off-premise retail sales of domestic wines, up from 8.6% in 2016.

- Jon Moramarco, managing partner of BW 166 LLC and editor of the Gomberg & Fredrikson Report
Challenges facing wineries in e-Commerce per the Silicon Valley Bank 2018 Wine Report

- Few wineries have an online presence that engages the customer. **Sites lack sophisticated, responsive, fully integrated designs and experiences** that allow new and returning customers frictionless e-commerce.

- **Winery websites are almost static**, and, with the exception of basic Google tracking, they **don’t harvest visitor information or put it to use for responsive experiences, retargeting and modern FOMO** (fear of missing out) tools.

- **Online product marketing is rudimentary**, lacking a push to consumers who might index high on Google search results.

- **Digital products that integrate with customer relationship management and the wine club** — and that can deliver scalable marketing messages for different buying personas over mixed platforms — **simply do not exist.**

- **The use of big data to enhance outreach to consumers and improve sales opportunities is not employed at all.**

  **US spending on digital advertising will reach $107.30 billion in 2018** – eMarketer.com
Ok, but it’s wine, it takes 4 – 8 years to make quality products… What other “old school” industries are turning to digital?
Meet the Digital Experts
(in real life)

Ingrid Cheng, DTC senior marketing manager, Treasury Wine Estates

Caleb Cavazos, digital marketing manager, HALL, WALT, BACA Wines

Raquel Royers, digital marketing manager, Trinchero Family Estates
Digital Advertising: In the beginning ...
What is available now & What is making the difference.
What does it look like?

The blue lines represent data and the green ones represent conversions.

Improvements of online and offline data capture is essential to the success of our company.

Better web forms, email request pop ups and content will help us capture more data online.

Better onsite data capture is even more essential because they have had experience with our brand.

More channels gives us more places to reach our target customers (Twitter, Pinterest, Yahoo/Bing search ads).

A digital marketers job is to try to find the right balance between prospecting and retargeting ads.
Where is this going, technologically, systematically, and philosophically

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Extravegante for the most sensitive skin.

If you are not satisfied with this baby diaper protection, you will get your money back. Read more about our textile parameters at www.baby.com

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Where is this going, technologically, systematically, and philosophically?
Basic Blocking and Tackling – Your Takeaway

There are ENDLESS new tools and technologies, but the basics are still relevant – find the software that fits your business in these areas:

Digital Tools by Strategy:
- Organic Social Media.
- Paid Social Media.
- Email Marketing.
- Display Retargeting.
- Programmatic Advertising.
- Website Testing.
- Video Hosting.
- Rich, High-Quality Content Creation.
Thank you for attending!

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