



BACK TO BASICS MARKETING

(AND A BIG JUMP FORWARD)

Presented by:

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REFLECT
MEDIA



WHAT WE'LL COVER

**WEBSITE
CONTENT**

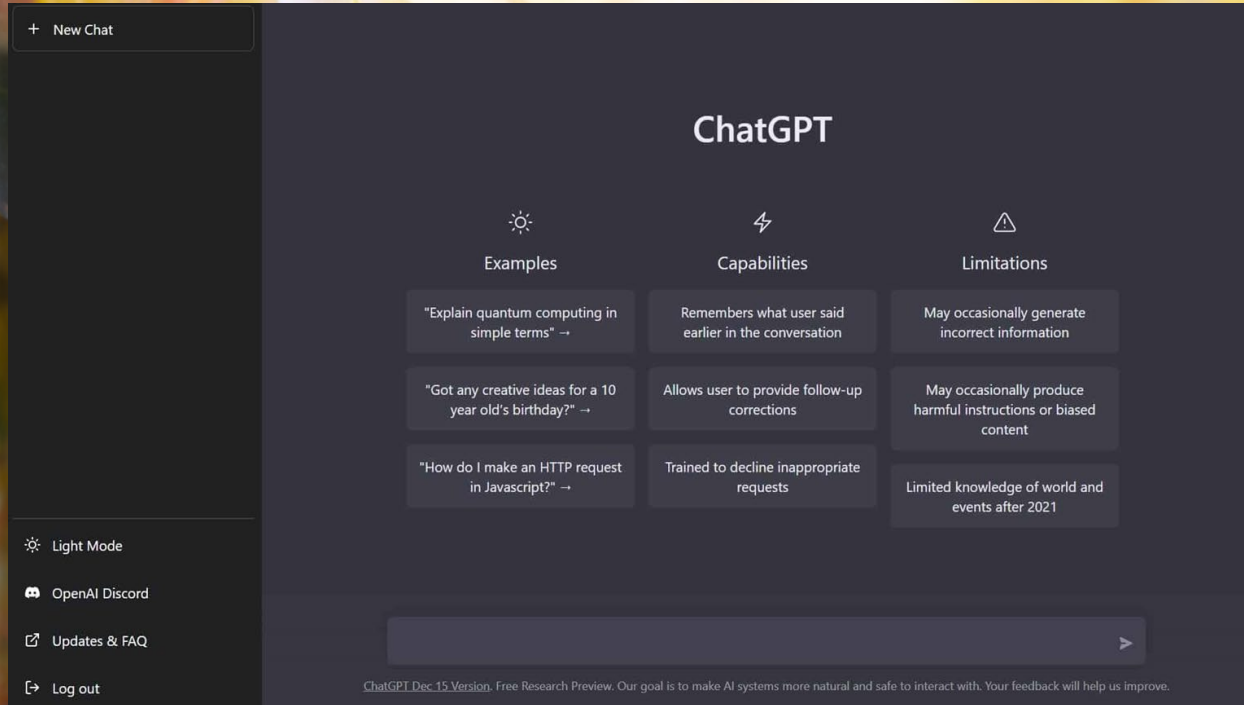
**DIGITAL
ADVERTISING**

**HELPFUL
SOFTWARE
TO DIY**




**MEDIA &
PARTNERSHIPS**

**GOOGLE
TOOLS**

A BIG JUMP FORWARD



The screenshot displays the ChatGPT interface with a dark theme. On the left is a sidebar with navigation options: '+ New Chat', 'Light Mode', 'OpenAI Discord', 'Updates & FAQ', and 'Log out'. The main content area is titled 'ChatGPT' and is organized into three columns: 'Examples', 'Capabilities', and 'Limitations'. Each column contains three items, each with an icon and a text box containing a sample prompt or statement.

Examples	Capabilities	Limitations
 "Explain quantum computing in simple terms" →	 Remembers what user said earlier in the conversation	 May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

At the bottom of the main content area, there is a footer with the text: [ChatGPT Dec-15-Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

WHERE WE'RE AT

INCREASED DEMAND FOR INFORMATION

ADDRESSING MULTIPLE TARGET MARKETS

SLOWING ECONOMY & HOUSEHOLD BUDGETS



WEBSITE CONTENT





HOW DOES WEB CONTENT HELP?

SEARCH ENGINE OPTIMIZATION

LOCAL OPTIMIZATION

REACH YOUR TARGET MARKET

FIND YOUR LOW HANGING FRUIT

REACH YOUR BUSINESSES GOALS

IN-STORE GUESTS AND/OR ONLINE SALES

washington winery



All Maps Images News Shopping More

Tools

About 23,800,000 results (0.42 seconds)

Places

Rating

Hours



Columbia Winery

4.5 ★★★★★ (283) · Winery
Woodinville, WA, United States
Closed · Opens 11 a.m. Wed
No delivery



Benson Vineyards Estate Winery

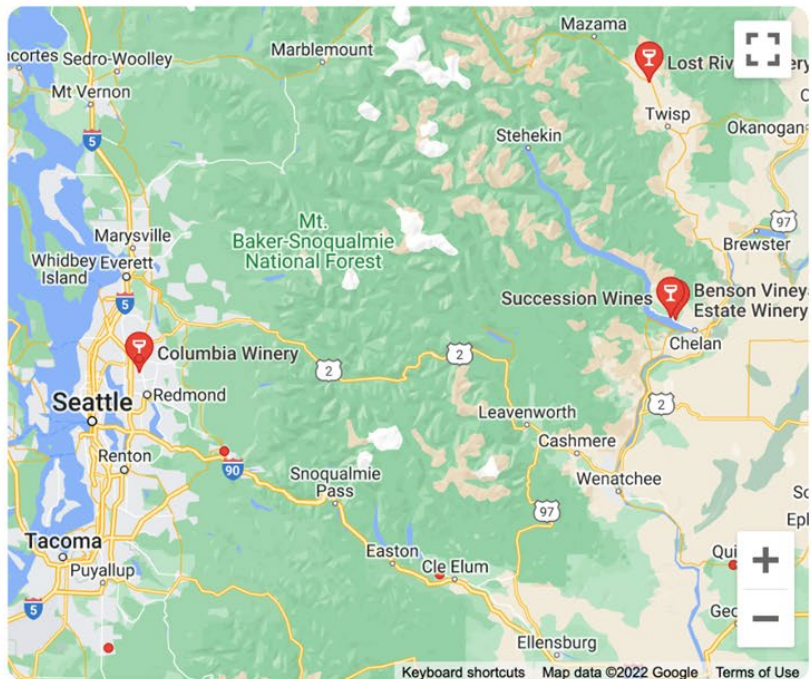
4.5 ★★★★★ (138) · Winery
Manson, WA, United States
Scenic winery with a tasting room



Succession Wines

4.5 ★★★★★ (87) · Winery
Manson, WA, United States
Curbside pickup · Delivery

More places →



WEB CONTENT IDEAS

FOOD
OPTIONS

NEWSLETER
SIGNUP

EXPLAIN THE
EXPERIENCE

DOG
FRIENDLY

WHY SHOULD I BE A
MEMBER?

WHY SHOULD
I VISIT?

REGULAR HOURS
SEASONAL HOURS
LAST CALL

MINORS
WELCOME

RESERVATIONS

EVENT
CALENDAR

WHAT YOU
SPECIALIZE IN

ONLINE
PURCHASE
PROCESS

WHERE DOES THE CONTENT GO?

BLOG & NEWS



TIME SENSITIVE
INFORMATIONAL
CASUAL
COMMUNITY INFO
HELPS WITH SEO
LIGHT GOAL PROMOTION

LANDING PAGE



MORE PERMANENT
CAN BE REUSED
EDUCATIONAL
CONVERSION FOCUS
COMPANY CONTENT
HEAVY GOAL PROMOTION

PRODUCT PAGE



QUICK TRANSACTION
HYPER-FOCUSED
DIFFICULT TO CUSTOMIZE
CONVERSION READY
LACKS BACKGROUND
HEAVY GOAL PROMOTION



DO I NEED A BLOG?

Consistent & Up to Date

Educational

Keep it Personal or Casual

Wine Inspiration

Behind the Scenes

Harvest Recaps / What's Coming

Vineyard / Seasonal Information

Why You Do Things The Way You Do



DIGITAL ADVERTISING

ADVERTISING OPTIONS

1

GOOGLE ADS

High Level of Intent

2

META ADS

Facebook & Instagram

3

OTHER ALTERNATIVES

LinkedIn, Reddit, Vivino, Pinterest

GOOGLE ADS

BASED ON KEYWORDS & AUDIENCES

TOP SEARCH RESULTS

DISPLAY & RETARGETING

PAY PER CLICK

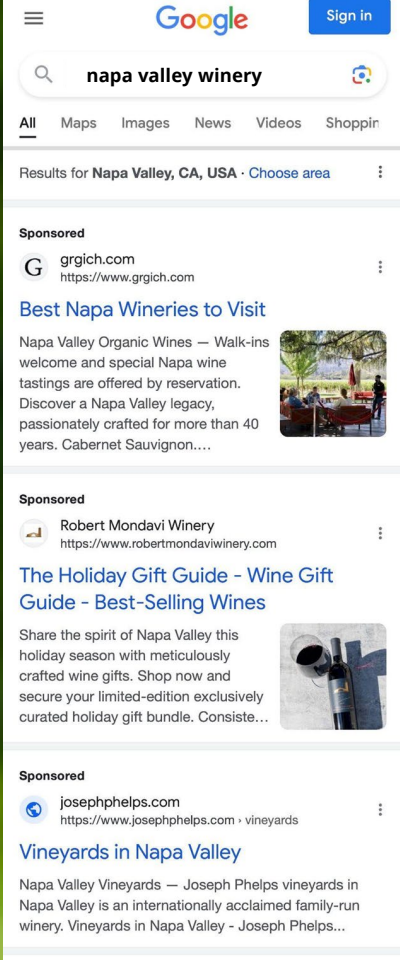
SET YOUR DAILY & MONTHLY BUDGET

IMMEDIATE TRAFFIC

PAUSE AT ANY TIME

TRACKABLE ROI

***PROMO FOR NEW ADVERTISERS

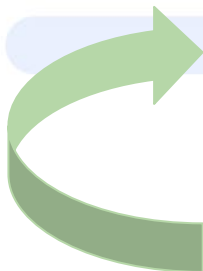


The image shows a mobile search interface for "napa valley winery". At the top, there is a Google logo, a "Sign in" button, and a search bar containing the text "napa valley winery". Below the search bar are navigation tabs for "All", "Maps", "Images", "News", "Videos", and "Shoppin". The results are for "Napa Valley, CA, USA" with a "Choose area" link. Three sponsored results are displayed:

- Sponsored**
Logo: grgich.com
URL: https://www.grgich.com
Title: Best Napa Wineries to Visit
Text: Napa Valley Organic Wines — Walk-ins welcome and special Napa wine tastings are offered by reservation. Discover a Napa Valley legacy, passionately crafted for more than 40 years. Cabernet Sauvignon....
Image: A group of people sitting at a table outdoors, enjoying wine.
- Sponsored**
Logo: Robert Mondavi Winery
URL: https://www.robertmondaviwinery.com
Title: The Holiday Gift Guide - Wine Gift Guide - Best-Selling Wines
Text: Share the spirit of Napa Valley this holiday season with meticulously crafted wine gifts. Shop now and secure your limited-edition exclusively curated holiday gift bundle. Consiste...
Image: A bottle of wine and a gift box.
- Sponsored**
Logo: josephphelps.com
URL: https://www.josephphelps.com · vineyards
Title: Vineyards in Napa Valley
Text: Napa Valley Vineyards — Joseph Phelps vineyards in Napa Valley is an internationally acclaimed family-run winery. Vineyards in Napa Valley - Joseph Phelps...

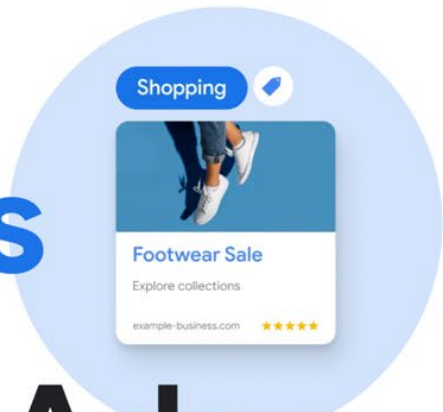


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Drive sales

with Google Ads. 



For whatever matters most, make it easier for potential customers to find your business with Google Ads.





ONEHOPE Wine

Sponsored

ID: 1217693208572154

Hello sweet summer savings! Get 50% off our limited-edition Sunkissed Sips 3-Pack with the purchase of 6+ bottles! Shop now! 🌞

GET 50% OFF OUR
Sunkissed Sips
3-pack

Add 6+ bottles to your cart to unlock these sweet summer savings!

SHOP NOW!

ONEHOPE

Limit 1 per order while supplies last. Sale ends 7/31/20.

ONEHOPEWINE.COM

Enjoy 50% Off for a Limited Time!
Every bottle of ONEHOPE gives back

Shop Now

META ADS

BASED ON AUDIENCES

DISCOVERY DISPLAY & RETARGETING

LOTS OF AD OPTIONS

PAY PER CLICK + OTHER PAYMENTS

SET YOUR DAILY & MONTHLY BUDGET

IMMEDIATE TRAFFIC

PAUSE AT ANY TIME

BOOST OR ADS

TRACKABLE ROI





**SOFTWARE
SOLUTIONS**

PAID VS FREE

EMAIL MARKETING OPTIONS LOW COST OR FREE

YOUR
WEBSITE

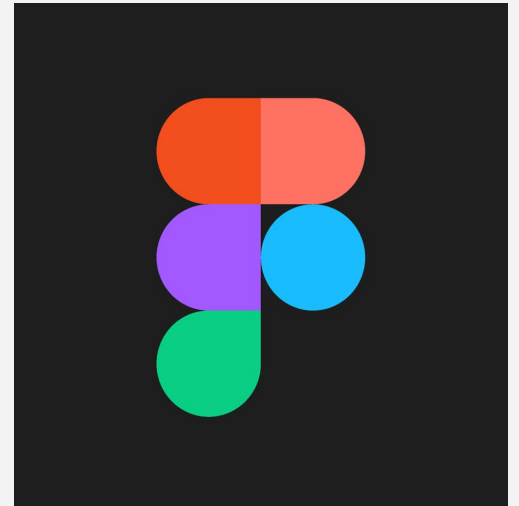
YOUR
ECOMMERCE

YOUR
CRM

Your Lists May Be Here!



GRAPHIC DESIGN LOW COST PAID



SOCIAL MEDIA SCHEDULING FREE



MEDIA & PARTNERSHIPS



EXPANDING YOUR REACH



INFLUENCERS

Endorsements and product placement from popular social accounts



MEDIA

Paid or earned features in more traditional or established magazines, on radio and online.



PARTNERSHIPS

Local and beyond, online and in-person with mutual benefit of expanding reach



HOW THIS COVERAGE HELPS

TRUST AND CREDIBILITY

OUTSIDE ENDORSEMENT

REACH

EXPAND INTO UNTAPPED MARKETS

BRAND RECOGNITION

ESTABLISH YOUR BRAND

SEO

BACKLINKS & CONNECTIONS



GOOGLE ANALYTICS

ARE YOU ON GA4?



**Universal
Analytics**



**Google
Analytics 4**

CONNECTING YOUR CONVERSIONS

MAY HAVE CHANGED IF YOU IMPLEMENTED GA4

CRITICAL IF ADVERTISING

UNDERSTAND YOUR AUDIENCE

REFINE YOUR CAMPAIGNS



AI DEMO

Danielle Barker

REFLECT
MEDIA

