

Budget-Friendly Marketing Ideas for BC Wineries, Cideries, and Distilleries

Presented by Town Hall Brands

Meet Your Presenter

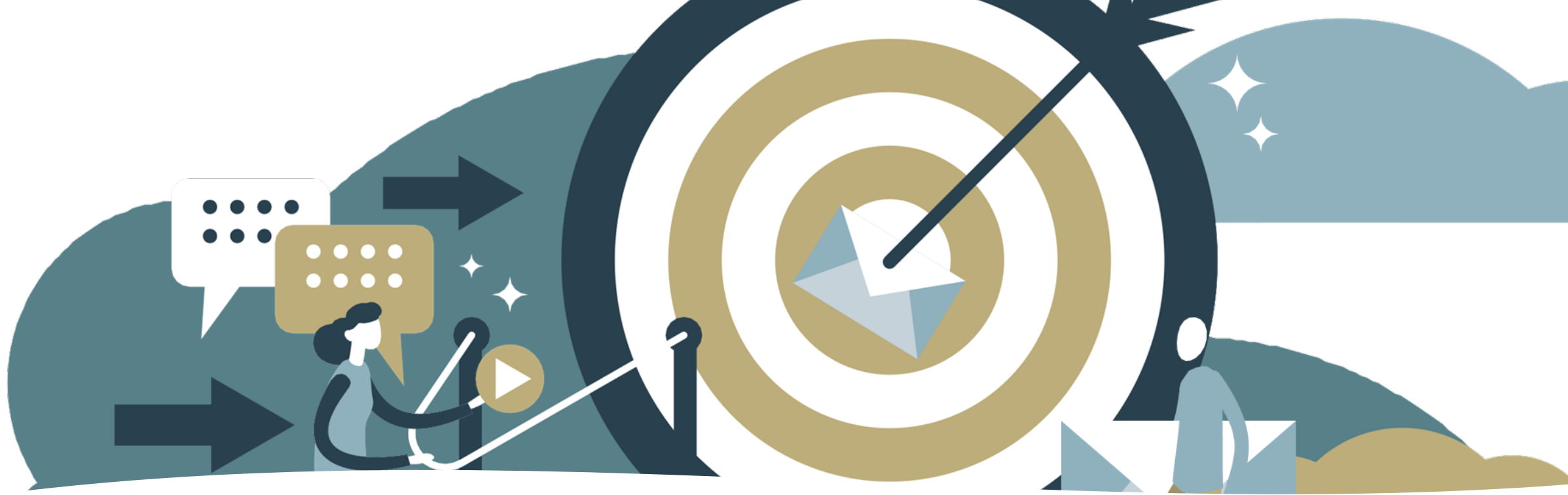
Leeann Froese
Town Hall Brands

“One of 10 Women in PR That Lead,
Inspire and Build Successful Brands”

–*Women in Public Relations
North America*

“One of 5 Women Leaders Helping Wineries
to Be Successful”

- *Wine Industry Advisor*



Marketing

The practice of creating interest in a product or service and convincing potential customers to buy it.

Marketing Fundamentals

Objectives, Strategies, Tactics



Objective: Generate customers



Strategy: Get known by target audiences



Tactics: This is the HOW



HOW can you, as cost effectively as possible?



Objective: Generate Customers

WHO ARE YOUR CUSTOMERS?

- Define your target audience
- Identify the types of customers you want to attract
- Know your audience – who are you for?

Strategy: Get Known by Target Audience

- Once you identify the types of customers you want to attract, strategize how to best reach them.
- Where and how will you position yourself?
- How you compare among businesses who target the same potential customers is critical.



Define Your Offering



What is the unique value you offer to clients?



Focus on what makes you unique



Create your Brand Identity and Story

- Define what makes you unique and build an original brand story around it to stand out from the crowd.
- Captivate your audience by crafting a compelling brand identity that reflects your values, history, and craftsmanship.
- Distinguish yourself through your label design, packaging, and narratives, creating an emotional connection with your customers.
- Your story needs to differentiate you from competitors.
- **And most importantly, it should be something your audience needs and cares about.**



NOW... the tips

- You know who you are for
- You have defined your story

- Now here are some tips

Content Creation



Leverage the powers
of visuals &
storytelling



Capture vineyards,
orchards, and
process



Behind-the-scenes



User-Generated
Content



Repurpose across
platforms

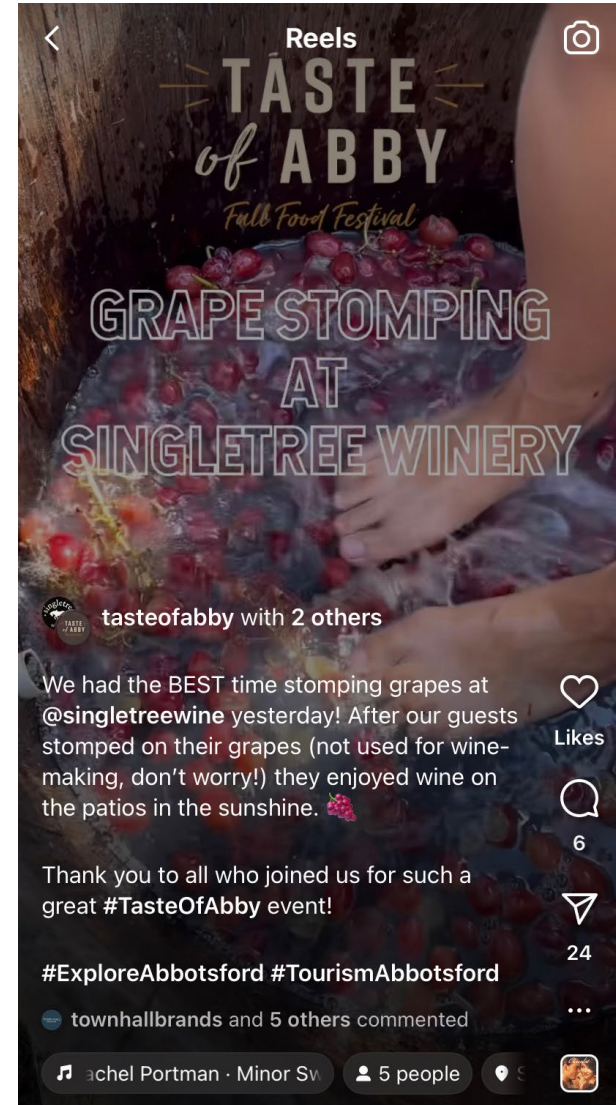


- Focus on Platform Relevance
- Consistency and Interaction
- Reply Promptly
- Amplify - Hashtags and Trending topics and music
- Use Free Scheduling Tools

Social Media Magic

Collaboration Elevation

- Forge collaborations with local eateries, influencers, and complementary businesses.
- Cross-promote each other's offerings
- Expose your brand to new audiences, without draining your wallet



Email Engagement



Build a loyal customer base through email marketing.



Send personalized newsletters with exclusive offers, engaging stories, and product updates.



Utilize free or low-cost email marketing platforms to streamline your efforts.

Showcase User Reviews

- Mine your Google, TOCK and Trip Advisor
- Proudly display them on your website and social media, building trust and credibility.



The screenshot shows a social media post from the account 'blastedchurch'. At the top, there is a profile picture and the name 'blastedchurch'. Below this, the text 'GUEST REVIEW' is displayed with a halo icon above the word 'GUEST' and a speech bubble icon to the right. Underneath, there are five gold stars representing a 5-star rating. The review text reads: 'Great wine tasting experience. It was \$10 per person and totally worth it. Brenda was our host and she was super friendly and knowledgeable. I liked all of the stories she told with the origin of the name and each of the wines. We also tried the Bocconcini with Green Olive Giardiniera which was delicious. Beautiful patio and view.' The reviewer's name, 'Jenny L.', is written at the bottom right of the review. Below the review, there is a circular profile picture for 'BLASTED CHURCH' and icons for heart, comment, share, and bookmark. The post text says: 'Liked by consciouslygrapecreations and others blastedchurch Our wine team is on top of the moon when our visitors are enjoying themselves. Don't take Jenny's word for it, see our patio and view for yourself! Open daily 10 am to 5 pm. 🍷'. At the bottom, there are several hashtags: #BCWine #okanagan #okfalls #blastedchurch #est2002 #ExploreBCWine #Blessed #summervibes.

blastedchurch

GUEST REVIEW

★★★★★

Great wine tasting experience. It was \$10 per person and totally worth it. Brenda was our host and she was super friendly and knowledgeable. I liked all of the stories she told with the origin of the name and each of the wines. We also tried the Bocconcini with Green Olive Giardiniera which was delicious. Beautiful patio and view.

Jenny L.

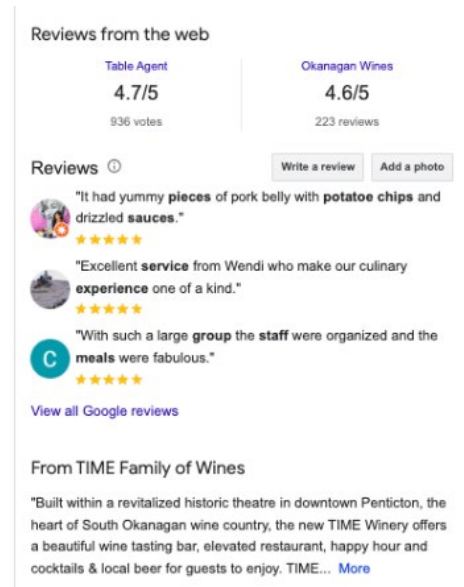
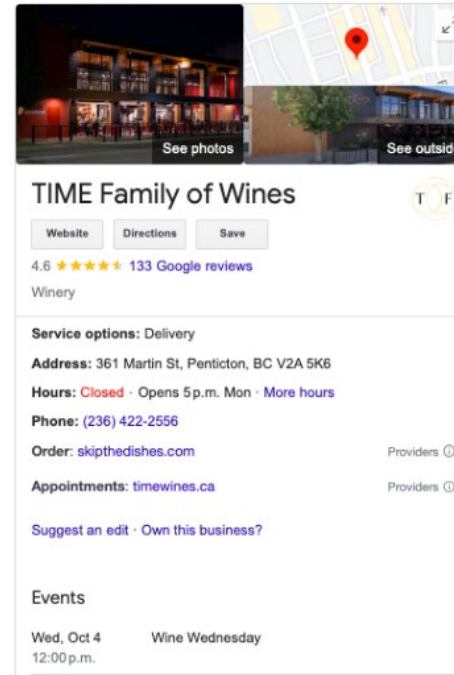
BLASTED CHURCH

Liked by consciouslygrapecreations and others
blastedchurch Our wine team is on top of the moon when our visitors are enjoying themselves. Don't take Jenny's word for it, see our patio and view for yourself! Open daily 10 am to 5 pm. 🍷

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Online Listings and Directories

- Keep your business information updated on platforms like Google My Business and local directories, making it easier for potential customers to find you.





Creative PR Initiatives

- Amplify your presence through DIY public relations.
- Draft attention-grabbing press releases for new product launches, awards, or community involvement.
- Share these with local media outlets to garner coverage



Data Driven Decisions

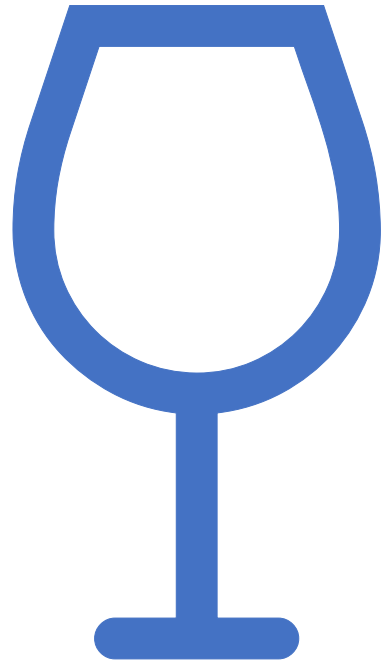
- Don't overlook the insights hidden in data.
- Utilize free analytics tools to monitor your website and social media performance.
 - Adjust your strategies based on the data to refine your marketing approach

Collaborative Brainstorming



- Gather your team and embark on collaborative brainstorming sessions.
- Encourage innovative thinking to address challenges unique to your brand
- Then craft a marketing plan that blends these budget-friendly strategies.

YOUR Turn...



Fictional Scenario: Blossom Haven Winery

- Blossom Haven Winery, nestled in the heart of British Columbia's picturesque landscapes, faces a common challenge: how to stay on people's radar with limited funds.
- Despite crafting exceptional wines, their marketing budget is tight, and they're looking for creative, low-cost strategies to enhance brand visibility and customer engagement.

Group Brainstorming Assignment

Assignment for the Audience (10 minutes): Blossom Haven Action Plan

Put on your thinking caps and step into the shoes of Blossom Haven Winery. Your mission is to devise impactful marketing action ideas that align with the workshop strategies.

Your goal is to provide practical, budget-friendly solutions that Blossom Haven can implement immediately.

Nominate one person to share your top three ideas with the larger group.

Key Points to Consider:

- 1. Online Presence:** How can Blossom Haven enhance its website and social media presence on a shoestring budget?
- 2. Customer Engagement:** What innovative strategies can be employed to engage customers beyond their winery visits?
- 3. Brand Visibility:** How can Blossom Haven differentiate itself in a competitive market without significant financial investments?
- 4. Promotions and Offers:** Develop ideas for promoting special offers, events, and exclusive deals without breaking the bank.

Remember, this is about practical, actionable ideas. You have a tight budget to work with, so creativity is key. Focus on strategies that can be quickly implemented and have a visible impact. Be prepared to share your insights with the larger group after the brainstorming session. Good luck!

- Share group insights
- Q & A
- Wrap up

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Thank You

