

DYNAMIC PRICING AT ELK COVE

A CASE STUDY.



ANNA M CAMPBELL – CREATIVE DIRECTOR



ELK COVE VINEYARDS

Historic Northern Willamette Valley Winery in Gaston, OR



ELK COVE WINES

100% Estate Cool Climate White Wines & Single Vineyard Pinot Noirs



PIKE ROAD WINES

Established 2016



PIKE ROAD WINES

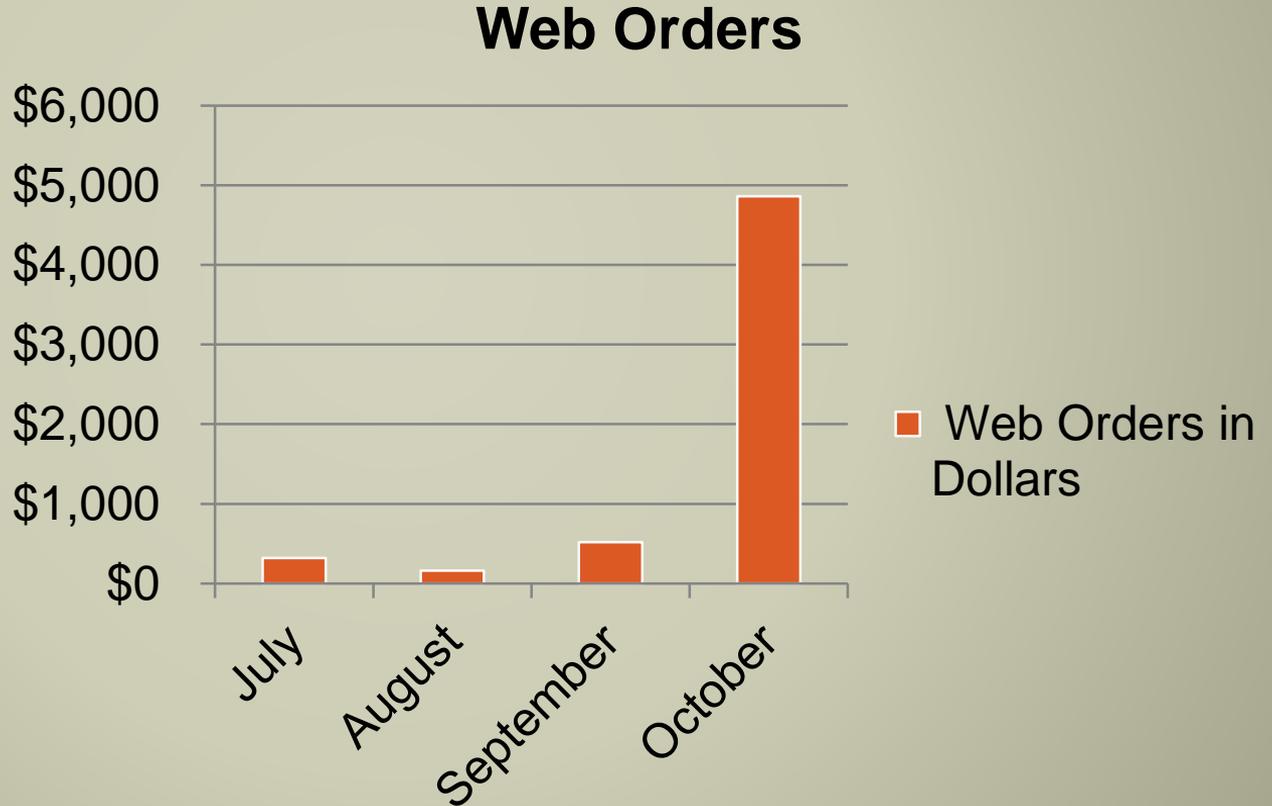
Elk Cove's Sister Winery

DYNAMIC PRICING FEARS

- **What if we devalue our wine?**
- **What if we offend Club Members?**
- **What if we don't have the staff to pull it off?**
- **What if people unsubscribe?**

2016 ONLINE SALES

Guess which month we promoted comp case shipping?



2016 CYBER MONDAY

- **Comp Ship > \$100**

- **Problems:**

Sent at 6 pm Monday

20 links in the email

Confused weekend buyers

Useful Links

[Elk Cove Website](#)

[Elk Cove Store](#)



JOIN OUR CLUB!

The Roosevelt Club is your ticket to club exclusives, shipping discounts and Elk Cove library wines.

Find out more [here](#) or

Cyber Monday and Tuesday: Shipping included on all online orders over \$100

Order Elk Cove wines in time for the holidays and save on shipping costs! Just add \$100 of our wines to your cart at shop.elkcove.com and the coupon **CYBERMONDAYTUESDAY** will become active. Cheers and happy holidays from all of us at Elk Cove!



Recent Accolades for Elk Cove Wines:

2014 Roosevelt Pinot Noir

CYBER MONDAY RESULTS:

- **7782 addresses, 33% opened, 54 unsubscribed, 342 clicks**
- **19 sales averaging \$245 = \$4500 in sales over 2 days.**



180 DEGREE TURN?

So was this a complete reversal? Well we were already doing some Dynamic Pricing...

New to the Roosevelt Club?

Your additional wine purchases
now qualify for a discount!

25% off a case
15% off 6-11 bottles
10% off 1-5 bottles

WINE CLUB

\$30



\$60



\$100



PINOT NOIR LEVELS

Are different prices and styles of Pinot by the same winemaker Dynamic Pricing?

2017 SHIPPING INCLUDED PROMOTION EMAIL

Just a few more days left of
Complimentary Case Shipping

ELK COVE
VINEYARDS

Last Weekend of
Complimentary Case
Shipping! It's a great
time to stock up for the
holidays...

October is Complimentary Case Shipping
Month. Buy 12 bottles and ground-shipping is
on us!



RETROACTIVE PRICING

**MOUNT RICHMOND
EAST VERTICAL**
2012, 2013 and 2014
Mount Richmond East.
This wine is rarely
released outside of our
Roosevelt Club. Price for
the trio: ~~\$180-\$170~~
(\$153 Club)



MIXED METHODS

- FLASH
- VOLUME
- CLUB

Club Dinner Case Discount

ELK COVE
VINEYARDS

**It's a Roosevelt Dinner Weekend:
Take 30% Off Mixed Cases!**



Dear Roosevelt Club Member,

Even if you aren't joining us at this Saturday's Roosevelt Club Dinner, we're extending our weekend special to you. Order this weekend and we'll discount your mixed case purchase 30%. Just use coupon code **PlaceatTable** in our [online shop](#).

30% off mixed cases through this Sunday

This coupon will only work if you are signed in as a club member. You can also email

HOLIDAY SPECIALS



EDUCATION

Not every email
has a deal

Happy Birthday Elk Cove! It's
Comp Shipping Month

ELK COVE VINEYARDS

HAPPY BIRTHDAY ELK COVE!



Pat Campbell pruning / Pat and Joe planting their first grapevine / Joe Campbell with son and future winemaker Adam

Dear Elk Cove fan,

43 years ago this April Pat and Joe Campbell planted their very first grapevine. They named their future vineyard after the majestic Roosevelt Elk that roamed the nearby mountains. Speaking of Roosevelt, be sure to scroll down to see the spectacular reviews for our 2014 Roosevelt Pinot Noir.

EDUCATION

**Not every email
has a deal**

EDUCATION + A DEAL

**Special Price for the
Soil Trilogy: \$170
(\$153 Club)**

Our 2015 Pinot Noir Soil Trilogy

ELK COVE VINEYARDS

SOIL TRILOGY
100% ESTATE GROWN



WILLAKENZIE
Sedimentary Marine
BLACK SANDS & SILT



LAURELWOOD
Windblown Silt
BLW FRONT & TERTIARY



JORY
Volcanic Clay
PIN CHERRY & SPICE

Oregon has a wild geology shaped by volcanoes and floods, winds and time. This varied geology is one reason why the Northern Willamette Valley is an excellent area for growing grapevines. Today, the three dominant soil types for growing Pinot Noir in our region are Willakenzie, Laurelwood and Jory. It took us decades, but we now grow Estate Vineyards on each of these three soil types:

**Willakenzie/marine sediment - Our Winery
Estate (La Bohème, Roosevelt), Mount
Richmond & Goodrich Vineyards**



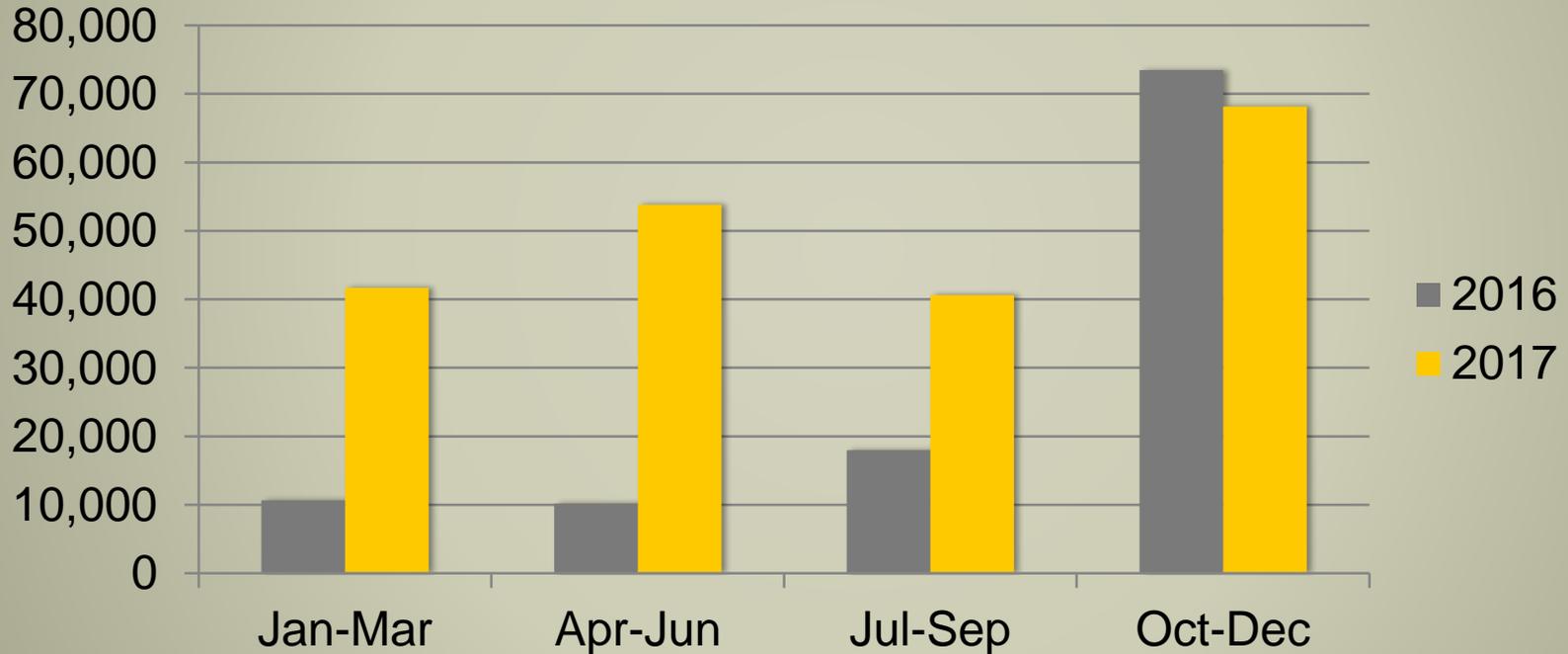
CLUB LOVE

We've made changes to our wine club to make room for new promotions and keep them #1.

PARAMETERS

- **Always the best for our Club Members.**
- **Focus on shipping à la Amazon**
- **No discounts on “New Release” “Last Call” or big scores**
- **No price increases except for Library Wines**

QUARTERLY ONLINE SALES

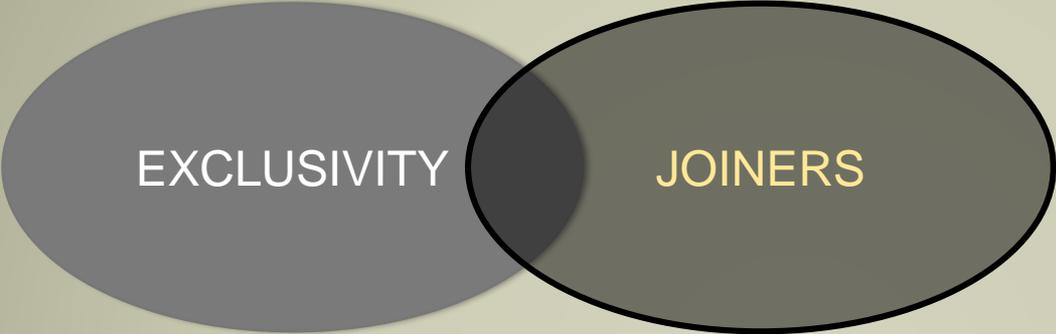


BACK TO THOSE TREPIDATIONS...

- **What if we devalue our wine? Use sales platforms to add value. Promote products without discounts.**
- **What if we offend Club Members? Think ahead and act fast. Respond to their concerns and value their input. It will bring you closer together.**
- **What if people unsubscribe? They did. But we added more!**
- **What if we don't have the staff to pull it off? Yes it takes work. But web orders take pressure off the phone lines and tasting room and bring in revenue to pay staff!**

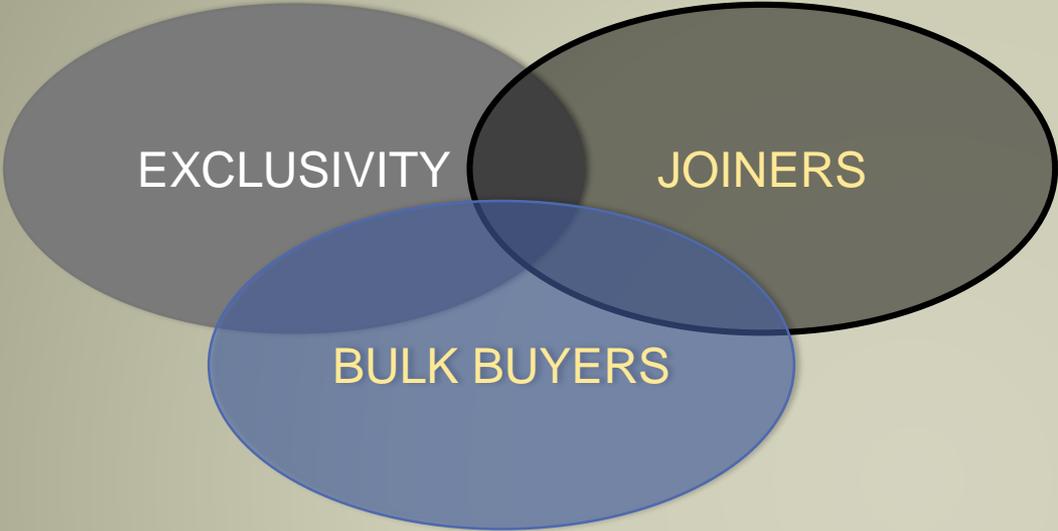


EXCLUSIVITY



EXCLUSIVITY

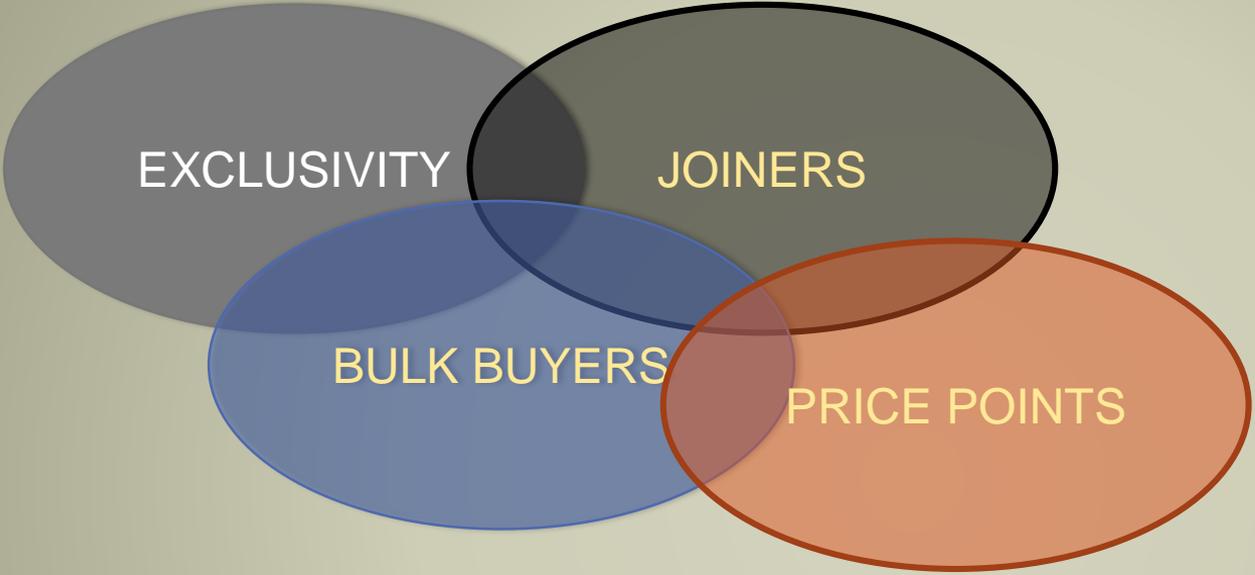
JOINERS



EXCLUSIVITY

JOINERS

BULK BUYERS

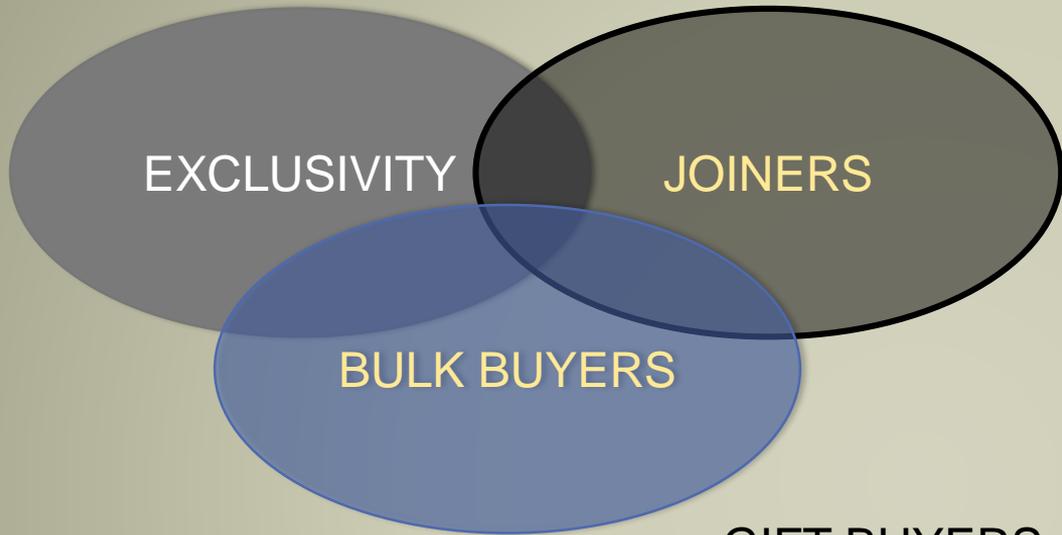


EXCLUSIVITY

JOINERS

BULK BUYERS

PRICE POINTS



FEEL CONNECTED

GIFT BUYERS

CONTEST

BIG SCORES

IMPULSE BUYERS

TICKET BUYERS

PAYS SHIPPING

DOESN'T PAY SHIPPING

10% DISCOUNT

FREE GIFT

SWEET SPOT = \$500

SWEET SPOT = \$100

SWEET SPOT = \$50



NEXT STEPS

- **Repeat Successes.** Use sales from 2017 to guide us in 2018 and beyond
- **Integrate systems for better data.** Connect POS + Email Marketing + Google + Social Media
- **Segment customers.** Hone in on customer interests.
- **Increase audience.** Build a larger sample size.

SO COULD WE HAVE DONE IT ANOTHER WAY?

- **With sales up 15-20% across the industry, it's worth asking: are there easier ways to increase sales?**
- **Perhaps. But I'd argue it's been worth it. Why?**
- **50% new customers online.**
- **Data to guide us in future**

