

BRINGING YOUR BRAND TO LIFE IN THE DIGITAL WORLD

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LUNABEAN MEDIA



SANTA BARBARA WINE COUNTRY



LEMELSON VINEYARDS



AGENDA

- Brand story assessment
- Brand story development
- Digital brand review
- Search and website assessment
- Brand monitoring and online customer service

BRAND STORY ASSESSMENT

BRAND STORY ASSESSMENT



BRAND STORY SELF-ASSESSMENT

Take 3 minutes and write down 4-5 elements that makes your brand story unique

1. _____
2. _____
3. _____
4. _____
5. _____

Write a simple 1-2 sentence statement that expresses your unique brand story

PAGE 2 OF WORKBOOK

BRAND STORY DEVELOPMENT

BRAND STORY DEVELOPMENT

THERE'S BEEN A **GROSS MISUNDERSTANDING**
IN THIS INDUSTRY OF WHAT STORIES TO TELL
THE CONSUMER. **NO CUSTOMER CARES**
ABOUT HOW MANY YIELDS PER ACRE YOU'RE
PICKING AT. -*GARY VAYNERCHUK*

BRAND STORY DEVELOPMENT

- Can you tell your brand story in two sentences?
- Do those two sentences resonate with your consumers & trade, or just you?
- Does your story sound like everybody else's?

USP: Unique Selling Proposition

**WHAT MAKES YOUR
WINERY DIFFERENT?**

BRAND STORY DEVELOPMENT

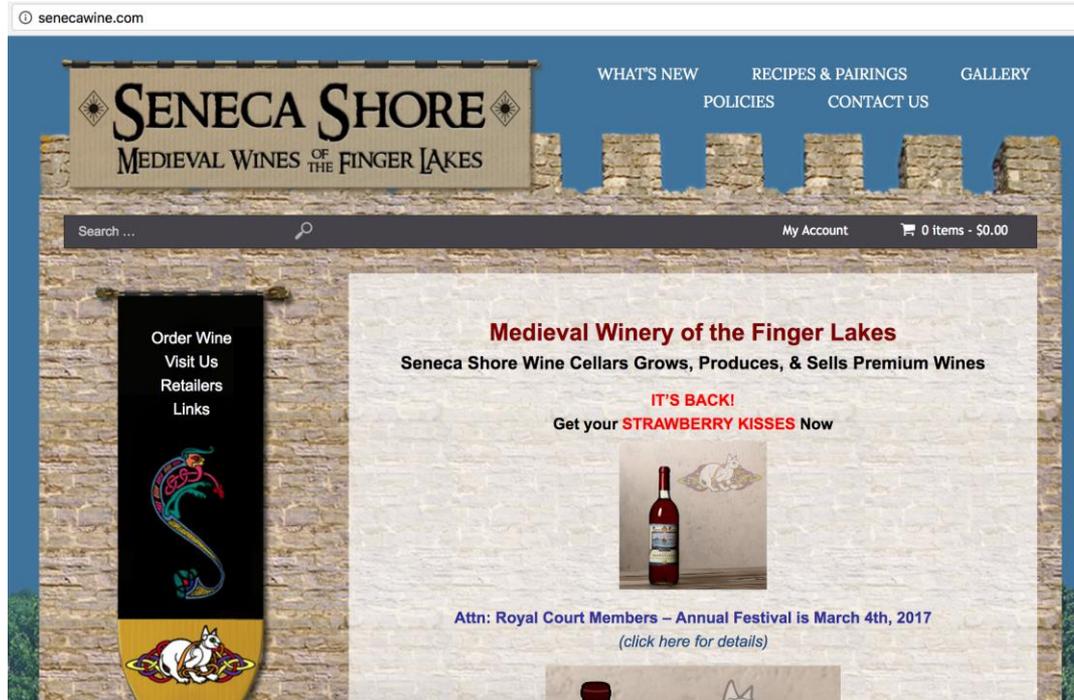
The reporter asked, **“What does this vineyard do that other vineyards in the area don’t?”** and Brad was dumbfounded. He said he didn’t have an answer. **“He gave a strange face at that answer. I thought, ‘This is not good.’ People are curious to see something different,”** he said.

Source: <https://www.winebusiness.com/blog/>

WHAT OPTIONS DO I HAVE?

- People/History?
- Place?
- Vinification?
- Soil?
- Point of View?
- Personality?

BRAND STORY DEVELOPMENT



IS IT EASY?

If you can't quickly tell your story, **how can you expect your customers and trade to share it?**

LUNABEAN MEDIA'S THEORY OF STORY RIPPLE EFFECT ©™®



HOW DO I DETERMINE MY STORY?

- Do a round table with your staff
- Send a survey to your club members
- Ask friends/contacts at other wineries

BRAND STORY DEVELOPMENT

“We don't use enzymes or additives, and we don't fine or filter our pinot noir. Some of our lots are made entirely by hand with no electricity or mechanization. We use a gentle wooden basket press, and age our pinot noir in French and Oregon oak.”

BRAND STORY DEVELOPMENT

“We strive to create wines of world class quality that are produced sustainably, mindful of the environment and your health, and that express the distinctive flavors of our hillside vineyards.”

BRAND STORY DEVELOPMENT

“More quiet and ever forward, he has forged Pinot noirs worth cracking. His mythology is without parallel. Yes, there are no parallels, no straight lines that can be drawn on him. Widely reviled by glossy magazines and held in only minor contempt by his peers, he is held exclusively in their hearts and in their cellars.”

BRAND STORY DEVELOPMENT

“...our mission is to grow, produce, and market consistently outstanding, ultra-premium wines. Our vineyard management and winemaking practices are designed to ensure complex, concentrated, and elegant Pinot Noir and Chardonnay year after year.”

DON'T FORGET TRADE

SINISTER HAND



THE STORY

Long ago, during the 17th century, the O'Neills and O'Reillys were two revolutionary Irish families. They formed a rowing competition to reserve rights to some highly regarded land. The two rowing teams agreed that the first to touch the land, after rowing across the lake, would become ruler of the land. O'Neill's boat was falling behind so a member of the crew grabbed his own sword, cut off his hand and threw it ashore, winning the title to rule the land.

This land still remains in the family.

ABOUT THE 2015

Our 2015 Sinister Hand blend is hot off the bottling line and ready to brighten your summer! This generous fusion of Grenache, Syrah, Mourvedre, and Cinsaut is easily approachable while displaying undeniable complexity. The Grenache portion of the blend contributes cranberry and raspberry candied fruit notes, while the Syrah delivers darker fruits and savory characteristics. Mourvedre enhances the structure and richness of the body and provides delicate aromas of violets. Our partially carbonic macerated Cinsaut brings liveliness and tropical fruit flavors to the blend. Try pairing with a smoked salmon dish with cranberry sauce and grilled portabella.

Time to BBQ!

VINIFICATION

44% Grenache, 27% Syrah, 16% Mourvedre, 13% Cinsaut

Aged 10 months in 30% new French oak barrels and 70% neutral.

14.1% alcohol



THE STORY

Long ago, during the 17th century, the O'Neills and O'Reillys were two revolutionary Irish families. They formed a rowing competition to reserve rights to some highly regarded land. The two rowing teams agreed that the first to touch the land, after rowing across the lake, would become ruler of the land. O'Neill's boat was falling behind so a member of the crew grabbed his own sword, cut off his hand and threw it ashore, winning the title to rule the land.

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STORY DEVELOPMENT TIPS

- Don't be generic or boring
- Bite-sized info (ripple effect ® ©™)
- You are not your audience
- It's not about you, it's about them
- Bring the most interesting item up first

WHERE TO TELL YOUR STORY

- Staff training
- Sales presentations
- Trade materials
- Website
- Email marketing
- Social media
- Travel / Review sites (Trip Advisor, etc.)

EXTERNAL BRAND AUDIT

EXTERNAL BRAND AUDIT

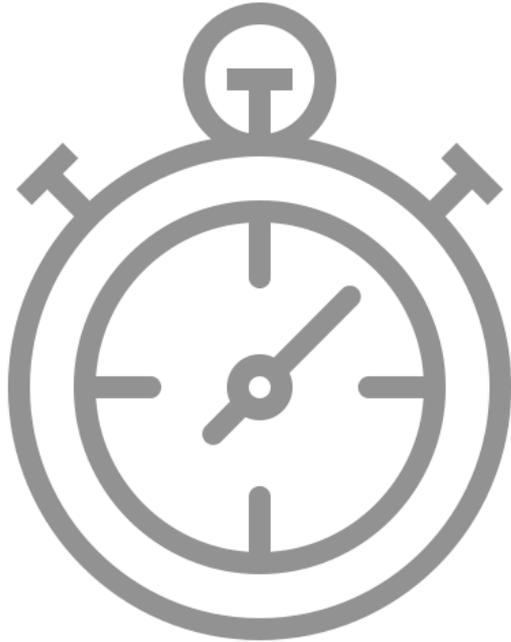
- Your Website
- Google
- Yahoo
- Bing
- Facebook
- Instagram
- Twitter
- Pinterest
- Trip Advisor
- Yelp
- Vino Visit
- Cellar Pass
- visit.oregonwine.org
- Wine association websites
- Chambers of commerce
- Vivino
- Delectable
- Cellar Tracker
- Snooth

Is Your Story on these Sites?

Is it consistent?

When is the last time you reviewed it?

FIRST IMPRESSION ASSESSMENT



FIRST IMPRESSIONS PARTNER-UP

1. GOOGLE SEARCH RESULTS

1. Whip out your smart phone or tablet / computer
2. Partner up with the person next to you
3. Tell that person your winery or business's name
4. Type in your partner's business name
5. **DON'T GO DIRECTLY TO THEIR WEBSITE**
6. Do a Google search and see what appears
7. What is your first impression of this brand?

Tell your partner what you thought. Partner, write NOTES HERE:

FIRST IMPRESSION ASSESSMENT

Red Newt Cellars | Lifechanging Riesling in the Finger Lakes

www.rednewt.com/ ▼

Winery and bistro located in Hector. Includes descriptions of wines and online ordering.

Wine

Red Newt Cellars is one of the Finger Lakes' preeminent ...

Food

Red Newt Serves Lunch... Every Day, All Winter! Red Newt Bistro ...

About Us

About Us. Red Newt Cellars Winery and Bistro. Red Newt ...

[More results from rednewt.com »](#)

Shopping

Red Newt Cellars 3675 Tichenor Road Hector, NY 14841. 607 ...

Wine Club

The Red Newt Cellars wine club is a great way to get an inside ...

Vineyards

Glacier Ridge Vineyards. (Hector, NY). Curry Creek Vineyards ...

FIRST IMPRESSION ASSESSMENT

R. Stuart & Co. Winery and Wine Bar | McMinnville, Oregon

www.rstuartandco.com/ ▼

Discover our passion for hand crafting elegant, fun, and vivacious wines in McMinnville, OR. We produce Pinot Noir and Pinot Gris, but we also dabble in...

You've visited this page many times. Last visit: 11/9/16

Wines

A list of wines by R. Stuart & Co. Winery in McMinnville, OR ...

Wine Bar

Wine Bar in downtown McMinnville, Oregon. Enjoy samples of our ...

Contact R. Stuart & Co.

Contact. Our Addresses and Phone Numbers. R. Stuart and ...

[More results from rstuartandco.com »](#)

People

After making wine for other people for more than twenty years, Rob ...

Visit the Wine Bar

Located in the heart of Downtown McMinnville, our Wine Bar is the ...

StoreFront

Home · Store · About · People · Photos ... 2012 R. Stuart & Co ...

R Stuart & Co. (McMinnville, OR): Top Tips Before You Go - TripAdvisor

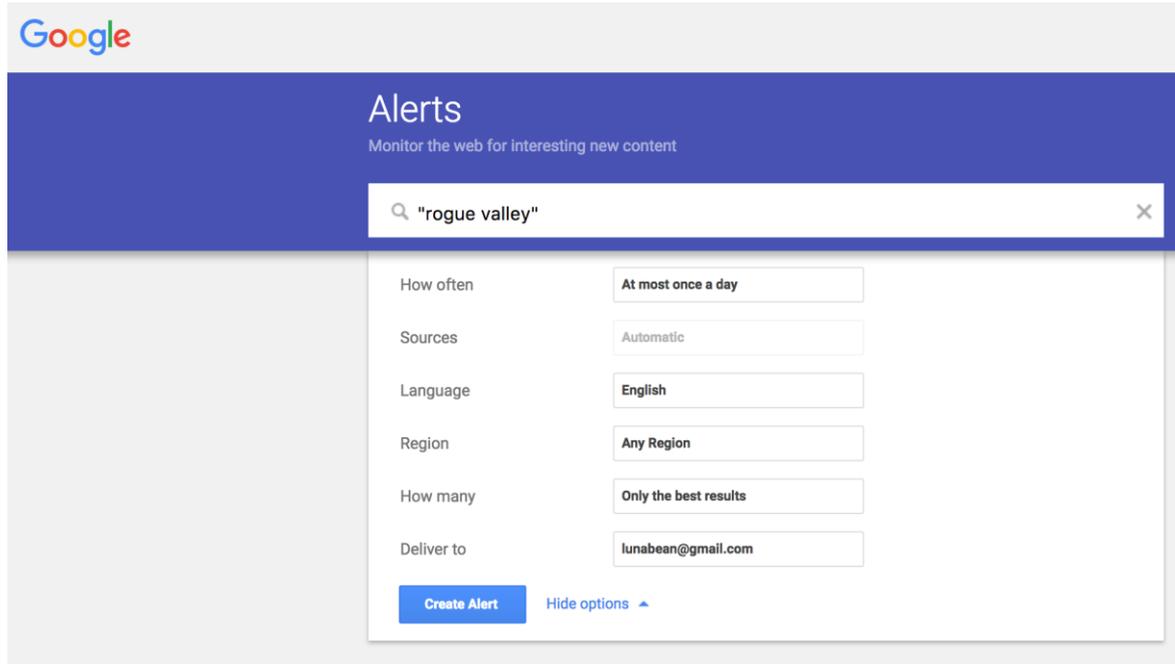
<https://www.tripadvisor.com> > ... > McMinnville > Things to Do in McMinnville ▼

★★★★★ Rating: 5 - 37 reviews

R Stuart & Co., McMinnville: Hours, Address, Winery & Vineyard Reviews. ... **R. Stuart & Co.** is a winery specializing in Pinot Noir and Pinot Gris,... ... All reviews wine bar downtown mcminnville great wine pinot noir taste buds tasting room cheese plate winemaker autographs wines server ...

BRAND MONITORING AND CUSTOMER SERVICE

GOOGLE ALERTS



The screenshot shows the Google Alerts interface. At the top left is the Google logo. Below it, the word "Alerts" is displayed in a large font, with the subtitle "Monitor the web for interesting new content" underneath. A search bar contains the text "rogue valley" with a magnifying glass icon on the left and a close 'x' icon on the right. Below the search bar, several settings are listed in a table-like format:

How often	At most once a day
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	lunabean@gmail.com

At the bottom of the settings area, there is a blue "Create Alert" button and a "Hide options" link with a small upward-pointing triangle.

GOOGLE ALERTS

- Your winery name (include variations)
- Nearby winery names (see what they're doing)
- Region name (e.g. "Dundee Hills")
- Varietal name (e.g. "Pinot Noir")

FREQUENT MONITORING

- Facebook – Daily
- Twitter / Instagram – Twice per week
 - Search your business name
 - Search your business #hashtags
 - Search your region/locations #hashtags

FREQUENT MONITORING

- Trip Advisor / Yelp – Once per week
 - Search for reviews
- Wine-Specific Sites (Snooth, Vinino, etc.) – Once per week
 - Search for your wines
 - Monitor trends in people’s reviews

FREQUENT MONITORING

Isn't there a better way?

BRAND MONITORING



Hootsuite for Enterprise

Products

Plans

Education

Sign Up

Log In

Contact Us

Manage all your social media marketing in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

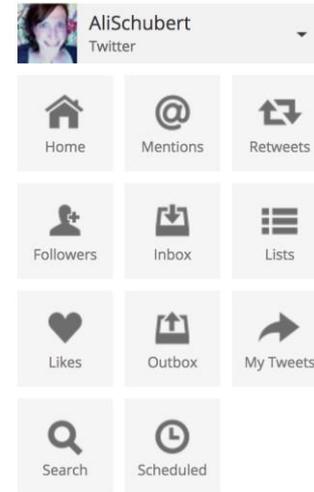
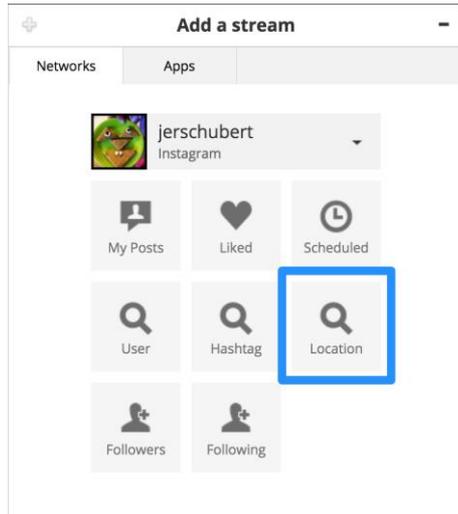
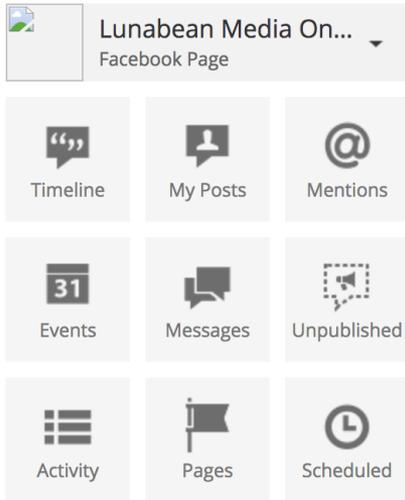
[Compare All Business Plans](#) OR [Get Started—Free](#)

YOUR DASHBOARD

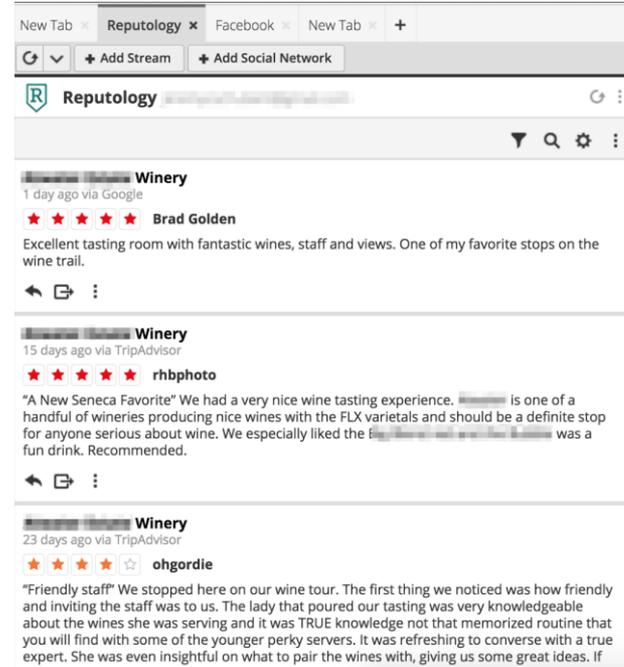
The dashboard displays a social media interface with three main sections:

- Timeline:** Shows a post from Lunabean Media Online (Jan 21) titled "SVB Wine Report Summarized by Paul Mabray." The text reads: "The finding that sticks out to us? 'We are woefully under-resourced in trained professionals for DTC...'". Below the text is a photo of four people at a table. The post includes a "Read More" link and a comment box with the name "Luna".
- Messages:** Shows a message from Lunabean Media Online (Jan 25, 10:51am) addressed to Emma. The message text is: "Hi Emma. Thanks for reaching out. I assume this is for Ardor Cellars? If so, would it be for all wines, or only wines you have out in market? Do you have an idea of what you'd like (copy, ratings/reviews, etc.?) Do you also want to have tech/sales sheets done at the same time, or just focus on the shelf talkers? I'm free to chat this Friday afternoon at 12:30 or 1:30, or I'm pretty open next week in the afternoons from 12 to 2 pm. Just let me know a good time and we can quickly connect: 503.941.0660." Below the message is a reply from Brad Mayor (Dec 28, 2016, 11:51am) saying: "Thnx again. I actually found ALL 97 DVDs. Did anyone else ever find them all? If not let me know & when I get ar d to it I'll let u know where the 97th one is that's not in ur guide, ok! :)"
- The Dundee Hills Winegrowers Association:** Shows a post from 6 hours ago with the text: "Nice piece over at The Huffington Post about our very own Sokol Blosser Winery." Below the text is a photo of a red barn with a vineyard in the foreground. The post includes a link: "PINOT FIRST AND FOREVER AT OREGON'S SOKOL BLOSSER By John Mariani" and the website "www.huffingtonpost.com". It has 39 likes and 12 shares. Below the post is a comment box with the name ".una" and the text "Write a comment..."

FACEBOOK/INSTAGRAM/TWITTER



MONITOR YOUR REVIEWS!

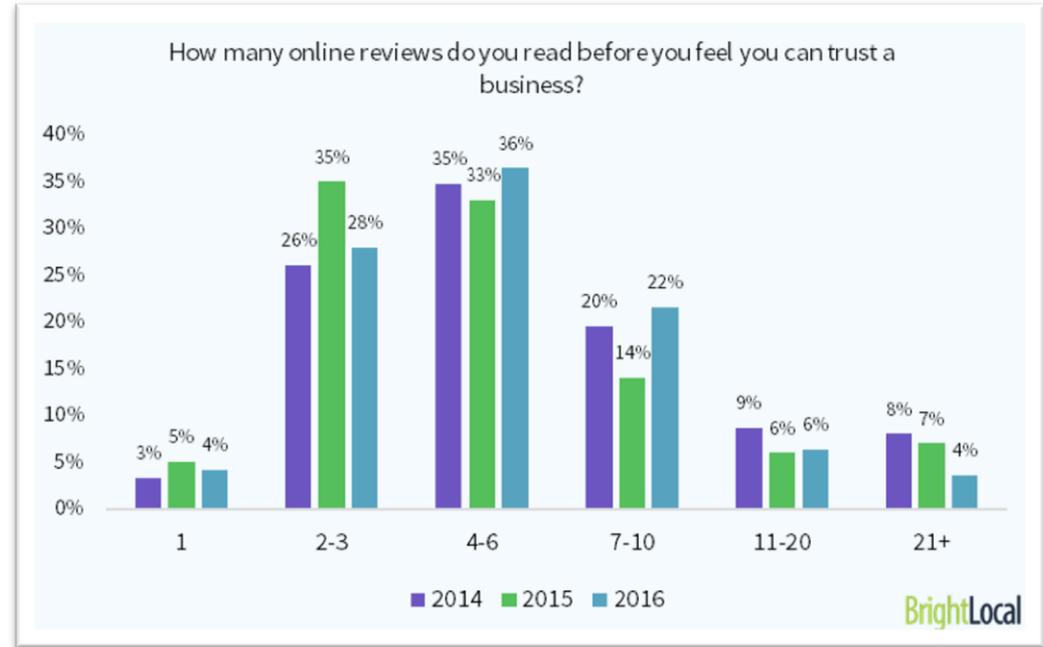


HARVARD SAYS SO

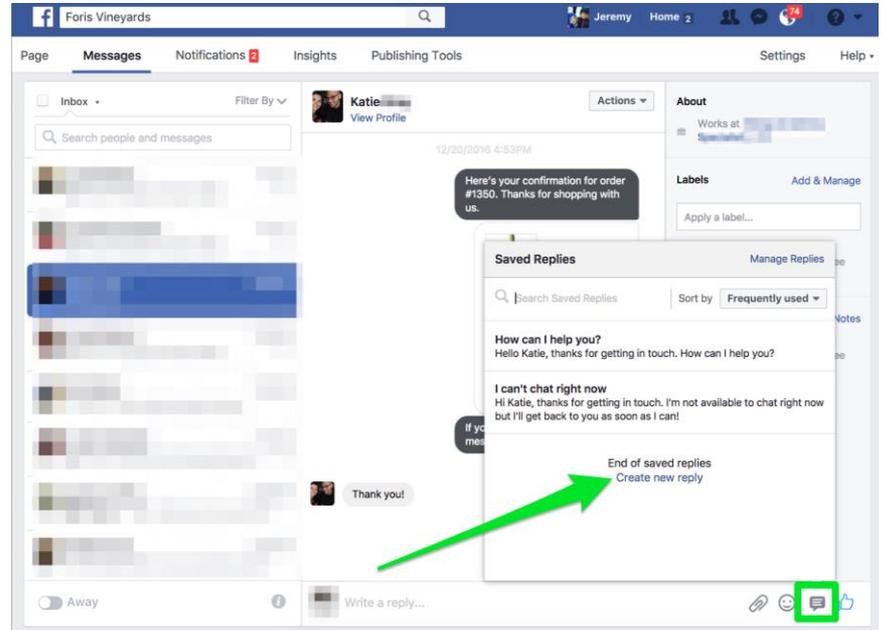
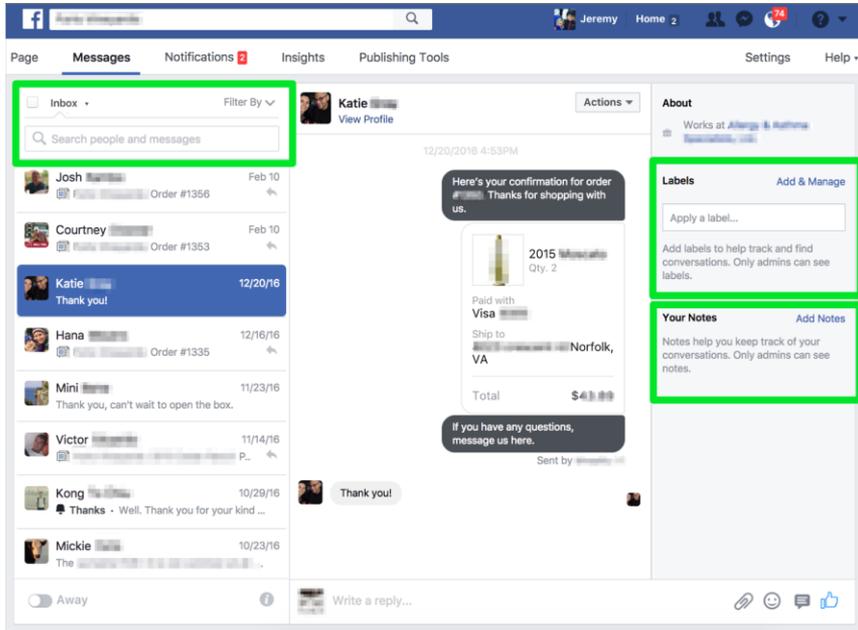
A Harvard study showed that a one star increase in rating on Yelp yields a 5-9% increase in revenue for a company.

PEOPLE CONSUME REVIEWS

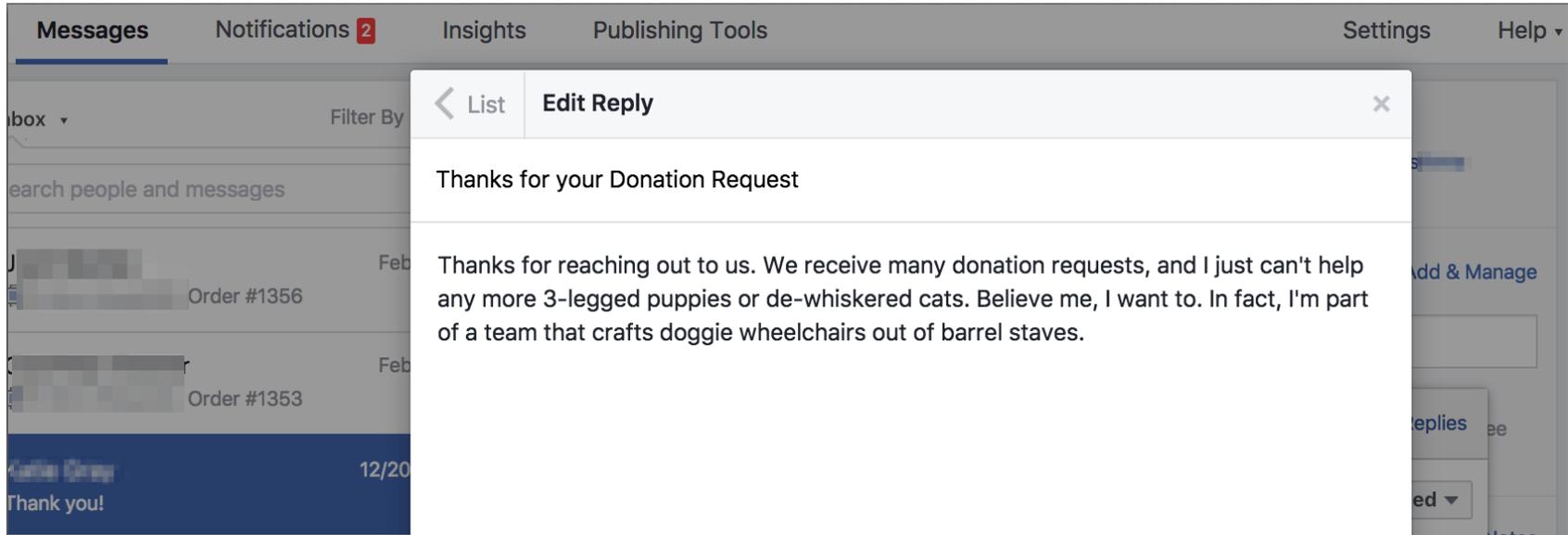
68% of consumers form an opinion by reading just 1-6 reviews



FACEBOOK MESSENGER



FACEBOOK MESSENGER



PARTING THOUGHT

“We're all about people, and being on social media is just a natural extension of that. It's no different than any other part of the airline.”

- Laurie Meacham, Manager of Customer Commitment,
JetBlue