



**Social Plus:
Bringing your Brand to Life
in the Digital World**

Workbook



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

BRAND STORY DEVELOPMENT

Unique Selling Proposition (USP):

What makes your winery different?

- People?
- History?
- Place?
- Vinification?
- Soil?
- Point of View?
- Personality?
- Something else? _____

Strategies for determining your unique brand story:

1. _____
2. _____
3. _____



BRAND STORY DEVELOPMENT

Storytelling Tips

- Don't be generic or boring

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Where to share your story?

- Staff training

- _____
- _____
- _____
- _____
- _____
- _____
- _____



EXTERNAL BRAND AUDIT

- Where does your brand exist?
- Is your brand on these sites?
- Do you control it?

- 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
- _____
- _____



BRAND MONITORING

Google Alerts

<https://www.google.com/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")
- _____
- _____

Weekly Tasks

Instagram / Twitter- Two-Three Times a Week

- Search your business name
- Search your business #hashtag
- Search region/location #hashtags

Trip Advisor / Yelp – Once a Week

- Search your business name
- Read reviews and reply to them

Wine Specific (Snooth, Vivino, Delectable) – Once a Week

- Search your business name
- Monitor trends in people tasting your wines



HOOTSUITE SET-UP

What platforms to connect?

- Facebook
- Instagram
- Twitter
- Reputology
- _____
- _____
- _____

HOW TO REPLY TO REVIEWS

- Reply to all reviews, good and bad
- A bad review is AN OPPORTUNITY to show what you're made of
- When they go low, you go high (stay professional)
- Reply once "officially"
- If it requires more follow up, ask them to direct message you or email you privately

What streams to set-up?

Facebook

- My Posts
- Mentions
- Activity
- Messages

Instagram

- Hashtag Search
- Location Search

Twitter

- Brand Mentions
- Messages
- My Tweets
- New Followers

Reputology

- Trip Advisor
- Yelp
- Google
- Facebook

