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VINAGENCY.COM

Jon Krauss
Creative Director

Marketing Automation for Wineries

Email

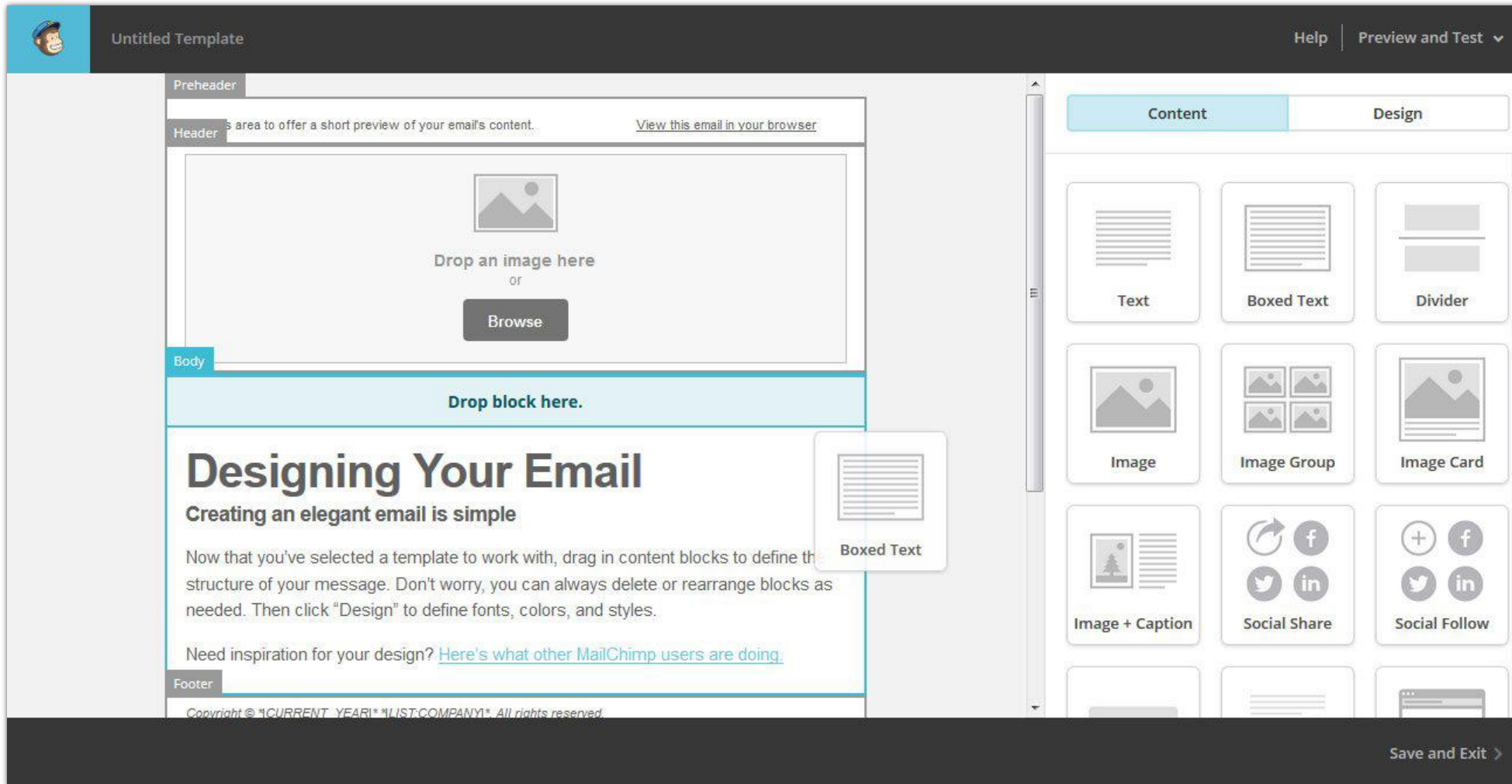
Social Media

Analytics



Website


Email

MailChimp



MailChimp Automation

[Features](#)[Pricing](#)[Support](#)[Learning](#)[Blog](#)[What's New](#)[Sign Up Free](#)[Log In](#)



[Wait, what is this brain thing?](#)

Welcome New Subscribers

Create An Email

Retarget Site Visitors With Email

Retarget With Ads

Recover Abandoned Carts

Find A New Audience With Ads

Thank First-Time Customers

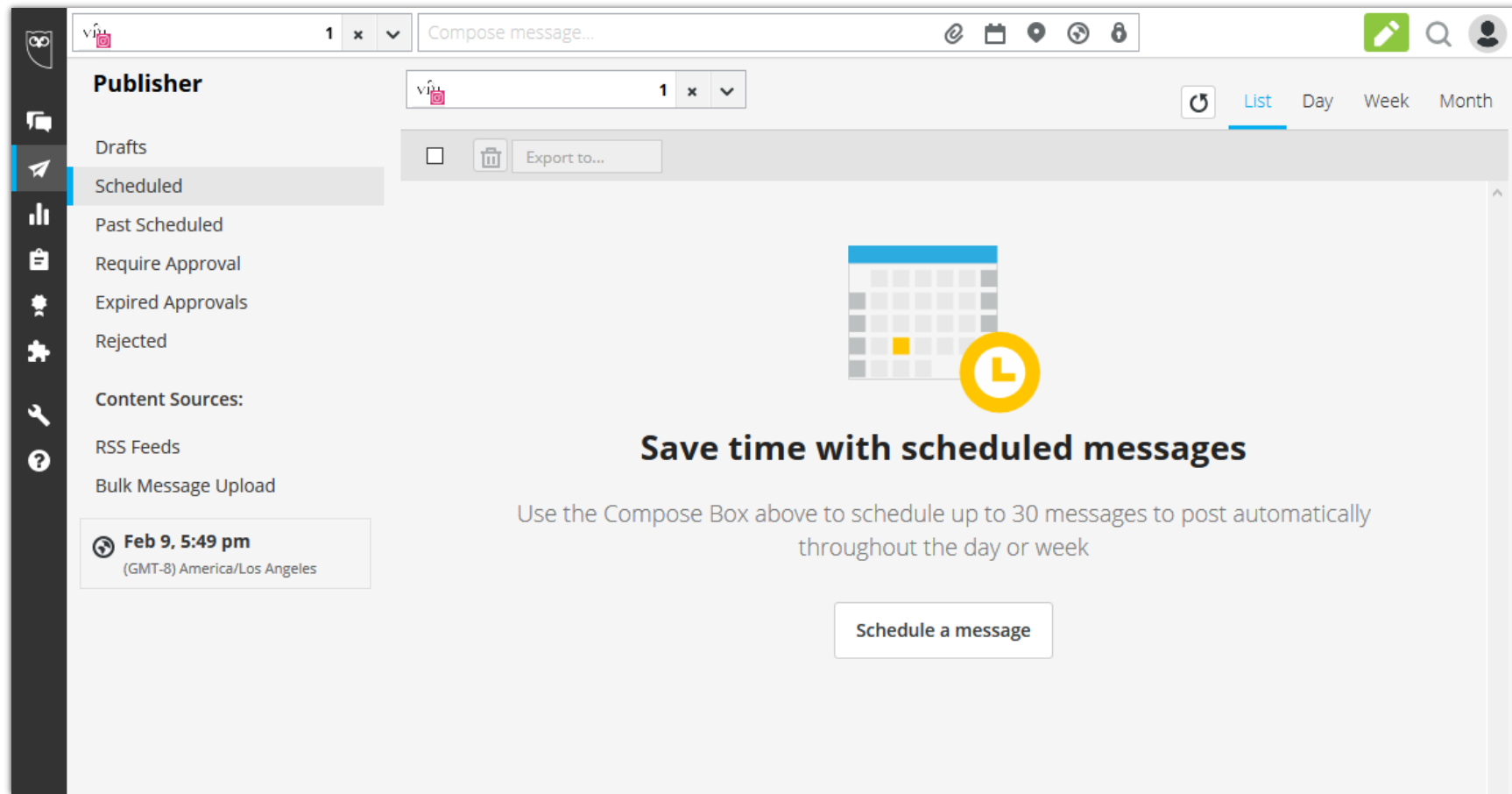
Send Order Notifications

Follow Up On Purchases

Reward Your Best Customers

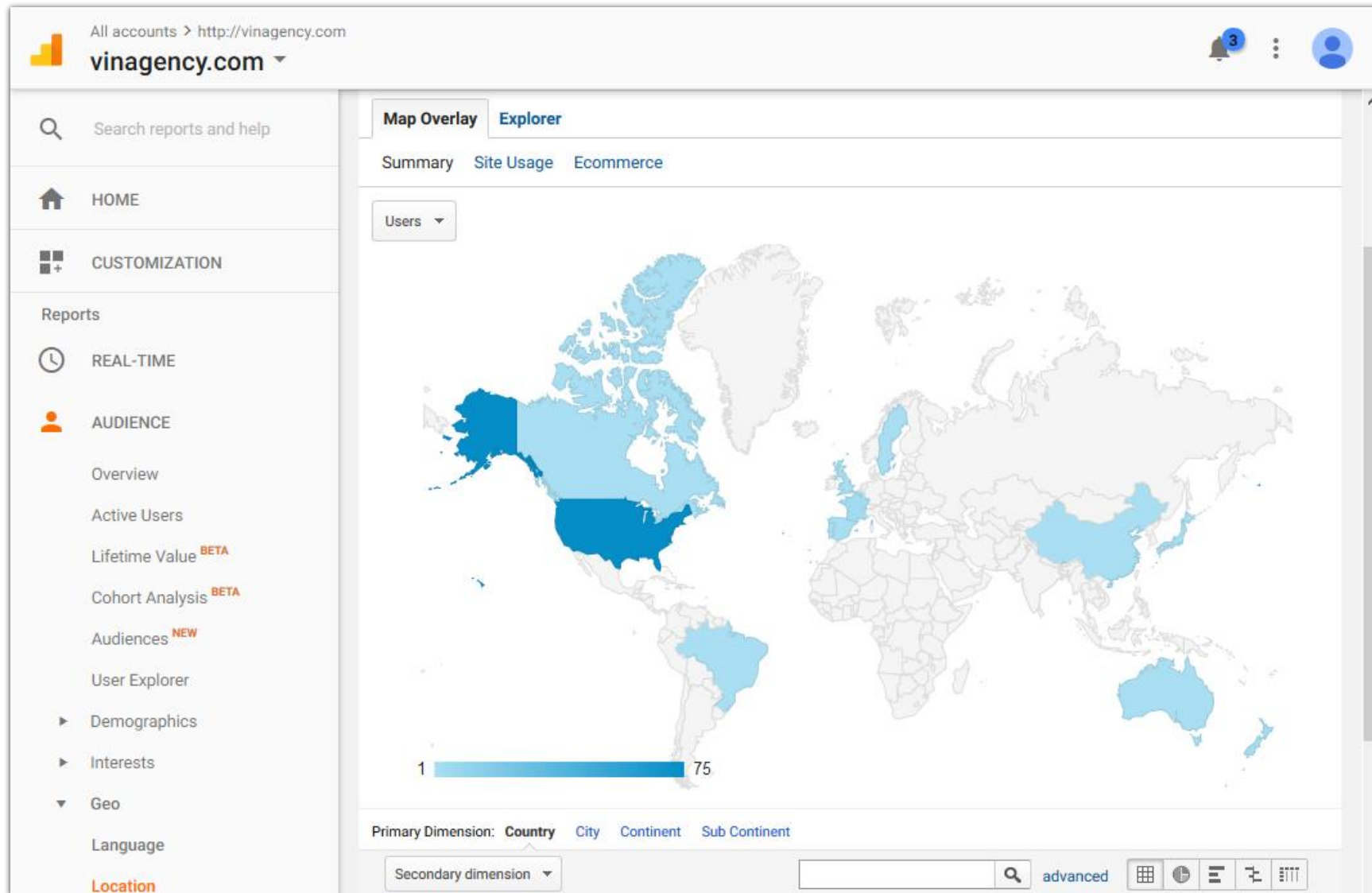
Social Media

Hootsuite

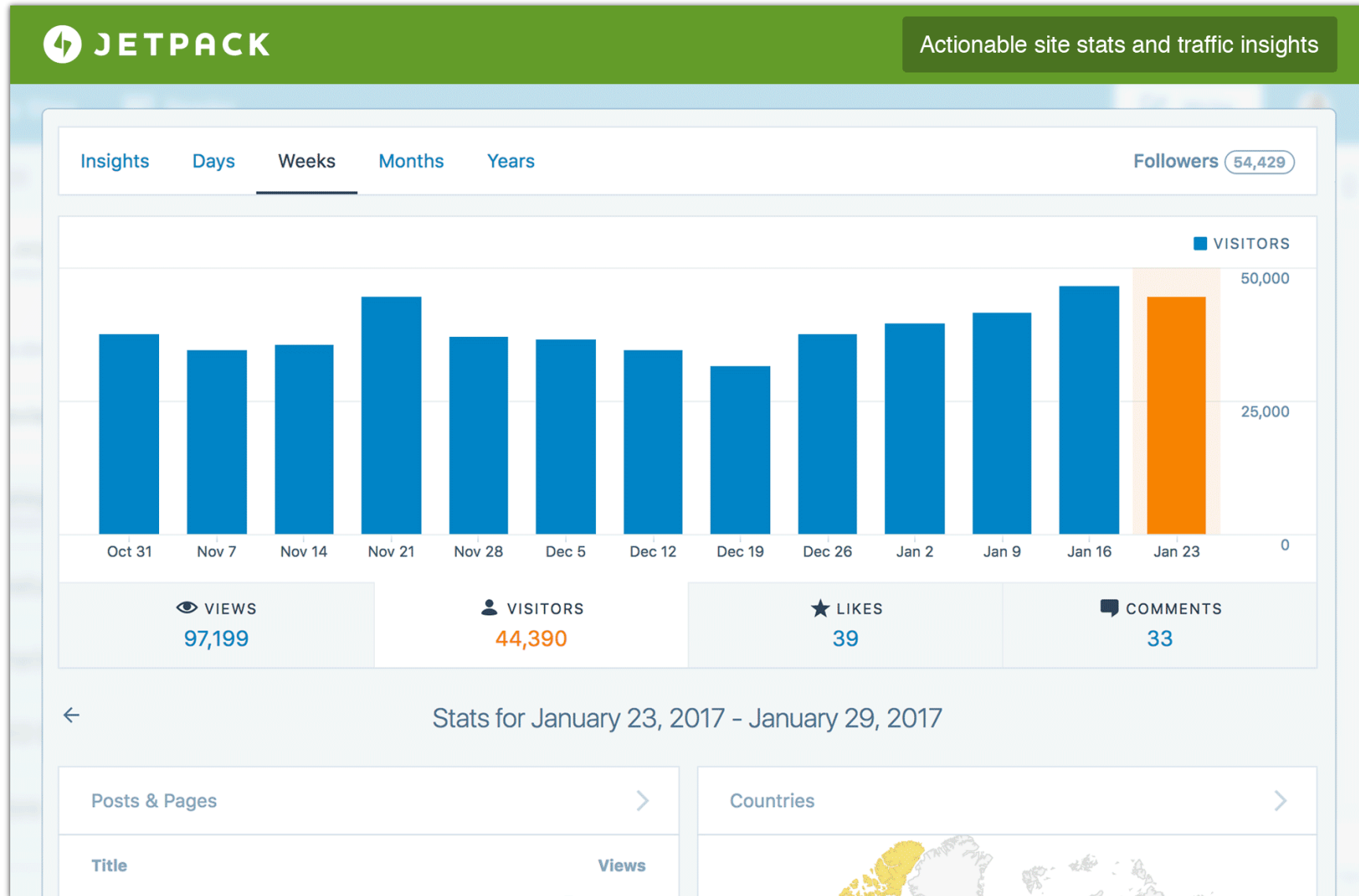


Analytics

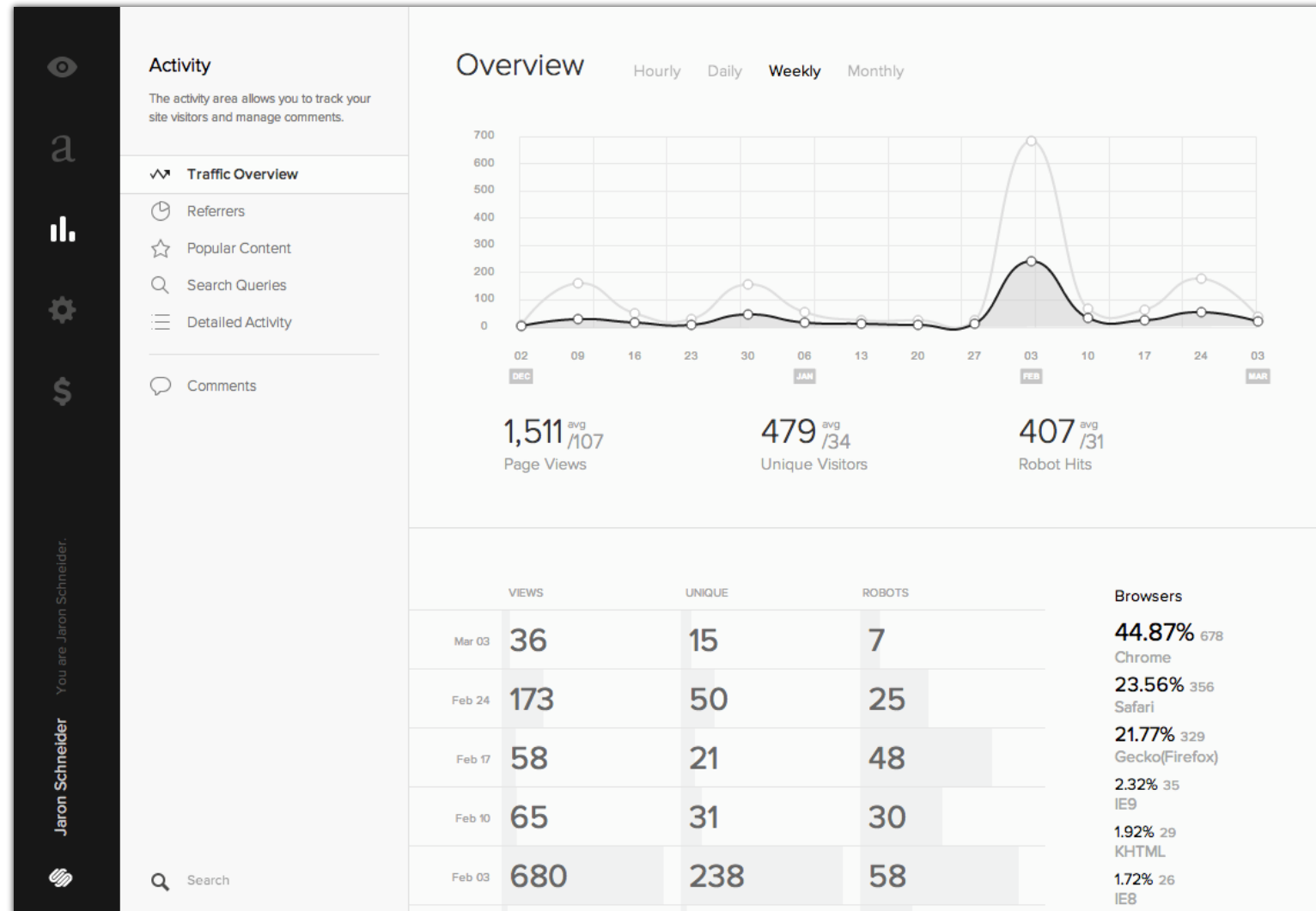
Google Analytics



WordPress Jetpack Plugin



Squarespace Activity



Jaron Schneider

You are Jaron Schneider.

Website

Scheduling Posts in WordPress

Edit Post [Add New](#)

Screen Options ▾ Help ▾

Marketing Automation for Wineries

Permalink: <https://vinagency.com/elevage/marketing-automation-for-wineries> [Edit](#)

Add Media

Visual Text

b *i* link b-quote del ins img ul ol li code more

close tags

For small craft-beverage businesses, online marketing can sound like an onerous obligation. But having designed and developed more than 100 winery websites, we are convinced that driving traffic to your site should be a top priority for consumer engagement.

Though tasting-room visits, retail interactions, and restaurant and wine-bar experiences are important for building your brand and business, they are limited by the constraints of time and location. An effective website immerses the visitor, virtually, in your winery's unique atmosphere and offer, anytime, anywhere.

Your website is an opportunity to tell a compelling story that builds brand awareness. You can share your winery's history, show photos of your facility and vineyard, introduce your team, and invite visitors to join in your

Publish ▴

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Revisions: 11 [Browse](#)

Publish on: Jan 8, 2018 @ 19:53

02-Feb ▾ 20, 2018 @ 12 :00

OK

[Cancel](#)

[Move to Trash](#)

Publish

Format ▾

Categories ▾

Scheduling Posts in Squarespace

EDIT POST

ContentOptionsLocationSocial

Enter a post title...

Write here...

TAGS +

CATEGORIES +

Comments On
Disable comments never.

Published
Publish this post now.

Scheduled
Publish this post in the future.

Needs Review
Mark this post for review.

Draft
Save this post for later editing.

CANCEL

DELETE

SAVE

SAVE & PUBLISH

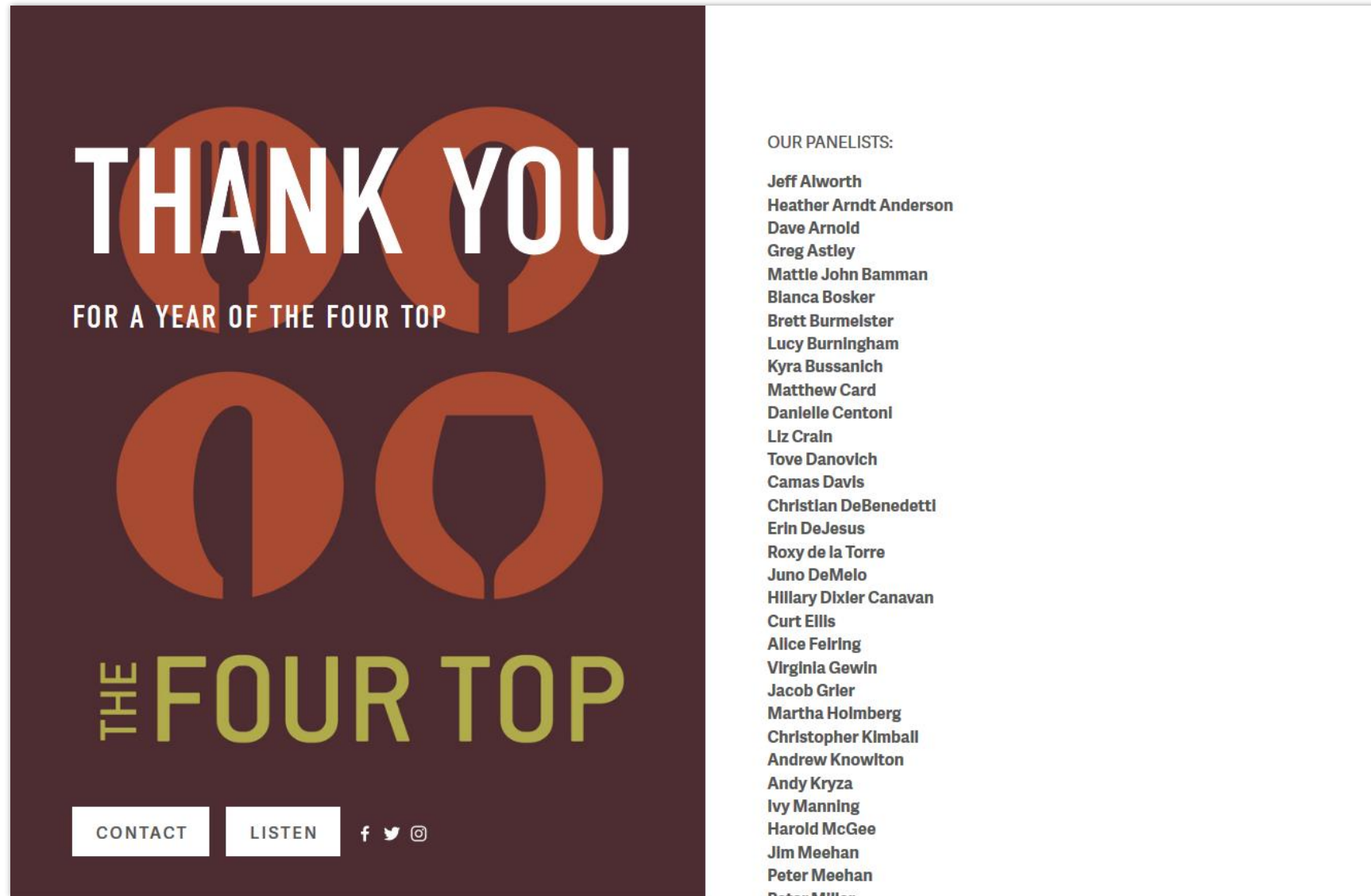
Custom Solutions

Landing Pages

Splash Pages

Promotions

Landing Page for The Four Top



Splash Page for Kerr Cellars



✕

Small batch wines
produced from the
finest vineyards in
Napa and Sonoma

“2016 Winery to Watch!”

—Wine Spectator

Ships directly to
you in 48 states

98
Points
2013 Kerr Cellars
Reserve Red
—ROBERT PARKER, WINE ADVOCATE

95
Points
2014 Kerr Cellars
Reserve Red
—ROBERT PARKER, WINE ADVOCATE

93
Points
2013 Kerr Cellars
Reserve Red
—WINE SPECTATOR

93
Points
2014 Curvature
Chardonnay
—WINE SPECTATOR

90
Points
2013 Kerr Cellars
Pinot Noir
—ROBERT PARKER, WINE ADVOCATE

90
Points
2013 Kerr Cellars
Pinot Noir
—WINE SPECTATOR

THE CHAMPIONS CLUB

Champions Club members receive unique benefits like priority access to new releases and rare library wines, as well as discounts on every purchase of our hand-crafted, limited production wines.

[FIND OUT ABOUT THE CHAMPIONS CLUB](#)

[CONTINUE TO KERR CELLARS](#)


Promotion for Benovia

Admin View

Spotlight

Title

Description

 Add Media Visual Text

b **i** link **b-quote** ~~del~~ **ins** **img** **ul** **ol** **li** **code** **more** **close tags**


We are proud to offer our 2017 Fall release consisting of Estate and single vineyard designate wines from the 2015 vintage as well as the exclusive first release of our 2012 Blanc de Blancs, a méthode champenoise sparkling wine.

Link Text

Link

Start Date

End Date

Photo


Promotion for Benovia



Public View



SPOTLIGHT

FALL 2017 RELEASE IS AVAILABLE!

We are proud to offer our 2017 Fall release consisting of Estate and single vineyard designate wines from the 2015 vintage as well as the exclusive first release of our 2012 Blanc de Blancs, a méthode champenoise sparkling wine.

[ORDER NOW](#)



Our team is an extension of an extraordinary family; one that eats, drinks, and breathes a lifelong passion for wine. That passion is distinct in every bottle of Pinot Noir, Chardonnay, and Zinfandel we produce. Our fathers taught us to be the best at what we do, and always produce something we can be proud of. Nothing else will suffice, period.

Sell Wine

Connect with People

Build Your Brand

vin



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