

OREGON WINE



PORTLAND

SYMPOSIUM

Social Media Strategies for Growing Your Wine Business

with Gretchen Fox

PROGRAM
PRODUCER



OREGON
WINE
BOARD

TRADE SHOW
PRODUCER



OREGON
WINEGROWER
ASSOCIATION

mtc

Gretchen Fox – CEO & Founder, MTO Agency

10+
YEARS

of social media experience leading social programs, entrepreneurs to multinational corporations



Developed a new industry standard “The Social System” and STARR™ social media scale and assessment for organizations

20M+

in sales through social media channels -- and growing

TRAINED

100+

marketers and business owners across the world including small business owners and professional marketers

Forbes

Public speaker, university lecturer and writer for Forbes on social media and digital marketing

billboard

Named “Top Women in Social”



Featured in ABC, CBS, Adweek, Techcrunch, Mediabistro, and dozens more



OREGON
WINE
BOARD



WITI™



OREGON WINE
SYMPOSIUM
PORTLAND

mt

“Social media” isn’t about your Facebook page.

It’s about the future of your entire business.



Sales



Product Development



Revenue



Traffic



Marketing



Search



Advertising



Competitive Insights



Customer Service



Employee Retention &
Recruitment

The socially-connected web has created a world, where every human and business can connect for the first time in history.

The result: a connection so powerful, it can move entire countries of people to protest and spark movements that spread across the globe.

Estimated Value of Social Economy...

1.3 Trillion
Dollars

The 21st Century Landscape...

4.3
billion **internet users** worldwide



Top 3 are social: **FB, YT & Instagram**

4.8
billion **mobile phone users** worldwide

79
percent

Americans **have social media**

12
hours **per day** looking at a screen

3.5
billion

social users worldwide, 2019

87
percent Apps account for **87% of mobile time**

The Business Case

77% Social businesses are 77% **more profitable**

77% Social businesses have 77% **more loyalty**

46% Social CEOs are 46% **more influential**

84% of CEOs and VPs **use social media to make purchasing decisions**

67% of buyer's journey done **digitally**

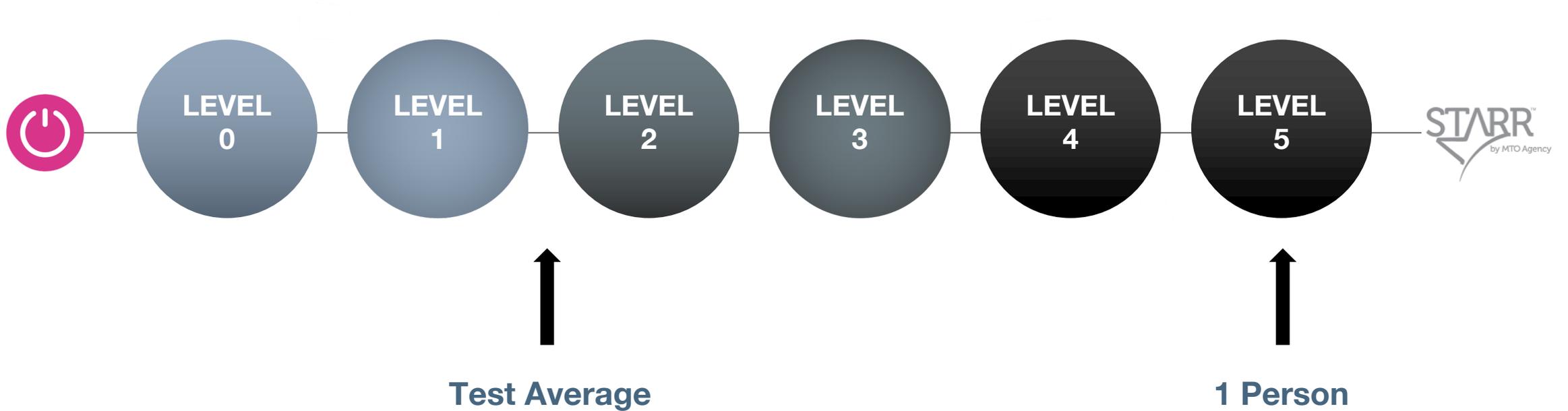
77% 77% of companies consider **missing digital skills** as the key hurdle to their Digital Transformation

40% Employees 40% more likely to believe their company is more competitive

In the new e-commerce world of wine

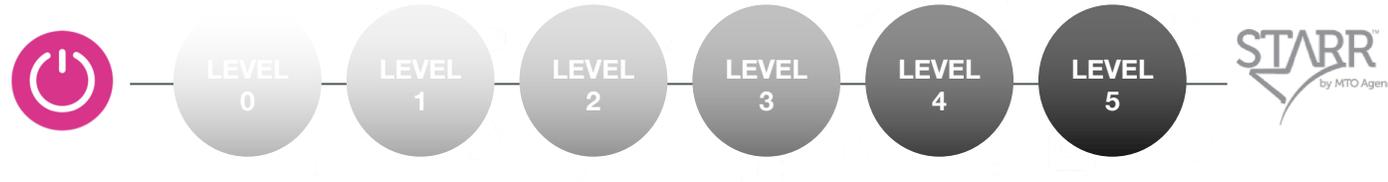
small to medium sized businesses have a huge opportunity to capture market share with savvy digital marketing skills

STARR Social Potential Scale



Where Are You?

Has your business reached its Social Potential? Find out and get your score.



Level 5 STARR Organizations:

- Stand-out Authority in Industry
- True Community of Evangelists
- Agile Adoption of Tech & Trends
- ROI Positive
- Real-time Responsive

Find out with our
7-minute
Social Potential
Assessment

Billions Still On the Table

- Social Potential unknown
- Current standing unknown
- Anti-social mindset
- Chasing “tactical tail”, no step-by-step systems
- Lack of in-house expertise
- No formal training
- Missing infrastructure & processes
- Lack of social leadership

Agenda

01

The Strategic, Scalable Social System

02

Your Five Step-by-Step Strategy

03

The Wine Industry's Secret Weapon



The Social System

Social-Digital Brand Identity

Who are you? Creating and maintaining a digital social presence demands a new layer beyond traditional branding and messaging. Each business and brand in the 21st century requires a clear and distinct voice, tone and persona from which the company can engage in an ongoing, two-way communication with your audiences. Your Social Brand Identity becomes the heart from which your entire Digital Hologram will be represented.

Community Activation

Who are you talking to? The Social Web provides an opportunity for businesses and brands to connect directly with all of your communities including customers, employees and investors. Knowing who these audiences are and what they want and need from you is a critical step for communicating in a way that connects, drives conversions, and builds true community - the ultimate indication of success in The Digital Age.

Content Platform

What are you saying? Content is a daily requirement for modern businesses. When you develop your values-based Social Brand Identity and define your community needs and promises first, you can then build a content strategy that ensures every text, photo, and video is relevant and meaningful to its intended audience.

Digital Marketing & Sales

What are you selling? Social technology has given marketing wings. Marketing and sales can and should enable word-of-mouth marketing aka marketing gold. Firing up marketing and sales after you have a content strategy makes certain newly acquired community members receive the content that educates, entertains and moves them toward evangelism, immediately and every day after.

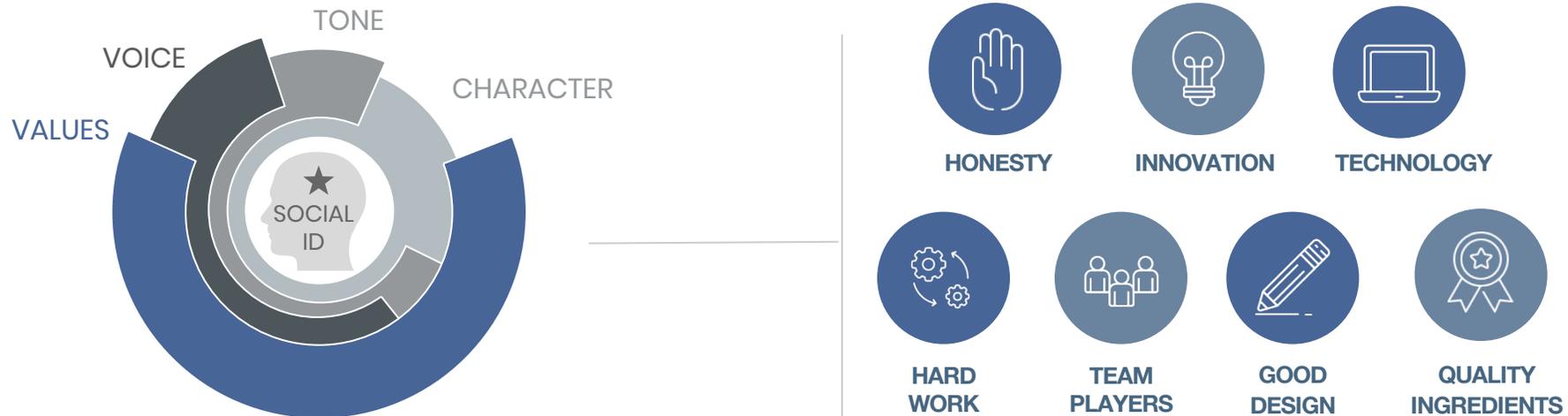
Social IQ

How are you interacting with the social web? The Social IQ is a continuum for your organization, correlating to how well it listens, measures, responds, integrates, and engages with real-time data. Defining your policies, procedures, metrics, tactics, and tools is at one end of the continuum with a Perpetual Feedback Loop that allows you to ensure constant reflection, improvement and integration at the other.



Step 1: Social-Brand Identity

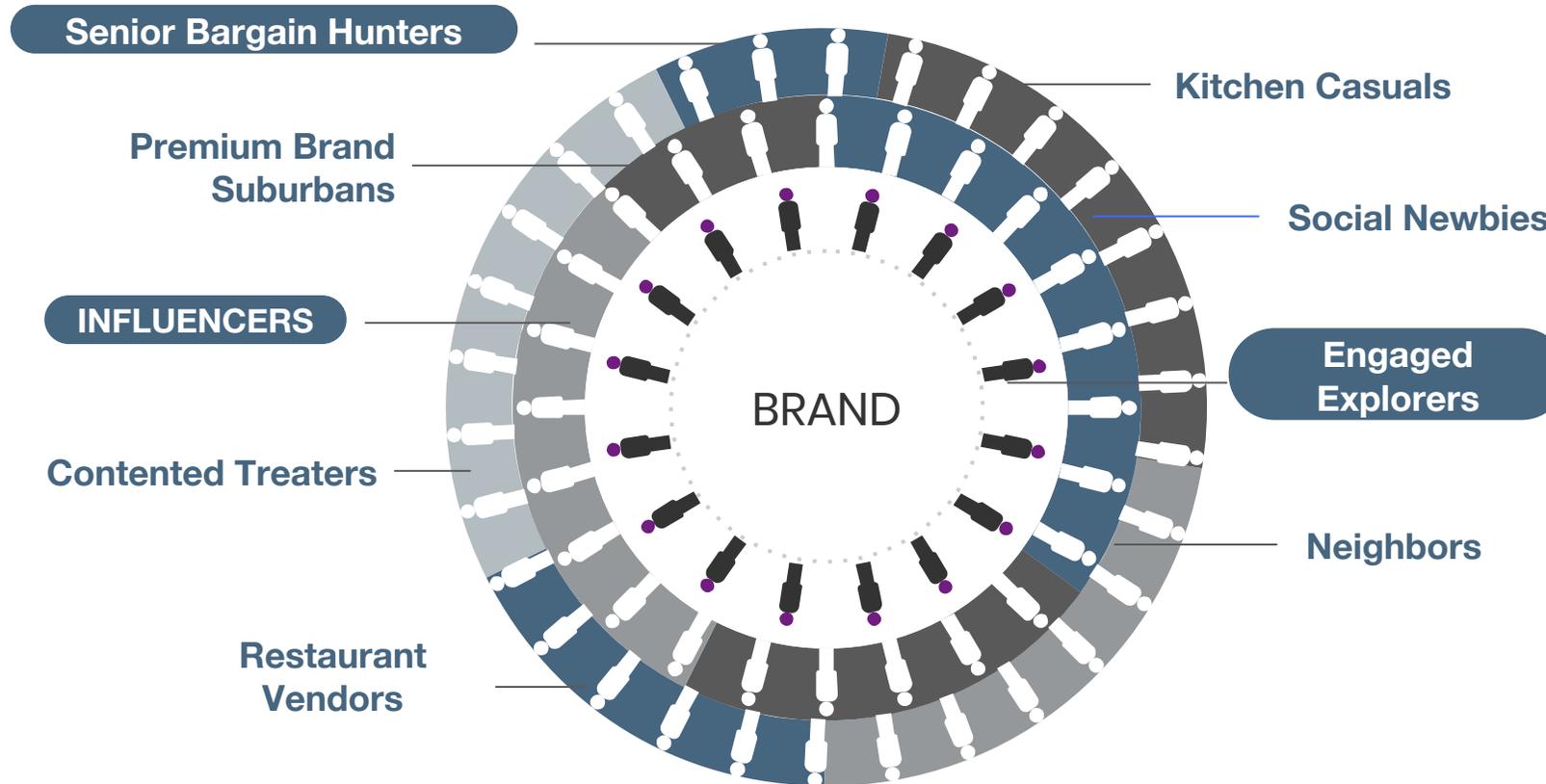
Values make up the core of who we are as humans – and as companies.



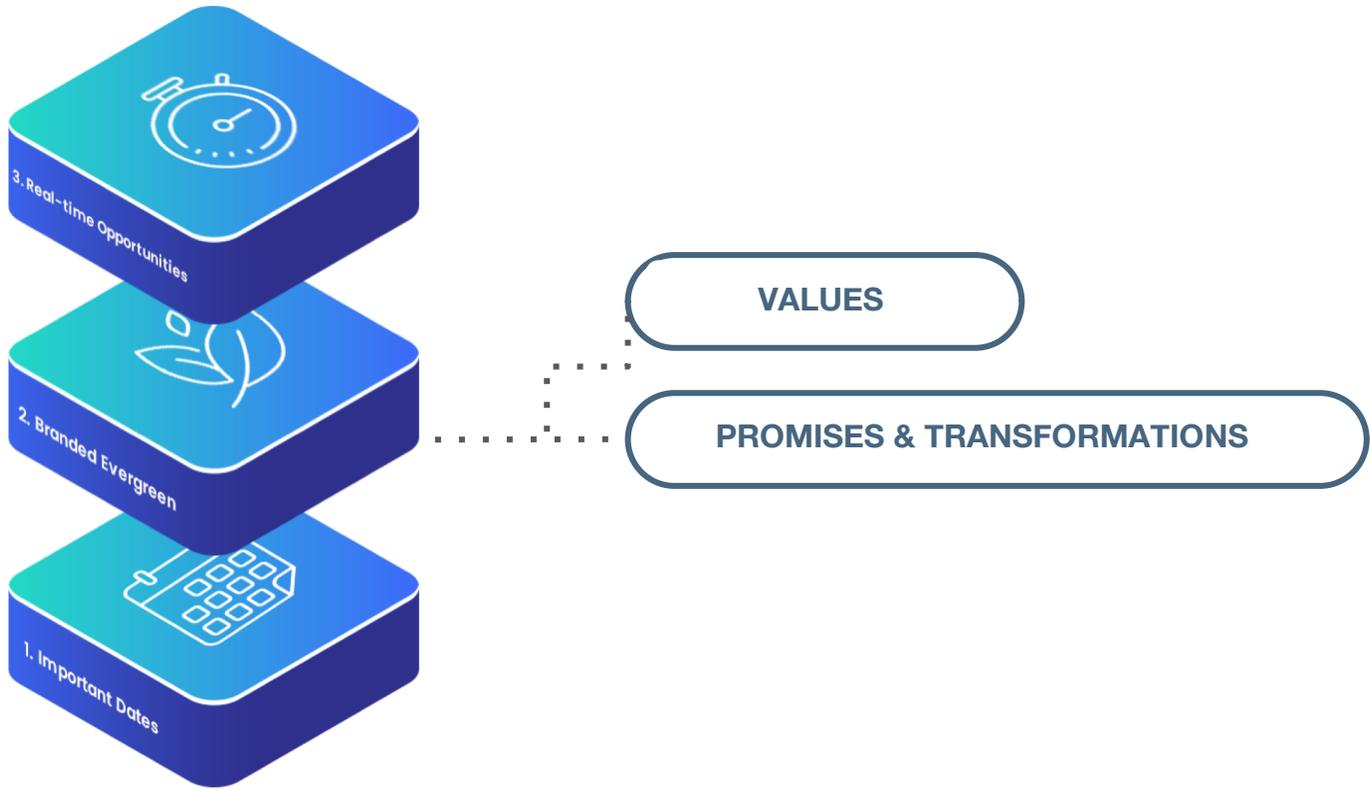
Of the consumers in our study who said they have a brand relationship, 64% cited values as the primary reason.

~ Harvard Business Review

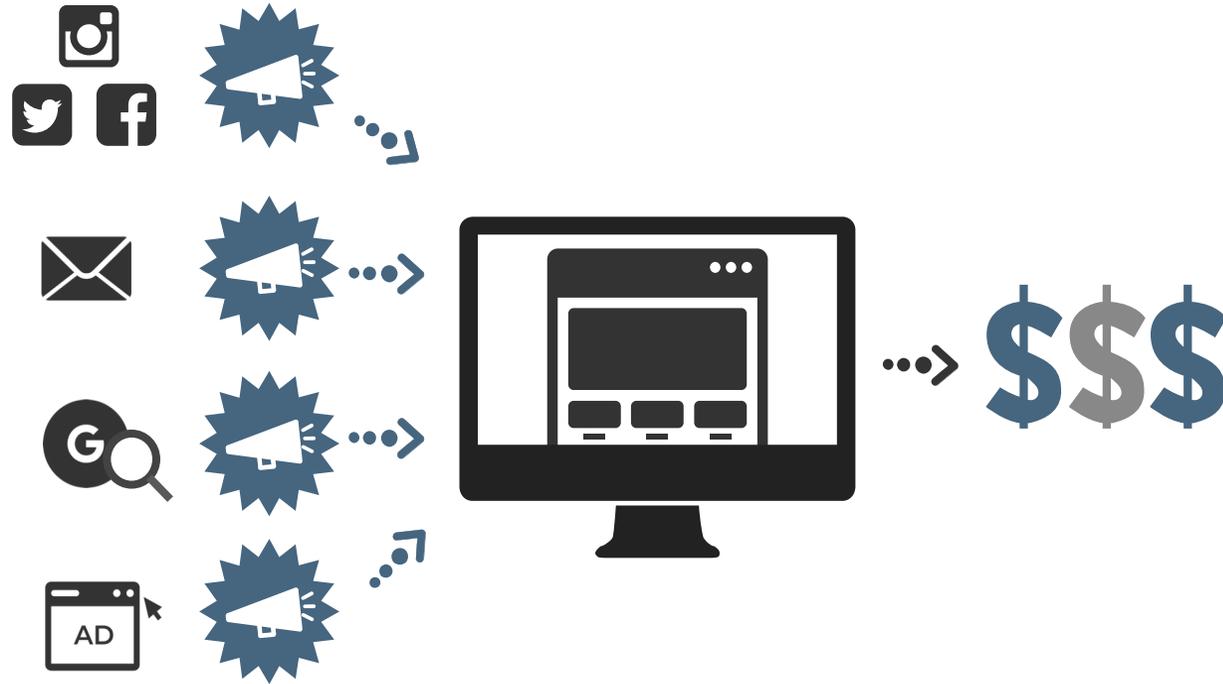
Step 2: Audience vs Community



Step 3: Beyond “Bottle Porn”: Your Content Platform



Step 4: Digital Marketing & Sales



60% of marketers rank driving sales as their biggest challenge.

E-commerce optimization best practices you can do today for zero dollars

- Provide product descriptions that you are not
- Focus on the benefits your audience
- Use keywords and phrases sales speak”
- Leverage data feed
- Use bullet point information
- Provide white space

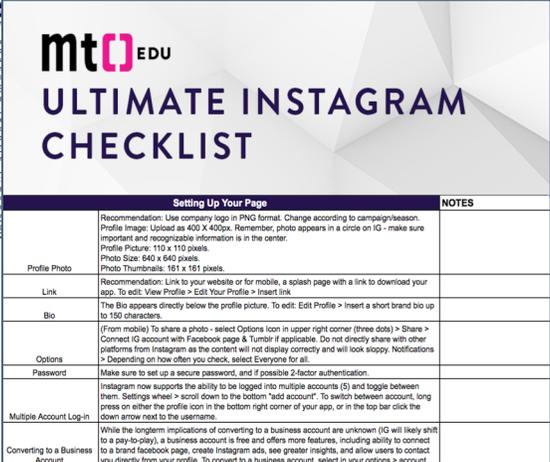
Download Our Full FREE Guide:
mtoagency.com/mto-edu-wine

Step 5: Social IQ - Level 1 - Policies & Best Practices

- 
Approvals - Has your post been approved by everyone necessary?
- 
Review copy - Is your copy on brand?
 Does it fall in line with your company messaging? Does it make sense to the person who will see the post? Is everything spelled correctly?
- 
Tagging - Have you tagged all brands and personalities mentioned in the post?
 If everyone you need to tag does not fit into the copy, try to tag them in the photo. As an additional option, you can often use the comment section to tag.
- 
Double check the link - Does it work?
 Does the link connect to the correct page? Does the next page have messaging that the user is expecting to see? Will the user know what to do next?
- 
Double check your image - Is it the right image for the post?
 Does the image grab attention? Does it mirror the copy? If the image has text on it, is it in PNG file format?
- 
Timing - Is this the best time to post for your page?
 When did you last post something? If it's not the optimal time, perhaps schedule the post for when it is.
- 
Corrections - Erroneous tweets or other social media posts need to be corrected quickly and transparently.
 The thing to do is to tweet or post that you made a mistake and explain exactly what was wrong.
 Example: *Correction: Our promotion will be live tomorrow (previously we incorrectly said today): link*
 - Please, note: while Twitter.com allows for deletion of tweets sent, deletion, removes the tweet only from Twitter.com. Tweets that have been retweeted or reposted elsewhere will still remain visible.

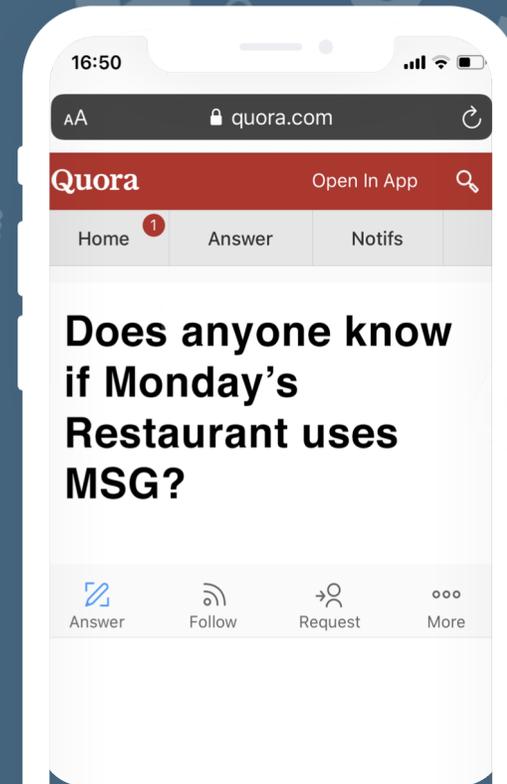
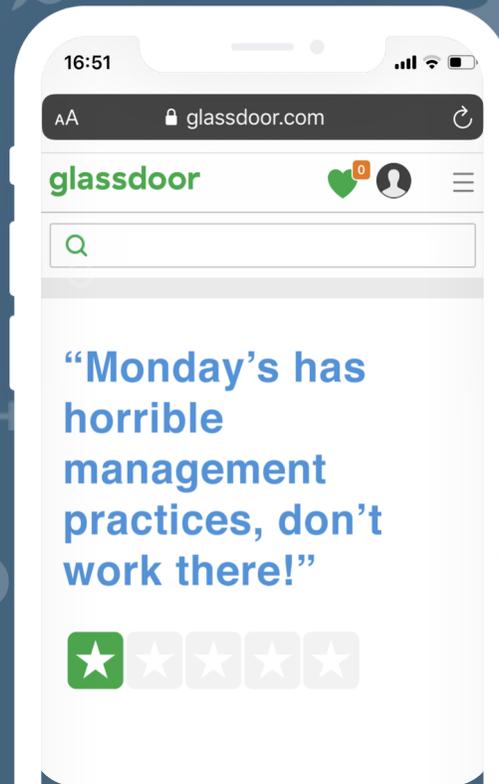
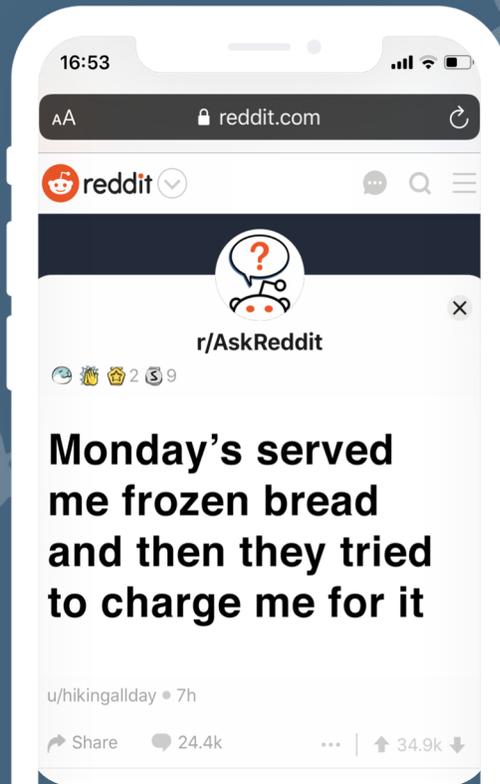






Setting Up Your Page		NOTES
Profile Photo	Recommendation: Use company logo in PNG format. Change according to campaign/season. Profile Image: Upload as 400 X 400px. Remember, photo appears in a circle on IG - make sure important and recognizable information is in the center. Profile Picture: 110 x 110 pixels. Photo Size: 640 x 640 pixels. Photo Thumbnails: 151 x 151 pixels.	
Link	Recommendation: Link to your website or for mobile, a splash page with a link to download your app. To edit: View Profile > Edit Your Profile > Insert link	
Bio	The Bio appears directly below the profile picture. To edit: Edit Profile > Insert a short brand bio up to 150 characters. (From mobile) To share a photo - select Options icon in upper right corner (three dots) > Share > Connect IG account with Facebook page & Tumblr if applicable. Do not directly share with other platforms from Instagram as the content will not display correctly and will look sloppy. Notifications > Depending on how often you check, select Everyone for all.	
Options	Make sure to set up a secure password, and if possible 2-factor authentication.	
Multiple Account Log-in	Instagram now supports the ability to be logged into multiple accounts (5) and toggle between them. Settings wheel > scroll down to the bottom "add account". To switch between account, long press on either the profile icon in the bottom right corner of your app, or in the top bar click the down arrow next to the username.	
Converting to a Business Account	While the long-term implications of converting to a business account are unknown (IG will likely shift to a pay-to-play), a business account is free and offers more features, including ability to connect to a brand facebook page, create Instagram ads, see greater insights, and allow users to contact you directly from your profile. To convert to a business account, select in your options > account.	

Step 5: Social IQ - Perpetual Feedback Loop



Social Media is the Wine Industry's Secret Weapon.

You can outcompete the competition.

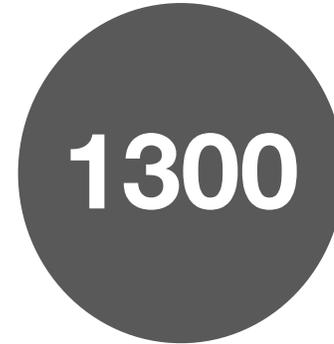
Wine is Social



There are over 7,000 wine tweets per day



people watch wine-related videos each month



bloggers focus on wine



percentage of retail sales will be e-commerce in 2022



67% of a buyer's journey is done digitally

You need to work smarter to be competitive

01 Building & activating your community digitally

02 Creating loyalty throughout your fanbase

03 Driving word-of-mouth sales

04 Creating new ways to make Oregon wine regions top of mind (focus on community, experiences, events etc)

05 Being customer-focused, data-oriented & personalized

06 Gaining brand recognition to validate & demonstrate demand for buyers



MTO EDU: A Step-by-Step Social Media & Digital Marketing Skills Course for Wine Industry Professionals

1:1

Strategy Call and Customized Syllabus



Weekly “Power Hour” Session w/ Agency and Wine Industry experts



Templates, Tools, Worksheets & Guides

Use the same proprietary templates and tools MTO Agency uses for our \$25-50K/mo full-service clients

47
hours

of Training Videos Library, Available 24/7

Work at your own pace, on your schedule. All course work & materials may be completed in as little as 20 weeks.



Expert Live Q&A Interviews & Insights

Example: All things Email Marketing

Example: Dig into your Data!



Bonus Support: Exclusive Members-Only Facebook Group

Gretchen Fox

Gretchen Fox
Founder & CEO, MTO Agency
gretchen@mtoagency.com
(415) 272-0375

