



Social Media for Emerging Wineries

Julie Kuhlken and Matt McGinnis



Introducing



Julie is co-founder and Chief Marketing and Hospitality Officer of Pedernales Cellars. She oversees the marketing and hospitality operations and is artistically responsible for the Pedernales Cellars brand. A graduate of Stanford University, Julie received a doctorate in Philosophy and has taught at universities in Europe and North America. She holds the WSET III certification, which she received with distinction.

Julie Kuhlken, PhD

Co-owner, **Pedernales Cellars**



Armed with 25+ years of global marketing experience in both corporate and agency roles, Matt took the entrepreneurial leap in 2014 to follow his passion for the wine industry by starting Big Thirst Marketing. He brings the strategic approach of the Fortune 500 marketing world coupled with a deep understanding of the beverage industry. He holds Certified Sommelier and WSET III certifications.

Matt McGinnis

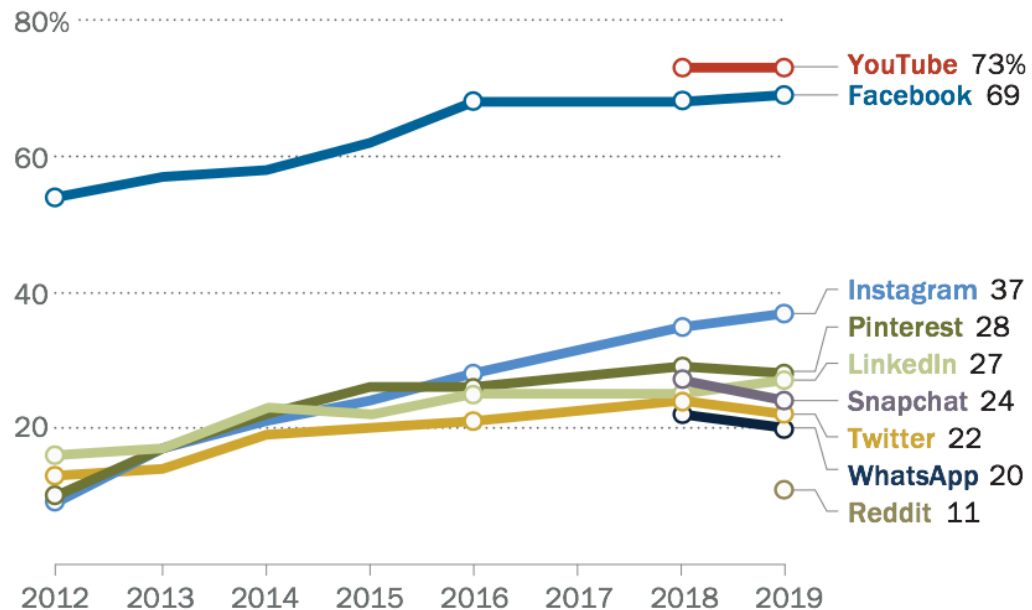
President, **Big Thirst Marketing**



Does Social Media Matter?

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

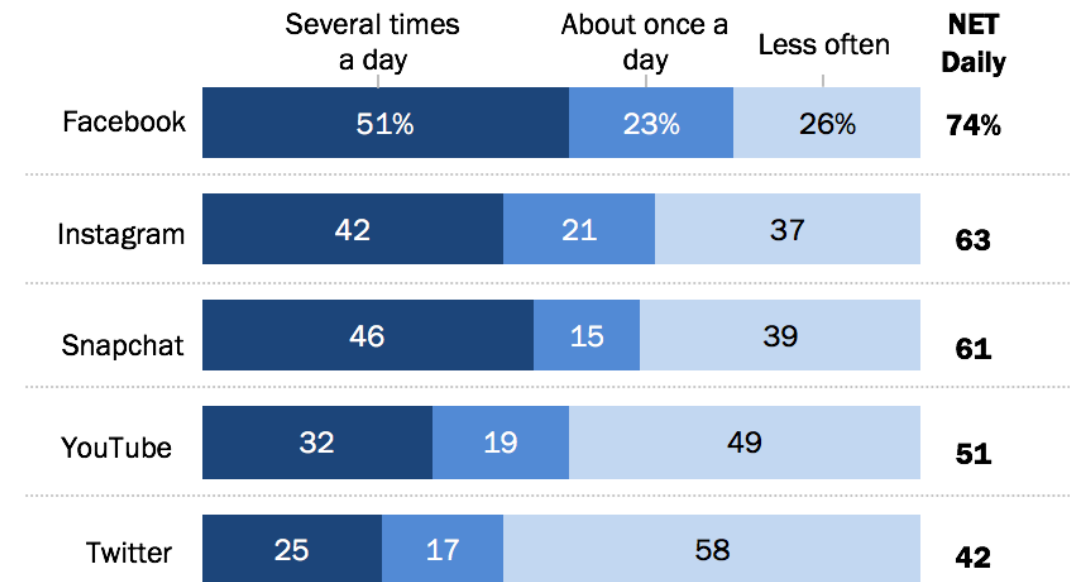
Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ___, % who use each site ...



Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

| | YouTube | Facebook | Instagram | Pinterest | LinkedIn | Snapchat | Twitter | WhatsApp | Reddit |
|---------------------|---------|----------|-----------|-----------|----------|----------|---------|----------|--------|
| U.S. adults | 73% | 69% | 37% | 28% | 27% | 24% | 22% | 20% | 11% |
| Men | 78 | 63 | 31 | 15 | 29 | 24 | 24 | 21 | 15 |
| Women | 68 | 75 | 43 | 42 | 24 | 24 | 21 | 19 | 8 |
| White | 71 | 70 | 33 | 33 | 28 | 22 | 21 | 13 | 12 |
| Black | 77 | 70 | 40 | 27 | 24 | 28 | 24 | 24 | 4 |
| Hispanic | 78 | 69 | 51 | 22 | 16 | 29 | 25 | 42 | 14 |
| Ages 18-29 | 91 | 79 | 67 | 34 | 28 | 62 | 38 | 23 | 22 |
| 18-24 | 90 | 76 | 75 | 38 | 17 | 73 | 44 | 20 | 21 |
| 25-29 | 93 | 84 | 57 | 28 | 44 | 47 | 31 | 28 | 23 |
| 30-49 | 87 | 79 | 47 | 35 | 37 | 25 | 26 | 31 | 14 |
| 50-64 | 70 | 68 | 23 | 27 | 24 | 9 | 17 | 16 | 6 |
| 65+ | 38 | 46 | 8 | 15 | 11 | 3 | 7 | 3 | 1 |
| <\$30,000 | 68 | 69 | 35 | 18 | 10 | 27 | 20 | 19 | 9 |
| \$30,000-\$74,999 | 75 | 72 | 39 | 27 | 26 | 26 | 20 | 16 | 10 |
| \$75,000+ | 83 | 74 | 42 | 41 | 49 | 22 | 31 | 25 | 15 |
| High school or less | 64 | 61 | 33 | 19 | 9 | 22 | 13 | 18 | 6 |
| Some college | 79 | 75 | 37 | 32 | 26 | 29 | 24 | 14 | 14 |
| College+ | 80 | 74 | 43 | 38 | 51 | 20 | 32 | 28 | 15 |
| Urban | 77 | 73 | 46 | 30 | 33 | 29 | 26 | 24 | 11 |
| Suburban | 74 | 69 | 35 | 30 | 30 | 20 | 22 | 19 | 13 |
| Rural | 64 | 66 | 21 | 26 | 10 | 20 | 13 | 10 | 8 |

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 8-Feb. 7, 2019.



Does Social Media Matter?



Social Media Management at Pedernales

- **History**

- Owners on part time basis
- Wine club manager paid a management fee to take it on
- Full time Marketing Director
- Part-time employee reporting to Marketing Director
- Outsource to marketing agency, but continue to post in house opportunistically



Social Media Management at Pedernales

- **Lessons learned**
- Social Media platforms change algorithms continuously, so be responsive



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 - Social Media platforms change algorithms continuously, so be responsive
 - Content creation always takes longer than you want to believe
 - Posting consistently is key, so ad hoc arrangements tend to fall apart
 - Review analytics every month – keep an eye out for discontinuities



Social Media Management at Pedernales

- **In House vs Outsourcing**
 - In house: Best for spontaneous and personal content
 - In house: Can control message very closely
 - In house: Goal of having best imagery/content can be pursued continuously
 - In house: When not full-time focus, sm has a tendency to drop to bottom of list



Social Media Management at Pedernales

- **In House vs Outsourcing**
- Outsource: Greatly expands circle of relationships
- Outsource: Agency looks at your marketing as an outsider, as consumers do
- Outsource: Professionalism in content creation (videographers, specialized photo)
- Outsource: Can get off message/post inaccurate content



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COST? Depends very much on skill set in house (do you have professional content creators?) and the value of their labor time

Social Media Management at Pedernales

- **In House Lifehacks**

- Buy a photo booth for bottle shots
- Don't rely entirely on phone pics
- Don't be afraid of video
- If you have in house graphic art skills, get them professional software (e.g. Adobe Creative Suite)
- Collectivize event content creation



Social Media Management at Pedernales

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- KNOW YOUR NUMBERS: Maintain a database of analytics that is updated monthly



| | D | E |
|----|---|---|
| | | |
| | | |
| | | |
| | Total followers/likes/check-ins | Actions (Google+), Post reach (FB) |
| 17 | | |
| 2 | | |
| | 1019 | |
| | 141 | |
| | Total reach 3/18 & 3/25 at aprox 11,000 | Organic post reach peaked at 3122 on 3/18 |
| | total organic reach 4/10 at 557 | Organic post reach peaked at 333 on 3/18 |
| | 4383 | N/A |
| | 6472 | |
| | | N/A |
| | | 7583 searches/2070 actions |
| | | 161 searches/199 actions |
| | | |
| | | |
| | | |
| | ettrail | wineroad290 |
| | 1.97% | |
| | 105 | |
| | | |
| | | |

Social Media 101



It's Important

- 79% of Americans use Social Media
- People use social media 3 hours a day
- 54% of people use social media to research products



Keep it Social

- Build relationships
- Get feedback
- Integrate with other marketing efforts



How Should I Use it?

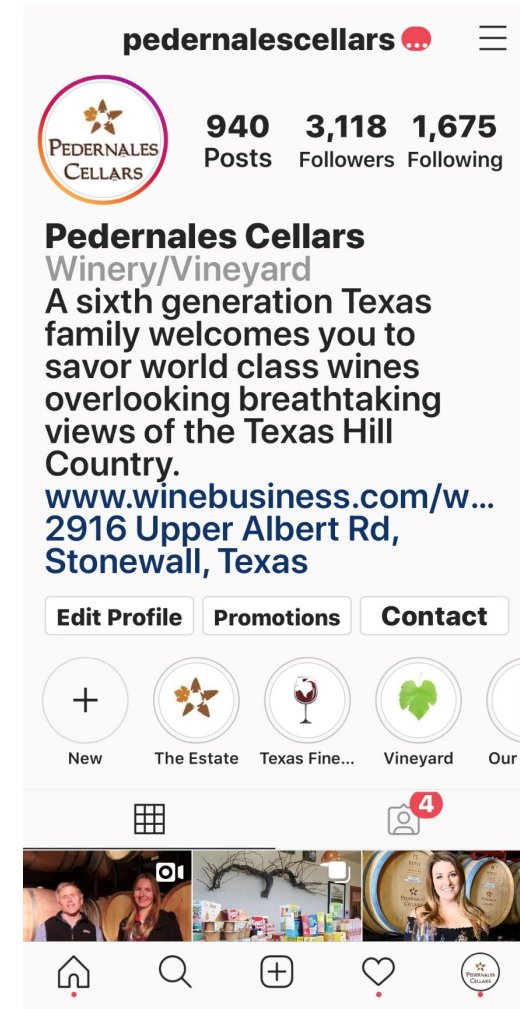
- Tell people directly about the latest vintages and new release
- Clearly communicate what distinguishes you from other wineries
- Let people get to know your business
- Let potential customers see who you are and help them find what they are looking for
- Advertise events in your cellar and make reservations for your events
- Build your audience and connect directly with wine lovers
- Send traffic to your website and online wine store
- Let people feel like part of your business. People want to belong and feel active in their community.



Maximize Your Profile Bio

Set Up an Enticing Profile

- Use your winery name for your profile name, e.g. @pedernalescellars
- List our business industry category, "Winery/Vineyard"
- Speak directly to our customers:
Pouring life into your visit to the Texas wine country. Great food, wine and travel tips. Welcome to our table.
- Call, email, and directions contact buttons
- Share a clickable link to our website: e.g. <https://www.pedernalescellars.com/>



Showcase Your Culture

Get personal —Show off your culture and personalize the brand.

Bring Your Winery to People's Phone's — Photos and videos should be a visual extension of your vibe to entice people to visit:

- The scene— people enjoying wine, tasting room staff pouring wine
- The vineyard
- Team members making wine
- Events and activities



Mix it up

Use a blend of video, text, images and links covering topics that make people want to come back and see what you're doing:

- Videos garnered an average organic reach of 8.7%
- Status posts with links: 5.8%
- Text-only status posts: 5.3%
- Photos: 3.7%
- Encourage guests to check in



Take Great Photos

Good photos are well lit, show people having fun, and capture a mood and convey excitement

- **Keep it simple** — Don't try to pack in too many people or complicated staging.
- **Happy people** — The images that get the most attention are happy woman looking directly at the camera.
- **DON'T Use the Flash** — Photos of people & food look artificial and unflattering with a flash . Natural light is always best. If your pic is too dark, edit it in the app.
- **DO Use the Same Filter** — To visually brand your winery use the same Instagram filter with every post.



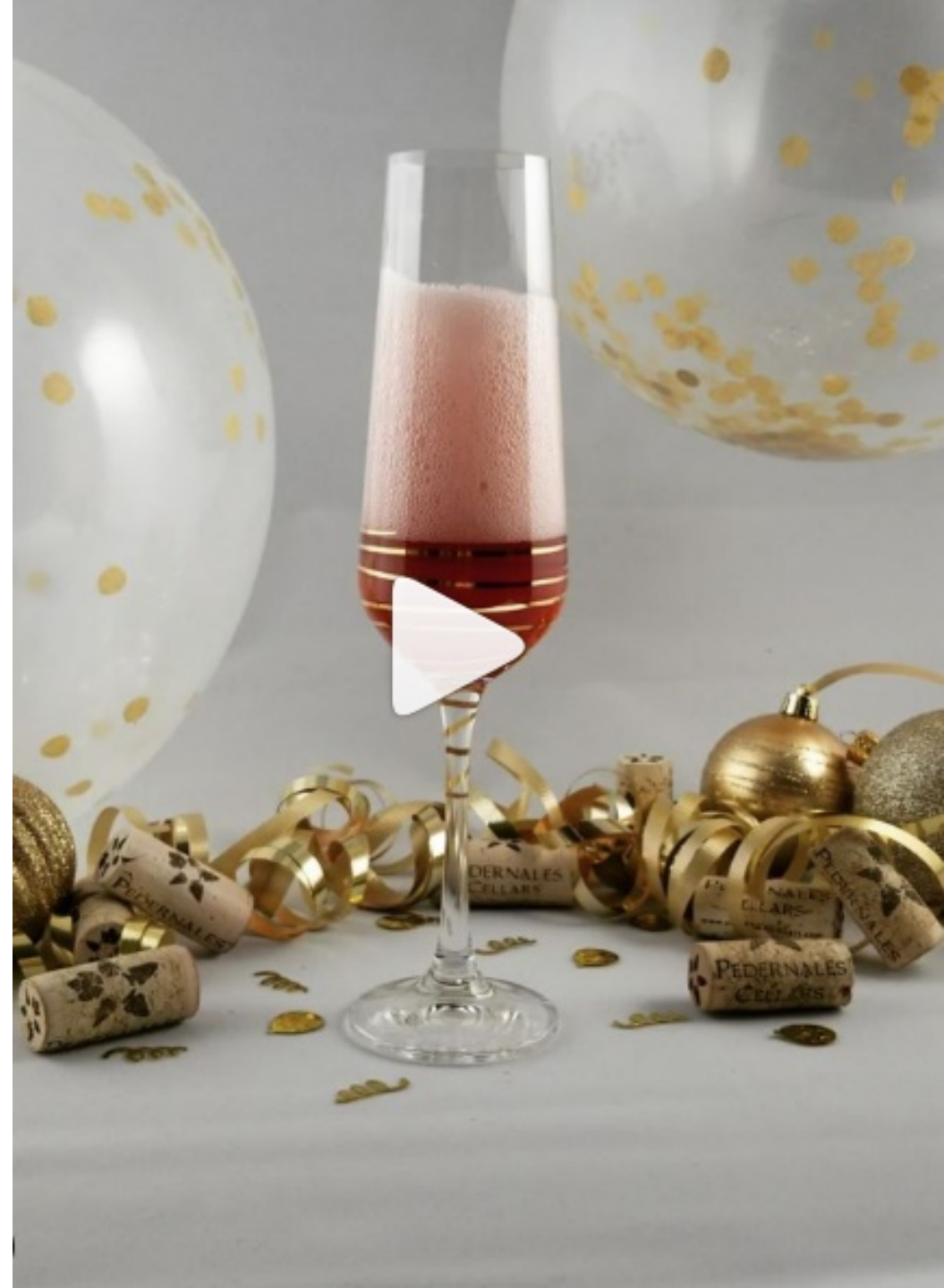
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Shoot Videos

Facebook videos earn 135% more reach than posts with only an image

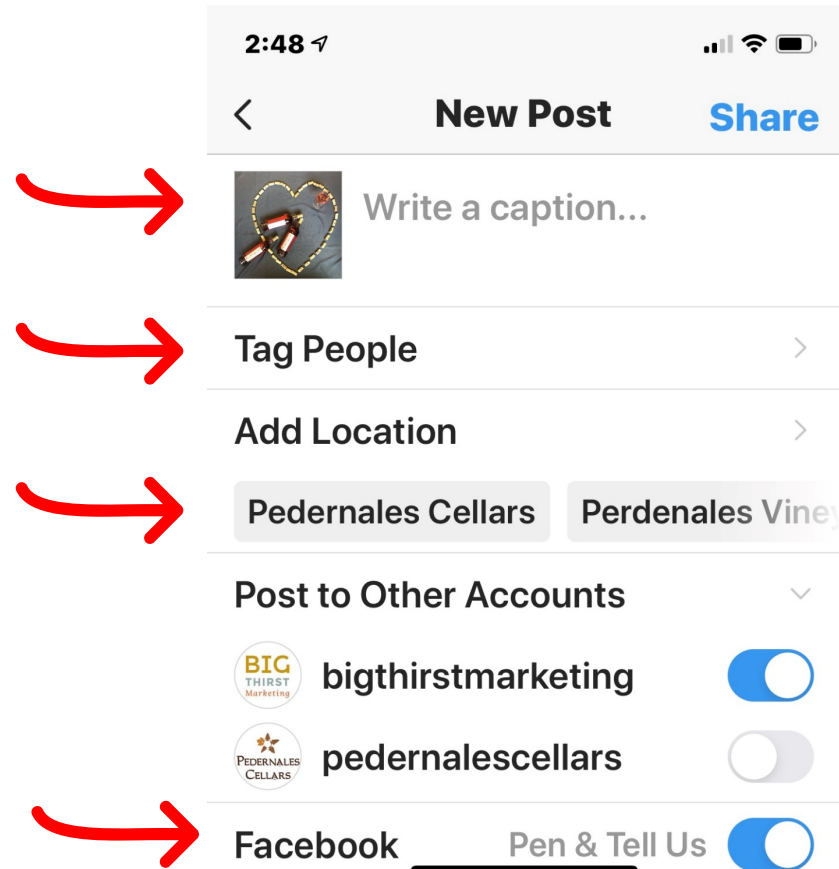
- **Use the first few seconds wisely** — Pique people's interest quickly
- **Take Advantage of Captions** — 85% of people watch video with no sound
- **Shape Matters** — Square videos get higher engagement.
- **Tailor your story to your audience** — Make sure the content is relevant to our customers' interests.
- **Use Stories and Facebook Live** — Capture the fun. Avoid the mundane.



Make Sure People Find Your Post

Important Elements to Include

- **Write A Catchy Caption** —
 - Keep the descriptions short with important and relevant information who, what, when, where and why
 - Include a Call to Action, e.g. "Don't miss our Wine Club Party"
- **Tag People In The Image** — you can tag up to 20 accounts, including influential Instagrammers. This can exponentially expand the reach of your post.
- **Add Your Location** — Before you hit "share" make sure you tag the photo with your winery location.
- **Be Friendly** — Click the Facebook share switch to add this post to another platform.



Use Hashtags Wisely

Get Discovered — Include hashtags in every post

- 5-15 hashtags for Instagram; 2-3 hashtags for Twitter; 1-2 hashtags for Facebook
- #TXwine #TexasWine #TexasWineCountry #Winery #WineTasting #TastingRoom #wine #winelover #DrinkLocal #winetime #winesofintagram

Avoid Clutter — Keep your hashtags "hidden" in your caption by adding space :

- Write your caption in notes on your phone
- Add a period at the beginning of a line and hit enter
- Write your caption, little Shakespeare!



When to Post?

How Often?

Post Consistently — Consistency is king: Avoid posting everyday – then, nothing. The most successful brands post an average of **4.9x per week**.

Shoot for the Right Time —

- Best Time to post is between 12 - 1 pm
- 2nd-best time to post is 7 – 9 pm
- 3rd best times to post: 4-5 pm weekdays.
- The worst times to post is weekdays between 3 – 4 pm



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Gauging Success

Set Goals and Measure Progress



Set Goals

- Brand Awareness
- Ticket Sales
- Wine Sales
- Tasting Room Traffic



Self Tracking

Set a benchmark and keep track of results



Influencer Relations

Expand your reach with influencers



Client Relations

- Set realistic expectations
- Measure results with tools

Your Social Media Advocates



Civic Organizations

- Convention and Visitors Bureau



Wine Organizations

- Texas Wine and Grape Growers Association
- Texas Hill Country Wineries





Questions?

Ready to Run for Successful Social Media?



THANK YOU!

Julie Kuhlken, PhD

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