

**This document will:**

1. Define Social Media
2. Define Digital Marketing
  - a. Explain their relationship
3. Help you consider what your brand means
4. Identify competition
5. Help you create a digital marketing plan to WIN!
6. Offer NexGenWines Tips for Success
  - a. Resources, Report Card, Website, Multi-Channel Strategy

1. Social Media

There are plenty of resources (ie, Wikipedia) that offer detailed descriptions of unfamiliar terms. For the purposes of this document, here is all you need to know:

1. **Digital (or, "New") Media** - The Internet; including websites, blogs, and social networks. This term is used in contrast to Traditional ("Old," or "Legacy") Media such as tv, print, or radio.
2. **Social Media** - "User-driven" content such as wiki sites, interactive forums, blog comments, or social networks where the visitors to the site are as much (or more) responsible for the content than any specific author or publisher.
3. **Social Networks** – Network of web pages (or nodes) linked together. Think of them as a huge UN cocktail party. Virtually everyone you know (or need to know) is in at least one. There are MILLIONS of people on them every day, engaging with one another, possibly praising you, or maybe complaining about your company. This information is invaluable to you, not only because you want to control your message, but also because you want to best represent your entity to the general public.



Here are the most popular Social Networks (by importance to the wine industry; not including wine-specific networks):

**facebook** The largest of the Social Networks, Facebook now has over 78M members, with the largest percentage of growth coming from users over the age of 50.

**twitter** Micro-blogging site, Twitter, seems to be everywhere these days. Indeed, anytime you login, you can see what the entire world of over six million people is "tweeting" about - in REAL TIME! Search for your company name, or subscribe to an alert to be notified anytime your company is mentioned.

**Linked in** Primarily a business-networking site, there has been a direct correlation to LinkedIn's popularity and the rising unemployment rate. Create a Profile and start a Group to get noticed by over 40M sophisticated web users.

**myspace** Arguably the social network that made the most noise, MySpace blew up when music groups realized they could connect with, and market to, their biggest fans. At the same time, there was a certain "cool factor" that came with being "friends" with your favorite rockstar. With over 65M users, MySpace was recently passed by Facebook as the BMOC.

All of these sites have high Google page ranks, so your presence is critical to improving the chances of your company appearing in search results before your competition does!

## 2. Digital Marketing

### Transformation of Marketing in a Digital Age

In the past, most marketing efforts were focused on one-way communication - radio spots, television commercials, and newspaper or magazine print advertisements that would be seen, heard, or read by the masses. Public Relations were mostly in the form of press releases, which were mailed, faxed, or emailed in the hopes that an editor would pick up your story and write about you sometime in the future. The problem with traditional advertising and public relations was that they were (and are) expensive, disposable, "push"-oriented, risky, un-quantifiable, and difficult to target audiences or control messages.

Today, companies are making the transition to digital, or Internet, marketing. In the digital world, your options include outbound emails, pay-per-click banner (or "display") advertisements or text links, that can be as far-reaching, or tightly-targeted as you desire. Because it is web-based, it is traceable, changeable, engaging, cost-effective, and will remain in the public domain indefinitely.

The secret to digital marketing is to give people what they are looking for - and this is called Search Marketing.

1. **Search (Engine) Marketing** (or SEM) – A form of Internet ("digital") marketing that seeks to promote your company, product or website in search engine results. Most search engines such as Google, Yahoo or Bing, offer the ability to purchase placements at the top of their search pages, and price is dictated by the market via auction bidding.



2. **Search Engine Optimization** (or SEO) – A form of SEM which is essentially a strategy of considering:

- 1) how search engines work
- 2) what people are searching for,
- 3) what product or service you are offering, and
- 4) editing content and code to maximize the chance that search engine algorithms will pick up your site and publish you at the top (or first page) or their search results.

### How are Social Media and Search Marketing are Related?

We have discussed the world of social media, which is essentially a huge audience of people all trying to gain one another's attention online. We also discussed search marketing, and how you can optimize your site or pay for user's attention by being on the first page of search results. It is a world of attractors and "attractees," and there has got to be a secret to connecting the two!

Well, there is, if you just think about Marketing differently than you have in the past – rather than "pushing" ads and content out to an audience and praying that the right people will see you and act on your ad, we now are using technology and content to attract, or "pull", the right audience in.

Here's another way to look at it.

Think of the first page of Google search results as your battleground. The war you are fighting is to OWN that entire page of search results for your winery, product, or company. There are 10 possible "natural" search results and 8 right + 2 top "paid" search results available. However, you only have one website, so how are you going to fill the other slots. Here's how:

**Know your own brand, who your competition is, then use SEO, SEM and Social Media to beat them!**

### 3. What does my Brand Mean?

This sounds like the most basic question a wine brand could ask, right? Well, it is. But it is also the most commonly overlooked, and potentially most lethal. The fact is, it is nearly impossible to build a sustainable business plan unless you have the solid branding foundation for your marketing plan.

When you identify your brand, the first question you want to ask is, "What is my unique selling proposition?" This could be that you have the only winery that has access to a clone of a certain varietal, or that your winery supports a certain charity. This branding is going to differentiate you from the other 500 wineries in California and 5000 in the world. You should also answer the question, "Why would I buy my wine?"

This is the hardest part of the plan. Once you are able to answer this question, the rest will be easy.



### 4. Identifying and Beating the Competition

Now that you know what your brand means, you should distill your branding message down to 5 or 10 KEY WORDS. This could be something like "Napa Valley Merlot".

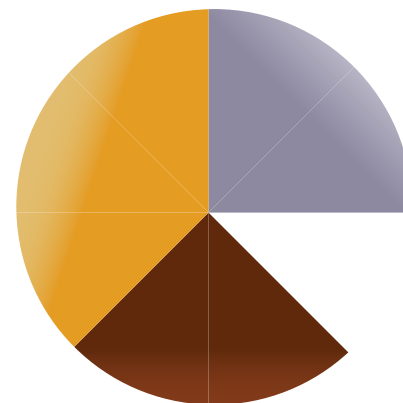
Enter these keywords into a "Search Marketing Intelligence" portal such as KeyWordSpy ([www.keywordspy.com](http://www.keywordspy.com)) or SpyFu ([www.spyfu.com](http://www.spyfu.com)) to research invaluable information such as: average cost per click for your keyword, paid competitors and organic competitors. At these sites, you are also able to view your competitors' ads, how much they are spending on advertising, and then click through to their sites to see how they are utilizing SEO and SEM techniques to get in front of customers in search results.



## 5. Sample Direct to Consumer (D2C) Marketing Plan

### 1. Know Your Company

- \* Target Audience Demographics - M/F, Age, Location, Price Sensitivity
- \* Your Unique Selling Proposition (USP) - What does your brand stand for?
- \* Know Your Competition
- \* Your Goal is to Beat Them.



### 2. D2C Sales and Marketing Plan (does not include 3-tier distribution)

Goal is to create intimate 'experience' with consumers and your brand; sell wines direct via following channels:

#### Online

Via social media, ads, articles, newsworthy/informative outbound emails. Must OWN SEARCH for your niche, not just in Google, but also in Yahoo, Twitter, LinkedIn, Facebook, MySpace, Flickr, YouTube, Delicious, StumbleUpon, and Wine-Specific Networks.

Look at first page of Google search results as your battleground. Win the war!

#### Ways to win in "Natural" Search

1. Optimize your website (via inbound links, tags, fresh, relevant content)
2. Press Releases/PR (PRWeb, PR.com, PitchEngine.com)
3. Alliances/Social Media (Like Twitter, LinkedIn, Facebook, K&L, Snooth, AppellationAmerica, WineTwo)
4. 3rd Party Microsites

#### "Paid" Search

1. Google AdWords
2. Yahoo Overture, WordTracker, Ask.com, Bing
3. Display ads on Facebook, WSJ.com or other targeted sites.

#### Tips

- \* Decide on specific products and run ad word campaign. Set daily budget to test conversions. What are you willing to pay for acquisition?
- \* Buy Competitors key words. Report on success. The quantity of friends, fans, placements in search results should all be quantified and tracked.
- \* Don't just link back to your homepage. Link to a page with a special offer or a purchase is just 1 click away!

#### Property

Tasting Room, private tours and parties. People remember 2-3 things about their visit. Make it memorable.

#### Elsewhere

Host tasting events, sponsor gallery openings, be creative!

## 6. NexGenWines Tips for Success

1. For SEO, five factors do approximately 70% of the work.

1. Well optimized code
2. Well Optimized Metatags
3. Header Tags, Alt tags
4. Keywords in the URL
5. Backlinks to the site

2. Website Analyzer and MetaTag Generator  
[freewebsubmission.com/web-page-analyzer.html](http://freewebsubmission.com/web-page-analyzer.html)

3. Submit Site to Search Engines  
[submitexpress.com](http://submitexpress.com)

4. Monitor your Google Page rank by downloading SEOquake extension for Firefox, or by Googling "Google page rank checker"

5. Create presence in Every general Social Media site (Including Twitter, Facebook, MySpace, LinkedIn, YouTube, Flickr, StumbleUpon, Delicious, Digg, ASW, Decayenne, Spire)

6. Monitor Presence in all Wine-Specific sites - Scrugy, Snooth, AppAmerica, etc

7. ENGAGE - Comment on wine blogs and participate in wine forum discussions

8. Create a Wordpress Blog

9. Submit to [Alexa.com](http://Alexa.com)

10. Set up Google Alerts on your company's name. Once an alert is set up, every time a directory picks up your link or a blog picks up your article or the company does a press release, Google will pick it up and deliver it into your mailbox. The larger the number of alerts the more your SEO company is working.

11. Use a tracking account. Google Analytics is free and is improving with feedback. Ask your SEO company to set up tracking in analytics and get your account id and password so that you can check occasionally.

For SEM, open an AdWords account  
[adwords.google.com](http://adwords.google.com)

12. Then use Google's Search-based keyword Tool ([google.com/sktool](http://google.com/sktool)) to research other key words, search volume and create a budget

13. Create banner ads and create targeted ad campaigns on Facebook

14. Buy or rent targeted email lists and send informative blasts to convert new buyers

15. Join affiliate networks (like [linkshare.com](http://linkshare.com)) to re-sell your product on their sites..

Finally, if you would like a report card of your current Internet footprint, and detailed proposal for how to WIN at Internet Marketing, please contact NexGen-Wines.



**nexgenwines**  
new media consultants  
888.263.3091