

Customer Contact Innovations for Wineries and Vineyards

AKA Customer Relationship
Management (CRM)

Who is the most important person
for your business?

YOUR CUSTOMER

Remember it is easier
and cheaper to keep
customers happy then it
is to get new ones!!!!



So what can you do to keep
them, grow them, and extend their
LTV (life Time Value)

- Employee sound CRM principals
Tell your story
Add value

What is CRM?

Simply put, CRM is putting your
customer at the heart of your
business.



Start with the Strategy



Decide which customers or segments to target.
Develop sensible customer acquisition, retention and development plans

Collect the Data

Across all customer touch points:

Tasting Room

Website

Phone

Offsite visits

Social media sites

Your goal is to build a 360 degree view of your customer

which will enable you to improve the quality and satisfaction of each customer interaction and maximize the profitability of your customer relationships.

Best case is to have a Customer Contact Database, POS and E-commerce solution that automatically feeds info into your database.

Build Relationships

Part of that process involves developing a "relationship" with your customer. How your customers define that relationship will vary. Identify what is important to your customer and speak to this area!



Build Relationships part 2

Make sure that the systems you use can talk to each other

so that you can talk to your customer



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Some practical tactics you should employ

- Follow up on purchases no matter where they are made (either virtual or from your physical site) with a personalized thank you note.
- Acknowledge your best customers by interacting with them.
- Be available and engage where your customers and potential customers are.
- Humanize your brand by understanding your customer.
- Engage at the point of need
- Add value beyond the sale

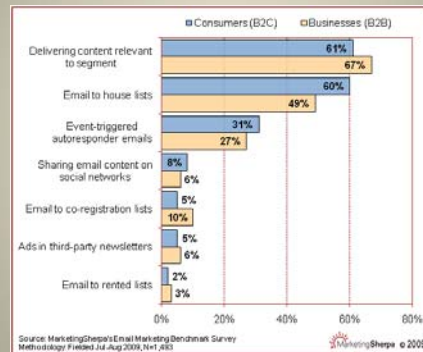
How to collect the data

- Website
 - Email signup form link on every page
 - Set expectations for the value you will add in your emails
 - From online purchases
- Tasting Room
 - Sign-up forms
 - At the point of sale
 - Wine Club sign-ups
- Social Media

Now start talking to your customer

- Email
- Telesales
- Social Media
- And in person

What Works in Email?



Email Best Practices

- Create a Calendar
 - Have a detailed plan of what you are going to email and when
 - Give your self time to produce the best possible out reach you can
 - Makes sure that you are going to do it

Email Best Practices

- Use the Power of Personalization
 - by simply starting your email with "Hi [subscriber_name]" instead of the boring "Hi there", you can increase both your reading and click-thru rates by up to 650%. Why? Put simply, it's because your subscribers feel like they already have a relationship with you as you've addressed them by their first name.

Email Best Practices

- BUT!
 - Know more then just their name know what they expect and want!

Email Best Practices

- Have a call to action
 - What do you want your customer to do
 - How does this email help them

Email Best Practices

- Use plain, bold, blue text link - as opposed to a banner or button
 - if you're going to include links in your emails, make sure they are bold, blue and underlined. This will mean that more subscribers click through, meaning more conversions/sales for you.

Email Best Practices

- Tuesday and Wednesday = Success
 - this is when people are more receptive to communication. This means that they are more likely to read your content and click on links resulting in SALES. Mondays, everyone is still recovering from a hectic weekend. Thursday and Friday, people are already too busy looking forward to the weekend. Our experience shows us that the best time to hit send is around 2-3pm (PST) on a Wednesday.

Email Best Practices

- Drip-Emails Automate it!
 - An auto responder is an email that is scheduled to be sent at a certain time interval after someone subscribes to your mailing list.
 - This keeps them engaged and interested.
 - Great way to use a bounce back offer to convert the lead into a customer.

Email Best Practices

- Be Brand Consistent
 - Make sure you keep the look and feel consistent from email to email.
 - Will help you to maintain and strengthen your brand.
 - Create a template for your newsletter and whenever you need to create a new issue, use that template as the basis for each issue.

Email Best Practices

- Make it easy to Share
 - Include the ability to forward to a friend
 - When appropriate include social sharing

Email Best Practices

- Don't forget to sign it!
 - Always include a signature at the bottom of your emails.
 - Easiest ways to attract more traffic to your website.
 - Should include your personal details, your company details, and an unsubscribe link. You can use your signature to link back to your website, and even to other products.

Strategies: Prospects

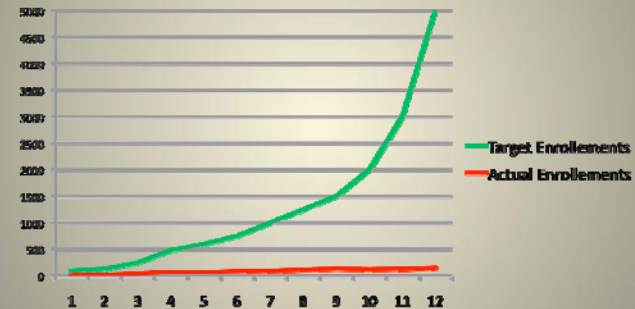
- Strategy: convert list subscribers to buyers
- Consistent *monthly* email communication – with relevant offers (i.e. Know your customers)
- Conversion strategies:
 - New email registrants receive x% off first purchase
 - Gift purchase shipping
 - Segment list to find consumers' sweet spot: test subject lines, offers, length, content, etc.
 - Use discount ladders

The 9 Biggest Mistakes in Relationship Marketing

1. No enrollment
2. Not having permission
3. Assuming people remember who you are
4. Thinking "BLAST" instead of "RELATIONSHIP"
5. Loss of interest
6. Make it hard
7. Dollars don't solve everything
8. All about the brand
9. Writing like a used-car salesman

No Enrollment

- You can't have a program if no one shows up



MISTAKE: NOT HAVING PERMISSION

Before you can send any email-marketing material, you must have permission from every single one of your recipients. If your initial reaction to that statement was, "but what if...," then stop

MISTAKE: ASSUMING PEOPLE REMEMBER WHO YOU ARE

- If you forget about your customers, they'll forget about you too



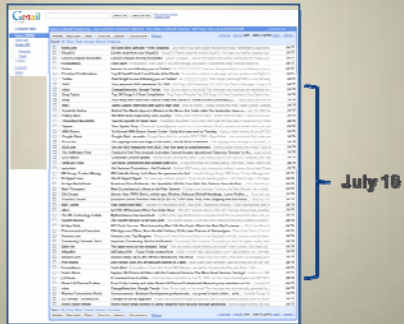
Hi!



Remember us?

Loss of Interest

- If it's always the same, people forget why they even signed up in the first place



MISTAKE: THINKING "BLAST" INSTEAD OF "RELATIONSHIP"

We cringe when someone asks us if we can help them "blast" an email out to people. The word "blast" should only be used in reference to missiles and tanks. When is the last time you blasted a relationship?

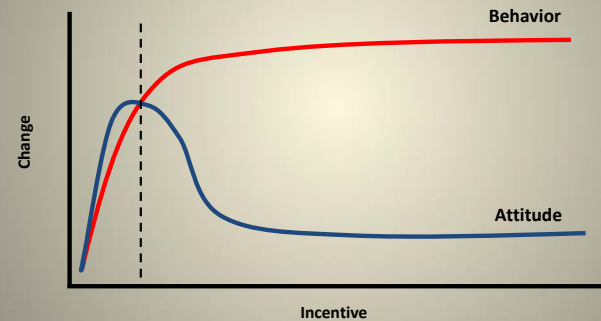
Make it hard

- If it's difficult to enroll or continue, your customers are history



Dollars Don't Change Everything

- Incentives can change behavior, but don't always change attitude



All About the Brand

- Customers are part of too many programs to keep track of, so yours needs to do more



MISTAKE: WRITING LIKE A USED-CAR SALESMAN

Remember your selling wine, not a Chevy Cavalier!

Don't use pushy sales copy, like "BUY NOW!!!!" or "LIMITED TIME OFFER!!!" in email. It's obnoxious.

Spam filters will penalize you for using what they consider "spammy" content.

Some 3rd Party Email Services we like

- Vertical Response
- MailChimp
- Exact Target
- Constant Contact

WHY?

Because you can measure and manage



PICKUP THE PHONE

- The wine business is as much about relationships as it is about wine!!!
- You are not selling "ShamWow"
- A personal connection sells wine
 - You will be surprised at the power of a phone call



Tele-Sales best practices

- Timing is everything.
 - It's important to communicate when the customer is receptive to hearing the information you have to offer.
- Profile customers.
 - Tailor a call that is specific to the customer's interest or need. ask probing questions like, "Do you drink reds or whites?" Or, "What are you drinking lately?"
- Be attentive
 - listen and then cater your approach to the specific customer. Listen for information and feedback, such as lifetime events, upcoming plans, etc. Capture the info and follow up and offer great customer service that is pertinent to their lives.

Tele-Sales best practices

- Create a schedule and campaign
 - Know what, when, and how you are going to sell
- Take notes
 - Of when you called, who made the call and any important things you discussed
 - Ask them how they like to be contacted

Leverage Social Media

Emerging Channels for Lead Generation in 2010*
According to US Technology Marketers (% of respondents)

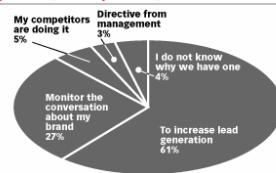
Social media	74%
Virtual events	39%
Mobile channels	34%
Other	10%

Note: *and beyond
Source: Unifair, "The Future of Tech Marketing," provided to eMarketer, May 25, 2010

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Main Reason for Implementing a Social Media Strategy According to US Marketing Professionals, April 2010 (% of respondents)



Note: n=253
Source: R2integrated (R2) provided to eMarketer, April 14, 2010

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Questions

THANK YOU

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