

A Prescriptive Approach to Social Media

Moderator: Laura Levy Shatkin
President, WinePeeks.TV – Panel Chair
theWineMagnet.com

Panelists:

Tim Elliott (Acan Media and Winecast.net)

Evan Cover (CEO Cruvee.com)

Agent Red (Founder, The Wine Spies, LLC)

Shana Ray (Social Media Consultant, shanaray.com)

This Panel Will Cover: Various Phases of Social Media

- **Front End:** Content Laura: WinePeeks
- **Prescriptive Approach--** successful utilization of various social media tools, case studies, examples
Tim: Twitter
Red: B-2-B networking
Shana: Blog/media
- **Back End:** Measuring, monitoring, tracking results
Evan: CruVee



Why Social Media for Wine: Recommendations Rule

*Wine is a “recommendation-centric” product

QuickTime™ and a
decompressor
are needed to see this picture.



Why Do We Go Online Today?

Less to Buy-- More to Connect

Reason:	%
To Connect to Others	92
To Share Information	86
To Discuss	76
To Voice an Opinion	62
To Buy Things	33
To Compare Prices	28

KEY POINT:

Digital Social Media allows marketers to finally move from “promoting” and “educating” to engaging in dialogue and conversations with consumers.

****The tools of social media are simply a handy vehicle to do this****

Source: MediaPost.com Behavioral Insider, July 2009



Shift in Marketing Budgets to Online Dollars in line w/ Social Media Trends

Social Media is the vehicle to spread the good word

QuickTime™ and a
decompressor
are needed to see this picture.





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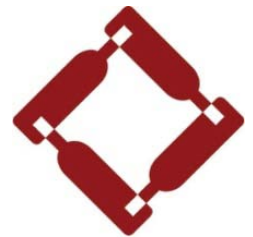
Twitter Best Practices

Panelist: Tim Elliott,
Winecast, Acan Media

twitter



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Twitter Best Practices

- Listen to your customers already on Twitter
 - Twitter search
 - HootSuite, TweetDeck, Seesmic Desktop, Bit.ly...
 - Google Alerts, Cruvee, Techrigy SM2...
- Brand your presence with customized background
- Follow the Twitter wine community
 - winetwitter.blogspot.com, Wefollow.com, Mr Tweet...
- Ask questions, be helpful and authentic
- Announce events, specials & contests
 - But not all the time; “10:1 rule”
- Cross promote with your Facebook page



Case Studies



Home Profile Find People Settings Help Sign out



Chris Brogan
advises businesses,
organizations and
individuals on how
to use social media
and social networks
to build relationships
and deliver value.



chrisbrogan

Follow

Wish MTV were better? Follow
@rossmartin1

about 2 hours ago from Tweetie

Had a great night at Molly Malone's in Bards town, KY.
Amazing Irish place.

about 10 hours ago from Tweetie

@zagrimes – evidently we're lost en route to **@JasonFalls** 's
thing with SMC.

about 13 hours ago from Tweetie in reply to zagrimes

@lconic88 – thanks and August 24th. :)

about 14 hours ago from Tweetie in reply to lconic88

@mavhemstudios – feel better

Name Chris Brogan
Location Boston, MA
Web <http://chrisbroga...>
Bio President, New Marketing Labs, a social media agency and education company. Email: blog at chrisbrogan dot com

84,626 **following** 85,189 **followers**

Updates 44,756

Favorites

Actions
block chrisbrogan

Following





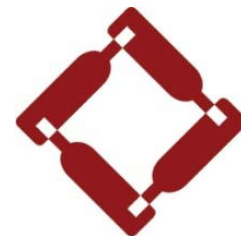
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Agent Red: Wine Spies

B2B Social Media Strategies

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B2B Overview

- Introduction
- Introduction to B2B Success for Wineries
- Building business connections to build consumer connections
- Describe, in brief, the concepts below



Your Social Media Identity

- Consider maintaining separate identities for a business to business persona and for a consumer-facing persona
- Develop an authentic voice
- Be transparent and clearly identify yourself by position
- Strive to adapt your voice to each of the venues



Evaluate the Effectiveness of Your Competition

- To understand your own comparative standing in the social landscape
- To reveal new strategies for your brand
- To gauge customer reactions to their social messages

More Evaluation

- Evaluate your own effectiveness
- Monitor and critically listen to industry conversations about your own brand
- More

Create 'coopetive' Opportunities Via Networking

- Demonstrate your own willingness to help others, without expectation of the same
- Encourage open dialog and elicit suggestions and feedback on all areas of your business
- Ask your competitor to:
 - ✓ Recommend that their own customers join your social conversations and offer the same to them
 - ✓ Trade promotional notifications like coupon codes, specials. Tailor a exclusive promotion to the competitor's audience
 - ✓ Join your affiliate program

Social Venues for B2B

- <http://www.openwineconsortium.org> [find wine business-specific groups here]
- <http://wineandhospitalitynetwork.com/> [find wine business-specific groups here]
- www.linkedin.com [find wine business-specific groups here]
- www.facebook.com [find wine business-specific groups here]
- www.twitter.com
- <http://www.winetwo.net/>



Summary and B2B Success Checklist





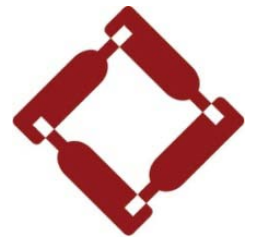
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Leveraging the Power of Social Media

Panelist : Shana Ray,
Consultant

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Real Power of Social Media

- Wine is meant to be shared
- People are already talking about wine online
- YOU now have the power to influence what they are saying

One Hour a Week

- Befriend bloggers/consumers on Twitter and listen to what is being said about your brand
- Send out useful links, articles, images, etc. to create brand awareness (Make sure to respond to replies)
- Listen: Google Alerts/Twitter Search
- 15 minutes each workday

One Hour a Day

- Establish real relationships with bloggers/consumers, send out samples to bloggers
- Befriend them on Twitter, create a Facebook Brand Page
- Follow/comment on their wine blogs, invite them to your winery or booth at wine events, actually take the time to get to know them
- 30 minutes at beginning and 30 minutes at the end of the day

A Part of Everyday Life

- Create a social media marketing strategy
- Discuss Social Media in every interaction with consumers: tasting room, email blasts, website home page, all marketing communications and everyday conversations
- Use TweetDeck or Seesmic Desktop to manage networks and searches, keep tools up without letting them over-take your life
- Social Media contests and blogging events create memorable experiences for bloggers/consumers



Scharffen Berger: Case Study

- Blogger tasting events/outreach for the Chocolate Adventure Contest





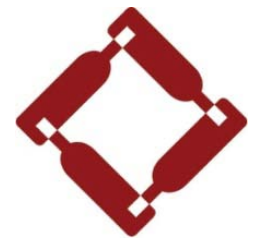
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Evaluating Your Social Media Effectiveness

Panelist: Evan Cover, Cruvee

cruvee

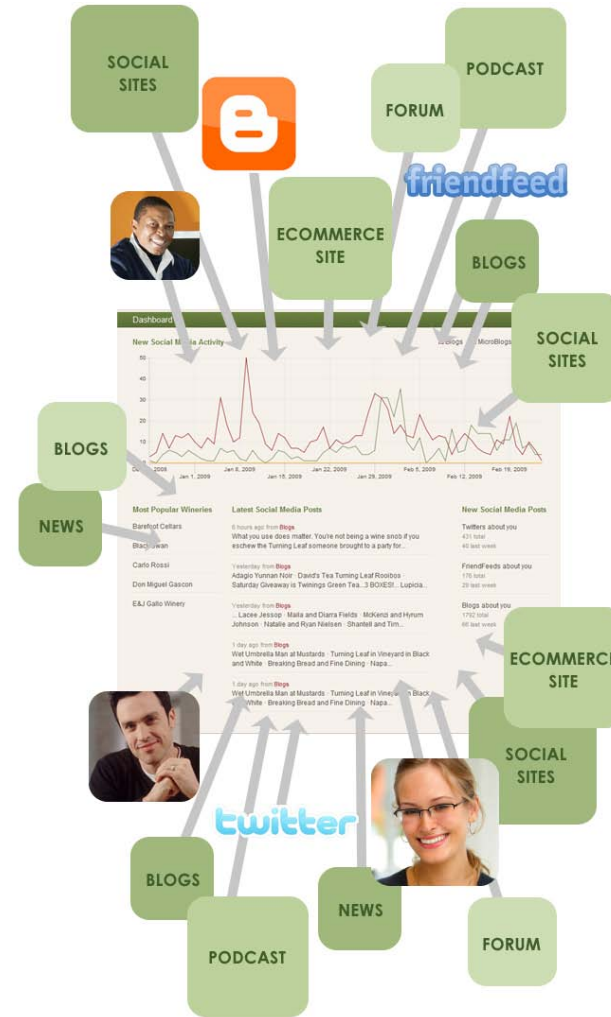


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Reasons You Should Follow Your Brand

- Over 6,000 microblog posts (“tweets”) are posted per day about wine.
- Over 3,200 blog posts/comments per day about wine from over 6,000 different blogs.
- Over 2,000 forum posts per day about wine from over 10,000 forums.
- Over 300K different users have made at least one post about wine.



To Evaluate Effectiveness, You Must:

- Monitor and Listen!

- This is your opportunity to observe and detect new and loyal customers
- Your consumers are talking with or without you
- Build your strategy around the conversations



The screenshot displays a social media monitoring interface. On the left, a sidebar under the heading 'Social Media' includes navigation options: Overview, Tasting Notes, Blogs, MicroBlogs (highlighted), and Forums. Below the sidebar is a 'Need help?' section with a cartoon character and text: 'Read our whitepaper and eBook on how to get the most out of Cruvee.' The main content area is titled 'MicroBlogs' and shows a list of posts. Each post includes a user profile picture, the user name, the number of followers, the time since posted, and the text of the post. The posts are:

- BayAreaFood** with unknown followers said 26 minutes ago: Winery looks for a sipper who Twitters: Most vinophiles can swirl and sip. The [Murphy-Goode Winery](#) wants one who.. <http://bit.ly/bLNJ9> ... more
- mercnews** with 703 followers said 1 hour ago: Winery looks for a sipper who Twitters: Most vinophiles can swirl and sip. The [Murphy-Goode Winery](#) wants one who.. <http://bit.ly/Ncm2x> ... more
- mercurynews** with unknown followers said 1 hour ago: Winery looks for a sipper who Twitters: Most vinophiles can swirl and sip. The [Murphy-Goode Winery](#) wants one who.. <http://bit.ly/Ncm2x> ... more
- UTVnetwork** with unknown followers said 1 hour ago: @serenajwilliams -Join us for a wine tasting on Sunday Serena if you're near Sonoma at [murphy goode](#) winery with this guy @MurphyGoodeTV ... more

To Evaluate Effectiveness, You Must:

- Engage - The key to it all!

All Social Media Posts

thestew with 1010 followers said
3 hours ago
Tyson Grant at Parkshore Grill to host Murphy-Goode wine dinner benefiting Gateway Organic Farm 6/22. Info: <http://www.parkshoregrill.com> ... [more](#)

snoble with unknown followers said
Today
I hear [murphy goode](#) wine is absolutely terrible

TheStegg with unknown followers said
Today
[#murphygoode](#) makes some horrible wine...

twitter Home Profile Find People Settings Help Sign out

I hear Murphy Goode wine is absolutely terrible.

about 14 hours ago from web

snoble
Steven H. Noble

Tools Available-- Monitor, Listen, Engage

cruvee



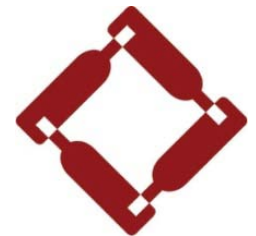
twitter

See what's happening — *right now.*

[Advanced Search](#)

Search

Google™



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