



WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

Social Media & Commerce

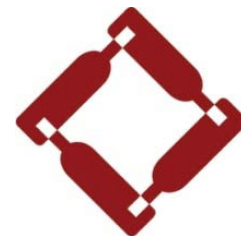
Moderator Julie Brosterman
CEO/Founder Women & Wine

Panelists:

Stephen Gilberg, CEO, & Founder,
DrinkTwits, Inc.

Philip James, Founder, Snooth
Adon Kumar, President,
Wine-Searcher.com

July 16-17, 2009 Napa Valley Marriott



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About Women & Wine

<http://womenwine.com>

- Community created through user generated content and offline events
- Constituents want to ‘share a glass’
- Biz model creating online content, promos, campaigns and other social media outreach – as well as offline events - for A-list clients seeking to connect to a niche audience ages 25-59
- Web, internet radio, i-Tunes podcasts, blogs, synergistic partnerships, Wine Valet store



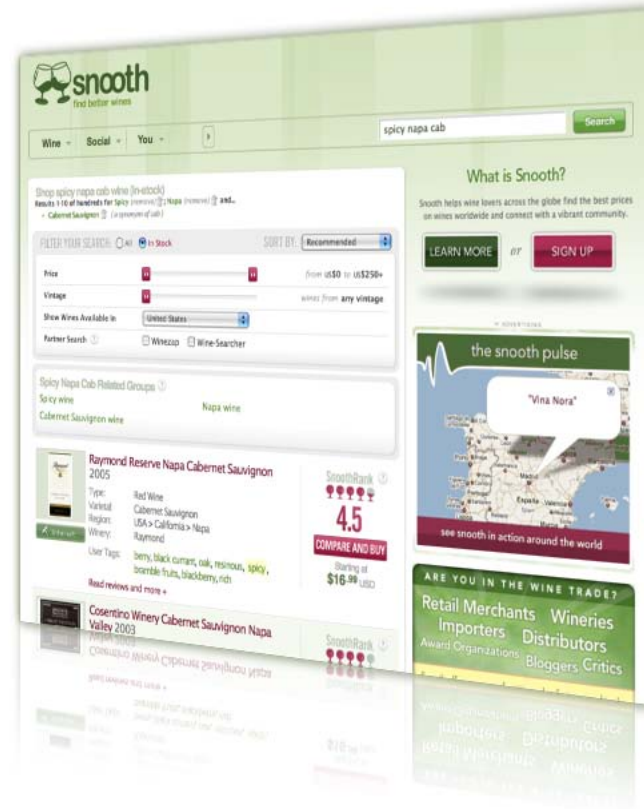
Social Media & Commerce

Philip James
CEO, Snooth



Snooth - Powering wine online

- Award winning wine community/shopping
- Partners include Yahoo, Time Inc, Conde Nast, etc.
- 150,000 registered users
- 10M uniques per month audience via API



Inverse-Groucho Marx

*“I refuse to join any club that
would have me as a member.”*

- Groucho Marx



- How do you get the first member?
- What’s the “value proposition”?



Community \neq Revenue

- Userbase is not strongly correlated with revenue:



- The community governs itself



Nurture and bake at 400 degrees

- Katerina Fake, Co-founder of Flickr welcomed the first 10,000 users by hand
- Alder Yarrow of Vinography responds to every comment on his blog and emails every commenter a thank you



What *IS* community anyway?

- You don't need to host your own community
- Instead:
 - Nurture your evangelizers
 - Give your fans the resources to promote you
 - Build trust and don't abuse permissions
 - Migrate users up the value chain





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Philip James
Snooth

philip@snooth.com

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Building a Wine Community on the Web

Stephen Gilberg
Founder, DrinkTwits & WineTwits

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Who is DrinkTwits?

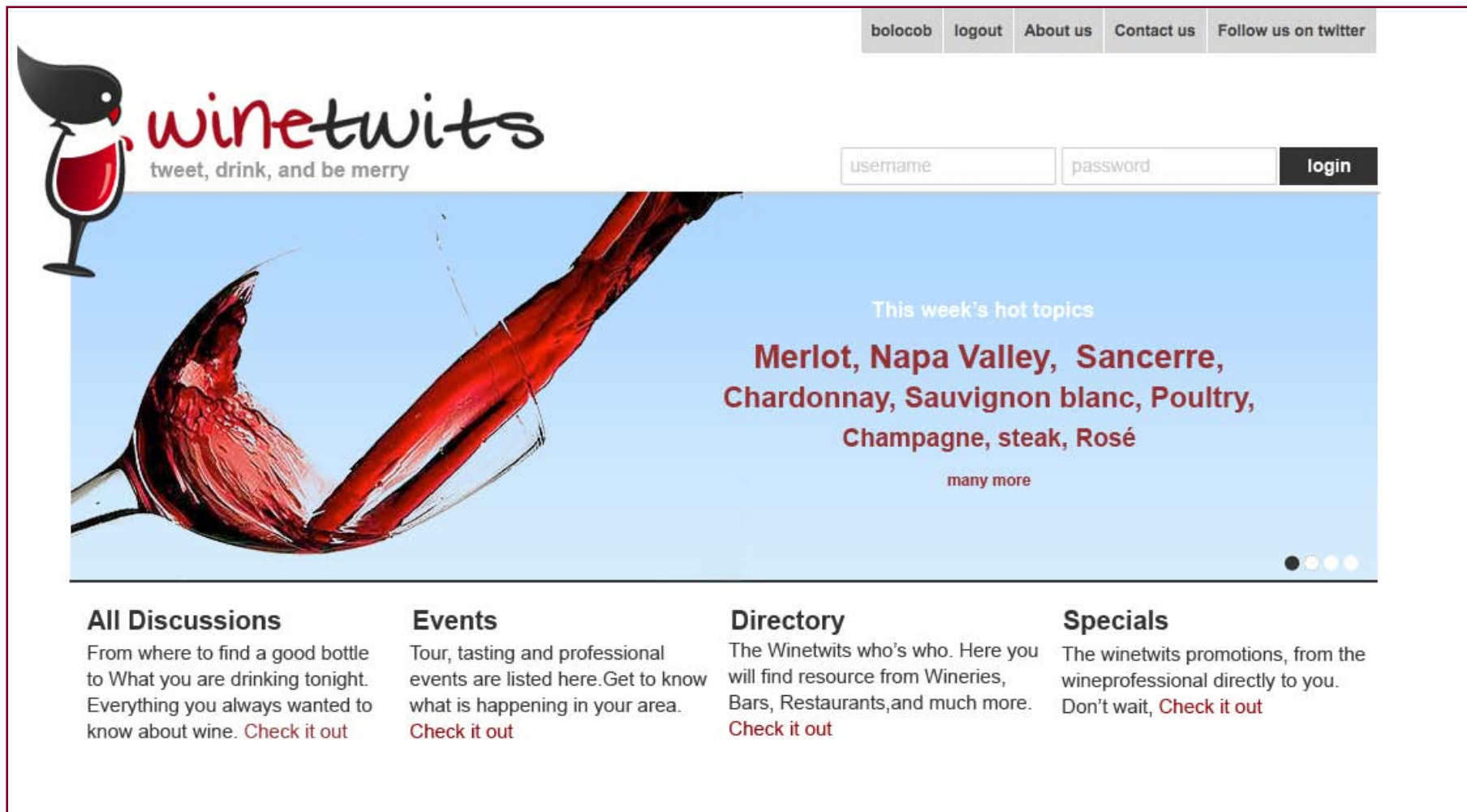
- Twitter powered platform for the wine and spirits industry
- WineTwits is the flagship brand with over 37,000 twitter followers
- Other channels include TequilaTwits, RumTwits, VodkaTwits, ScotchTwits and CocktailTwits
- WineTwits.com community website to launch August 2009



The Power of a Web Community

- Real-time customer communication platform
- Invite, listen and engage participation
- Enhance relationships with trade and consumers
- Crowd source ideas, resources and products
- Generate word-of-mouth marketing
- Analytical tools provide quantifiable results
- **Generate immediate case sales both online and off**

WineTwits: Wine Community Powered by Twitter



The screenshot shows the WineTwits website interface. At the top right, there are navigation links: [bolocob](#), [logout](#), [About us](#), [Contact us](#), and [Follow us on twitter](#). On the left, the logo features a stylized black bird with a red beak and a red wine glass, with the text "winetwits" in a red, lowercase, sans-serif font and the tagline "tweet, drink, and be merry" below it. In the center, there are input fields for "username" and "password", and a black "login" button. The main content area has a light blue background with a large image of a wine glass tilted, pouring red wine. Text on the right side of this area reads: "This week's hot topics", "Merlot, Napa Valley, Sancerre, Chardonnay, Sauvignon blanc, Poultry, Champagne, steak, Rosé", and "many more". Below this, there are four columns of content: "All Discussions" (text about finding bottles and drinking tonight), "Events" (text about tours, tastings, and professional events), "Directory" (text about finding resources from wineries, bars, and restaurants), and "Specials" (text about wine promotions and wine professionals). Each column ends with a "Check it out" link.

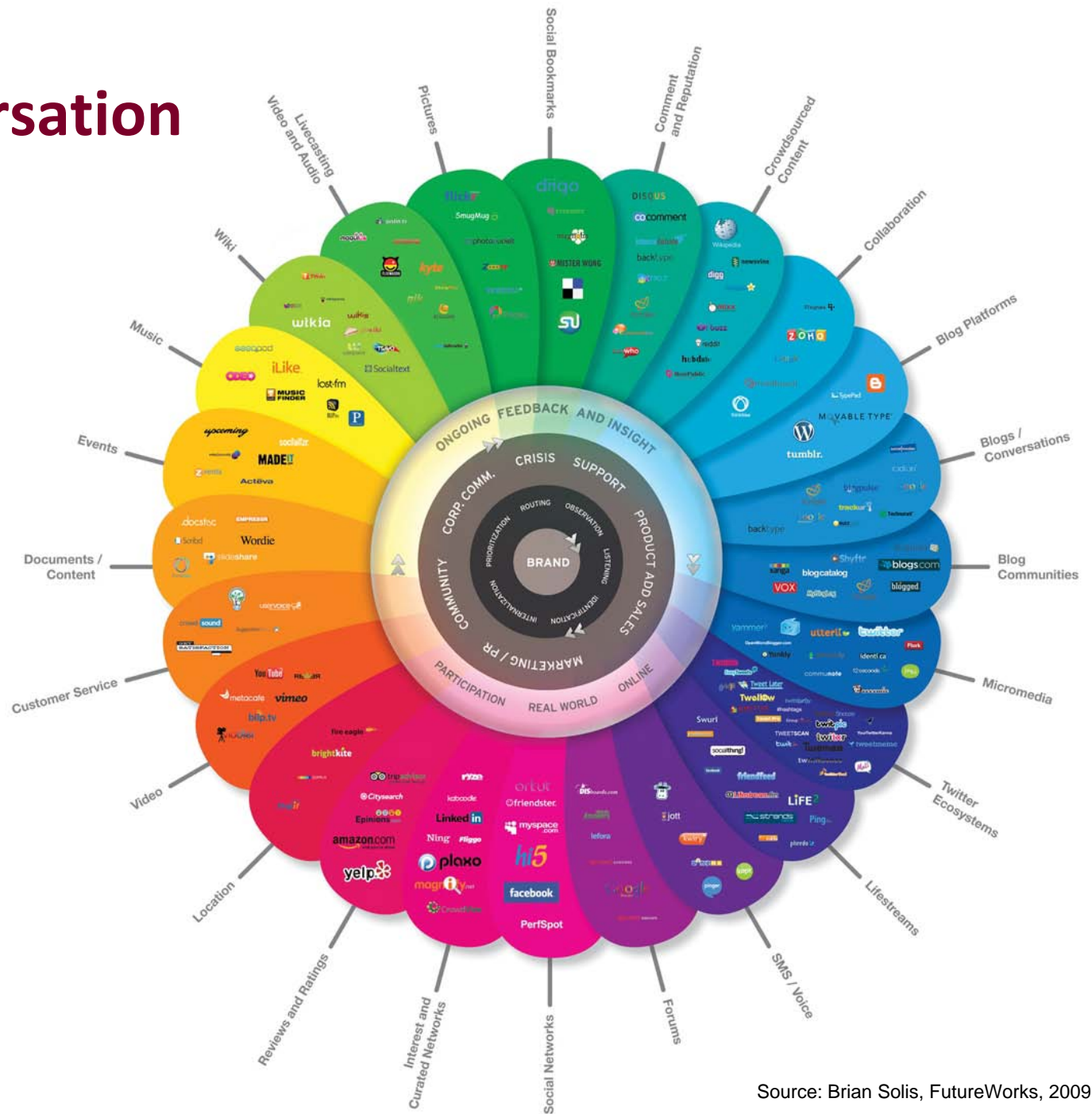
Is Using Facebook or Twitter Enough?

“Build your empire on the firm foundation of the fundamentals.”

— *Lou Holtz,
Head Football Coach*



The Conversation Prism



Stephen Gilberg
DrinkTwits & WineTwits

steve@winetwits.com

www.winetwits.com





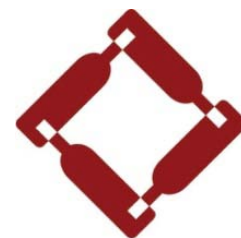
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How do you make Social Media relevant to the world of wine?

Adon Kumar
President, Wine-Searcher

July 16-17, 2009 Napa Valley Marriott



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Who we are

- Biggest & most used wine search engine
- Independent wine site
- First to bring price transparency to the wine market
- Over 14,300 merchants worldwide
- Over 3.8 million wine items listed on our database
- Over 10 years history on the internet



Wine-Searcher Community

750,000 visitors
per month

Visitors from 211
countries and
13,000 cities

55 million page
views per year

10,000 ProVersion
Subscribers

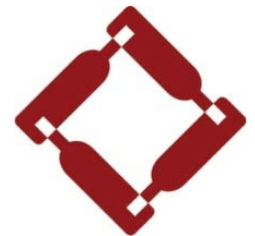
380 sponsors
and advertisers



6.5 million referrals sent
to merchants &
sponsors each year

32 million searches
per annum

Facebook Fans



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What are our users looking for?

Top 10 Searches in 2008

Rank	Search
1	Margaux
2	Romanee Conti
3	Latour
4	Yquem
5	Petrus
6	Mouton Rothschild
7	Dom Perignon
8	Lafite Rothschild
9	Cheval Blanc
10	Opus One

Of the 32 million
searches
made in 2008



How do we reach our community?

The Transition

Traditional Web 1.0

- Website
- Email
- Online forms
- E-payments
- Telephone
- Snail mail
- Conference calls



Fondly remembered?

Social Media Web 2.0

- Facebook
- MySpace
- Tweeter
- YouTube
- Bebo
- LinkedIn
- Wine Groups



The new bubble ?



Wine-Searcher's Social Media Experience

A Case Study

- Facebook Pages
- Variation in demographics – the relevance challenge
- Technical skills
- Wine expertise and content development skills
- Moderation skills – The question of presence
- Times zones and 24/7
- Ownership rights, threats and pitfalls



What we learned?

- The power of viral exponentiation
- When, how and why fans interact?
- What wine information do they want?
- Social Media Gossip and the link to our Website
- Association and intimacy
- The tyranny of distance
- Wine laws and content
- Social media and e-commerce



Making Social Media Relevant

- Purpose
- Presence/Absence
- Promotion
- Participation
- Point
- Privacy
- Moderation
- Insights/Monitoring
- Technology



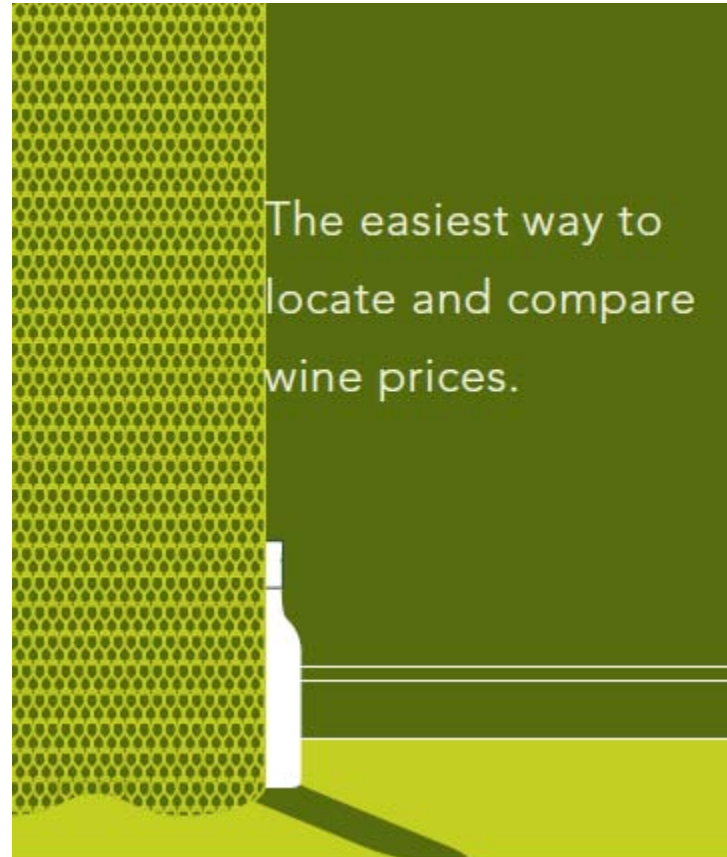
Is Social Media just another fad?



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wine-searcher.com



Email: adon@wine-searcher.com

Facebook Page: Wine Searcher

