The Six Mistakes of Wine Marketing

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Wine Marketing & Sales
What is Marketing?

- It is preparing the ground for sales
- It is planning for the future
- It is taking a strategic approach to the business
- It is focusing on the LONG TERM by definition, that is sustainable.
What is Success?

• Success is NOT making great wine!
• It is making wine and selling it at a great profit. That is sustainable.
Most Wineries:

- Have no unique selling proposition
- Have no key marketing message
- Have no written marketing plan
- Are not sustainable
- Are you?
Three Key Elements:

• Key point of difference, in five words or less. This is your message
• Continuous plan to increase audience reach via various media=market share
• Measureable goals for success.
• Do you have all three?
Marketing and Viticulture

• Both are **equally** important for every winery.
• Both require a long term plan for success.
• Both require **daily** attention; Your customers are your vines. You need to tend them and love them. Every day.
Who is Marketing?

• Everybody is doing some marketing
• Your competitors are marketing against you
• How many competitors do you have?
For the Future

• Know where the market is going--aim your programs at the future, not the past.
• Build relationships, not customers.
• You need passion—for marketing.
• How fast do you want to Grow?
• Explosive growth isn’t sustainable
• Incremental growth is sustainable but makes winemakers unhappy.
• Most wineries do this wrong.
The 6 Biggest Mistakes: Recipes for long-term disaster:

How many describe your marketing?
#6: We just need one big idea that will solve all of our marketing problems.

• There is no such thing as the silver bullet. Marketing is hard work, and you need to invest time and energy into developing different ways to reach the market.
#5 I can do this myself cheaper

- No you can’t. You can’t do some of this stuff. You don’t know how to do some of it. And you don’t have time to do the rest.
• No, it’s not. And it won’t. If you think it is, then put it on a shelf in a local supermarket and see how fast it flies out the door.
#3 I can hire a top professional and not have to think about this.

- Good idea—bad execution. Top professional marketers know a lot, and can do a lot—but they can’t help you without a LOT of your time and attention.
#2 I’ll get a 90+ rating and sit back and watch the money roll in.

- Sorry, but hundreds of wines get 90+ points each year. Yes, such a score will help your sales team and give you credibility…but if you get a lower score next year, you will lose all of that. review
#1 I don’t have time to do marketing—I am too busy growing grapes and making wine.

• You don’t have time to run your business, you are too busy playing with it.
Five GREAT Tactics for Marketing

• Each will lead you towards success. These are not mutually exclusive—do them all!
#5 Listen.
Stop talking and listen.

• Every current customer is a source of new business and new customers. But you have to listen to them to learn from them.

“Propaganda ends where dialogue begins.”
- Marshall McCluhan
#4 Tell a good story:

- Customers want to fall in love. Keep it short and to the point. What is your story?
#3 Try five good ideas:

• See which ones work, and expand them. Which ones need work? Improve them. Which ones don’t work? Forget them.
• Add 2-3 new ideas a year.
#2 Create community around your brand:

- Make your customers part of your team. Trust them. Give them the chance to make a difference in your company.
#1 Spend two hours every day doing marketing and sales:

• As a small winery, you only have time and money. Invest them both wisely—especially your time!
What is Success?

• Success is NOT making great wine! It is making wine and selling it at a great profit. That is sustainable.

• Every day, you need to find ten more customers. Or 20. Or 200. That is success.
Thank You

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