



# **The Six Mistakes of Wine Marketing**

**Paul Wagner**

**President, BALZAC**

**Instructor, Napa Valley College**

**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.

# #4 **My wine is so good it will sell itself**

- 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. review

# 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 McLuhan

## #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:**

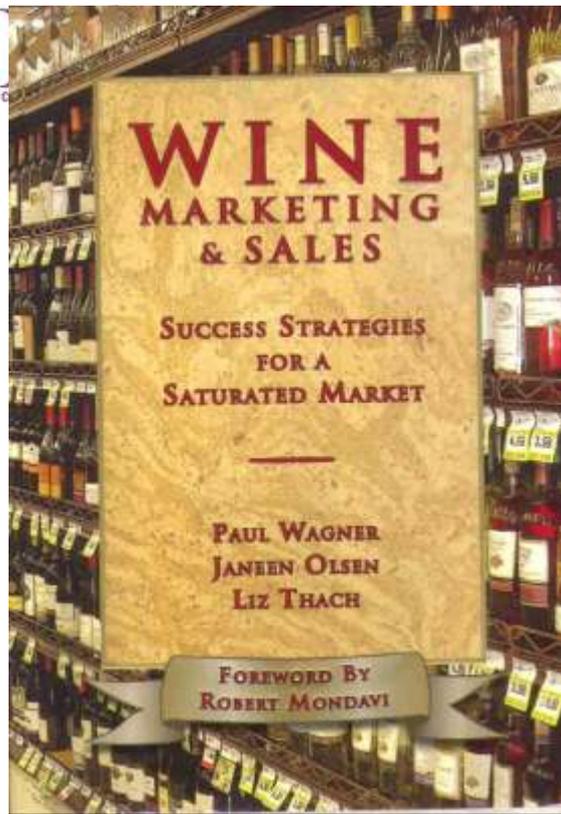
- Make your customers part of your team. Trust them. Give them the chance to make a difference in your company.

# **#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

Paul Wagner

Balzac Communications

Napa, CA