

11 DIGITAL WINE PROMOTION STRATEGIES YOU NEED TO KNOW

By [Shana Haynie](#) | 📅 July 24, 2019

Tip 6: Creating Unique Product Experiences

“Wine is a super exciting product for a digital marketer in that the motivations for e-commerce purchase can be very different than motivations you commonly see for e-commerce purchases. Yes, a wine customer appreciates convenience and value, but those two things are not always enough to motivate conversion. We took some e-commerce lessons learned by the furniture and home décor industry and applied them to our strategy on wine sales.



Don't just sell a product, combine products in unique ways to sell a feeling, an experience, a why. As part of our integrated 'Celebrate Chardonnay' program which came to life in digital, retail and on our property, we developed tasting kits of 4-5 bottles of different wines with connective backstories and promoted them as in-home tasting experiences to help our customers make time for a get together with friends.

We provided downloadable tasting mats, winemakers' notes, but mostly, an opportunity to connect with friends over wine. The results were very positive across a number of meaningful KPIs like conversion, average cart value, gift + secondary purchases, and, of course, lift in revenue. And ultimately, the in-home touchpoint brought our 360-program full circle and extended our experience offerings into the homes of our consumers.”

• **Justin Noland**, Senior Marketing Manager, DTC, [Wente Vineyards](#)