



Reimagining Your Customer Experience

“In the end, what’s most meaningful is creating positive, uplifting outcomes for human experiences and human relationships. Business, like life, is all about how you make people feel. It’s that simple, and it’s that hard.”

-Danny Meyer



Three Approaches: Focus 1

Creating Community: Hospitality & Engagement Strategies

- Ali Boyle, Alexandria Nicole Cellars
- Shae Fricette, Fricette Winery | Sashay



Three Approaches: Focus 2

WA Wine & Brand Messaging that Works

- Lacey Lybecker, Cairdeas Winery
- Bryan Otis, Matthews Winery



Three Approaches: Focus 3

Effective and Engaging Digital Media

- Brooke Huffman, The Social Sip
- JJ Williams, Kiona Vineyards & Winery



Creating Community: Hospitality & Engagement Strategies

THEMES

- Hospitality: how to hire for it, train for it, and retain for it
- Trust but verify: put yourself in your guests' shoes
- Measuring and rewarding success



WA Wine & Brand Messaging that Works

THEMES

- 5 message points to talk about #WAwine
- Each winery is a contributor to the WA Wine story
- Formalizing your mission, vision and values for your winery
- Training and education around communication is everything
- Big picture to small picture: WA Wine + your brand story



5 Key Messages to Talk about #WAwine

"Washington Wine is the Pacific Northwest in Every Bottle"

"Natural Beauty, Endless Adventure"

"Products that Change the World"

"An Inclusive Community"

"Obsession with Quality & Innovation"



1. “Washington Wine is the PNW in Every Bottle”



WINEVIT® 2024



2. “Natural Beauty, Endless Adventure”

NATURAL BEAUTY, ENDLESS ADVENTURE

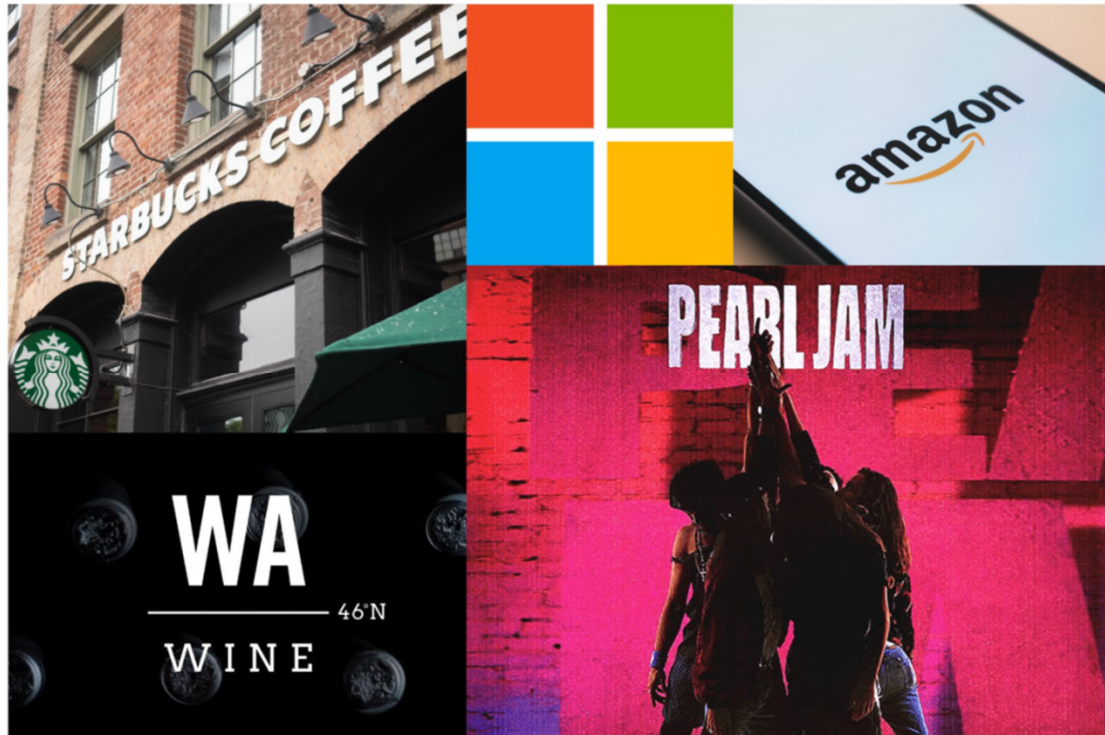
The Pacific Northwest is defined by the extraordinary and the fearlessly original. WA is synonymous with the never been done, and new ways of thinking, doing, and living that makes the world a better place.



3. “Products that Change the World”

PRODUCTS THAT CHANGE THE WORLD

WA is famous for creating concepts and products that are not only renowned worldwide but have launched global movements. WA Wine has earned its place among these influential icons.



4. “An Inclusive Community”

AN INCLUSIVE COMMUNITY

A commitment to community and fostering a love of wine for all. An inviting space for everyone and an industry focused on sharing knowledge and collective success.



5. “Obsession with Quality & Innovation”

OBSESSION WITH QUALITY & INNOVATION

Tapping science and research to push boundaries and identify opportunities; WA Wine has an unmatched commitment to quality, innovation, and state-wide V&E research to shape the future.



Effective and Engaging Digital Media

THEMES

- Identifying your target audience
- What story do you want your audiences to take away?
- Social media as a customer service channel for your business
- What are your goals for each social media channel?
- Overview and insights for social media for 2024





Digital Marketing

Reimagining Your Customer Experience
through Digital & Social Media Marketing

Social Trends

Social commerce sales grew 34.4% last year to \$53.10 billion and are expected to grow by over 20% over the next three years to reach \$107.17 billion by 2025.



Social Trends

Social media is central to the Millennial and Gen Z purchase journey.



Social Selling

Social media should educate, engage and excite followers to enjoy your wines through winery visits and online or tasting room purchases.



Social Selling

Clearly define and understand your winery's brand.



Social Selling

10x more people will see your website than your physical location.



Social Selling

Your digital channels (website, social media, Google listing, etc.) aren't a printed brochure.



Intentional Marketing

Visual storytelling is critical to capture attention.



Intentional Marketing

Identify channels that fit your winery's brand.



Instagram Effectiveness Tips

70% of shoppers look to Instagram for their next purchase.



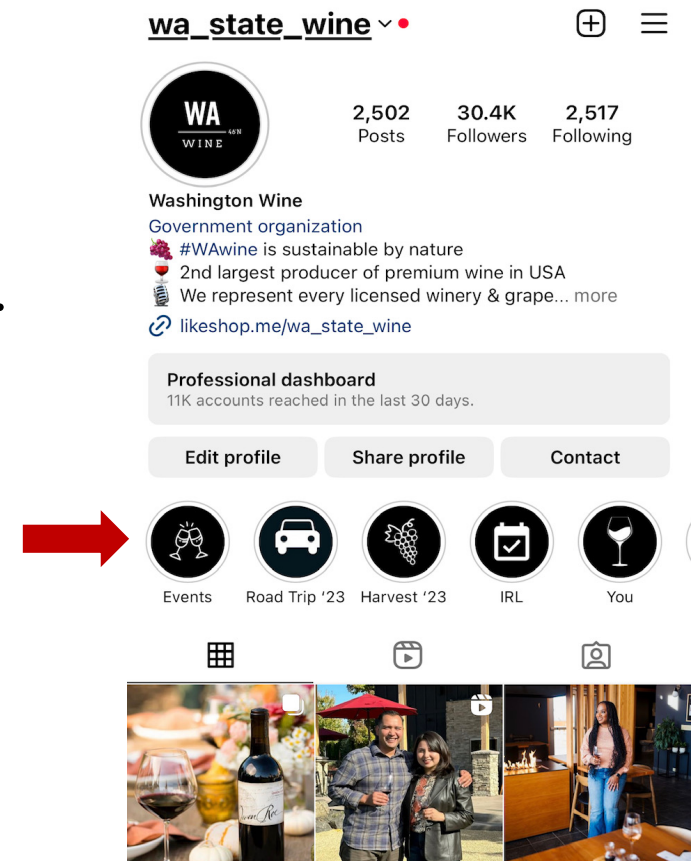
Instagram Effectiveness Tips

Use the collaboration tool.



Instagram Effectiveness Tips

Create an event highlight and keep it current.



Instagram Effectiveness Tips

Short form video, like Reels, still receive the biggest reach to new audiences.

Reels receive a reach rate of 14% while other media types see a reach rate between 9%-10%.



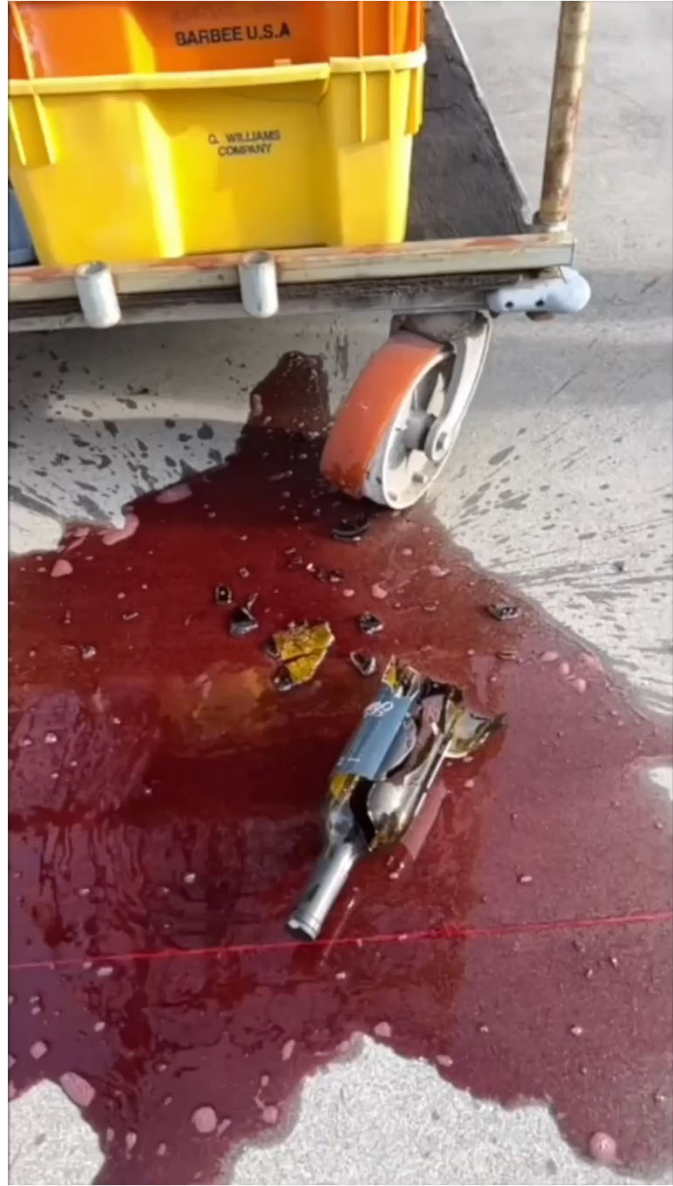


kionawine
waste.yourtime · Original audio











Artificial Intelligence

Use tools like ChatGPT to create prompts for social media posts, press releases, analyzing data and so much more.



Artificial Intelligence

Vidyo.ai starts with a video input and creates multiple pieces of useful content.



Artificial Intelligence

First certified sustainable
Washington wine grapes bottled
by select vineyards



1
LinkedIn Post (Long)



1
Email Newsletter



1
Article



Content Insights

in LinkedIn Posts



Your Name • 2nd

Your LinkedIn tagline
now

B *I* U Normal

Take a sip of this: vineyards in Washington have uncorked the first certified sustainable wine grapes. This isn't your run-of-the-mill operation, but a concerted effort towards sustainability led by standout participants like Deneen Vineyard. This second-generation family business, spanning a healthy 100 acres in the Yakima Valley, knows that good wine starts with quality grapes – they've turned this into a fine art through mostly manual processes.

The Sustainable Wash certification program, which counts Deneen Vineyard among its members, is a thorough affair. It scrutinizes everything from water and soil management to pest control, vineyard development, and basic viticulture. The certification is not a pretty decoration but a badge of honor, reflecting a deep and sincere commitment to sustainable practices.

At Deneen Vineyard, this commitment is not just lip service. They've enlisted the help of lace wings to keep mealy bugs at bay, these pests can spread leafroll virus and hamper grape ripening. They're also keeping an eagle eye on grape hydration using water meters and cutting-edge aerial technology.



Artificial Intelligence

First certified sustainable
Washington wine grapes bottled
by select vineyards

 1 LinkedIn Post (Long)

 1 Email Newsletter

 1 Article

 Content Insights

 Newsletters

B I U    Normal   

Subject Line: The Green Revolution in Washington's Wine Industry

Email:

Hello Wine Enthusiast,

Ever wondered about the journey of a grape from vine to wine? More specifically, ever wondered about the journey of a grape that is part of a pioneering sustainable certification program in Washington? Let's take you there.

Nestled in the Yakima Valley is the Dineen Vineyards, a second-generation family business that has embraced sustainability like none other. This vineyard, spanning a hundred acres, is part of the groundbreaking Sustainable Washington certification program. It's a place where quality grape production is a craft, done through predominantly manual processes.

Now, you might be thinking, what's this Sustainable Washington certification all about? It's a testament to a vineyard's commitment to managing water, soil and pests responsibly, while ensuring all around vineyard development and basic viticulture. In simpler words, it's a promise to take care of the earth while making your favorite wine.

At Dineen Vineyards, sustainability is not just a label, but a way of life. They employ innovative practices like releasing lace wings to fight mealy bugs, which can spread leafroll virus and prevent grapes from maturing. They also keep a vigilant eye on grape hydration using water meters and cutting-edge technology.

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Artificial Intelligence

First certified sustainable
Washington wine grapes bottled
by select vineyards

 ¹ LinkedIn Post (Long)

 ¹ Email Newsletter

 ¹ Article

 Content Insights

 Article

B I U    Normal   

First certified sustainable Washington wine grapes bottled by select vineyards

Wine connoisseurs and environmental enthusiasts alike will be delighted to learn about the first certified sustainable Washington wine grapes, now being bottled by select vineyards. This article explores the journey of Dineen Vineyards, a second-generation family business in the Yakima Valley, which has become a part of the sustainable Washington certification program. The certification covers various aspects of vineyard management, including water, soil and pest management, vineyard development, and basic viticulture. We will delve into the sustainable practices employed by Dineen Vineyards, the expansion of the Sustainable Washington program, the role of third-party auditing and certification, and the partnerships that make this program possible.

Introduction to Dineen Vineyards

Located in the Yakima Valley, Dineen Vineyards is a second-generation family business that spans about 100 acres. The vineyard focuses on producing quality grapes through mostly manual processes, ensuring that each grape is nurtured to perfection. The vineyard's commitment to quality and sustainability has led to its participation in the sustainable Washington certification program, a testament to its dedication to environmentally-friendly practices.



AI & Instagram - Backdrop

 BACKDROP



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AI & Instagram

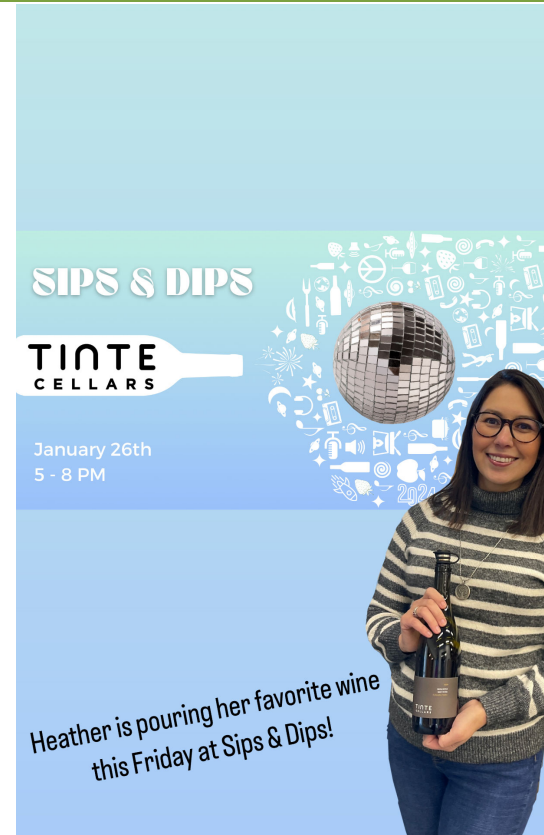


AI & Instagram - Stickers

Your stickers



CUTOUTS



Resources/Tools

Text **Wine** to (844) 939-3836 for a pdf of my go-to resources.



Thank you!

The Social Sip
Brooke Huffman



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brooke@thesocialsip.org



WINEVIT® 2024 | DISCOVER. ENGAGE. CONNECT.

Q&A

COLLABORATION IS THE KEY TO OUR SUCCESS



WA
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WINE

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