

# Weddings at King Family Vineyards

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# Business Objectives



Bring More Traffic to Website



Increase Wedding Bookings → Revenues



Expand into Destination Market





# KFV Wedding Advantages to Emphasize

- Great Value
- Ease of access from I-64, proximity to Charlottesville
- Separate indoor (non-tent) structure for weddings
- Award Winning Wine
- Beautiful Virtual Tours
- Picturesque views



# How Users Are Interacting with Your Website:

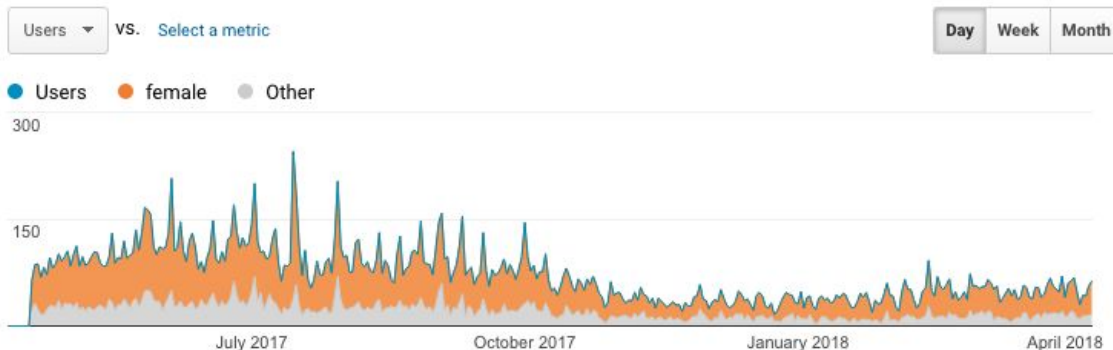
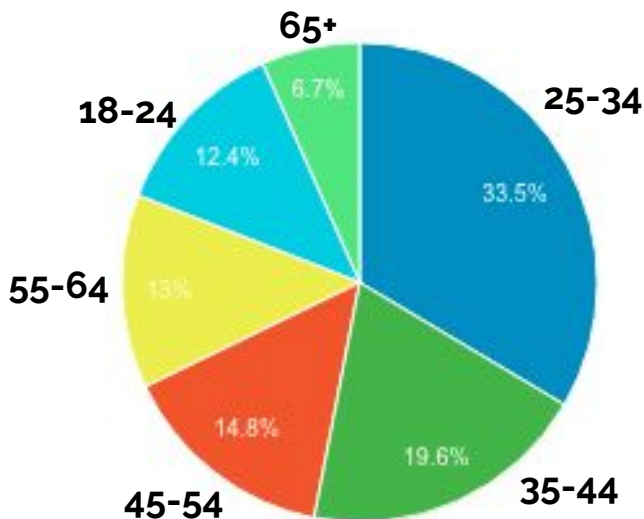
*An overview of the story told on Google Analytics*

- Key Demographic = Women, ages 25-34
- Data analyzed over the past year, April 10, 2017 - April 10, 2018
- Key Insights:
  - Potential Alumni/Destination Markets in NY and NC
  - Focus on Paid Search for increasing traffic to wedding page
  - Facebook links are popular but broken!

# Who is visiting the KfV home page?

Around 1/3 of users are between ... and women make up around 70% of those users.  
the ages of 25-34...

Age Groups



Average age of women at the time of their first marriage: **27 years old<sup>1</sup>**

**FOCUS ON:** Women, ages 25-34



# Most of these women are in Virginia

But... reach also in

- New York
- Charlotte
- Chicago

States with most UVA Alumni since 2010<sup>2</sup> :

- #1 Virginia
- #2 New York
- #5 North Carolina

City <sup>?</sup>	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
<b>Women 25-34</b>	13,981 % of Total: 14.47% (96,590)	10,744 % of Total: 11.25% (95,490)	17,342 % of Total: 12.43% (139,547)	1.23% Avg for View: 2.95% (-58.26%)	5.66 Avg for View: 5.77 (-1.97%)	00:01:56 Avg for View: 00:01:54 (2.25%)
1. <a href="#">Charlottesville</a>	3,098 (24.01%)	2,533 (23.58%)	4,393 (25.33%)	1.27%	5.12	00:01:35
2. <a href="#">Washington</a>	2,151 (16.67%)	1,760 (16.38%)	2,875 (16.58%)	1.29%	4.85	00:01:46
3. <a href="#">Richmond</a>	726 (5.63%)	644 (5.99%)	933 (5.38%)	1.39%	5.66	00:01:41
4. <a href="#">Virginia Beach</a>	540 (4.18%)	426 (3.97%)	702 (4.05%)	0.85%	4.84	00:01:30
5. <a href="#">New York</a>	461 (3.57%)	424 (3.95%)	591 (3.41%)	1.18%	6.18	00:01:59
6. <a href="#">Arlington</a>	357 (2.77%)	317 (2.95%)	441 (2.54%)	2.04%	5.78	00:02:00
7. <a href="#">Blacksburg</a>	279 (2.16%)	217 (2.02%)	352 (2.03%)	2.27%	4.64	00:01:33
8. <a href="#">Charlotte</a>	222 (1.72%)	193 (1.80%)	264 (1.52%)	0.38%	5.39	00:02:02
9. <a href="#">Tuckahoe</a>	218 (1.69%)	185 (1.72%)	296 (1.71%)	1.69%	5.45	00:01:49
10. <a href="#">Chicago</a>	197 (1.53%)	152 (1.41%)	246 (1.42%)	0.81%	5.13	00:02:01

**KEY TAKEAWAY:** Potential Destination/Alumni Markets in NY and NC

# “Weddings” page doesn't attract the most users

More traffic from Women,  
ages 25-34 going towards  
**Polo and Wine Tastings**

**Wedding related  
pages are 5th and 6th**

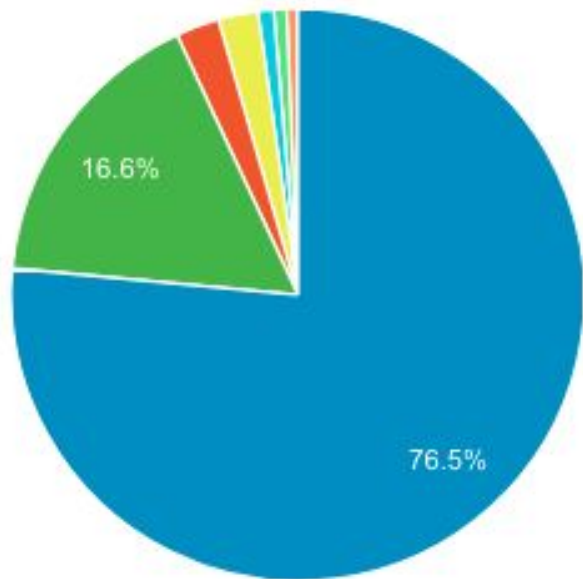
But in terms of **page views**...

- Wedding Page = #2
  - 8,240/114,163 (7.22%)
- Our Spaces = #6
  - 3,711/114,163 (3.25%)

Page	Users	Users
<b>Women 25-34</b>	<b>13,981</b> % of Total: 14.47% (96,590)	<b>13,981</b> % of Total: 14.47% (96,590)
1. /	8,926	22.33%
2. /?method=pages.showPage&PageID=D270391A-C8D2-D2F0-1A-FD-0D4BFE4AACF8&originalMarketingURL=Polo	2,585	6.47%
3. /Polo	2,070	5.18%
4. /Visit-Us/Wine-Tasting	1,981	4.96%
5. /?method=pages.showPage&PageID=FC0CFC60-9EAA-46D1-144A-C10B88F9DE81&originalMarketingURL=Weddings	1,966	4.92%
6. /Weddings/Our-Spaces	1,308	3.27%
7. /Events	1,230	3.08%
8. /Wines	1,131	2.83%
9. /Events/Upcoming-Events	1,025	2.56%
10. /Visit-Us/Directions-Hours	1,011	2.53%

# Key users who visit the wedding page...

...first find the KfV website through:



	Unique View	%
Google	1,812	76.5%
Direct	393	16.6%
theKnot	58	2.52%
Bing	53	2.24%

**KEY TAKEAWAY:** Paid Search and SEO will be the most important in terms of increasing traffic to the wedding page.



# Facebook leads key users to Weddings of the Month

Facebook has most social referrals for women, ages 25-34

AND

Weddings of the month among the most popular shared URLs...

But they are broken links!!

**KEY TAKEAWAY:** Fix broken links and promote more weddings of the month

Social Network		Sessions		Sessions
1.	Facebook	760	<div></div>	86.76%
2.	Yelp	53	<div></div>	6.05%
3.	Instagram	43	<div></div>	4.91%
4.	Pinterest	20	<div></div>	2.28%

1.	www.kingfamilyvineyards.com/	312	<div></div>	46.22%
2.	www.kingfamilyvineyards.com/?blogEntryID=99F99A3D-F2BB-219F-0A69-852E1A547659&method=blog.blogDrilldown&originalMarketingURL=blog/July-Wedding-of-the-Month	175	<div></div>	25.93%
3.	www.kingfamilyvineyards.com/Polo	101	<div></div>	14.96%
4.	www.kingfamilyvineyards.com/?blogEntryID=E8B26ABA-D5BB-07A6-FA39-A2603453ABD4&method=blog.blogDrilldown&originalMarketingURL=blog/October-Wedding-of-the-Month	33	<div></div>	4.89%
5.	www.kingfamilyvineyards.com/?blogEntryID=CEFBCFFD-B277-6F34-1D12-3A59E401B35C&method=blog.blogDrilldown&originalMarketingURL=blog/February-Wedding-of-the-Month1	22	<div></div>	3.26%
6.	www.kingfamilyvineyards.com/?PageID=D270391A-C8D2-D2F0-1AFD-0D4BFE4AACF8&method=pages.showPage&originalMarketingURL=Polo	11	<div></div>	1.63%
7.	www.kingfamilyvineyards.com/Events/River-Cruise-with-Winemaker	11	<div></div>	1.63%
8.	www.kingfamilyvineyards.com/?blogEntryID=5A6C42EF-DD4A-E3C5-5B79-58851AA2CFFF&method=blog.blogDrilldown&originalMarketingURL=blog/June-	10	<div></div>	1.48%



*King Family*  
VINEYARDS

# Our Wines

Our philosophy at King Family  
Vineyards is simple: making great wine  
requires exceptional fruit.

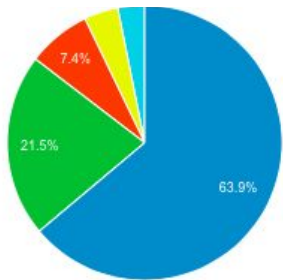
[Shop Our Wines](#)

# 3% of all users filling out a wedding inquiry on the website

In the last year... **534 people** submitted a wedding inquiry



1.	wedding-form	25-34
2.	wedding-form	18-24
3.	wedding-form	35-44
4.	wedding-form	45-54
5.	wedding-form	55-64



Users between ages 25-34 are submitting the most wedding forms.



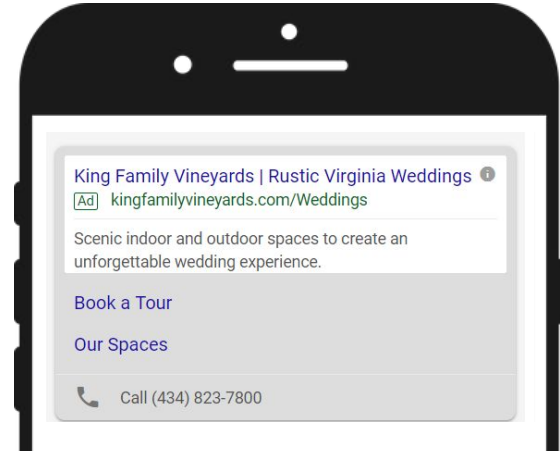
## What Next Steps Should You Take:

- Paid Search Recommendation: to boost website traffic
- Social Media Recommendation: highlight KfV advantages
- Website Optimization Recommendation: improve user experience
  - Open new tabs instead exiting
  - Fix broken links, update content
- Publish content about Charlottesville to entice destination market



# Optimize Paid Search

- Utilize Google AdWords to show Ad for certain searches
- Provide links to other useful pages
- Increased web traffic and search visibility



**BENEFIT:**  
**Increased**  
**traffic will in**  
**turn increase**  
**bookings**

Desktop

King Family Vineyards | Rustic Virginia Weddings

**Ad** kingfamilyvineyards.com/Weddings (434) 823-7800

Scenic indoor and outdoor spaces to create an unforgettable wedding experience.

**Book a Tour**

Come view our spaces.  
Book a tour today!

**Our Spaces**

Browse our scenic  
countryside views

# KFV Wedding Campaign Keywords

“Virginia vineyard wedding”

“Charlottesville vineyard wedding”

“Rustic virginia wedding”

“Scenic virginia wedding”

“Scenic vineyard wedding”

“Rustic vineyard wedding”

“Outdoor wedding venue”

“Southern vineyard wedding”

“Vineyard wedding venue”

“Beautiful vineyard wedding”



# Social media optimization

- Increase interaction with customers
- Increase indoor weddings venue content (advantage for KfV against competitors)
- Target Gen Z
- Improve King Family's ranking on Yelp
- Fix blog links and include in posts

## BENEFITS:

**Could see increased user interaction**

**Increase in referrals/advocates**

**Better visibility**



## Photos

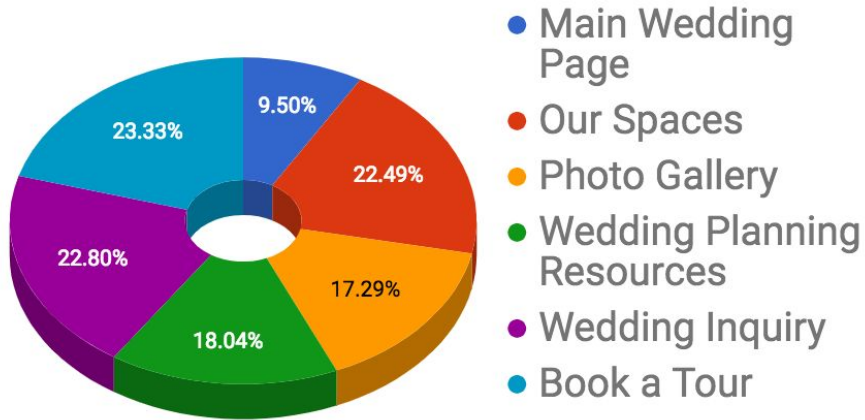


[See All](#)

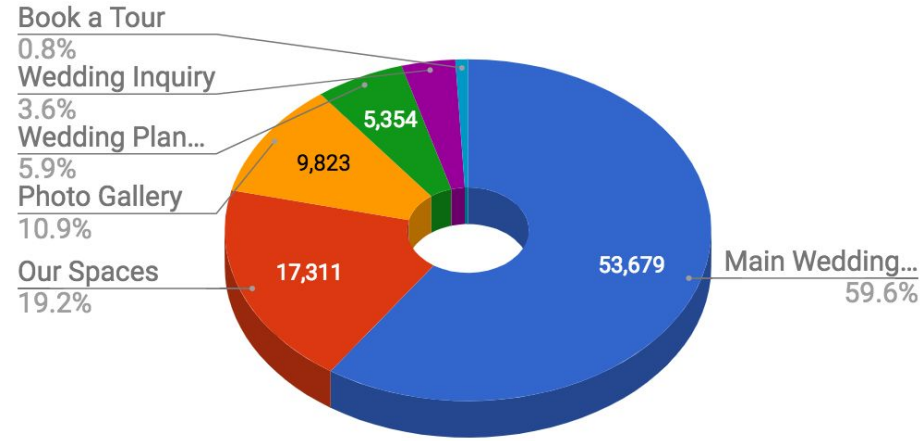
# Website Optimization

- **Our Spaces** was the most popular wedding page after the wedding home page followed by the photo gallery.

Exit Rate on Top Pages



Wedding Pages Visits



- **Our Spaces** page has a high exit rate possibly caused by many links leaving the page.
- **Photo Gallery** had high exit rate because clicking an image leaves the site.

BENEFIT: These could open in a new tab to reduce exit.



# Website Optimization

- General Site Maintenance
- Testimonials are outdated + broken links
- Home page also has broken links

## BENEFITS:

Better user experience + available info

Reflects well on business



JEN & JIM - Soft & Charming Vineyard Soirée

May 24, 2015 at King Family Vineyards



*"Beautiful venue, rustic but elegant. Absolutely gorgeous mountain and vineyard views. Able to have ceremony outside (as well as cocktail hour since we had such great weather) and reception held indoors. Simple but classy ballroom. Easy to coordinate with staff and with other vendors. Catering staff loved working here."*



LESLIE & JEFF - Family-Focused, DIY Vineyard Wedding

March 22, 2014 at King Family Vineyards



# But overall The Website is Accomplishing its Goals

- Users are contacting KfV to inquire about weddings and book tours
- KfV is booking a large number of weddings each year

But how do we expand our potential customer base and make KfV a destination for weddings on the east coast?

- *Highlight our comparative advantages!!!*





# Highlight Tourist Destinations outside of the Vineyard

- Destination wedding-goers want more out of their weekend than the wedding
- The website should display popular tourist sites and dining experiences in the Charlottesville area
- Examples
  - Monticello
  - University of Virginia Grounds
  - Downtown Mall
  - Shenandoah National Park
  - Skyline Drive





# Thank You!





# Any Questions?

