



Liquid Art Winery

Client Strategic Plan

Strategic Communications Strategy & Planning



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Current Landscape

Organization:

Liquid Art Winery
Manhattan, Kansas

Owners:

David Tegtmeier
Danielle Tegtmeier

History:

Liquid Art Winery was founded in 2014 and comprises a 20-acre Estate vineyard, tasting room, full-production winery, and event center. The groundwork for creating Liquid Art Winery's estate began in August 2015 by completing the Kansas State University Entrepreneurship Accelerator program to help launch their business.

Liquid Art Winery's event center opened in April 2016, and its tasting room opened in July 2016. David then launched a sister vineyard development and management company, partnering with local landowners to convert their property to vineyards.

Since January 2018, they have accomplished new land preparation, irrigation installation, trellis development, and grapevine planting on ten additional acres of vineyard and approximately 100+ acres on Liquid Art Winery's estate and satellite properties over Kansas.

The Dave & Dani Craft Cider was created in January 2018 and became a huge success. Due to increased demand and crop production with the vineyard expansions, a 9,000sf winery production facility expansion took shape.

David and Danielle work closely with Kansas State University, particularly the National Strategic Sales Institute program, to provide internships to students.

In 2019, artisan pizzas and winery-hosted events such as live music and wine release parties, weddings, and other private events in the Event Center became enjoyable additions to Liquid Art Winery.

Organization Analysis:

Liquid Art Winery has three things that set them apart from its competition. First, the unique topography of the Kansas Flint Hills plays a vital role in the growth of the grapes. The vineyard is planted on the hillsides, giving the grapes more sunlight during early spring and late fall, which allows the grapes to ripen fully. Next, the soil was one of the deciding factors for the winery's vineyard planting on Wildcat Creek Rd in Manhattan, KS. Burgundy and St. Emilion are European locations with similar calcareous and mineral soils. Many need to learn that similar grounds in the Flint Hills aid in the growth of grape roots. Finally, Vitis Vinifera grapes, such as Cabernet Sauvignon and Chardonnay, are the primary grapes planted. Liquid Art planted a 10-acre Estate vineyard of 7,000 grapevines in 2015 and added another 10 acres in 2018.

"Liquid Art Winery and Estate owners are planning to build a new home, an amphitheater, cabins, RV parking, and event space on their property. However, their neighbors have expressed concerns about the activity level," said Lucas Boland of *The Mercury*. Residents are concerned with their properties' traffic, construction, dust, noise, and safety. The resident's concerns could prove challenging for Liquid Art Winery's plan to expand their estate and business markets. Liquid Art Winery can reach out to a specific demographic of Manhattan residents--college students. Through primary research, our team was able to gauge students' interest in the winery. More than half of survey respondents said they had never been to or heard of Liquid Art winery due to their lack of student engagement and marketing. Students within Manhattan said they would be motivated to visit Liquid Art Winery if there were more student-focused events throughout the summer season.



Current Landscape

Part One

Current Status and Competition:

Another strength of the winery is its website. It has a calming theme and is easy to navigate. They have multiple tabs, from what makes them different from their competition to menu items and events like upcoming graduation reservations and a Mother's Day picnic.

Unlike their website, the winery's social media, specifically Instagram, leaves you expecting more. The Instagram posts do not cater to a specific demographic or theme. Their posts are not easily identifiable as brand, product, or event promotions.

Competition within and surrounding Manhattan, KS are from local breweries such as the *Manhattan Brewing Company*, *Tallgrass Taphouse*, and *OZ Winery*. Although each brewery and winery are exceptional in their way, Liquid Art Winery tops the category in every review site. They have guests leaving many positive comments, such as "This would be my top pick to visit in Manhattan. This winery has excellent views from the top of the hill, overlooking the grapevines. The outdoor dining is the best way to see this, but the inside also has expansive windows. The staff was knowledgeable about the wines and cider, efficiently helping my friends pick wines that fit their preference (Tripadvisor)."

This winery strategically uses third-party websites to market and advertise its website and products. These websites include *Facebook*, *Wedding Wire*, *VINO Shipper*, *Twitter*, *Wedding Spot*, *Eat Street*, *LinkedIn*, and many more.



Liquid Art Winery

Strategic Plan

Target Audiences

Part Two

—
Publics

Audience #1

The first and most important target audience that Liquid Art Winery should consider is Kansas State University students aged 21 and up. This target demographic is critical to Liquid Art's success as K-State students comprise much of Manhattan's population and culture. According to the Census Bureau, Manhattan has a population of about 55,000. K-State has over 20,000 students. Due to the impact of the K-State student culture on the city of Manhattan, considering the trends found prevalent among K-State's student culture is crucial.

Audience #2

The second target audience to consider regarding Liquid Art Winery is Manhattan residents of all genders ranging from 21 to 30. This is an essential demographic as Gen Z and Millennials make up the majority of regular wine drinkers. Millennials are the demographic that drinks the most wine, with Gen Z just falling a percentage behind. It is crucial to Liquid Art's success to target their marketing towards the two generations with the most demand for their business model.



Liquid Art Winery

Strategic Plan

Goals

Part Three

Our Recommendation

From the research findings, we recommend that Liquid Arts Winery strongly focuses on building up its social media presence among college students by catering the content to them.

Goal

The goal is to **double the number of followers on the Liquid Arts Winery Instagram account.**

Survey Results

The survey results showed that events such as concerts, movie nights, and deals catering to college students are in high demand. With a more significant social media following, events can be better advertised to the target demographic (college students).

Outside Research

From the International Journal of Data and Network Science article The Role of Social Media, Service Quality and Public Relation on Organization Image, it is clear that the quality of the social media publication directly affects the expectations of the services. Widodo Sunaryo wrote in this article, "There is a positive direct effect of Social Media on Organizational Image with the implication that strengthening Social Media activities will have a direct effect on improving the Organizational Image of the university." (5)

How

A social media page catered to college students and current trends among Gen Z will improve community awareness and put the viewer on the first step of becoming a client. Encouraging an active comment section will also be necessary to hear from the target audience and to engage with them, answering questions and starting a dialogue.



Timeline

Part Four



Liquid Art Winery

Strategic Plan

Proposed Options

The primary use for the proposed items to include in the budget are for marketing/advertising initiatives that would allow Liquid Art to reach their target audiences better.

- HOOTSUITE-- Hootsuite is a social media management software that would allow Liquid Art to have more consistent, organized, and engaging content. This software starts at \$99 per month.
- PARTNERSHIPS-- Partnering with K-State or other local businesses provides excellent value as potential customers acquired from other customer bases would allow for more business for Liquid Art.
- SEO-- SEO (Search Engine Optimization) is vital in driving traffic to a website. Hiring an SEO specialist would be valuable to Liquid Art's marketing initiatives. SEO services start at around \$500 per month.



Strategy Statement

Part Six

What We Suggest

- Liquid Art Winery can create interactive social media content and host significant community events featuring special Manhattan guests by building long-lasting partnerships. For Liquid Art Winery to reach its target audience, K-State students are most receptive to opportunities in the culture of K-State and the Manhattan community. Students also are more susceptible to social media and marketing content that is interactive and caters to the trends and interests of college students in the area. We propose that Liquid Art Winery uses SEO optimization tactics and partnerships with K-State and K-State affiliates.



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Part Seven

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