How to Sell More Direct to Consumer

VIN*65*

The Professional Me

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Intro

Vin65

- 700+ Winery Websites
- 300+ Winery Mobile Sites
- 90+ Facebook Apps
- 50+ Winery iPad POS
- 30+ Tasting Room Apps

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WineDirect

- Vin65: Ecommerce
- Call for Wine: Telesales
- WineDirect: Fulfillment
- Marketplaces

The Real Me

Andrew Kamphuis

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How to Sell More Direct to Consumer

Direct to Consumer Growth

Direct To Consumer Growth

USA DTC Sales (in Millions)

Source: http://www.winesandvines.com/template.cfm?section=widc&widcDomain=dtc

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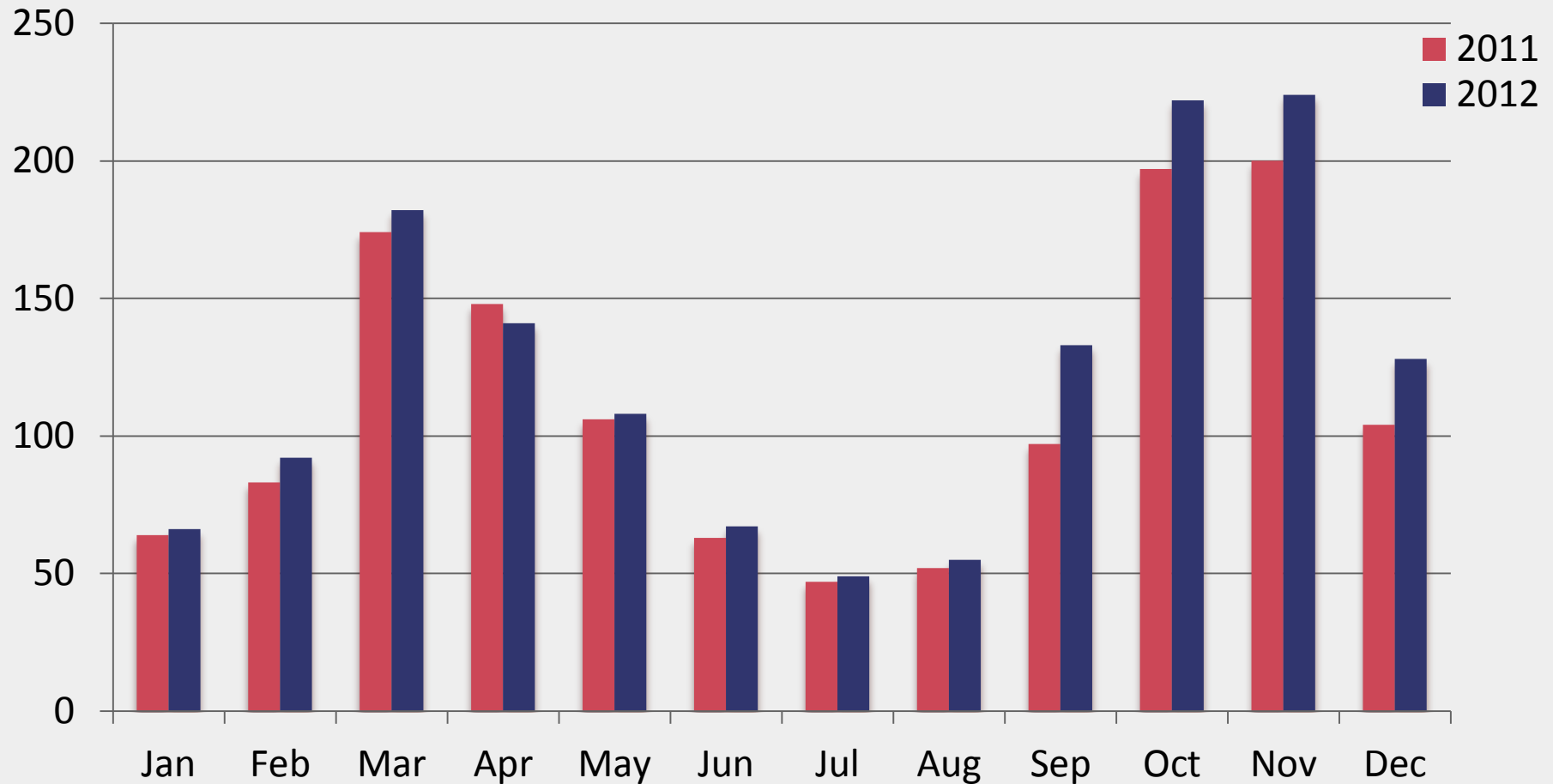
Direct To Consumer Growth

USA DTC vs Wholesale Market

Legend: DTC, Wholesale

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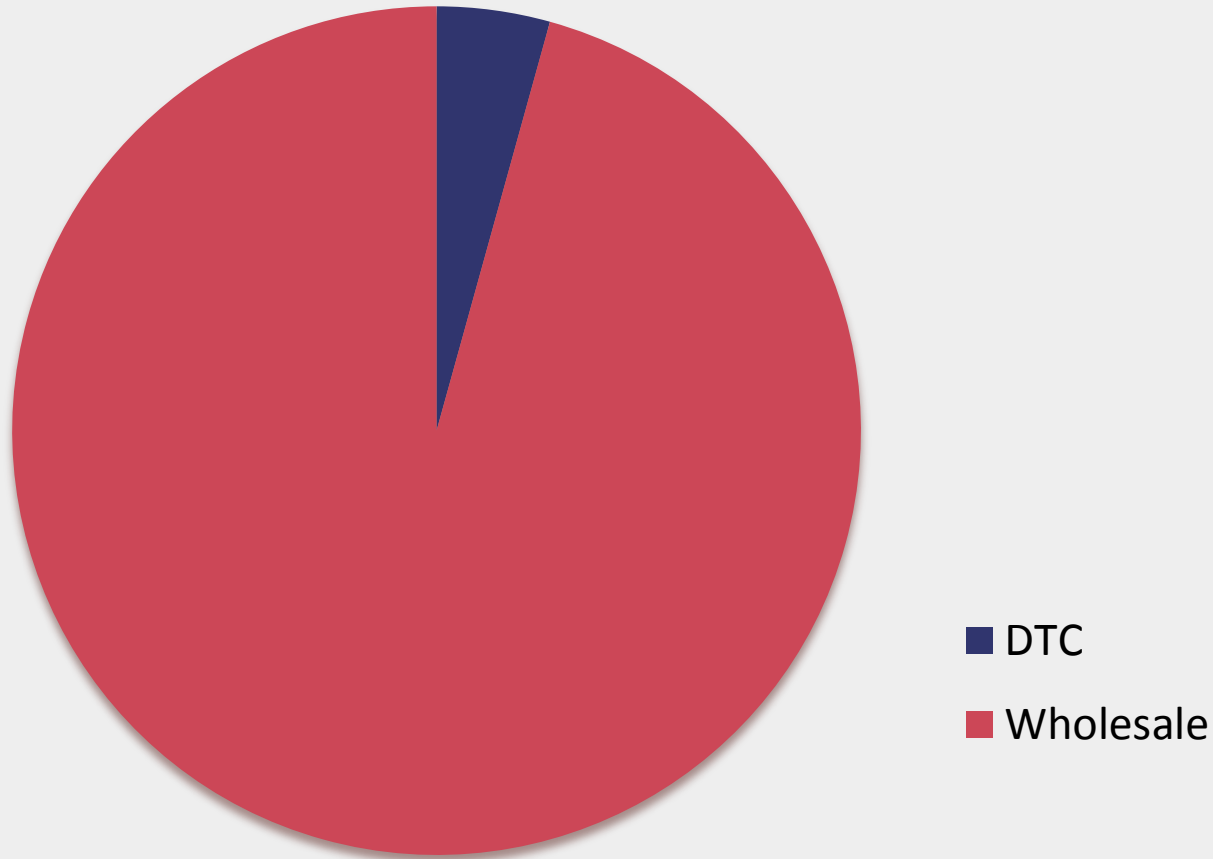
USA Demographics of Wine Buyer
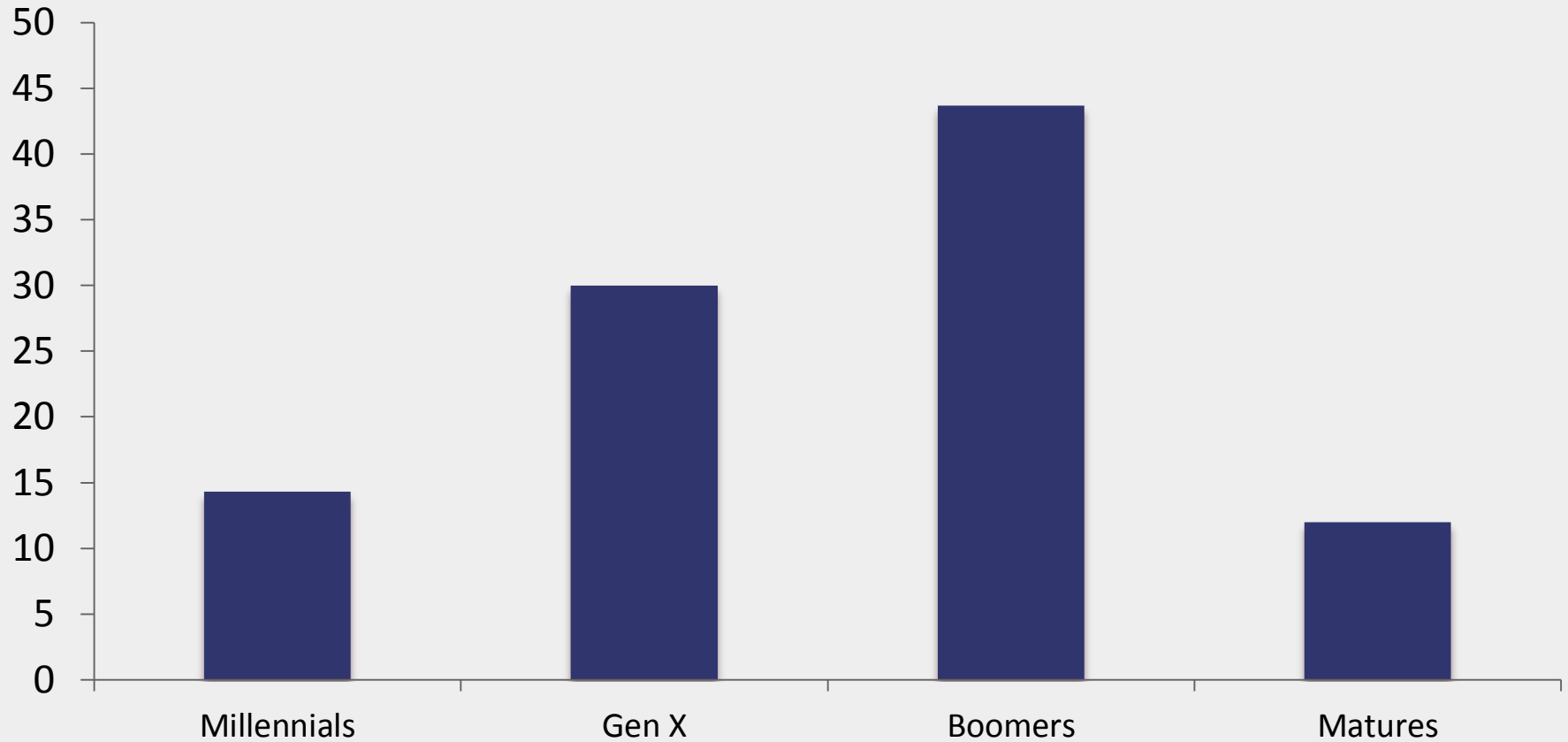
Source: Silicon Valley Bank 2012 Wine Report

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Purpose of Direct to Consumer

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Control of Your Product

- Control Storage
- Control Inventory
- Control Allocation

Control of Your Brand

- Control the Customer Experience
- Control Pricing
- Control Positioning

More Money

- More Margin

Goal of a DTC Program

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Goal of DTC Program

- Create Relationships
- Incite Trials
- You Need #1 and #2

8 Ways Not to Sell Direct to Consumer

Clueless Tasting Room Staff

1

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Unsafe/Unsecure Website

Warning: Unsafe Website Blocked!

2

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8 Ways Not To Sell

Don't Recognize Your Club Members

3

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Out of Stock Inventory on Your Website

4

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IVRs – Interactive Voice Response Systems

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Overwhelming Options

6

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Exorbitant Shipping Rates

7

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Stale Website Content

UPDATE YOUR WEBSITE

8

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Ideas to Sell More Direct to Consumer

Channels for
Direct to Consumer

Channels

Tasting Room

Internet

Club

DTC

Telesales

Social Media

Marketplaces

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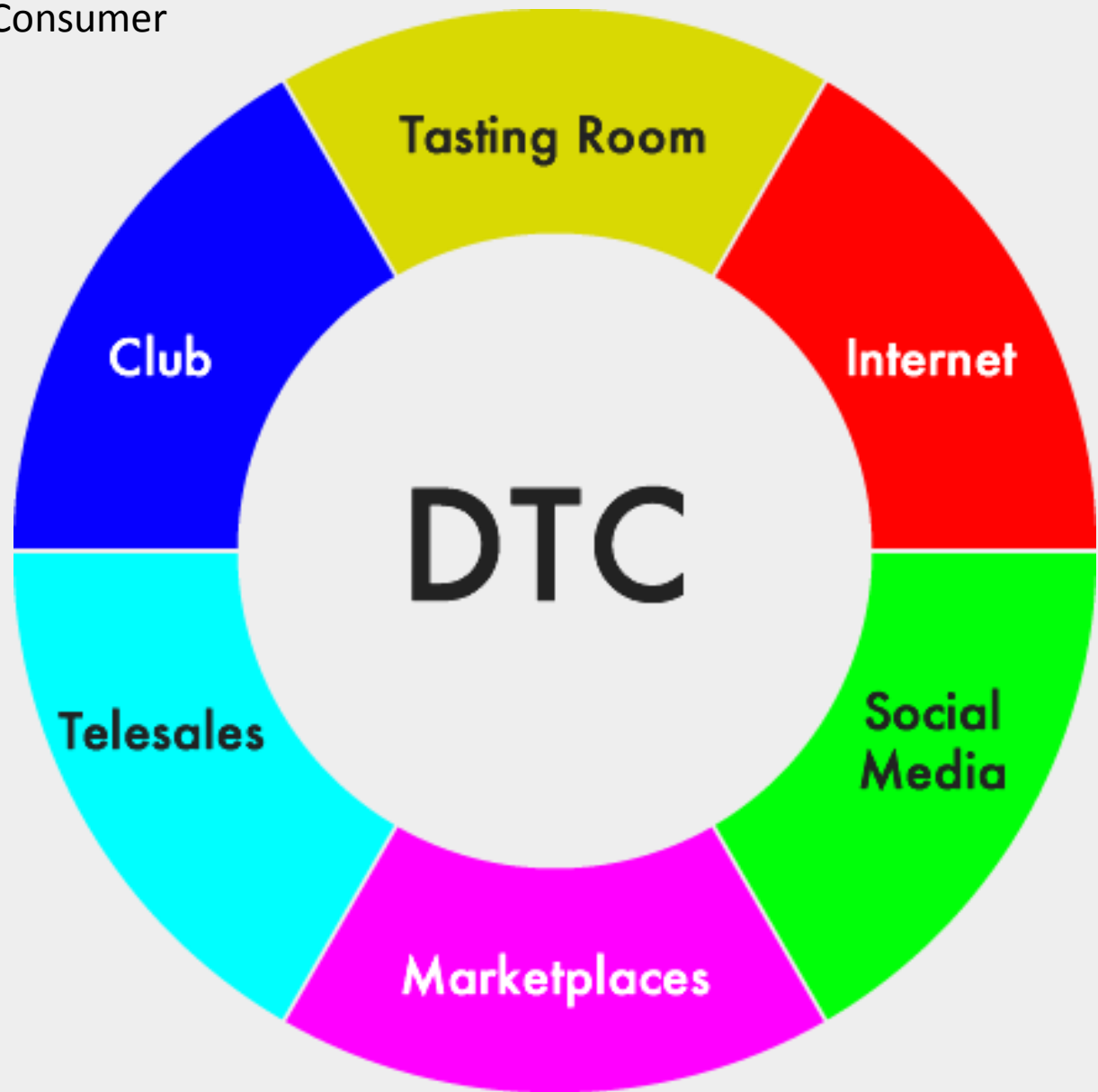
Tasting Room

Tasting Room

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Active Outreach & Networking Plan

- Where are Tourists Going to Find Info for Your Area?
- Hotels, Events, Other Wineries
- Chamber of Commerce
- Online Advertising

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Drive "The Right" Traffic

- Tracking Sources and Sales

- Tweaking Offers to Partners Who Send You Customers
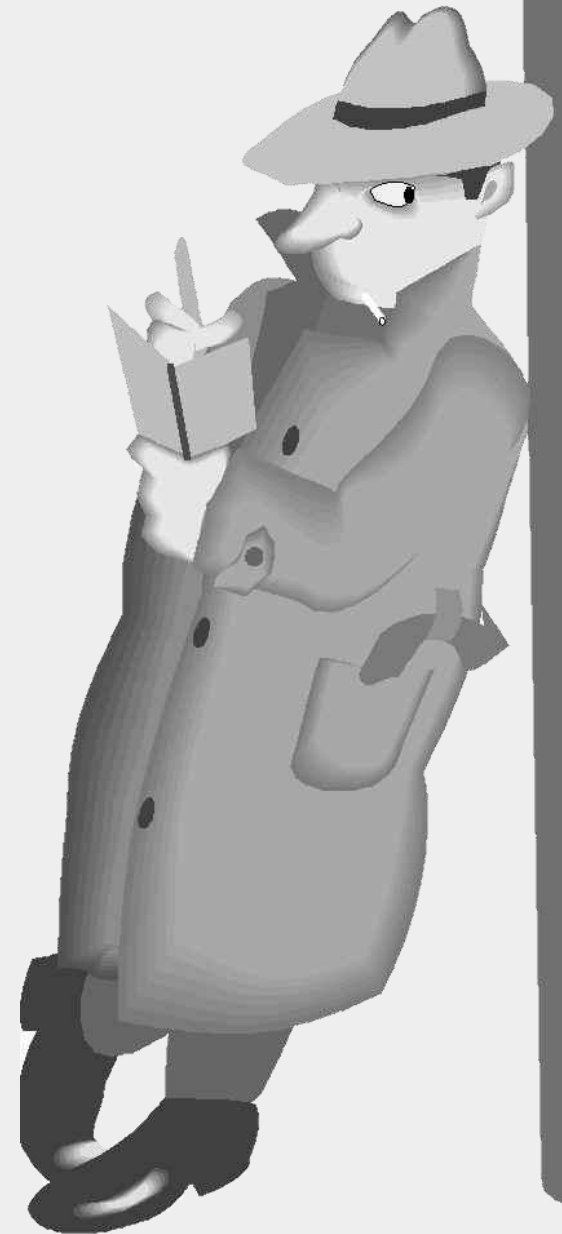
- Test Various Channels – See What Works

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Monitor Social Media

- Check Ins
- Answering Reviews
- Handling Complaints

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Secret Shop

- Make Sure You're Competitive with Destinations Around You

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Ask For The Sale

- Increase Sale Closure Rate by 70%

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Collect Visitor Email Address

- Re Contact Visitors After Their Visit

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Monitor and Review

- Review Sales Tactics
- Set Monthly Conversion Rates
  - Visitors to Tasters
  - Tasters to Buyers
  - Buyers to Wine Club
- Post Metrics for Staff to See

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Print Collateral

- Have Collateral and Materials Out and Easily Accessible
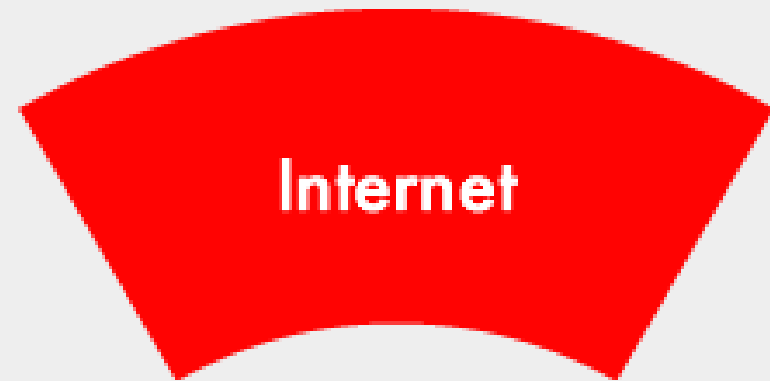
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Right Level Staffing

- Have Enough Staff to Accommodate All the Visitors

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Train Staff

- Review Sales Tactics
- Conduct Training
- Educate Staff Frequently

Internet

Internet

Streamline the Checkout

- 45% Increase When Removing the 'Create Account' Before Checking Out

- 21.8% Increase When Switching to a One Page Checkout

Source: http://www.getelastic.com/no-required-registration/
Source: http://www.getelastic.com/single-vs-two-page-checkout/

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Lose the Age Gate

- XX% Bounce Rate
- Everyone Lies on This Form

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Optimize for Mobile

- 17% of Traffic (on Vin65)
- 28% Higher Wine Sales (than Pinch-Zoom)

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Consumer Rating & Reviews

- 20-50% Higher Conversion
- 80% of Wine Ratings on Vin65 are 4 or 5 Star

Source: http://www.slideshare.net/paulsmarsden/social-commerce-the-case-for-user-reviews

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Shop Your Own Site

- Walk Through Your Order Process
  - With One Bottle, With a Case of Wine
  - As a First Time Buyer, As a Club Member
- Go Online and Compare the Process to
  - Apple
  - Amazon
  - Zappos
  - Other Wineries

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Offer Shipping Discounts

- Shipping is the #1 Deterrent to Buying Wine Online
- Shipping Discounts Out-Perform All Other Discounts

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Get the UI Right

- Largest Button for Action We Want the User to Take
- Smaller Buttons for Other Actions
- Clearly Show Pricing, Discounts, and Shipping

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Cart

Have a coupon code?

[   ] **Apply Coupon**

Keep Shopping   **Proceed To Checkout**

Coupon summary:

red2test:	$4.80
Total amount saved:	**$4.80**

Quantity	Item Description	Availability	Price	Total
1 Update Item	**Reserve Merlot** 750ml - SKU Reserve Merlot Remove Item	In Stock	$48.00 $43.20	$43.20

SubTotal	**$43.20**
Shipping [BC ⬍]	$7.97
Handling	$3.00
Sales Tax	$5.42
Total	**$59.59**

Keep Shopping   **Proceed To Checkout**

Cart

ine WINES

Largest Button for Action We want User to Take

Keep Shopping   **Proceed To Checkout**

Smaller button for other actions

Have a coupon code?

Apply Coupon

Coupon summary:

red2test:	$4.80
Total amount saved:	**$4.80**

Quantity	Item Description	Availability	Price	Total
1	**Reserve Merlot** 750ml - SKU Reserve Merlot	In Stock	~~$48.00~~ $43.20	$43.20
Update Item	Remove Item			

Clearly show discount

Highlight button for action we want users to take. More subtle button for other actions.

	SubTotal	$43.20
Shipping	BC ⌄	$7.97
	Handling	$3.00
	Sales Tax	$5.42
	Total	**$59.59**

Clearly show shipping

VISA MasterCard AMEX DISCOVER   Keep Shopping   **Proceed To Checkout**

Use Video To Sell

- Increase Sales From 6 to 30%

Source: http://www.reelseo.com/video-demos-sales-zappos/

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Ceja
VINEYARDS

NAPA - SONOMA
Become a Member | Join E-Mail List

Home | Buy Wine | Blog | Wine Club | News & Events | Recipes | Visit Us | About Us | Contact Us

2008 Vino de Casa Red Blend

Bright cherries, dark fruit, spice, ripe plum, cocoa.

⭐⭐⭐⭐⭐ 1 Review(s)

In Stock

Add To Cart

$20.00 / Bottle   [1]   **Add To Cart**

Add To Cart

$240.00 / Case of 12   **Buy Case**

Send | Tweet | +1 | Pin it | ShareThis | Email
Like | 5 people like this. Be the first of your friends.

Email

- Add To Navigation Bar to Email (Increase Click Thru by up to 100%)

- Design "Above the Fold"

- Infuse Unique Brand Personality into the Subject Line

Source: http://www.vin65.com/blog/3-Easy-Email-Design-Changes-That-Help-Boost-Response

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An offer from

winetasting.com®

NAPA VALLEY

800.435.2225 | M-F 8am-5pm PST

HOME | UNIQUE GIFTS | WINE CLUB | COLLECTIONS | **SPECIAL DEALS**

ONLY 13 AVAILABLE

Treasured Napa Reds Trio

The Untouchables' Private Stash—A 3 Day Series: With wine as good as this, you can't blame them for keeping a few for themselves…

Day 3: **2004 Treasured Napa Reds Trio** comprised of luxury wines from Cornerstone Cellar and Pahlmeyer & Sullivan Wineries.
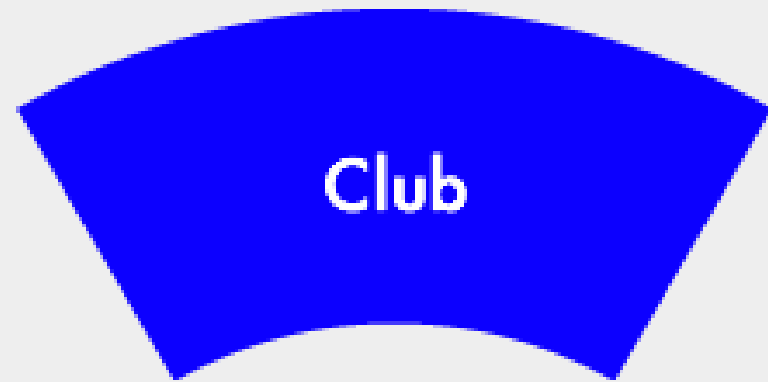
Don't miss out on these wines!

Only $314.97
$10 off shipping
Promo Code: STASH

BUY NOW

Club

Club

Get the Offering Right

- Is it 15%, 20%, Free Tasting, Parties, Events?
- Provide Unique and Memorable Experience
- Provide Great Wines

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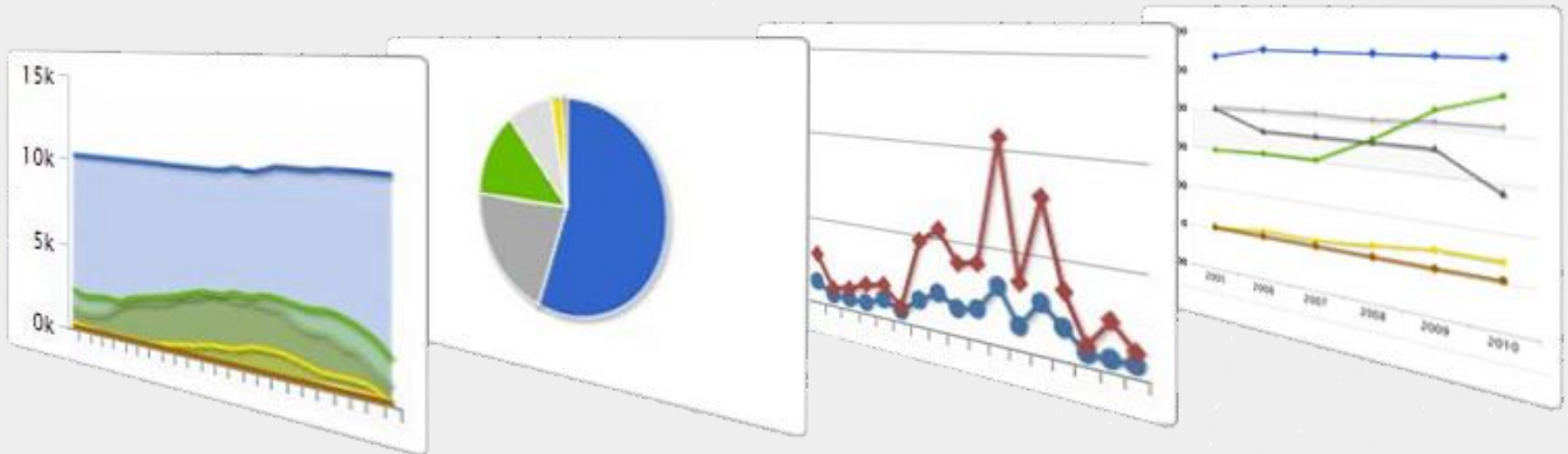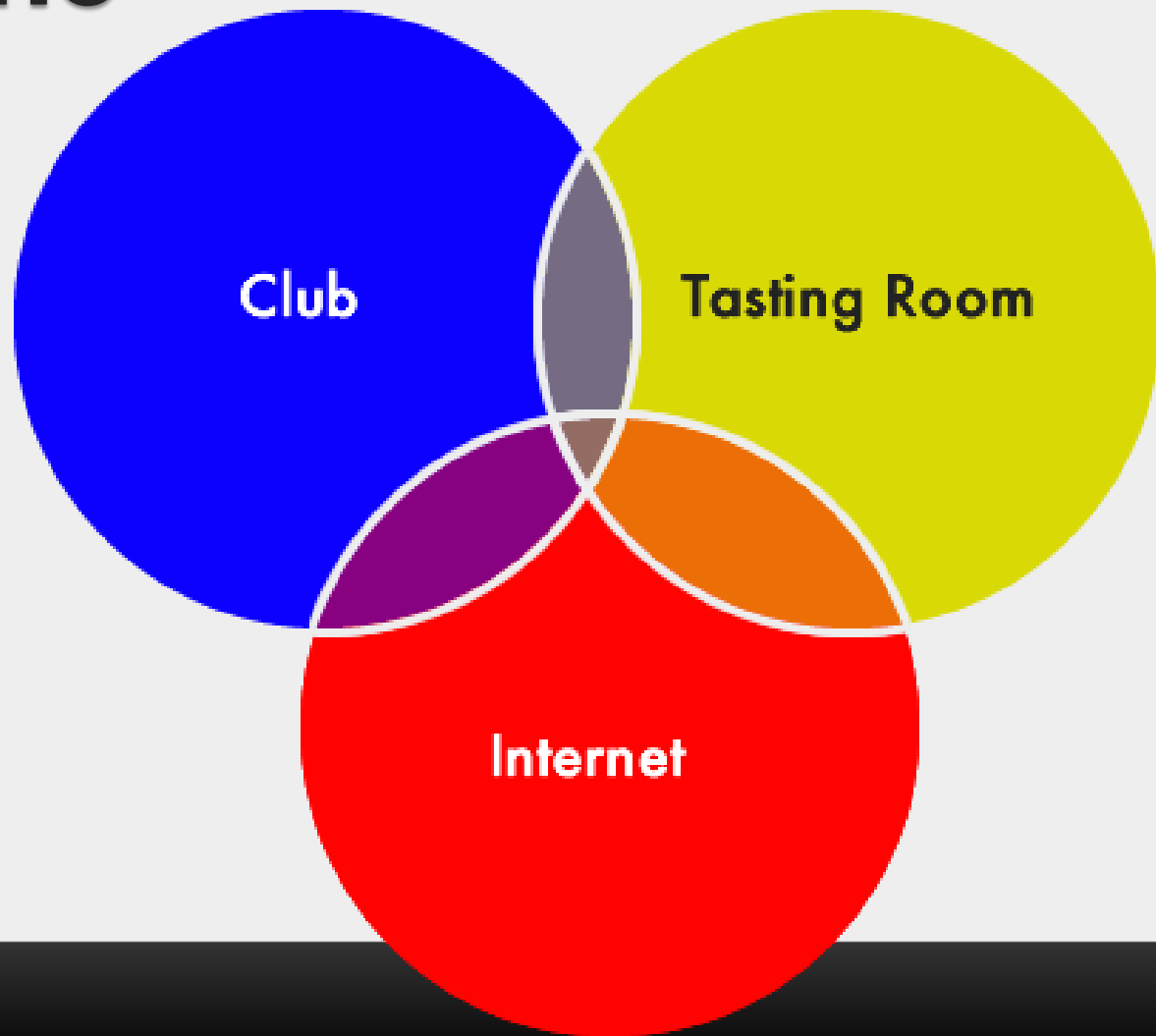# Communicate With Them

Remember Key Dates

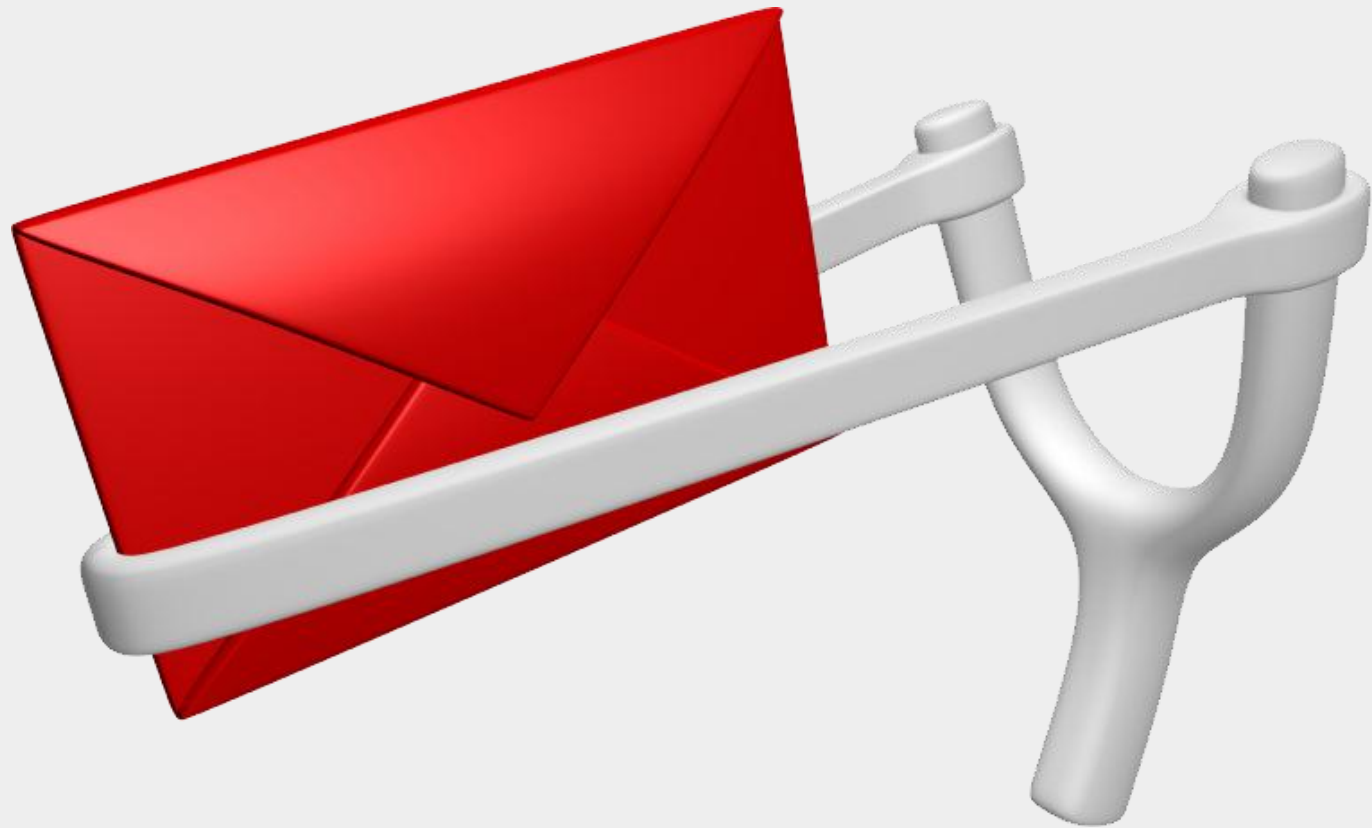# Club Member Only Events

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Survey the Club Regularly

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Review Cancellation Data

Ideas to Sell More Direct to Consumer

From Offline to Online

Club

Tasting Room

Internet

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Order Follow Up

Abandon Cart

Connect POS and Web
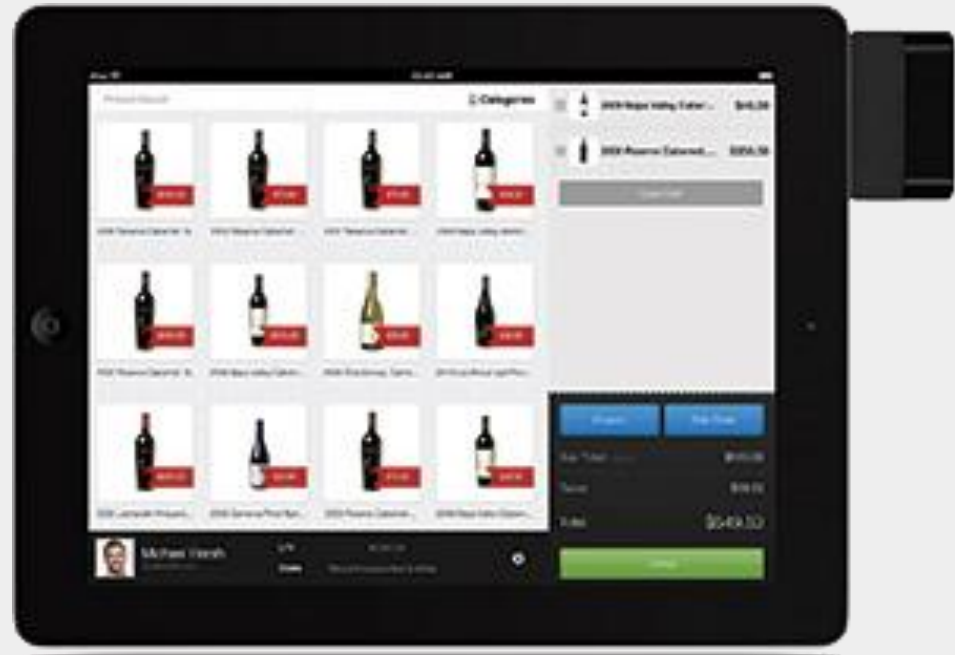
Mailing Paper Invitations

Kiosks

Conclusion

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Experience Matters

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Questions?

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