



**commotion inc.**

# Wine Country Ontario Social Media Amplification

April 16, 2014



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# Agenda

- Social channel overview
- A look at what we are doing in 2014
  - Objectives
  - Key Messages
  - Strategic Approach
  - Three Big Plays
- Competitor overview
- What's new in social media
- Best practices and how to engage with Wine Country Ontario



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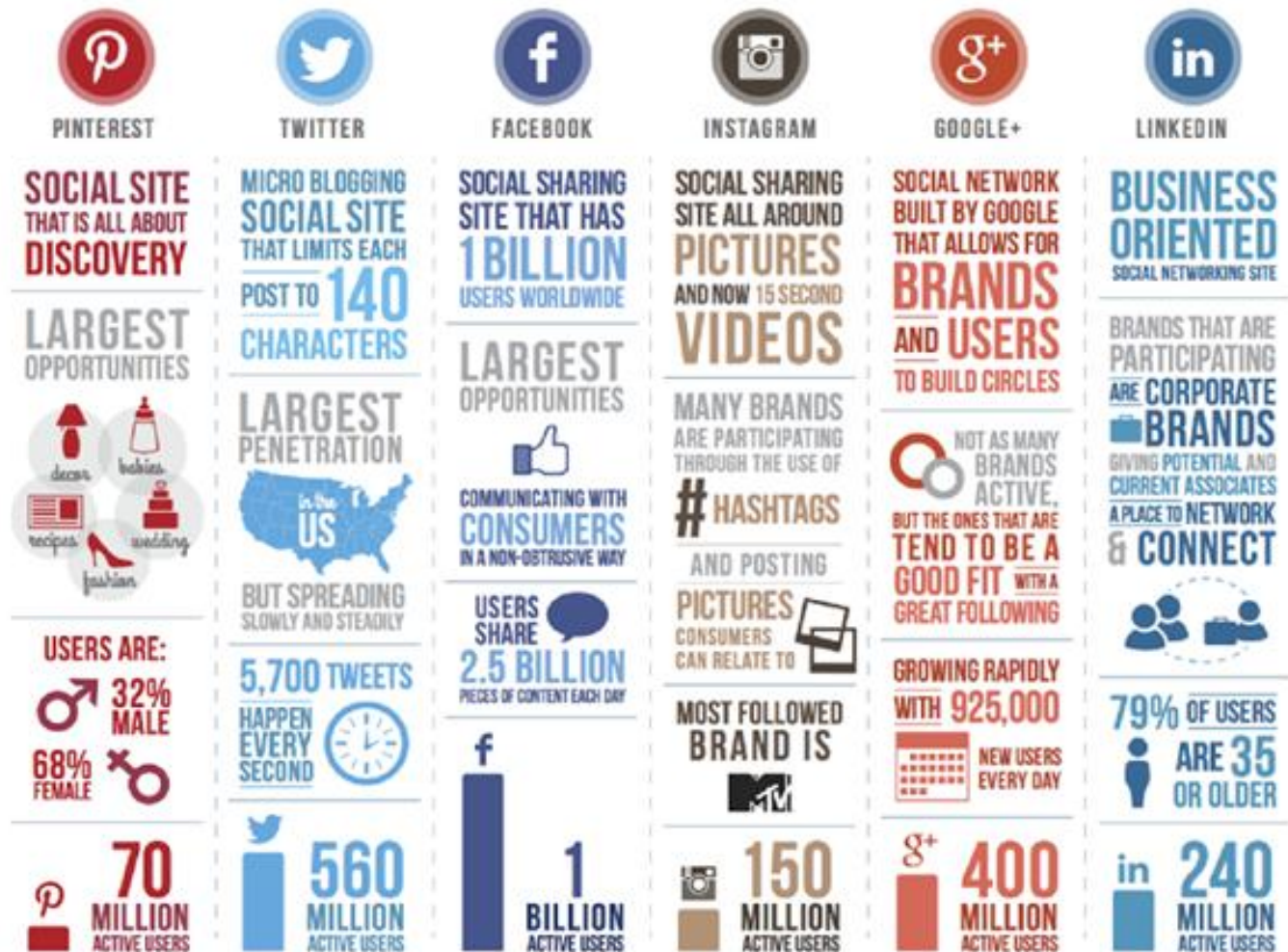
## Cheers to our Success!

- Wine Country Ontario is a **leader** in social media engagement across its competitors
- Wine Country Ontario's social media channels continue to **grow and surpass** competitors
- Wine Country Ontario is producing educational, **relevant** and engaging content



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# Social Channels: An Overview



Designed by: Laverge - [www.lavergemedia.com](http://www.lavergemedia.com)

# **A LOOK AT WHAT WE ARE DOING...**



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# Social Media Objectives

## Primary Objective:

1. Raise the awareness and image of Ontario wines and wine country by deepening the emotional attachment with key target consumers and influencers through social media channels.
2. Social media activities are integrated within all Wine Country Ontario marketing initiatives.

## Secondary Objectives:

2. Strengthen the perception of Ontario wines as being high quality and a leader.
3. Engage audience by educating and entertaining.
4. Inspire consumers to visit wine country and discover Ontario wine regions as travel destinations of choice.







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## Key Messages

Throughout our social engagement, we will prominently incorporate consistent messages delivered through PR and marketing communications:

1. Ontario produces quality and great tasting wines (addresses the cost/price barrier). Highlight industry accolades.
2. Ontario wine appellations are **special places** that produce unique wines and gives a strong reason to believe in quality: “*Taste the Place*” renewed VQA messaging. Ontario’s cool climate and unique terroir produce provide the perfect setting to produce quality wines.
3. Local tastes better!
4. Champion Ontario’s wine country is a top travel destination.
5. Discover Ontario wines outside of wine country (Restaurant Recognition Program and LCBO).
6. Make Ontario wines part of your celebrations.



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# Strategic Approach

In order to achieve these objectives, every element of our plan will do one of two things:

1. Bring Wine Country to Ontario
2. Bring Ontario to Wine Country







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# Three Big Plays for 2014

1. Influencer Engagement: *Influencing the Influencers*™
2. Original and Engaging Content
3. Channel Refocus



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# Influencer Engagement

We will ***Influence the Influencers***™ to help tell the Wine Country Ontario story.

We will engage these storytellers to share their passion and love of Wine Country Ontario and Ontario wines with their network to, in turn, help us reach new audiences that strategically align with our target audiences. We will then cross-promote their content on our owned channels to drive the conversation further.





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# Original and Engaging Content

**Fact:** In 2010 consumers reviewed 5.3 sources of information to make a purchasing decision; in 2011, consumers required 10.4 sources (source: Google).

**Insight:** Consumers typically post comments looking for advice in terms of what to drink, where to go, and what to do in wine country.

More than ever, people are looking to engage with brands that share relevant, engaging, useful content. It's called **"Youtility"**.

Ultimately, we need to create and share content that matters to our fans.



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# Original and Engaging Content

We will share educational, informative, fun, interesting and aspirational content that deepens the emotional connection with our fans, positions Wine Country Ontario as a travel destination of choice, strengthens the perception of Ontario wines as high quality, and tells the story of the places from which the wines are made.

- ✓ WCO Marketing Program Integration
- ✓ Partnership Promotions (LBCO and Visa Infinite)
- ✓ Live Event Engagement
- ✓ Virtual Appellation Tours
- ✓ Expert Advice
- ✓ Celebrate the History of Ontario Wines (Timeline)
- ✓ Celebrate the Seasons
- ✓ Real-time Media Showcase



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# Original and Engaging Content



Refer to example in your binder

## **Includes:**

- Upcoming Content, Promotions and Events
- Social Media News & Tips
- Highlight of the Week
- Consumer Engagement
- Social Channel Update



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## Channel Refocus

Focus on three channels:



9,191 followers (+2,533 YTD growth)



859 followers (since Sept. 2013)



33,856 likes (+5,620 YTD growth)








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# Channel Refocus

Posting cadence has shifted to focus on Twitter and Instagram:

Channel	Frequency of Posting
	7 days/week (1+ /times a day)
	3 – 4 days/week
	2 days/week



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# Channel Refocus

For WCO, Twitter continues to grow at a faster rate than Facebook.

In 2014 – 2015, we will be maintaining a focus on Twitter (and Instagram) to continue to grow these important channels and engage with fans where they engage mostly with us.





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# Channel Refocus

## Why Instagram?

Since its launch on September 23, 2013, the WCO Instagram channel has surpassed our growth expectations and currently has 859 followers.

- Per post, our **Instagram posts outperform** Facebook and Twitter in terms of fan engagement. Instagram images typically generate 30-50 likes per post.
- **Healthy growth** – our Instagram channel has been growing by 25-30 followers per week on average, with spikes evident during WCO events or live posting. Follower growth will likely rise in the busy summer/tourism season.
- **Opportunity for growth** – It's strategic to build a following on the channel now as it continues to become more popular with all segments of the population.
- **Sharability:** It's easy to share Instagram content on our other channels, rather than vice versa.
- Instagram video could prove to be a very useful tool for future content.

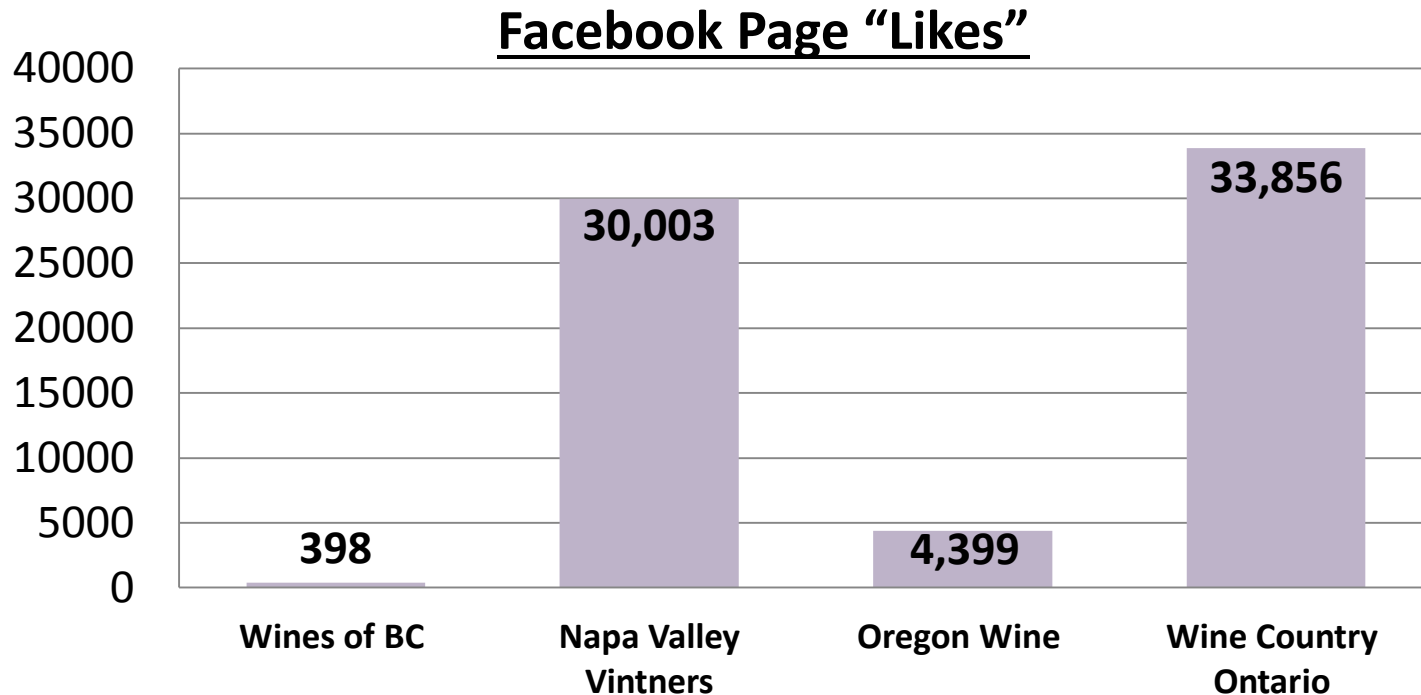
# A LOOK AT OUR COMPETITORS...

# Competitor Overview Update

Competitor	Content Focus	Insight
<a href="#"><u>Wines of BC</u></a>	Wines of BC primarily shares news on the local wine industry, events and notable awards received within the winery community.	In Q4, Wines of BC increased the amount of Facebook content to posting multiple times a week, with a heavy focus on event promotion. Despite the increase in content, their “Likes” have only marginally increased since Q3 and currently sits below 400.
<a href="#"><u>Napa Valley Vintners</u></a>	Napa Valley Vintners’ content this quarter included Facebook app promotion, contests, events, videos, image galleries and educational content by answering fan questions about wine and the local industry.	Napa Valley Vintners heavily promoted Premiere Napa Valley week with a variety of posts and image galleries about events, local wineries and features of the Napa Valley Appellation.
<a href="#"><u>Oregon Wines</u></a>	Oregon Wines’ content this quarter included events, content and image galleries.	Oregon Wines’ major content piece this quarter related to their Oregon Wine Symposium (#OWS14), including photos, highlights and notable keynote speakers and topics.



# Competitor Analysis: Facebook



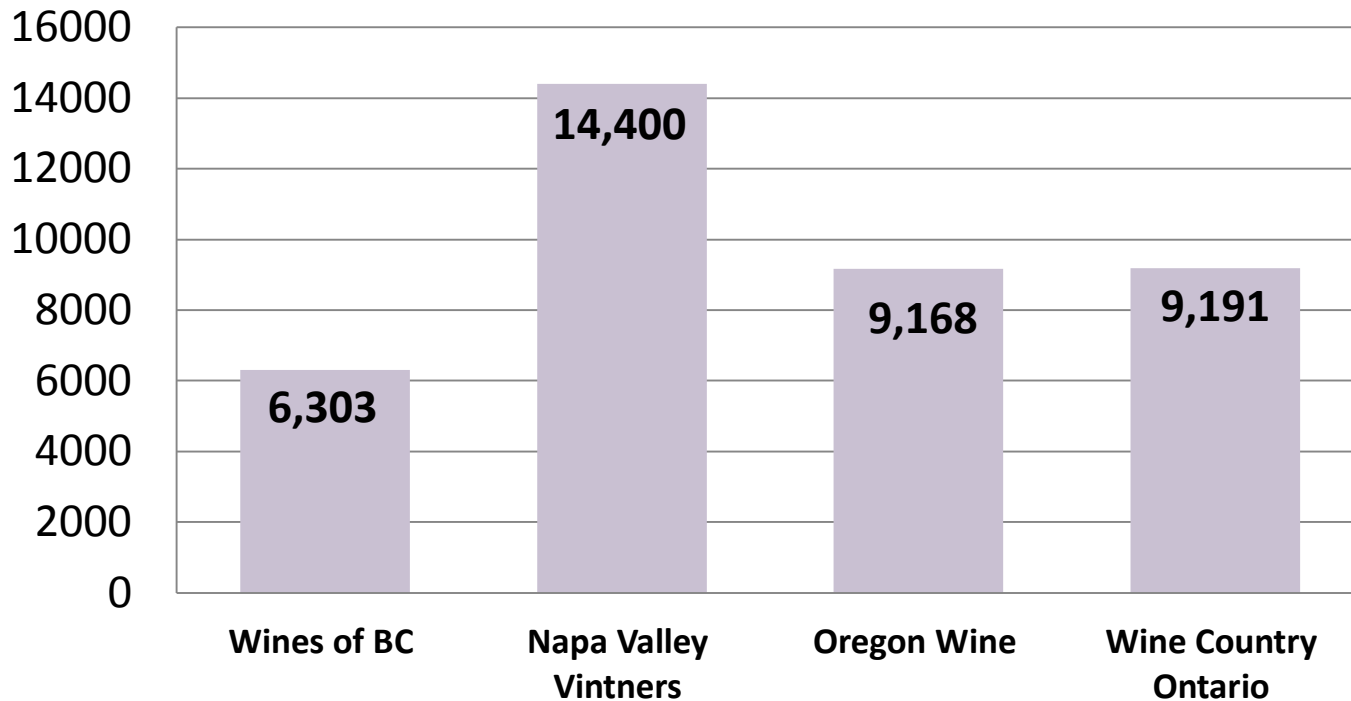
WCO's Facebook page leads among all its competitors in terms of Facebook fans. The closest competitor as it relates to in size is Napa Valley Vintners with 30,003 fans.





# Competitor Analysis: Twitter

## Twitter Followers

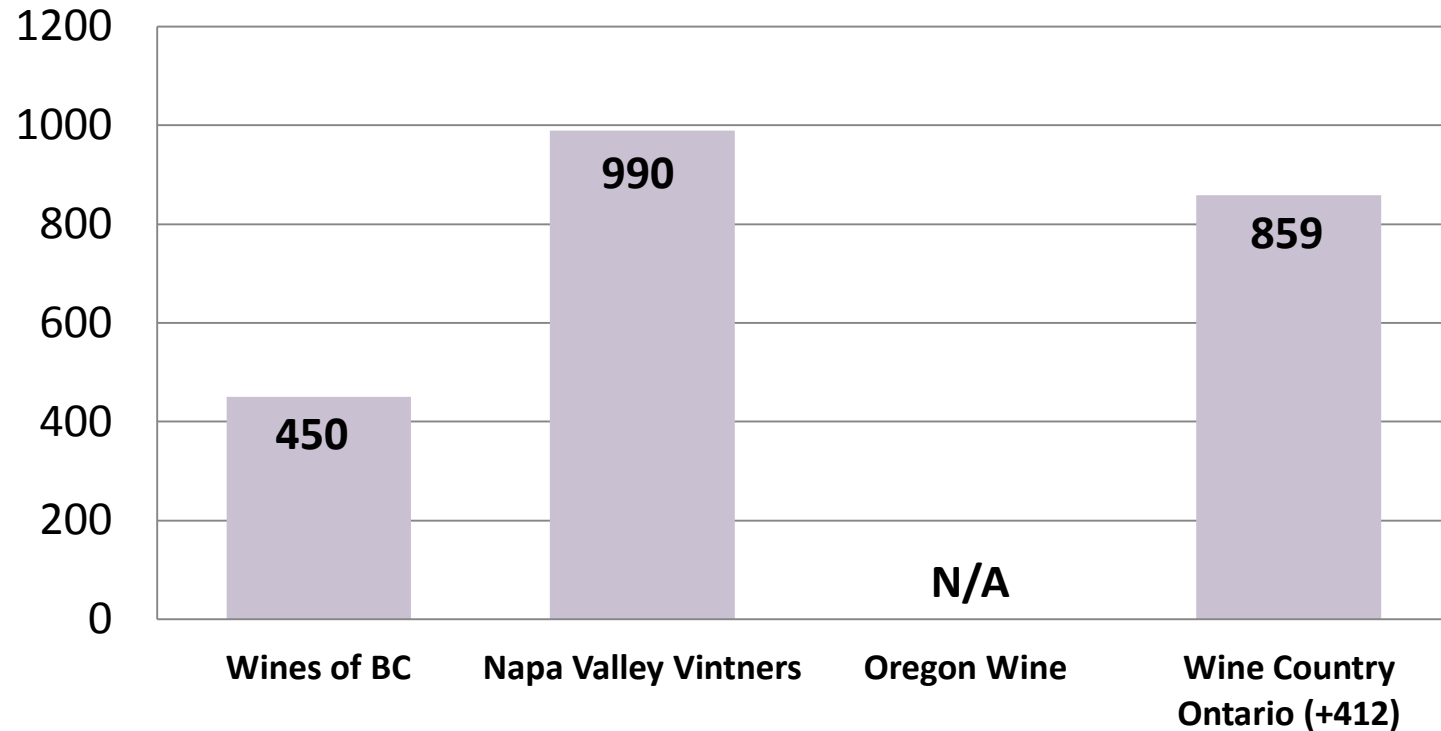


WCO has a comparative presence on Twitter amongst competitors and has now **surpassed Oregon Wine**'s follower count in recent weeks. With respect to population, WCO is competitively ahead as US pop. is approx. 10x that of Canada.



# Competitor Analysis: Instagram

## Instagram Followers



Wine Country Ontario's Instagram channel is the second largest among key competitors, despite only launching in September 2013. Competitor Instagram accounts date back to late 2012 and early 2013 in comparison.



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# WHAT'S NEW IN SOCIAL MEDIA



## How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest      Post      Creator      Type      Recency

**I**nterest

Interest of the user  
in the creator

**P**ost

This post's  
performance  
amongst  
other users

**C**reator

Performance of past  
posts by the content  
creator amongst  
other users

**T**ype

Type of post  
(status, photo,  
link) user prefers

**R**ecency

How new is the post

\* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

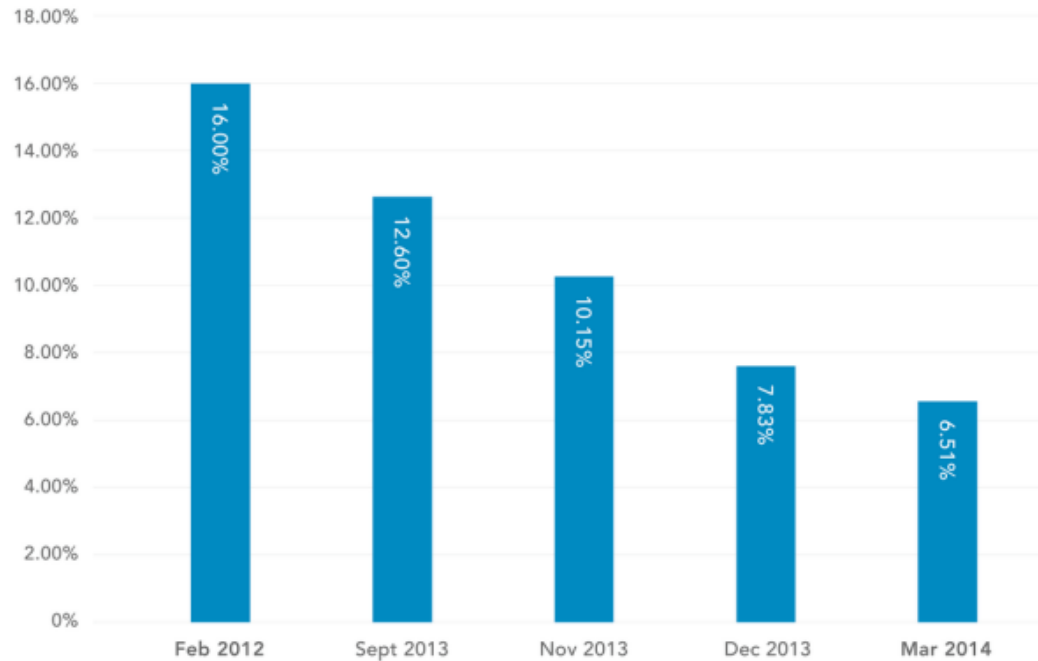


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# Facebook: Organic Content Reach Declining

## ORGANIC REACH PER FAN

FEB 2012 – MARCH 2014



EDGERANKCHECKER.COM 

Source: <http://techcrunch.com/2014/04/03/the-filtered-feed-problem/?ncid=twittersocialshare>



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# Facebook: EdgeRank algorithm

## Why is less and less organic content seen by fans?

- Limited amount of News Feed per day
- Competition for feed space is intensifying
- As people like more Pages, the organic reach of each drops
- Facebook's goal is to show people the most engaging posts out of all potential posts
- Everyone has to earn their space in the News Feed

**Take away:** produce dynamic, engaging content to stay visible and relevant with your fans





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# Facebook: EdgeRank algorithm

## **Over 100,000 indicators impact if content is posted to News Feed:**

- How popular (Liked, commented on, shared, clicked) are the post creator's past posts with everyone
- How popular is this post with everyone who has already seen it
- How popular have the post creator's past posts been with the viewer
- Does the type of post (status update, photo, video, link) match what types have been popular with the viewer in the past
- How recently was the post published



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# Facebook Changes

With the recent Facebook algorithm changes (announced December 2013), less and less content posted by brands on Facebook is seen by their fans.

On average, only **2.5 – 6%** of content (status updates, images, etc.) appear in a fan's news feed, making it more challenging to reach your fans.

Consider including **paid support** for key posts to increase your content's reach and engagement.



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# New Twitter Features

Twitter recently announced a **new profile page redesign**, called **“media-forward timelines”**, to more resemble Facebook:

- ✓ placement of bio, profile picture and larger banner image resemble Facebook
- ✓ highly engaged Tweets appear enlarged
- ✓ ability to pin a Tweet to the top of the page
  - especially useful for important vintage releases, events or announcements.



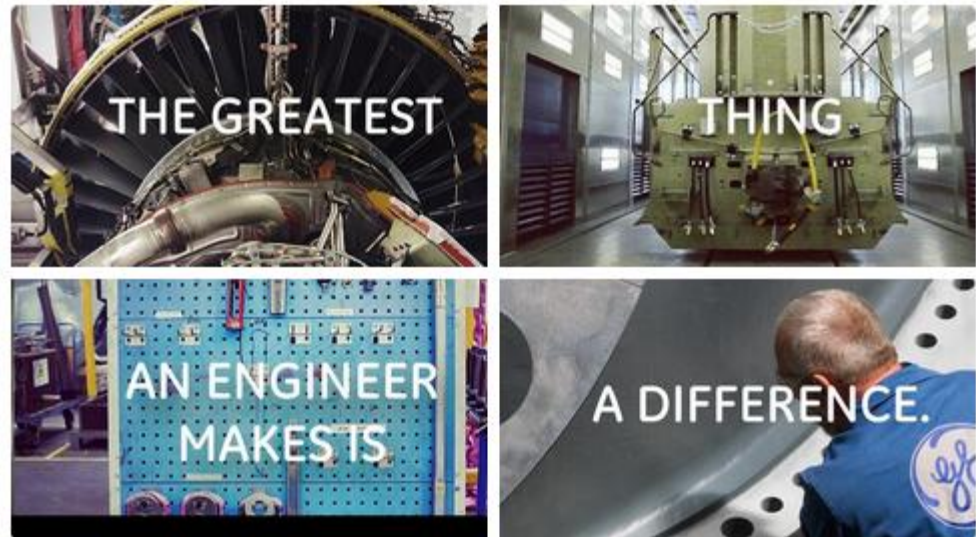


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# New Twitter Features

New **Twitter collage** feature effectively packs Tweets with more content and visual storytelling – ideal for events and appellation education:

- ✓ Tweet multiple images at once (up to 4).
- ✓ Tag up to 10 people in one single tweet.



General Electric

@generalelectric



True brilliance is remembered by its effect on people, not things.

11:15 AM - 28 Mar 2014



# Hashtags (#BestPractices)

SocialBakers.com recently released a report on hashtag use and the impact of overusing them on fan engagement. Key findings:

- ✓ Using too many hashtags is considered bad form, especially for brands
- ✓ On Facebook, average interactions per post dropped more than 50% when a brand overused hashtags
- ✓ Only 1-2 hashtags should be used on Facebook and Twitter
- ✓ Up to 10 hashtags or less should be used on Instagram or less depending on the relevancy of those hashtags
- ✓ Twitter hashtags only work with the pound sign (#)
- ✓ Special characters like “!, \$, %, ^, &, \*, +, .” will not work
- ✓ Hashtags with only numbers such as #123 will not work
- ✓ Numbers are great for recurring event hashtags like #harvest2013 or #i4c2014

**Take away:** While hashtags are useful tools for engaging in social conversations, attracting new fans and social measurement, wineries are reminded about the importance of social media etiquette and streamlining consumer communications.



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# Instagram

## Why Instagram?

- Instagram allows WCO and your wineries to reach new audiences (with people who may not engage with us on Facebook or Twitter)
- Instagram is a natural fit: the experience and beauty of the appellations, local foods, events and celebrations deserve nothing less than to be photographed and shared.
- Food and drink is one of the top categories of photos shared on Instagram.
- Instagram is growing faster than Twitter, Facebook, and Pinterest combined (+23% in active users in 2013) (source: GlobalWeb Index).
- It's target demographic is aligned with that of WCO:
  - 68% female
  - 34% aged 18-25
  - 30% aged 26-35





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# How to Maximize Instagram

- Wineries are encouraged to share photos with WCO for posting (do not have to be professional images)
- Live Instagram from events
- Share candid shots of your winery: scenic/outdoor images, vineyards, restaurant/food, wine, signage, etc.
- Tag @WineCountryOnt in your Instagram posts so we can regram the image our channel
- Cross-promote Instagram channel on Facebook, Twitter and winery e-newsletter



# BEST PRACTICES



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# Top 10 Engaged Wineries with WCO

Facebook and Twitter engagement  
(not in any particular order):

- Exultet Estates
- Kacaba Vineyards
- Lacey Estates
- Oxley Estates
- Peninsula Ridge
- Pillitteri
- Rosewood
- Sideroad Twenty Cellars
- Southbrook
- Trius





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# @WineCountryONT Examples

**Kacaba Vineyards** @KacabaVineyards · Apr 7  
Last week's #SpringThaw event with @WineCountryOnt & the Canadian Chef Congress @PalaisRoyaleTO #OntWine #SlowFood  
[pic.twitter.com/eFt3SZToeL](http://pic.twitter.com/eFt3SZToeL)



**Oxley Estate Winery** @OxleyWine · Apr 4  
Fog, rain and Pinot Noir. Happy spring Friday from LENS! @WineCountryOnt @EPICWineries @OntSouthwest @TWEPI [pic.twitter.com/PCQah4F4jc](http://pic.twitter.com/PCQah4F4jc)



**Lacey Estates Winery**  
@LaceyEstates804



Following

Mini pulled pork sliders, chocolate and chutney pairings with our wines  
@WineCountryOnt @pecwines #wassail  
#Pec #vqa [pic.twitter.com/xzp1AG0py5](http://pic.twitter.com/xzp1AG0py5)



**Viewpointe Winery**  
@viewpointewines



Following

Sunshine! Two days in a row! It's a beauty day for a visit to LENS! Open today until 5pm  
@viewpointewines @TWEPI  
@WineCountryOnt #cheers



**Malivoire Wine**  
@MalivoireWine



Following

Plans for the wknd? Visit @winecountryont w/ 'Get Fresh' A great way to enjoy the spring weather & no garden work ;) [ow.ly/viS0q](http://ow.ly/viS0q)



Retweeted



Favorite



More

RETWEET  
1

FAVORITE  
1



**Magdalena Kaiser Smit**  
@mkaisersmit



Following

#CDNwine at pop-up in #Pittsburgh next week! Over 3 days! @cavespring @winecountryont post-  
[gazette.com/life/food/2014...](http://gazette.com/life/food/2014...)



Retweet



Favorite



More



**The Wine Boys**  
@thewineboys



Following

Beautiful sunny day here in wine country!  
Looks like #MotherNature is in a great mood!  
#wine #thewineboys @WineCountryOnt  
@NiagaraWine



Retweet



Favorite



More

# How to Engage with WCO

## Process:

- WCO prepares strategic editorial calendar for each month based on quarterly engagement plans
- Calendar includes content pillars:

WINE COUNTRY ONTARIO 2014 EDITORIAL CALENDAR					
BRAND EVENTS	CONSUMER EVENTS	EDUCATION	REGIONS	QUALITY/LEADERSHIP	PROMOTIONS

- Selective cross-promotion of winery events
- @ mention of wineries whenever we promote the winery/event/promotion
- Use appropriate event/appellation hashtags to drive conversation

# How to Engage with WCO

## We need your help:

- Send **images** for Instagram
- @mention @WineCountryOnt in Tweets and Instagram so we can engage and promote authentically
- @mention in Facebook posts
- Tag in photos (doesn't add to Tweet length)
- DM us on Twitter to request promotion of your content
- Email winery updates/events/photos to: **wco@causeacommotion.com**
- Share these tips with your destination marketing and winery organizations/stakeholders

# Thank You!

Questions?

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