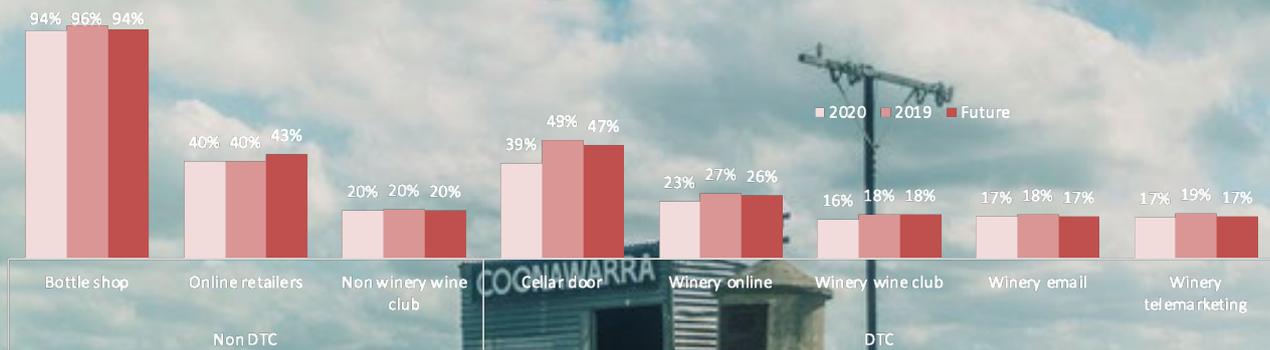


Reaching customers through an omni-channel strategy

Results from the *Wine channel purchase behaviour of Australian wine consumer report* has highlighted the importance of using multiple channels which includes Direct to Consumer (DTC).



Successful wineries have been reaching out to existing and new customers through several touch points, including in person at the cellar door, wine clubs and ecommerce platforms. Leveraging multiple channels became even more relevant over the last 2 years as a result of COVID-19 and the disruption it caused to consumer purchase behaviour with on-premise practically ceasing along with the closure of many cellar doors. Acknowledging however that the length of time cellar doors remained closed was not consistent across each of the states/territories.



Each winery employed different strategies to remain successful – Hear from some of the successful wineries and how they have managed over the last two years and going forward.

Make sure the website is awesome and the content is up-to date. Newsletters and wine club are genuine in what they offer. People know that they're getting a good deal. Use social media to raise awareness and this is becoming more important. Making it as easy as possible for customers to buy – small QLD winery.

One thing you need is a well-functioning system behind your Ecommerce platform. Without that nothing works. Make it easy for people to buy – small SA winery

First job each day is to review the abandoned carts and call directly to resolve problems. Conversion rates from this are super high. We attract customers to our ecommerce platform through emails, outbound calls, socials. We have a very active calendar. When you set up the customer correctly from the start, ecommerce is part of the whole experience – small Victorian winery

Cellar door visits are key drivers for signups for wine club and database. More structured and personalised tasting room experiences during COVID meant improved engagement and high value signups. Now starting to see more people joining online via platform. Mailing list driven by social media and events. Online sales themselves usually on back of EDMs or social media – used to do more phone sales, but less now – small SA winery

Going forward we will continue to fine tune to support the whole business. Really good following from wine club who are loyal brand ambassadors – online tastings for members (offering access to the team and enhanced engagement) and sales offerings on the back of that will continue as they work well. Enhance online sales to make it easy for wine club and referrals etc to spend – small SA winery

Held a few events locally where email addresses were collected. Continue to use direct calls. Sent more emails to wine club members. Realised that we could actively sell to members as they liked the contact and continued to buy wine during lockdowns – small Tasmanian winery

Focus on conversion rate from opening an EDM or visiting the website into actual sales. Comes down to targeting of messages that clearly show we understand what customers like to buy or enjoy. Continually looking at ways to communicate in an interesting, tailored way. Visitation to the cellar door is key for both mailing list and wine club. Have 3 tiers within the wine club where members can self-select through the ecommerce platform to self-manage their club account and place orders - medium sized WA winery

We moved from 75% wholesale to 70% DTC in 18 months, which resulted in greater profit. At the moment we are trying to get 10% DTC online, but we expect to overhit this – small NSW winery