customers to your marketing list.

Your Winery's Customer Experience, Visualized

A prospect finds your winery's website

after searching "wineries near me" or

Implement an SEO strategy to keep

your winery near the top of the

search engine results page.

"buy Pinot Noir online."

Your winery's customer experience goes beyond the moment when someone makes a purchase or steps into your tasting room. It also includes the full lifecycle of interactions they have with your winery in organic search channels, over email and social media, on your ecommerce site, and more.

Check out the infographic below to see how your customers' experience looks across channels, and where **- 09** WineDirect's tools can help you build more meaningful connections. Receiving Their Wine Customer receives their shipment, Tracking Their Order plus an insert that describes each wine and teases next season's release. Customer receives a personalized **- 04** confirmation email with order tracking **Identify next-sell opportunities by** information and purchase details. Reading a Promotional Email centralizing purchase history and customer data in WineDirect's CRM. Customer receives a second email Integrate fulfillment house data or about the limited release wines, with use WineDirect's fulfillment Scrolling Through Social Media solutions to provide order details. an enticing shipping discount. Customer sees a Facebook ad that Use action emails and drip promotes the limited release wines to campaigns to follow up with contacts who opened the launch email. customers and nurture them toward purchase. Integrate advertising data into **WineDirect's CRM to target contacts O2** who engage with paid campaigns. Reading a New Release Email Customer receives a personalized email announcement about your new limited release wines. Send personalized emails based on past purchases with WineDirect's <u>list</u> builder and auto-populating tags. 07 Finalizing Their Purchase Customer applies the shipping discount 06 code to their cart and opts into email Adding Wine to Their Cart updates during checkout. 05 Customer adds three more bottles of **Capture and record purchase data into** wine to their cart thanks to a Browsing Your Ecommerce Site your CRM in real time with WineDirect's shipping promotion banner. integrated checkout tools. Customer shops limited release wines 01. A Display promotions, discount and sees additional recommended Visiting the Tasting Room reminders, and more in the cart products on your website. and checkout screens with Customer purchases some wine at the **WineDirect Carrots. Use WineDirect's Related Products to** tasting room and provides their email cross-sell similar wines directly on address at checkout. each product page. 01. B Easily obtain an email address from Searching for Wine Online customers by using the opt-in checkbox in WineDirect's POS to add

PERSONALIZE EXPERIENCES AT EVERY TOUCHPOINT

WineDirect gives you a 360° view of your customers and the tools you need to reach them effectively across channels by connecting the dots between your tasting room, your ecommerce site, and everywhere in between.

If you're looking for ways to take your winery's customer experience to the next level with an industry-leading DTC platform, our team would love to talk to you.

REQUEST A DEMO

WINEDHRECT