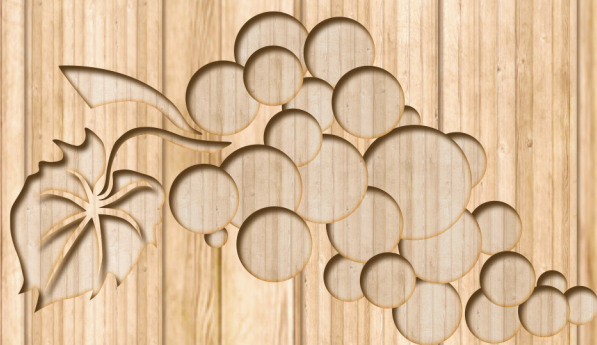


Winery

EMAIL MARKETING





FOREWORD

A thousand cups of wine do not suffice when true friends meet but half a sentence is too much when there is no meeting of minds. - Chinese proverb

Wineries in the 21st century face unprecedented competition for the attention of their customers. Regardless of preferred varietal, vintage, geography, or price point, the wine enthusiast faces hundreds or even thousands of choices. With standards set by self-regulatory industry organizations magnifying federal and state restrictions on wine advertising and promotion, the small or medium sized winery operator may find the challenge of reaching out to new customers and nurturing sales from the existing clientele to be overwhelming.

These are the reasons why an ever-growing number of wineries are turning to [email marketing campaigns](#) as their favored marketing strategy. The dominance of email as a preferred business marketing vector has been driven primarily by its very low cost and remarkable return on investment (ROI). According to the 2009 Direct Marketing Association report, [email marketing](#) returns \$43.62 for every dollar invested.

The returns that email marketing offers the winery industry are lucrative, but the complexity and intricacy of mounting a proper, legal, ethical and effective email campaign can be daunting. Our survey of wineries has found that nine out of ten do not [track their click-throughs](#) (the number of times where their emails achieve a response), and nearly that number do not apply critical [email subscriber segmentation](#) techniques to target specific groups... but simply fire off the same [email newsletter](#) to all their subscribers.

Many in the winery industry are engaged in email marketing but are failing to derive its full benefits. That is why I commissioned this manual: to investigate the current practices in the industry; to analyze what is being done right and what is being done wrong; and to provide a coherent set of solutions so that all wineries may drink from the cup of plenty.

- Curt Keller
CEO
Benchmark Email

► Introduction

This guide, Winery Email Marketing: the Successes, the Shortcomings, and the Solutions, is designed and compiled to assist the winery industry in improving their email marketing campaign efficiencies through:

- Learning what other wineries have found successful... or not
- Understanding the various elements that go into proper [winery email marketing](#)
- Realizing the challenges of implementing an effective and legal campaign
- How to obtain optimum results by discovering the coherent solution

Wineries throughout the United States and Canada were solicited for anonymous statistical information and some agreed to personal interviews regarding their email marketing practices and experience. This information has been distilled into this paper and can be found in detail in the Winery Email Marketing Survey section.

This manual is intended to offer a comprehensive set of questions that any winery seeking an [email marketing solution](#) should ask, and also provide the answers that can resolve the negative problems and boost the positive results. By surveying the current state of winery email campaigns, analyzing their performance, and supplying empirical solutions, it is the desire of the authors to advance the state of ethical, effective, and proper winery [email campaigns](#) everywhere.

► Background

The marketing and promotional challenges faced by wineries are extensive and vary considerably from most other industries. According to marketing consultant Andy Mitchell of Proximity Pulse, “there is no other product in any other category where consumers are actively encouraged not to be brand-loyal, but encouraged to explore and to change.” The prototypical decision matrix followed by consumers sequentially considers:

1. Color: Red, white, rose, champagne
2. Price Range: Bargain to Stratospheric
3. Grape Varietal: Aglianico to Zinfandel and everything in between
4. Brand: Tens of thousands to choose from



With an estimated 7,000 commercial wineries in the United States alone, and likely another 25,000 around the world, the level of competition in the winery industry is intense. Very few industries span the range of pricing that is encountered in the winery business, with some bottles selling for under two dollars retail while others can fetch hundreds, or even thousands of dollars. The size of these operations varies widely as well, with some boutique wineries producing only a handful of cases per year while corporate giants like Constellation Brands sell nearly one billion bottles of wine annually.

Even the larger wine stores may only carry up to about a hundred brands, thus shelf space is at a premium. Many wineries do not have the production capacity or the resources to achieve high penetration rates into retail locations. With thousands of American wineries alone all competing for the customer's attention, the overload of diverse winery marketing can lead to customer distraction in any form of large scale advertising.

The self-regulatory standards for the wine industry place a number of restrictions on winery advertising, including forbidding any marketing approaches when an audience consists of more than 30% of individuals who are under the

legal drinking age. This restriction effectively quashes a winery's ability to place advertising in most broadcast media and horizontal print publications.

These difficulties in reaching a broad base of wine consumers are the specific reasons why many small and medium sized wineries are primarily turning to email marketing in order to provide them with the direct approach that provides the most cost effective results. Unlike almost any other form of advertising, [email marketing campaigns](#) can be narrowly targeted and focused exclusively on consumers who are in the market for a specific type of wine.

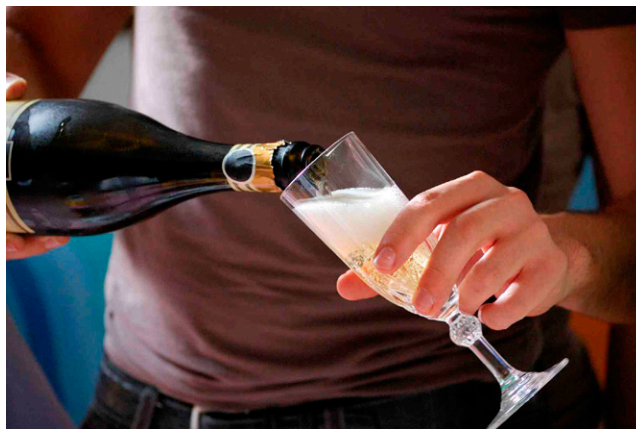
Many other industries can count on a majority of their [email campaign opt-ins](#) to be generated through online promotions and through their websites, but that is not necessarily the case in the winery industry. Most wineries build up their [newsletter subscription lists](#) through painstaking collection of email addresses from customers and prospects in a variety of ways:

- Fairs & contests
- In-store displays
- Public events & concerts
- Trade expos
- Website signup page
- Wine Club members
- Wine tastings
- Winery visits & tours



Labeling and personality drive wine marketing, and the recent focus by wineries on terroir-based geographical and appellation promotion further presents opportunities for email campaigns. Email allows for specific information on [geographical characteristics](#) of wines to be presented in a highly targeted fashion, and specifically to customers in the market for that particular feature. A single winery producing a Grenache and a Pinot Noir can [segment their list](#) to the consumers who prefer each varietal and thus conduct a conversation that specifically interests and engages the reader.

According to consultant Stephan Spencer of Netconcepts, "wine is particularly well suited to email marketing because it allows the winery to build mindshare with the end consumer inexpensively and on a schedule that the winery controls. If they need to move some stock quickly, they can push out an email campaign to their house list. If they really need to move the stock, they can offer it as a discount or provide some other incentive."



Winery Email Marketing Survey

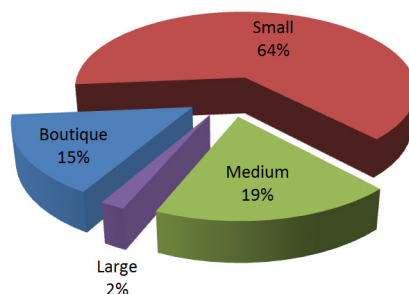
The winery business is a highly competitive and tightly held one, and although wineries were willing to supply statistical data for inclusion in our overviews, most were recalcitrant to have the figures directly attributed to them.

Over 150 Wineries Participated in This Survey

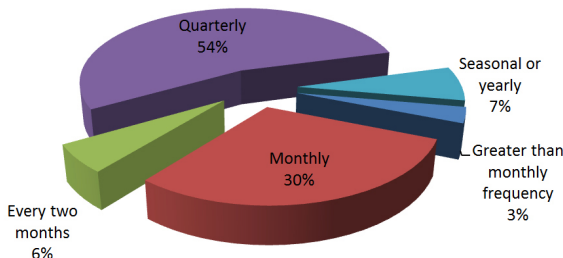
A total of 157 wineries involved in [email marketing campaigns](#) responded to survey requests, and a total of 21 wineries participated in separate interviews.

The respondents were primarily small or boutique wineries, with a total of 79% listing themselves in these categories against 19% medium and 2% large.

Winery Size



Send Frequency



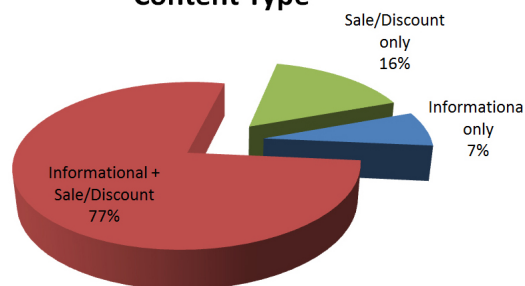
Winery Email Campaign Sending Frequency

Their email send frequency is primarily of a quarterly nature with 54% of wineries engaging in four times a year sends. Monthly sends contributed 30% of the total, with a seasonal or annual send totaling 7%. Given the seasonal nature of the wine industry, with specific harvest and release dates, it is not surprising that some smaller wineries tend to only conduct [email promotions](#) and marketing at times that coincide with their wine releases.

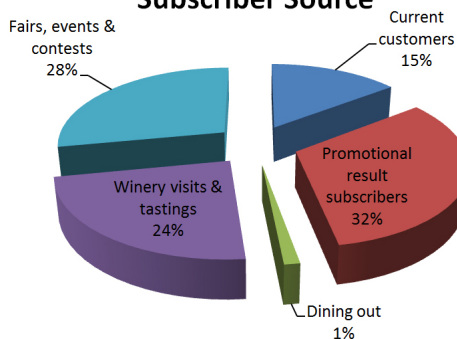
Winery Email Content Type

The content of the wineries' emails showed that the most common type is the combined informational and sale / discount format. This allowed the wineries to not only educate their subscribers on their offerings but also to provide incentives to purchase. Campaigns that involved sale / discount offers alone in a form of email coupons or basic notices totaled 16%, and purely informational emails with no element of sale / discount constituted 7% of the total

Content Type



Subscriber Source



How Wineries Obtain Email Subscribers

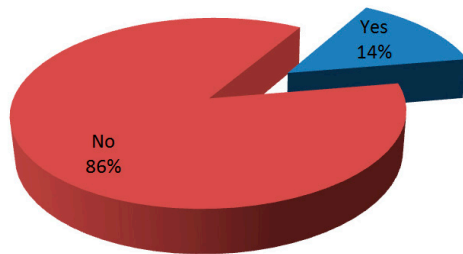
The sources of winery email campaign subscribers are varied, with promotions resulting in a total of 32% of the overall lists. These promotions leading to list signups run the gamut from traditional advertising to in-store displays. A subset of this promotional proportion is wine club members that most often commit to receiving specific wines as released. The small winery industry continues to be a face to face business, with fully 52% of the lists being constituted of email addresses collected individually, either right on location at the winery through visits, tours, and tastings; or at fairs, events, and contests.

Typical Winery Email Subscriber List Size

The overall size of the wineries' lists of email subscribers reflects the figures showing that almost four out of every five respondents are small enterprises. Fully 32% of the wineries had lists smaller than 1,000 email addresses, with 33% involving 1,000 to 3,000 email addresses, 24% tallying 3,000 to 5,000, and only 11% having more than 5,000 subscribers.



Segmentation



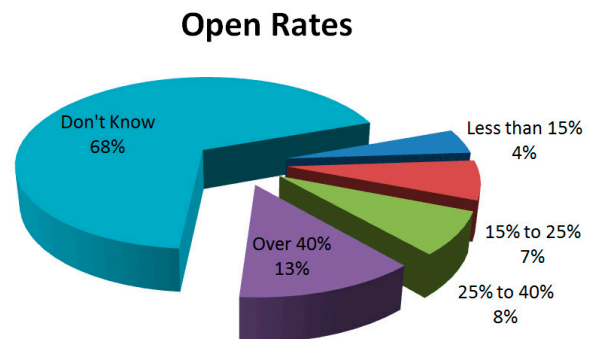
Winery List Segments

The most significant factor relating to the overall small size of the wineries sampled is the widespread lack of sophistication in advanced email techniques and understanding [email metrics](#). Fully 86% of all respondents did not [segment their lists](#) in any way and sent their email newsletter campaigns across the board to everyone on their lists. Email metrics seem to be poorly understood as well, with 68% stating that they did not know what their [open rates](#) were, and an overwhelming 89% not knowing their click-through rates.

Email Open Rates for Winery Campaigns

Of the respondents who did track their email metrics, fully 13% of them received an average of over 40% open rate, which is a very high percentage when norms across all industries are considered. 8% reported an open rate of 25% to 40%; 7% were receiving 15% to 25% open; and only 4% were getting less than 15%.

When only the reporting wineries that maintained email open rate metrics are considered, then a remarkable 40% of wineries were getting more than 40% of their emails opened; compared with 24% receiving a 25% to 40% open rate; 22% obtaining a 15% to 25% open; and only 14% reporting less than 15% of their emails opened.



Industry Open Rates



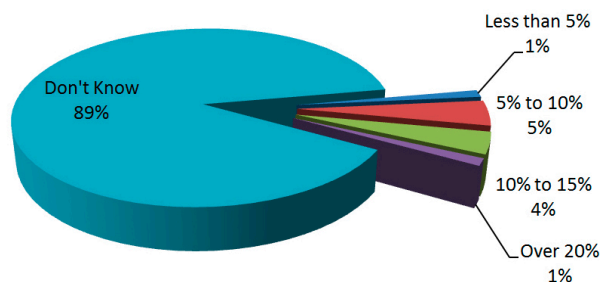
Industry Open Rates

These figures tally up to indicate that wineries receive an average open rate of 31.3%. This compares favorably with the average open rate across all industries of 25.3%, and with the related industry categories of Manufacturing at 26.7%; Restaurant at 26.2%; and Retail at 27.6. Of the industries relevant to the wine business, only Food showed a higher open rate at 36.6%.

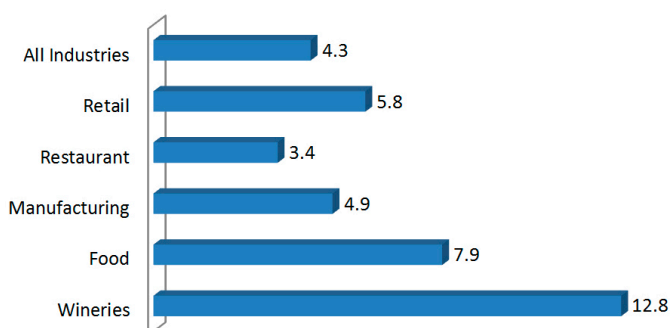
Winery Subscriber Click-Through Rates

Given that only 11% of reporting wineries were aware of their click-through rate, the sampling is extremely small for statistical purposes. 12% reported a click-through rate of over 20%, 35% obtained a 10% to 15% rate, 41% got 5% to 10% of their emails resulting in clicks, and 12% reported a smaller than 5% click through rate. It is difficult to make reliable determinations on such a relatively tiny sampling, but overall the rates for both open and click-throughs are well above general industry averages.

Click-Through Rates



Industry Click-Through Rates



Versus Industry Click-Through Rates

These statistical results show wineries reporting a 12.8% click-through rate, which is almost three times the rate of 4.3% for all industries. The closest industry, Food, reports a 7.9% click-through rate, with Retail at 5.8%, Manufacturing at 4.9%, and Restaurant trailing far behind at 3.4%.

Individual Winery Approaches to Email Marketing

With the variety in the number of wineries comes the differences in the approaches, with each winery having their own approach targeted to their specific product mix and clientele.

Targeted Email Campaigns Through Segmentation

Unlike that remarkable 86% of all reporting wineries, Canyon Wind Cellars in Palisade, Colorado, maintains meticulous control over their segmentation, differentiating the customers who subscribe on their [online signup](#) form from those who express an interest in receiving their newsletter at the many events the winery participates in. Jay Christianson, on Canyon Wind Cellars' marketing team, reports that the winery tests emails and though they term the success rate of their various new promotions sometimes unpredictable, they are able to generate a strongly above average open and click-through rates.

Email Campaign Personalization

Alpha Omega Winery in Rutherford, California is a committed believer in email campaigns and their remarkable return on investment. The winery states that their ROI is "very high" as their [email campaigns](#) are successful in generating significant sales. The winery has spent considerable time and effort to build up a strong wine club membership: Wine Club Manager Bruce Donsker emphasizes the value of turning email marketing into a personal conversation, as the winery receives "very good returns by tailoring our emails to each customer as an individual and not as a mass mailing. We treat our customers as part of our family." Alpha Omega Winery is also aware of the importance of simplifying and concentrating the email content. "Keep the message simple," states Mr. Donsker. "People are getting tired of long emails and do not have the time."

Offering Email Discounts Works

The development of their own wine club is the key to Ampelos Cellars' email successes in Lompoc, California. Their quarterly email campaign is paralleled by a specific email newsletter directed to wine club members. Co-owner Rebecca Work reports that discount and special offers play a strong role in their market accomplishments as “two for one” wine bottle offers, 30% off discounts, and a variety of sales primarily drive their responses.

Offering promotional sale pricing works well for Calstar Cellars in Santa Rosa, California. Winemaker Rick Davis reports that his winery discounts new wine releases through their email campaigns. At Calicaro Wine based in San Francisco, owner Dave Ball says that the winery's email sales are driven by “offering special pricing, bonuses over and above regular purchases such as an extra bottle, as well as free shipping.” Giulio Battaglini, Vice President of Sales and Marketing at Battaglini Estate Winery in Santa Rosa, California, sums up the value of discounts and special pricing in a very direct manner: “usually the lower the price, the more successful the promotion in terms of sales.”

Seasonal Marketing & Reinforcing Limited Availability

The informational aspect is also harnessed by Boyd's Cardinal Hollow Winery in North Wales, Pennsylvania, as they tend to concentrate on discussions of the winery's different types of wines and any new releases the season may bring. Owner Christopher Boyd also uses the [winery's campaign](#) to inform readers of popular wines that they have just sold out of. The winery has found particular success in soliciting signups at their participation at farmers' markets in the local greater Philadelphia area. They do not segment their list at all, providing their informative newsletter to all subscribers, and this approach has led them to achieve a respectable open rate.



Being Exclusive Works for Some

A winery can be a highly exclusive niche business catering to a rarefied clientele. Victor Gallegos, General Manager & Director of Winemaking at Sea Smoke Cellars in Lompoc, California, states that the winery's “list members receive an email each spring informing them of their allocations for that vintage. They purchase in spring and we ship in November upon release. Our wines are completely allocated and sold out prior to release.” The winery does not engage in conventional email marketing, as Mr. Gallegos states that they “have a waiting list of three years to get to be a member of our wine list.”

► How Wineries Build Subscriber Lists

Physical Sign Up Sheets

A proactive approach to collecting email addresses works well in the wine industry. Christie Shertzer, Marketing Director at Alexana Winery in Carlton, Oregon, asks for the email addresses of everyone as they come in to visit the winery. They also have set up a tasting bar signup sheet where buyers may enter their own email addresses. Alexana Winery's monthly newsletter contains a wide range of information including events and new releases to solicit sales. Their wine club is very popular and is separated into three levels, with each type of membership receiving three shipments per year and progressively higher discounts.

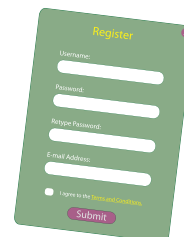
Offering Useful Information as the Incentive

Baldwin Vineyards in Pine Bush, New York, has [built up their subscriber list](#) to several thousand primarily through requests by winery visitors to receive their newsletter. The informative email is issued almost monthly as events warrant

and keeps subscribers up to date on the winery's current activities, including their varied seasonal hours of operation, new wine products that are being launched, and special local events that they either organize or participate in. Co-owner Jack Baldwin states that the winery's return on investment is "exceptionally high," and that they plan to "keep at it" in order to further drive email generated sales.

Online Sign Up Boxes and Word-of-Mouth

Kim Bellinger, Administrator of Adelsheim Vineyard in Newberg, Oregon, uses a variety of promotional approaches to reach out to their customers that are all equally successful, and [segments their lists](#) according to the campaign they are running. Cullari Vineyards in Hershey, Pennsylvania, has an [online subscription form](#) for their quarterly email newsletter and terms it successful. Although the winery does not segment their prospects, Co-owner Salvatore Cullari is aware that their main driving force for subscribers is word of mouth, thus concentrates on improving that aspect.



Building by Sponsoring Community & Live Events

Special Event Manager Jennifer Franklin at Concannon Vineyard in Livermore, California, casts a wide net in its approach to seeking new email subscribers. The winery's drive for signups concentrates on local events, as well as the special winemaker nights, and music concerts organized by them. They ensure that they have a visible presence at major "live" events that are occurring in the central California region in order to solicit new recipients for their campaigns. Their monthly email promotions feature both current weekday specials and build anticipation with sneak peeks at upcoming special offers. The winery's newsletters are very informative, featuring updates of the winery's products and recaps of the month's events.

Putting It All Together

Dutch Henry Winery in Calistoga, California sends emails to their wine club customers two weeks before their wine is shipped, informing them of what product is arriving, as well as the pricing. They generally add a supplemental wine offer, which nets considerable extra sales. The special wine club offers typically discount a particular product from their stock and are termed successful by Gary Koehler, the winery's "Official Man Of Many Hats." "We do roughly a third of our sales retail from the winery, a third from wine club, and a third from wholesale," Mr. Koehler states, and email campaigns generate a respectable amount of income from the first two thirds: "about 10% of our sales from retail and wine club, for a total of 20% overall." The winery also uses emails in order to promote their own concert series, as their "music programs always net new buyers. The tried and true always show but half of those attending our events are new guests." Mr. Koehler has learned the value of proper campaign timing as the winery's "email promotions are definitely profitable, but you have to [be careful not to over-email](#)."

► Winery Email Marketing Goals

Short Term Goals

What can be expected from a proper, full-scale email marketing implementation in terms of immediate, short-term results:

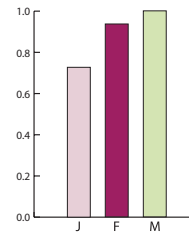
- [Brand recognition](#)
- [Customer participation](#)
- Encourage new customers
- Same quarter sales
- Stimulate horizontal label choices
- Worth of mouth



Long Term Goals

What a winery may expect from engaging in a comprehensive set of email marketing campaigns over the longer term:

- Brand loyalty
- Competitive position
- Horizontal label expansion
- Market segment dominance
- Reinforced propriety of customer choices
- Year on year sales



The advantages of a coherent email campaign for the marketing of your wine brand are powerful and compelling. As will now become clear, they are also extremely challenging.

Implementation

The factors that must be considered when embarking on an email campaign are numerous. Failing to carry out any one of them can not only cripple the efficiency of your entire marketing campaign, but might even open your winery up to the possibility of [serious legal charges](#).

Success with Segmentation

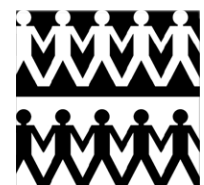
Boutique vineyards with just a couple of planted acres must segment just as carefully as the large-scale wineries, which produce a dozen varietals for international distribution. It is a predominant misconception in the winery industry that a consumer who prefers a Cabernet Sauvignon will differ from the Riesling buyer, and that is all the [list segmentation](#) that is required. When winery marketing data is analyzed, it is usually found that there are countless segmentations that can be performed on the list, including demographic, psychographic, behavior, and lifecycle factors: Therefore a mature, upper income Cabernet drinker will have much more in common with a Riesling purchaser in the same income and age bracket than they would with a young, inner-city Cabernet enthusiast.

Vary the Content

With relatively few wineries [segmenting their lists](#) at all, the industry is generally complacent about targeting their content and tends to believe that a universal content is satisfactory. Segmentation analysis can lead to a deeper comprehension of your audience and you should craft your content according to each characteristic.

Review Personal Information

A winery should collect as much demographic data on its prospects as feasible and use each piece of information to its fullest extent. Ample opportunities can be derived by analyzing behavioral and [demographic segmenting](#).



Accumulate More Data

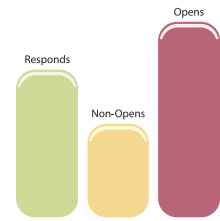
Once you have established your brand's credibility with your customer, they may feel comfortable in [sharing more personal information](#), which you can apply to laser-target your segmentation efforts.

Convert and Sell

Lists may be [segmented based on the conversion or purchase history](#). Keep in mind that conversions are not necessarily purchases but interest shown, which may likely lead to future buying.

Review Their Activity

What a customer does once they receive your email can be a considerable boon to your segmentation efforts. You can review basic metrics such as open and click-through rates to determine their individual behaviors and appeal to those specifically.



Branding

A wine's brand is the essence of its success or failure in the marketplace. The perception and impression of a brand can occur in a fraction of a second, thus each and every aspect of a winery's email marketing has to be audited against the personality the winery is attempting to project through its email campaigns.

Design the Message

The appearance and design of the [email content](#) must accurately reflect your brand and create a lasting positive impression on your customers.

Content Revelance

The content and [newsletter copy](#) must complement and bolster the core brand message in order to allow the customer to feel confident that their choice of your winery is the correct one.

Landing Pages

The destinations your email campaigns lead consumers to - the [landing pages](#) - must reflect your wine brand's identity and values as much as the original email's content.

Opting In

First impressions are exceptionally significant, thus your [opt-in](#) and signup pages will determine the expectations and impressions that your customer will have about your wines.

You're Welcome Here

Just like your emails, as well as your landing and signup pages, the [autoresponder](#) welcome messages have to reinforce your wine brand identity.

Metrics

Our survey showed that nine out of ten wineries were not even aware of their click-through rate, and two out of three did not track their open rates. Sending out email campaigns without [tracking critical email metrics](#) is a fundamental error as it blinds the winery to a wide range of factors that can be utilized to improve conversions and sales.

Open Rates

An open rate is essentially the difference between the emails that are being read and the ones that are ignored and trashed. Testing from one campaign to the next and tracking this critical metric can provide invaluable information on improving your email marketing efficiencies.

Click-Through Rates

Once an email is opened, the desired effect is that a click on a link leading to your landing page is carried out. The basic principle of email marketing is to get your prospects to become your clients, so analyzing what percentage of your emails turn into trips to your website is also critical.

Conversion Rates

Contrary to popular belief in the winery industry, not every conversion equals a bottle of wine going out the shipping dock. If a customer fills out a contact form, an [online survey](#), a referral, or any action that is considered valuable to your sales efforts, that counts as a positive conversion point.

Take the Long-Term View

Individual campaign metrics only tell part of the story, especially in a strongly seasonal and cyclical industry as wine. Reviewing your metrics over at least a year or two can help you identify ways to accentuate the peaks and flatten out the troughs.

Testing

Alongside inadequate segmentation and metrics analysis, the winery industry tends to under-test their email campaigns. The process of drafting a newsletter, blasting it to everyone on the list, and then not even reviewing the statistics, is robbing wineries of extremely important data that can be utilized to significantly boost sales.

Subject Lines

Those few words in the email's top [subject line](#) are often all your customer ever sees of your campaign, thus it is imperative that it be finely crafted to encourage opening. Varying just a couple of words can often have a considerable impact on open rates, making extensive subject lines testing a prerequisite to a successful campaign.

Mix Up the Content

Create a variety of graphic and textual content options for each campaign and test each one. In many cases you'll find that even if the basics of the email are identical, switching up the appearance or writing style can have a powerful positive or negative result.

Multiple Landing Pages

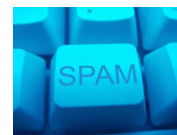
The creative variance of email content applies to landing pages as well. A variety of emails should lead to an equally varied spectrum of landing pages based not just on varietal but also on demographics and behavior. Dovetailing these variabilities to your segmentation data can allow you to precisely target to the exact group of prospects.

► Compliance

Completely innocent email marketing mistakes such as inappropriately targeting underage recipients or failing to [obtain clear permission](#) can land a winery into a legal minefield with the possibility of stiff fines and other serious liabilities. Every aspect of your email campaign needs to be audited for strict compliance with not only federal and state laws, but even self-regulatory standards.

Be Aware of CAN-SPAM

Federal regulations strictly govern the sending of emails and even the slightest violation of [CAN-SPAM](#) can bear harsh penalties.



Make It Easy to Get Out

Unsubscribe processes must be accurate, immediate, and consistent. There are a wealth of guidelines which must be adhered to in order to ensure that 100% of [unsubscribe requests are swiftly and fully honored](#).

Manage the Bounces

[Soft and hard bounces need to be addressed separately](#) and in a coherent manner. Different rules apply to each, and repeated sends to hard bounce emails can quickly ruin your email reputation by lumping your winery in with spammers.

Privacy Policy

Copying and pasting another website's privacy policy is a recipe for legal disaster. Your privacy policy should be specifically drafted for your winery and reviewed and approved by your attorney.

► Benchmark as Your Winery Email Marketing Solution

It's Powerful, Affordable, Fast DIY

The synergy of your winery partnering with Benchmark Email can significantly ease these onerous time and resource burdens and streamline your campaign's overhead, leading to more sales and a higher Return On Investment! One of the world's leading providers of email marketing services for business, which is trusted by over 73,000 loyal users, Benchmark Email offers a revolutionary and innovative system specifically and exclusively designed for wineries: their exclusive [Winery Email Marketing Solution](#). Our do-it-yourself online solution combines an easy-to-use browser based interface along with industry-standard [email marketing features](#) designed to help you to professional business to customer messaging through email and social networking. It's easy, fast, powerful and very affordable. You can honestly get your first campaign going in minutes.



Or We Can Do It for You

And for those that are either too busy or too focused on making great wine to manage the email marketing process, Benchmark can do it for you with [We Do It for You full service email marketing](#). Simply provide us with your winery's contact lists along with what you'd like to say and we will conduct your entire campaign for you. Please view the link to see all the great work we can do for you, and for how little it costs.

The email marketing experts at Benchmark Email not only utilize the highest level of state of the art technology to manage every aspect of your campaign transmission, but our graphics and content specialists can offer custom templates to perfectly suit your wine brand's personality and labeling. [Real-time email reports](#) will provide extensive metrics, which clearly and lucidly allows you insight into the performance of your emails. Our email concierge team will ensure that every aspect of your campaign is in full adherence to legislation and self-regulatory industry standards. It's like hiring your own in-house team of email professionals.

Unlike employing an entire group of new personnel, Benchmark Email's monthly Winery Service Package costs less than a typical case of wine. This complete turn-key, fully personalized and individualized service covers every imaginable factor required by a comprehensive, effective, and professional winery email campaign.

► Industry Standard Features

Whether you choose our Do It Yourself option or We Do It for You, Wineries benefit from these great features:

Complete Video Integration - Our unique [video email](#) method means that virtual tours of the winery, messages from your family, even wine education can be sent to customers' inboxes without clogging their inboxes with large files.

Contact List Management - As your list burgeons, the task of keeping it accurate and up to date balloons exponentially. Benchmark's [email list management tools](#) make it easy to build, segment and clean your multiple subscriber lists.



Creating & Focusing Campaigns - Promoting your winery is much more than just sending out special offers. Benchmark gives you the resources for sending out [many types of email campaigns](#).

High Volume Plans - Even the smallest winery gets our best features and service, but should your needs extend to sending over 150,000 emails per month, our [high volume plans](#) offer special accommodations unique to your high traffic needs.

Expertise & Technology - Benchmark Email operates their own highly sophisticated infrastructure, therefore have ultimate control over every aspect of the transmission of your email campaign. This ensures efficient and trouble-free delivery of any form of email from text to HTML.

Delivery Assurance - Enjoy sky-high [email delivery rates](#) because of our great relationships with all the major ISPs, our strict adherence to email marketing best practices, and our firm anti-spam stance.

Full Tracking Reports Featuring Visual Graphs - Benchmark Email's comprehensive [email tracking reports](#) explain your campaign's results in clear language, free from industry jargon, and accompanies each statistical group with attractive visual graphs which allow you to measure performance at a glance.

Social Network Tools - Many wineries already collect email addresses at trade expos, tastings, fairs, concerts, in-store promos, and winery visits, but are missing out on the wide range of social media strategies that exist on networks like Twitter and Facebook. Our integration means you can easily put your message where your customers are and they can get their feedback – and business – to you.



Polls & Surveys - The positive participatory aspect of [online polls and surveys](#) is unmatched in the email marketing

arena, and with Benchmark Email, you can custom-tailor a variety of customer participation processes to powerfully advance your winery's marketing goals.

Advanced Message Scheduling - Your emails can be scheduled to go out at any hour of any day far in advance. With [autoresponders](#), you can also schedule countdown timers to coincide with events: when a customer is added to a list, their birthday, renewal dates, or any anniversary.

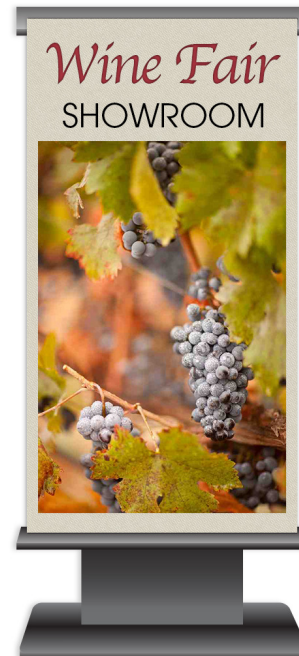


Templates - We have hundreds of specialized email templates to fit any promotional, branding, holiday or special occasion. All are fully and easily customizable. We can even create a special template for your winery.

► We Understand Wineries

There is more to a winery campaign than just offering a discount. There are specific times of the year when a sale can really boost turnover, and other times when all you're doing is selling the same number of bottles you'd sell anyway but for less profit. Benchmark Email honors the cyclical nature of the seasons for the various varietals and the unique nature of winery promotional methods:

- Concerts
- Contests
- Daily, weekly & monthly sales
- Extra bottle specials
- Fairs
- Free or cut price shipping
- Group sales
- Harvests
- Holiday promotions
- Home parties
- In-store promos
- Local & regional approaches
- New product launches
- Promoting word of mouth
- Referral enhancement
- Restaurant & bar promos
- Special event marketing
- Sports matches
- Trade expos
- Two for ones
- Varietal-specific approaches
- Wine Club optimization
- Wine crushings
- Wine tastings
- Winery visits & tours



Results

The results that wineries can expect from the full extent of the superlative Benchmark Email Winery Service Package vividly translate to bottom line outcomes:

- Cost / Benefit analysis
- Sustainability
- Scalability
- Fast launch
- Full service provision
- Ease of liaison & information exchange



► Come and Find Out How Your Winery Can Grow with Benchmark Email

Benchmark Email's [Winery Email Marketing Solution](#) and our [We Do It for You](#) service are designed to maximize and optimize any winery's email campaigns.

There has never been a specialized email campaign service for wineries that can compare to our combination of award-winning features, high-value affordability along with a plan conceived, engineered, and implemented especially for the winery industry. If you're ready to take your email campaign out of dormancy and avoid fiascos which draw off sales, while extracting the benefits and harvesting the results of a thoroughly fortified and vigorous marketing scion, decant the Benchmark Email Winery Service Package to help your business bloom... or risk withering on the vine.



► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial www.benchmarkemail.com/register.

CONTACT US

► Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

Website: <http://www.benchmarkemail.com/>

Call: 800.430.4095

Email: sales@benchmarkemail.com