



## Sean Holcomb

Marketing solutions  
for growing your wine sales

**Direct Marketing**

**Wine Clubs**

**E-Commerce**

**W**ine is more than liquid in a bottle. Wine is a process touched by the soil, by the vintner, by the barrels and by everything and everyone in between. Wine buyers want to share in that process. They want each glass to be an experience of your wine country lifestyle. They desire a relationship with you, your staff, and the site itself.

Smart wineries build on that desire. Smart wineries maintain competitiveness and facilitate growth by building relationships with their customers. Their tools include Customer Relationship Management (CRM) and data-driven direct marketing.

But how do you do it all? Your business moves too fast to stop, evaluate and alter your strategies.

This is where we come in, starting with a professional assessment of your current marketing and sales practices from offer planning to fulfillment. Proper sales and marketing planning and execution is a data-intensive endeavor and we can show you the way.

- Shift a greater percentage of your sales to higher margin opportunities
- Improve the planning and execution of your releases and offers
- Leverage the power of your customer and transactional data
- Incorporate analytics into your email and direct mail campaigns
- Ensure that each touch-point with your customers presents an image that matches your wine quality
- Take your sales to the next level

## Direct Marketing

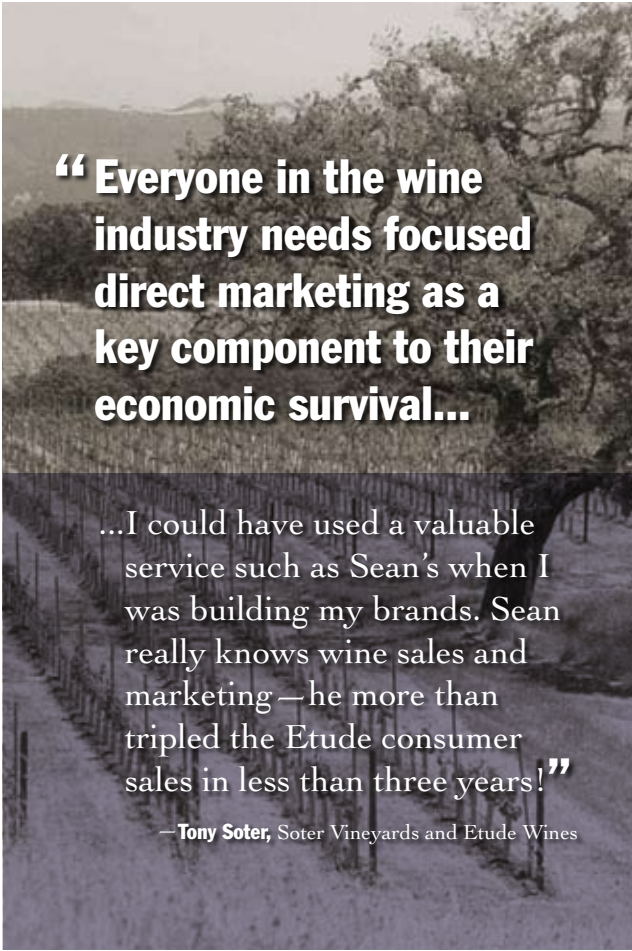
Strong and efficient direct marketing is immensely important for wine sales across all channels — Consumer, Direct to Trade, and Wholesale. Send the right message at the right time to the right people using the most appropriate vehicle. We create direct marketing plans that are consistent with your brand image.

### Strategy

- Relationship Marketing — Implement data-driven practices that leverage what you know about your customers to enhance relationships and increase sales
- Contact Strategy — Send the right message to the right customers at the right time
- List Segmentation — Acknowledge different classes of customers and market accordingly

### Tactics

- Develop or enhance your direct marketing plan and execution
- Plan, execute, analyze, and optimize email and direct mail blasts
- Segment, test, measure, learn and enhance each offer or release
- Produce direct mail collateral (newsletters, release letters, club letters or inserts)
- Project an authentic and prestigious image to your customers
- Build, maintain and manage your customer lists



**“Everyone in the wine industry needs focused direct marketing as a key component to their economic survival...**

...I could have used a valuable service such as Sean’s when I was building my brands. Sean really knows wine sales and marketing — he more than tripled the Etude consumer sales in less than three years!”

—Tony Soter, Soter Vineyards and Etude Wines

## Wine Clubs

A wine club is an excellent vehicle for proactively selling wine and for building lasting relationships with your most valuable customers. But, the wine club landscape has become more competitive and crowded. You need to do it better. A successful wine club requires significant long term planning and efficient fulfillment infrastructure.

- Evaluate your current wine club program or plan
- Launch, optimize, or maintain a wine club
- Convert mailing list customers to wine club members
- Enable efficient payment processing, order processing, and shipment fulfillment
- Implement exemplary customer service that retains members
- Evaluate or create wine club marketing material and signup channels
- Improve retention and decrease cancellation rates

## E-Commerce

Wine sales are dramatically shifting toward E-commerce. Are you taking full advantage?

- Optimize and maintain your website and online commerce
- Evaluate your current website and online marketing tools
- Integration or implementation of online sales, wine club, point of sale, compliance and fulfillment.
- Search Engine Marketing—Make sure customers find your products
- Email Marketing—Use CRM techniques and principles to refine and optimize your online marketing



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**Sean Holcomb** consults with wine companies to more effectively and efficiently communicate with their customers and increase revenue. Sean has 15 years of hands-on marketing experience including three years at Etude Wines where he directed all consumer sales and dramatically increased revenue. At Etude, Sean revamped all marketing communications including the implementation of a very successful wine club program, a new web site, and sophisticated newsletters. Sean launched and managed the tasting room operation where he actualized an educational and intimate visitor experience. After Etude, Sean led consumer sales at Benziger & Imagery as Director of CRM. Prior to his work for wineries, he was a direct marketing expert at an advertising agency and several consumer services companies. He specializes in campaign management, marketing analysis, targeted marketing, data mining, contact strategy, and customer segmentation. Sean has a Master of Science in Geographic & Cartographic Sciences from George Mason University.