

How to Grow Your Wine Club - Part 3

Use Member Information Effectively

You have a gold mine of information ready to be used to sign your consumers up for wine clubs already. It takes time and effort to get the gold out. This article will go over some key customer data points that should be examined, then used for your wine club marketing. "Many small businesses run on the intuition of the owner," says Ron Klimberg, professor of decision and system sciences at Saint Joseph's University in Philadelphia. "But you need to understand and analyze data to really understand and keep your customers."

Information about your customers and market is certainly useful on the surface (knowing Mr. Smith likes extra Pinot Blanc). But it goes much deeper. Let's take a look at where to find this data and how to get deeper. Sales Information First check sales history for all your methods of purchase, online, telephone, tasting room etc. Here are a list of queries and examples you should do to find potential wine club members:

· Volume Buyers

Search for consumers who buy a case or more in one year.

Narrow your search for better matches like searching for customers who buy a case or more of white wines in one year

· Specific Buyers

Search for consumers who buy only reserve or cellar wines.

· Big Spenders

Search for consumers who spend over "\$X" amount in one year.

· Regular Buyers

Search all consumers who buy at fairly regular intervals.

By searching your sales records it might prove to be useful to find potential wine club members. Use your qualified lead profile to help determine your search criteria. For the "Big Spenders" search above, search for all consumers who had purchase values close to the cost of a wine club. (Read more...)

General Information

Use customers' information to connect them to your winery. Your contact management platform should have options for demographic and geographic queries. A great example would be to run a "Birthday Membership Promotion," where you could send out emails or mail to your contacts that aren't yet club members. The promotion could include a special offer to sign up during their birthday month. You should also consider sending out

special offer sign up for your newsletter groups. Remember, your special offer

doesn't have to be a discount off of the price; the offer could be bonus gifts, invitations to events or other incentives. You can get more specific and combine both general and sales searches to find more precise matches. Once you searched through your customer information it's time to start making groups that fit together logically for your wine clubs. From there you need to come up with a marketing plan to sell your wine club. An example of this would be a direct email marketing campaign to your consumers that have bought one or more cases in the last year. Create a time-sensitive offer, special event or an acknowledgement thanking them for their business with an invitation to join your club to enjoy more special benefits. While looking at your consumer information and especially their purchase history, maybe reconsider how your wine club is designed. If you have a fairly large group of consumers that over the past year bought all of your reserve or "premium" wine series, you might want to consider offering a Reserve Wine Club. For an incentive you could manage this wine club so that it's fairly exclusive to add

to the allure that they are your winery's VIPs. Streaming Information

We'll look at your e-commerce wine sales for a moment to see how your information should be streamlined. Hopefully your website platform captures your consumers' information when they sign up for information, newsletters, clubs, and sales. Depending on what form they filled out you will have a variety of data for that person. You'll obviously have more data from someone that signed up for a monthly newsletter. Your platform should allow data merging, for example, even if they signed up for a newsletter three months ago and just recently purchased six bottles online last week, their additional

purchase data will be added to their existing newsletter data.