

# How to Grow Your Wine Club Part 2

## Treat Club Members like VIPs

Typically someone signs up for your wine club because they love your wine. They are the "driving fans" of your winery and they should be treated differently. Whether it's in the tasting room, through emails, or at event, let your members know they are appreciated. When a club starts to gain momentum it's easy for the members to be treated as a steady flow of cash instead of an individual winery VIP.

You can offer much more than wine to your wine club. This is the point where you've already established a relationship and you're trying to help it flourish into a lifelong consumer.

Online members should be prompted to log in which will allow the member price discounts and special information to automatically be updated online.

It's almost impossible to tell a club member from a one-time taster in the tasting room but make sure your staff tries to find out. A question like "Have you tried any of our wine before?" or "How did you hear about our winery?" are simple introductory questions which almost every club member will answer with "I'm part of your winery's club." Most of the time they want to be treated special because they paid for the special treatment.

Depending on how your club cost is set up they might not be paying for it, they might only be paying for the cost of the wines and the shipping. If this is the case I would recommend setting up a higher cost wine club marketed as a more exclusive which would allow for better margins and more membership perks. It's perfectly fine to stay with the "cost only" club model but be careful about how many perks these members receive. Don't go overboard with perks if you can't afford them, however they are still very valuable consumers to retain.

## Swag

Swag customized with your winery's logo or branding makes a great gift that could be sent out on a birthday, holiday or with a shipment. You could send bottle openers, coasters, wine glasses, wine glassware, etc. An idea that I really enjoyed was a clipping of a vine that produced the grapes the wine was made from that was shipped. It's not very "practical" but it gives the member a sense of connection with the wine and the winery.

## Rewards

Rewards can range from discounts to special events. If your club isn't already giving discounts think about implementing them by giving members no charge for any tasting fees (even if they don't buy anything). Other discounts could be a certain percent off online, in the tasting room, and to your winery events.

Other rewards that your club could offer are:

- Reservations for your Restaurant
- Pre-Release Notifications
- Special Staff Treatment
- Special Wines at Tasting
- Special Wine Tours
- Wine Club Only Events

Another reward or perk that you should always offer your members is a "refer a friend" reward. You can market it in different ways such as having a time specific offer or a constant offer to members that refers a friend that becomes a member. Be pro-active to establish "VIP treatment" standards and let your staff know as well. In the next email we'll touch on how to exceed your members' expectations.