

# Who are wine bloggers and how can you work with them?

Thea Dwelle

Luscious Lushes Wine Blog



Cindy Molchany

Zephyr Adventures



# Who am I?

- Luscious Lushes was created in 2008
- 20 years in and around wine industry businesses
- Founder and Chair of the Wine Bloggers Conference Scholarship Fund
- Tech geek by day, wine, food & travel geek at all times
- Craft cocktail lover
- Passionate evangelist for revolutionizing technology in wine
- Best blogger experiences:
  - Planting my own vine at Hahn
  - Ridge Vineyards themed tastings
  - Horseback riding through the vineyards in Rioja
- Use Twitter and events to meet and engage

<http://lusciouslushes.com>



# Who Are Wine Bloggers?

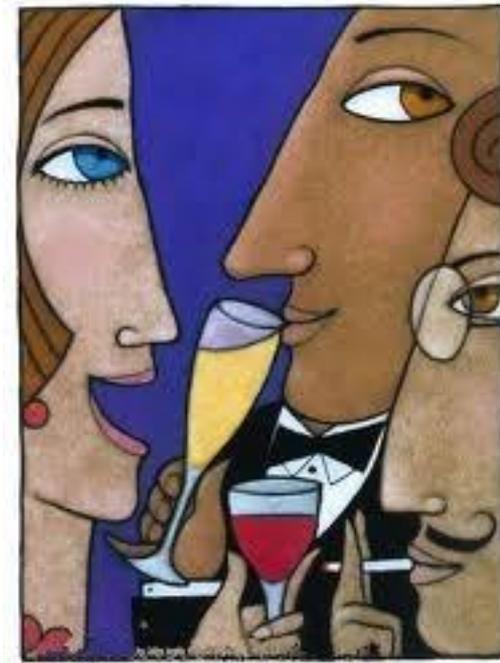
- Demographics
- Motivation to blog
- Blogging Statistics
- Social Media
- Blog Visitors



<http://winebloggersconference.org/america/2013-state-of-wine-blogging-report/>



# Demographics



62% Female, 38% Male

30% are between 35-44

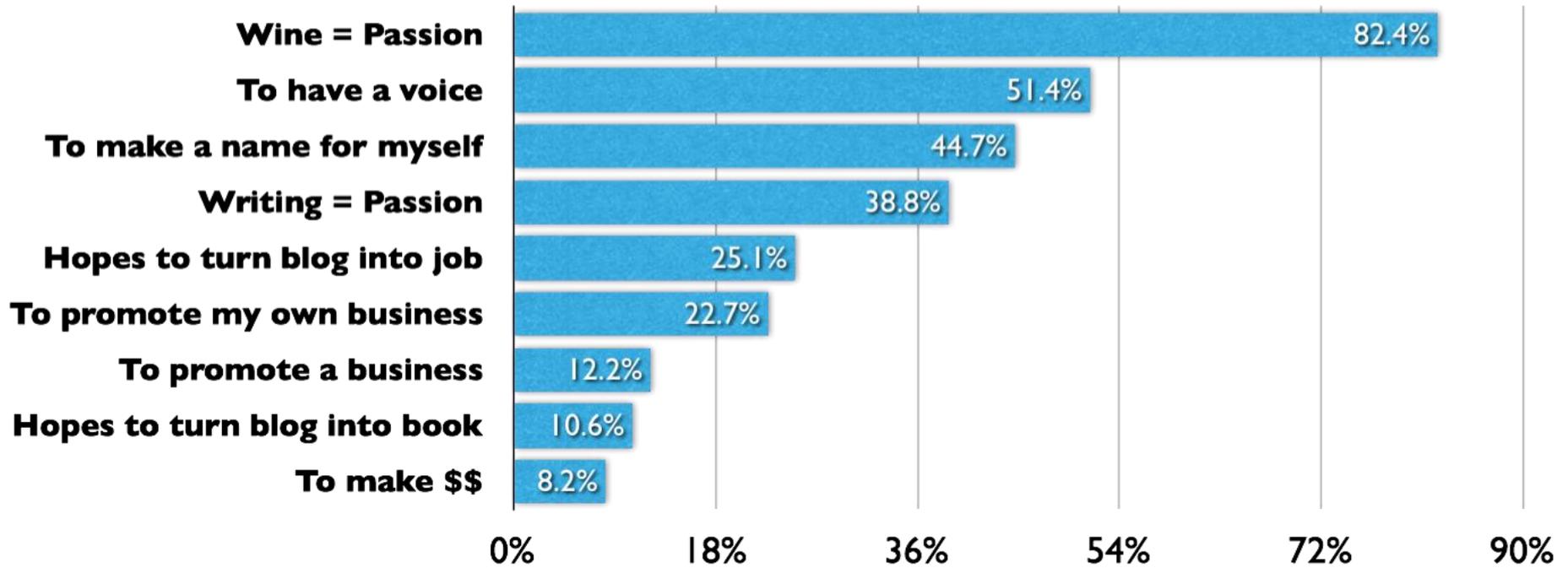
58% employed full-time; 26.3% self-employed

69% married

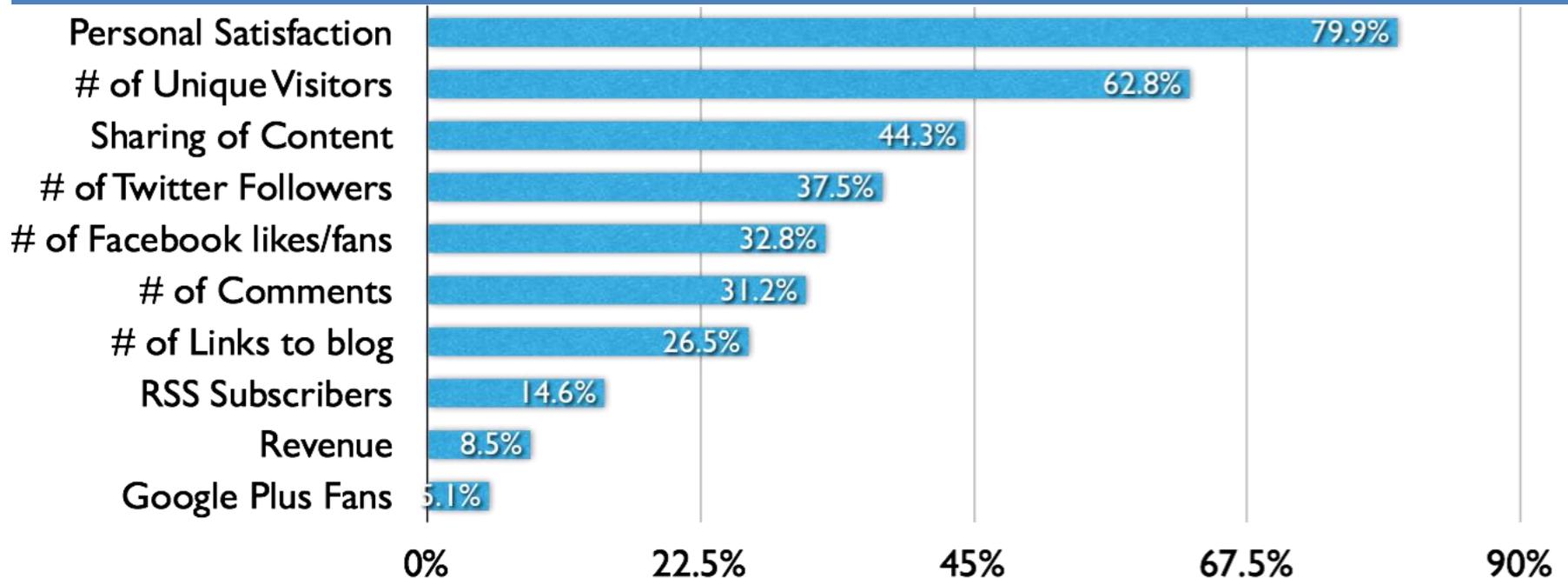
63% Have either a wine or writing background

77% have been blogging 2+ years

# Motivation To Blog



# How Do Wine Bloggers Measure Success?

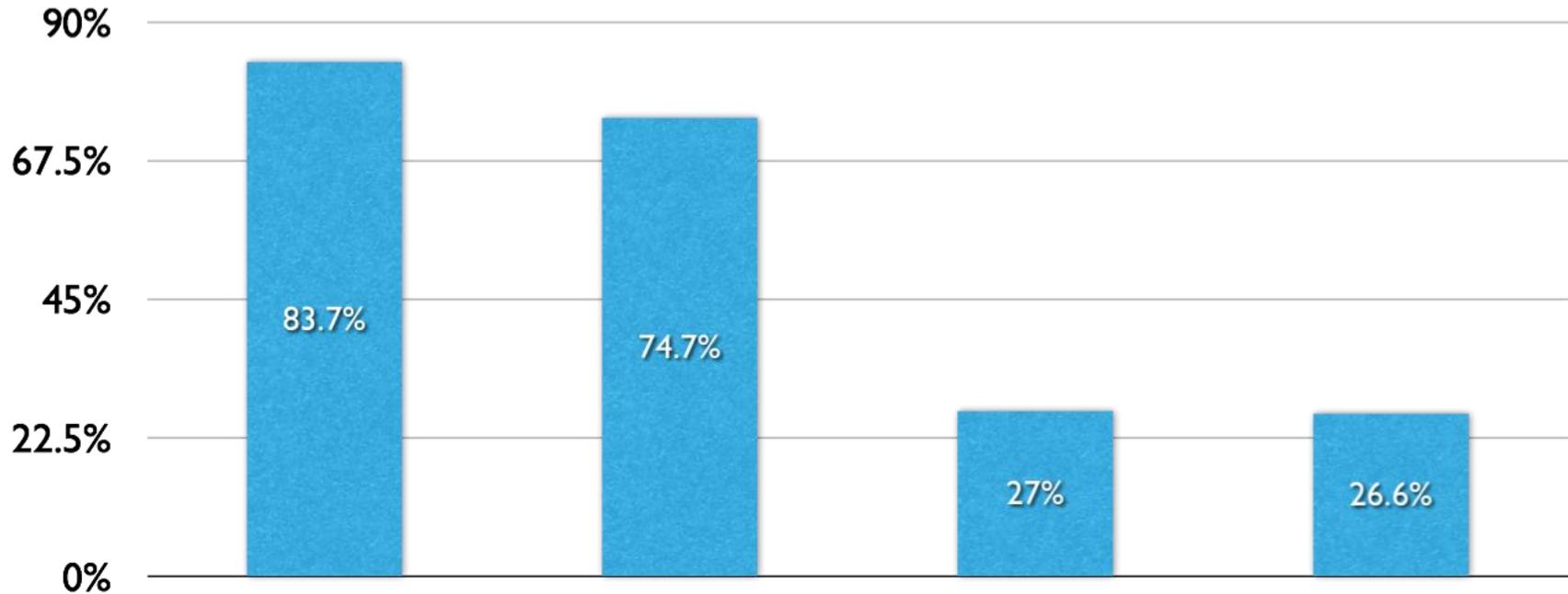


**“Personal Satisfaction is the most important ingredient of success” - Denis**

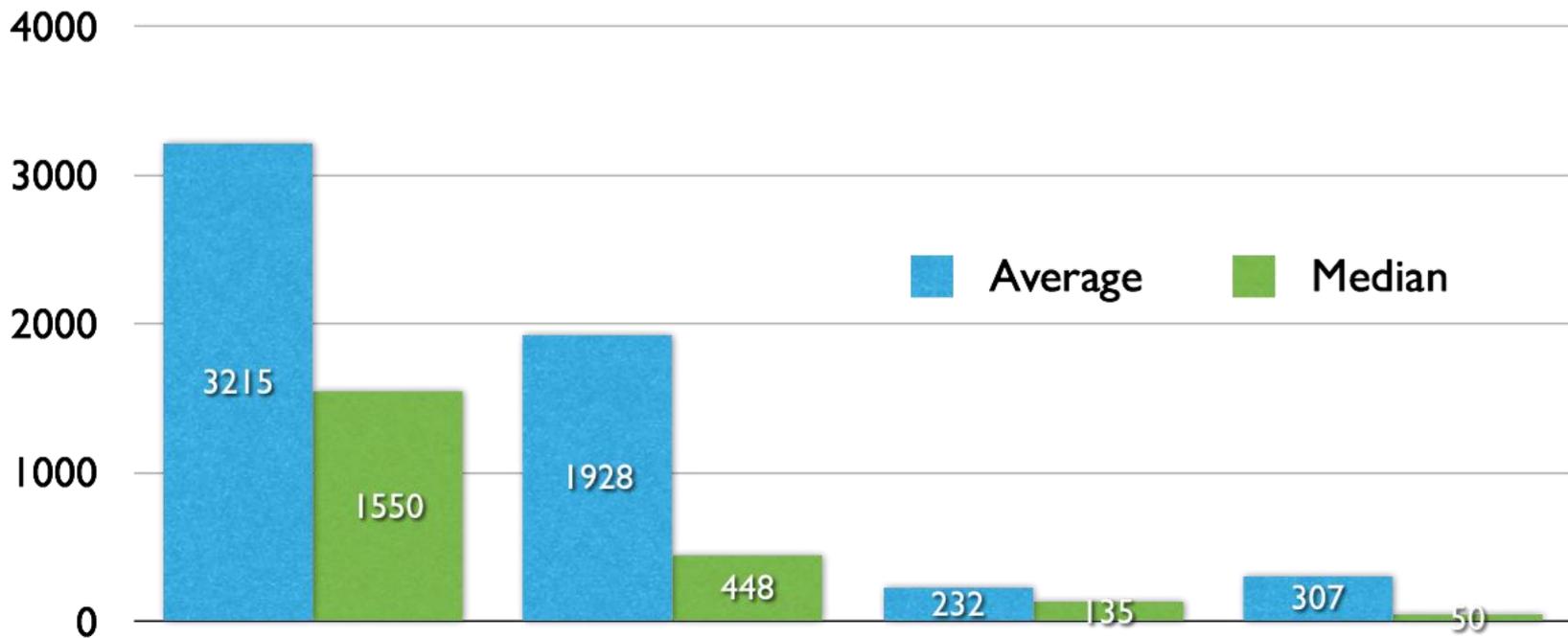
Waitley



# Social Media Used by Wine Bloggers



# # of Social Media Followers *without outliers*



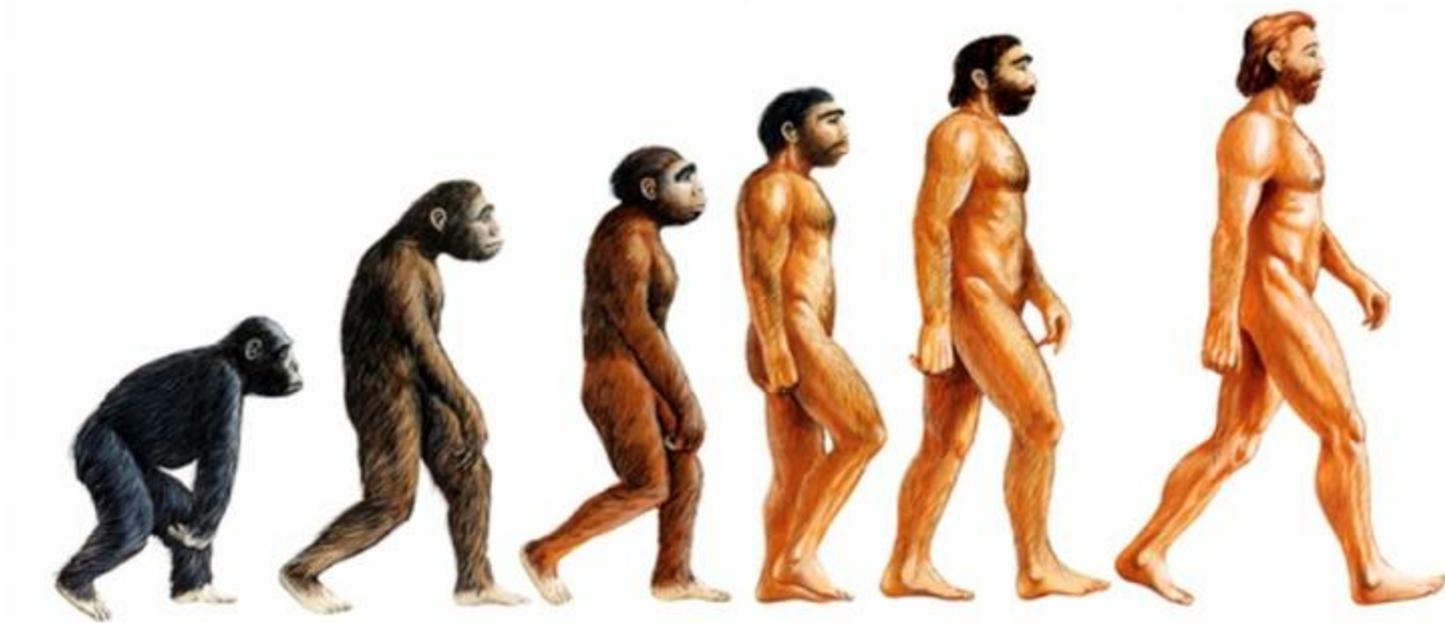
# Wine Blog Visitors



**5,380** = Average  
Unique Monthly Visitors  
per Month

**1,475** = Median Unique  
Monthly Visitors per  
Month

# Social Engagement evolution



# Engage!





twitter



The world is constantly changing! We are more mobile, and we are constantly changing the way we communicate with each other. Do you text before you call? Do you tweet before you email?

In 2011, over 85% of individuals (in the US) belong to at least one social network. 100% of bloggers belong to at least one social network. By definition, a blog IS a social network.

With word of mouth marketing being the single most influential driver of purchasing, that's a huge data mine.

Bloggers can read, edit, update and participate in wine conversations with social media from ANYWHERE - 30000 feet, on a boat, in a wine cellar (with wifi of course). This "anywhere" technology means that your customers are accessing information 24 hours a day.



Twitter is still one of the fastest growing channels in the social media domain. Businesses from mom and pop shops to world wide brands like Nike utilize twitter to embrace and enhance their brand image.

Twitter is about building relationships. There is a huge community of wine bloggers on Twitter that are seeking out wine businesses to engage with.

What does this mean? This means you will need to commit to engaging in a meaningful way. This doesn't need to be a huge time commitment, but it does mean you need to be reactive, and responsive.

Participate in the conversation!



facebook

Facebook is perhaps the easiest social media outlet to become involved in. Here, you can create a page for your company, and introduce it to people you know. In turn, people that “Like” your page, can recommend it to their friends, thereby creating the viral marketing that is so powerful. Facebook, like other social media outlets, is inherently viral. It is an opt-in marketing tool, where people choose to Like your page, and then choose to tell their friends about your page.

If you create a page on Facebook, Be sure that you are actively engaging with your audience on your page. you will need to spend a bit of time posting short, meaningful content pieces that people will be interested in reading. this in turn, will encourage your readers to repost this content to their readers.

Having a page dedicated to your business is a great way to connect and engage with an audience that you might not already be familiar with!



- Pinterest is a social bulletin board. While you might not think this is useful for your wine tourism business, think again!
- Millions of users search the internet (and Pinterest) for topics on food, travel, wine, and tourism. Put yourself on the pin map! If you pin it, they will come.
- Build community on Pinterest by creating community boards that highlight your region or focal point.
- Pin iconic images and use hashtags to drive traffic to your site
- Create engagement by searching Pinterest and re-pinning items of local interest
- Pinterest is searchable, and hashtags are key to getting your topics highlighted.



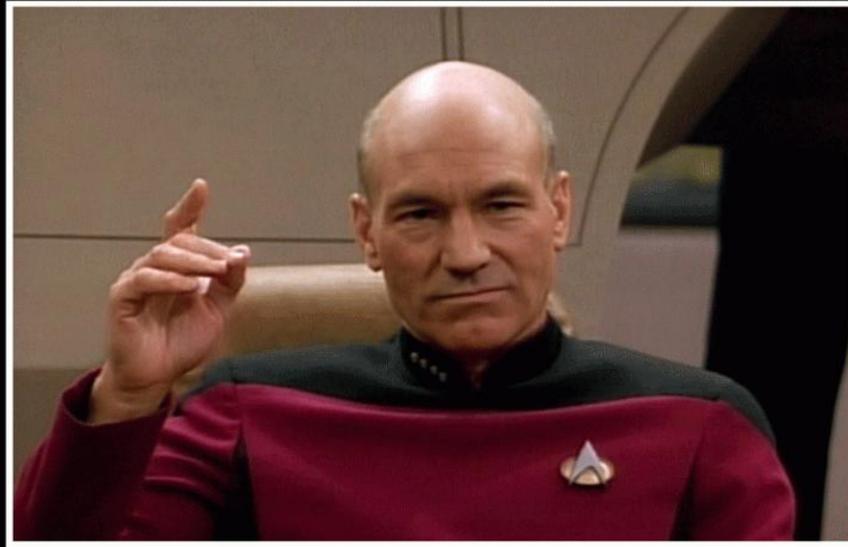
# What Is Google Plus & Why Should You Care?

- G+ is an Ecosystem
- 300 million active monthly members
- Google Plus is for “Passion”
- Social SEO



# How Do I Use G+ to Reach Influencers?

- Circles
- Communities
- Hangouts On Air
- Engage & Share



# ENGAGE

MAKING IT SO

**Engagement is king.**

The vast expanse; the internet. The final frontier. These are the voyages of wine tourism. Its lifelong mission: to explore strange new worlds, like Instagram, to seek out new life and new civilizations, on Twitter, to boldly go where no marketer has gone before – like Pinterest.



# Engaging a Global Audience: The Power of Social Media

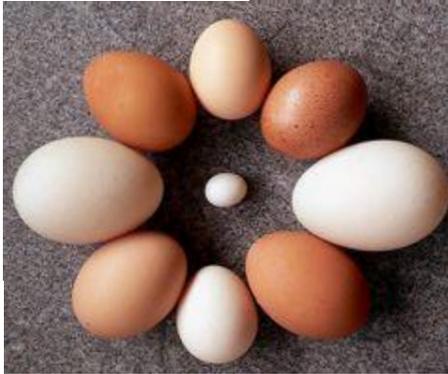
- Social media has been evolving, particularly over the last 5 years. The top social media platforms are powerful tools to help you engage with wine tourists.
- Facebook, Twitter, Pinterest and You Tube are great ways to structure your message and hone the art of the soft sell.
- Engage people one on one, or in large groups to create brand awareness for wines, regions, or a countries virtually.
- These tools allow you to engage with consumers and media by utilizing the Search, Connect, Engage methodology. This spurs the discussion, and conversation about YOU and your brand.



# Know Your Audience

- In order to have a real-time knowledge of what bloggers, as well as other people on the internet are saying about your product, brand, or wine, setup Google Alerts. This is a simple, easy process that is and extremely powerful tool that lets you know when your name comes up.
- If you open the communication early, you will already know when a blogger, as well as consumers on the web.
  - Use search engines on a regular basis to search for your name. This will give you a bigger picture of what is going on.
  - Finding trends and tracking back to them is the key to successful measurements of ROI. You can, and should, track references to your site, including mentions on Facebook and Twitter.
  - Track the use of hashtags (#hashtags) that mention your brand -use coupon codes to promote your business through bloggers

# How to spot an Influencer?



Influence online comes  
in different shapes &  
sizes

“Influence is a tricky word. Are the people who talk the most the influencers? Are the people who talk to the most people the influencers?” -  
Chris Brogan



# Consistent Branding

Consistent branding is essential. Your message should be clear, across all social media platforms as well as your traditional marketing materials.

Think of international brands such as Nike and Coke. Even though they have progressed through the years, the brand images and core messages are still the same.

Coke is it. Just do it. These messages have been consistent through the years giving these brands a core identity that is internationally recognizable today.

By building your brand, selling more tours or wine, you will increase your customer base long term. As wine is a long tail business, building a loyal customer today will be a long term relationship tomorrow.

Using these new media tools can help you do this indirectly, by building loyal followers who are interested in your brand. Blogging, social media platforms, social networks help you outsource your PR and marketing to a database of bloggers who can and will build your brand by word of mouth. For free.

Small changes are great, big changes are confusing!



# Build Community on Social Media: Search

**AdSpots** @AdSpots  
Great afternoon for @Artesawinemake  
pic.twitter.com/upu  
Followed by TheYum)  
View photo

**Okanagan Food &**  
All registered for @trip with @vinesan  
Followed by Kayla Ko  
Expand

**Anastasia Clemon**  
#EarthFriendly Win  
#Viticulture #Vino #earthwine.wordpress.com  
Followed by EatLoveS  
View summary

**Wine Tourism Co**  
In the @WineBusin  
our latest post from  
Retweeted 1 time  
Expand

**Marilyn Dash** @da  
If wine tourism is o  
@Luscious\_Lushe  
paper.li/Luscious\_L

#winetourism Best of v

Share what's new...

Text Photos Link Video

**Alex Bruni**  
Shared publicly - Oct 8, 2013

Napa Valley, in the Bay Area in California, is the main wine growing region in the United States of America and one of the major wine regions of the world. It is also known for its gourmet restaurants, cafes, and spa-treatment centers. #Travel #wine #wineries #napavalley #california #winetourism

Napa Valley Wine Country - eTravelTrips  
http://www.etraveltrips.com/blog/napa-valley-travel-tips

**Thea Dwelle**  
Extended circles - Jul 19, 2013

Where in the world is Bratty? #wine #travel #winetourism

Luscious Lushes - A Wine Blog originally shared:  
As we left #Croatia we made our way in to Italy's #Friuli region to taste amazing whites and experience the warm hospitality that the northern region offers.  
#friuli #travel #wine

Pins Boards Pinners

Show:  
All pins  
Just my pins

A gorgeous day at Tinhorn Creek Vineyards in Oliver #wbc13 #bcwine #winetourism

WineBrat SF #winetourism

Managhetti was a private villa, and is now a hotel with a winery & olive oil. Beautiful wines of #Istria #winetourism

WineBrat SF wine images

#wine #Istria #winetourism Pequotim is in an old Italian water tank! Amazing Teran, as well as Mavasia. Dmitri "The Frenchman" is a hoot!

WineBrat SF Travel

Rising sun above #saintemilion medieval village and the #UNESCO vineyard #france #winetourism #harvest #sunrise #happy #puravida

Tourisme Saint-Emilion Le vignoble de Saint-Emilion / ...

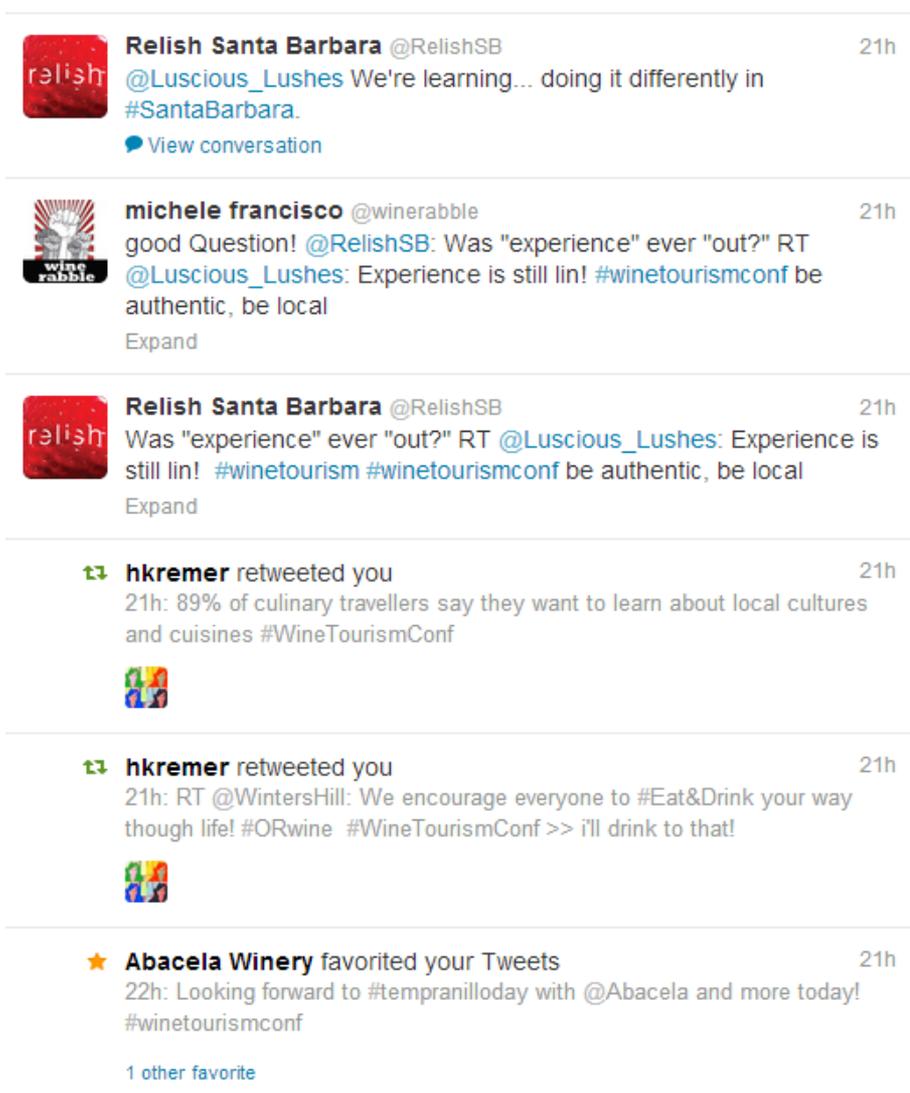
Aliança Underground Museum #anadia #portugal #wineandart #winetourism #berardocollection

Twitter

G+

Pinterest

# Build Community on Social Media: Connect



The screenshot shows a Twitter thread with the following content:

- Relish Santa Barbara @RelishSB** (21h): [@Luscious\\_Lushes](#) We're learning... doing it differently in [#SantaBarbara](#).  
[View conversation](#)
- michele francisco @winerabble** (21h): good Question! [@RelishSB](#): Was "experience" ever "out?" RT [@Luscious\\_Lushes](#): Experience is still lin! [#winetourismconf](#) be authentic, be local  
Expand
- Relish Santa Barbara @RelishSB** (21h): Was "experience" ever "out?" RT [@Luscious\\_Lushes](#): Experience is still lin! [#winetourism](#) [#winetourismconf](#) be authentic, be local  
Expand
- hkremer** retweeted you (21h): 21h: 89% of culinary travellers say they want to learn about local cultures and cuisines [#WineTourismConf](#)  

- hkremer** retweeted you (21h): 21h: RT [@WintersHill](#): We encourage everyone to [#Eat&Drink](#) your way though life! [#ORwine](#) [#WineTourismConf](#) >> i'll drink to that!  

- Abacela Winery** favorited your Tweets (21h): 22h: Looking forward to [#tempranilloday](#) with [@Abacela](#) and more today! [#winetourismconf](#)  
1 other favorite

This is a snapshot of the conversation happening around the Wine Tourism Conference.

By *searching* for Wine Tourism Conference or [#winetourismconf](#) you can see the conversation occurring on social networks.

# Build Community on Social Media: Engage

Texas Hill Country Wineries posted 2 updates.

**Texas Hill Country Wineries**  
#winetourismconf day 1! #txwine



Like · Comment · Share · 5 · 23 hours ago

**Texas Hill Country Wineries**  
"Agriculture and wine is a thread that runs through our history, American history" #winetourismconf

Like · Comment · Share · 8 · 21 hours ago

**WINES OF WASHINGTON PROMOTION, The Marketing Agency**  
Governor #Kitzhaber speaking now at the #WineTourismConf.

Like · Comment · Share · 22 hours ago

## Recent Posts by Others on Wine Bloggers Conference

See All



### Wine Bloggers Conference Scholarship Fund

Interested in a WBC Scholarship? Be sure to get your appli...

1 · January 29 at 3:18pm



### Brooke Bryson

Hey everyone! I have a project lanuching in late Spring 20...

January 25 at 6:53am



### Thea Dwelle

If you're considering the pre trip excursion in Kelowna, rea...

2 · January 23 at 1:25pm



### Nipper Kettle

You could feature the worlds best tasting water there t...

1 · January 17 at 8:50am



### Kathleen Rake

Coming to the 2013 Wine Bloggers Conference in Pentic...

January 4 at 2:04pm

More Posts ▾

# Build Community on Social Media: The Hashtag

- A hashtag (#hashtag) is a searchable conversation string on twitter. The use of hashtags in the wine industry has exploded in the past 5 years.
  - Some great examples of hashtags are:
    - #bcwinechat
    - #varietaldays
- Varietal days are also useful for associations that wish to promote their region, such as #chardonnayday, which focused on a specific varietal. You can opt to provide media samples, group tastings, and other sponsored events but you can also encourage the wider wine drinking public to just grab a bottle of wine and tweet along.
- Events are planned to coincide with the varietal themes, and wine drinkers around the world can meet each other (virtually) and discuss the wine they are drinking.
- #winetourismconf
- #wbc13
- #wine



# Build Community on Social Media: The Hashtag

Results for **#chardonnayday**



**Tweets** Top / All / People you follow



**Clovelly Estate Wine** @ClovellyWine

May 7

#BNE mark your calendar for Thursday May 24! We're holding **#Chardonnayday** tastings from 4pm at Red Hill. Info here: [bit.ly/lkOJyY](http://bit.ly/lkOJyY)

Retweeted by Chardonnay Symposium and 1 other  
Expand



**Rick Bakas** @RickBakas

Mar 19

Wine lovers keep asking about **#ChardonnayDay** (5/24) and **#CabernetDay** (8/30). Not only are they happening, but they're going to be improved.

Followed by Michelle Berger and 1 other  
Expand



**Foppiano Vineyards** @foppianowine

May 27, 2011

In a continual celebration of **#ChardonnayDay**, here's an up close picture of our 1980 Chardonnay vine in bloom... <http://fb.me/OwGXz52r>

Expand



**Sherri Housman** @SLHousman

May 27, 2011

@SonomaWilliam throwing another crazy wine event! Enjoying lots of Chardonnay **#chardonnayday**. <http://lockerz.com/s/105060029>

Expand



**Julia Watt** @Gala\_Events

Feb 14

RT @ModernizeWine: Support for more changes to archaic liquor laws! Attend our Inaugural Fundraiser [bit.ly/Z9okBC](http://bit.ly/Z9okBC) **#BCWineChat** **#BC** ...

Retweeted by Frank Haddad  
Expand



**Karl @ MyWinePal** @mywinepal

Feb 14

**#BCWineChat** i enjoyed this evenings topic. Looking forward to meeting many of you at the Modernize Wine event on Monday!

Retweeted by Sandra Oldfield  
Expand



**Karl @ MyWinePal** @mywinepal

Feb 14

**#BCWineChat** wine lovers can you please help me? Take my wine quick survey. Be part of history! [tinyurl.com/bubohrj](http://tinyurl.com/bubohrj) **#CanWinePalate**

Expand



**Jim Holt** @DeltaWatershed

Feb 14

Perfect pairing w/**#Arts** and Not for profits! Excellent. Lots do it :- ) RT @SandraOldfield: #2 is charity auction wine for me **#BCWineChat**

Expand



**Julia Watt** @Gala\_Events

Feb 14

Looking forward to conversation! RT @ModernizeWine Great food @ProvenceVanCity at Inaugural Fundraiser! [bit.ly/Z9okBC](http://bit.ly/Z9okBC) **#BCWineChat**

Expand

# Build Community With Online Tastings

Online wine tastings are a great way for you to build community. While established bloggers are often invited to participate, these events are open to the public as well. This is a great way for you to reach a broader audience! Wine bloggers are enthusiastic participants and will bring in the public.

Some ideas are:

- Whole Foods Taste & Tweet
- Varietal Days
- Event Days

Just grab a bottle that fits the event, and tweet along!

# Varietal Days

Temecula Wine Guy retweeted



**Temecula Winegrowers** @... 16h

Our last stop on our #temecula #TempranilloDay tour is South Coast Winery Resort & Spa for their 2008 Wild Horse...  
[fb.me/2tpszFIDK](https://fb.me/2tpszFIDK)

Details



**WeekendWinos** @Weekend... 26m

Celebrating #TempranilloDay this weekend with paella. Yummy!

Details



**daron watson** @vinojunky 57m

Congrats @Cvne on 2004 #Rioja Imperial Gran Reserva being #1 @WineSpectator Wine of the Year ~ It's Like #TempranilloDay All Over Again!!!

Details

COBH Pub Irlandes retweeted



**MaëViña** @maevinacom 23h

Hoy se celebra el #tempranilloday, ¿sabéis sinónimos de la uva tinta más plantada en España?

- #Champagneday
- #cabernetday
- #pinotsmackdown
- #grenacheday
- #tempranilloday (#tempranilo)
- #chardonnayday
- #malbecday



# Choosing Your Audience

Choose your blogger audience wisely. Do you produce wine from a specific region? Do you offer tours in an area of interest? It is important to know who you want to talk about your business.

A blogger who writes about cosmetics would not be the appropriate audience for a post on a tour operator in Porto. Likewise, a blogger who focuses on wines under \$10 or a small region in California, would not be a good audience for your wine if you produce \$50 wines from Australia.

Know who you are communicating with! The most successful campaigns are run with thought and care. Reach out to your list and ask if they are interested in writing about your area or wineries.

Open communication prevents focuses your audience and gets your message to the right people faster.



# Exposing your Brand

Host a blogger / media event. Many regions get a bubble of coverage during these events and are trending topics on social media sites. This can add exposure to your business in a very short time period. These events may be a lunch at your winery, a sample tour that you might offer, or a week visiting a region that you represent. These opportunities allow bloggers to learn about your products in a personalized manner, where they know that they will have access to the information they need without trying to compete for attention.

Bloggers offer viral and virtual marketing. Allowing us to enter your family, however temporarily, gives us access to information that we can share with our readers that they might not necessary know.



# Bringing the People to you

- Capitalize on your local tourism and local attractions
- Most wine tourism is incidental to other business in the local region. For example, here in the US. Approximately 90% of wine tourism is directly related to visiting family & friends. Additional wine tourism is an adjunct to business travel.
- By tying wine tourism in to local attractions, you can capitalize on a large user base already in your area.
- In the Okanagan, the lake is a popular destination for summer water sports. Lakeside wineries are an easy and obvious add on destination to these visitors.
- Celebrate your uniqueness





# Working with Bloggers - It's a two way street!

- Wine bloggers are a powerful bunch. We spend most of our discretionary income on wine.
- Develop relationships with your key media audience
- Communication is a two way street
- We want to hear about YOU as a person and you as a business.
- We like to explore. If you promote a region, or offer a tour or a product that is related to wine, you should get to know the creature that is a wine blogger.
- As a blogger who tastes many wines every week, you might offer a new wine preservation system to review.
- Perhaps you are promoting a book on Port and would like people to talk about it.
- Bloggers can be very useful in discussing this information online.
- Co-branded product giveaways can also be useful - if you offer a blogger a product, include a second sample so we can give it away to a r
- expresses interest.





# How can I get bloggers to talk about us?

Are you trying to get the attention of the digital media world and are struggling to start? The first step to getting noticed is to pique our interest in your offering.

- First, engage! Network, network, network.
- Be creative
  - if you are a tour operator, perhaps offering a local blogger a sample day trip to write about.
  - Pair your wines at a local restaurant
  - Explore the vineyards on an ATV
  - What makes you special?
- Wine producers should allow bloggers to become familiar with their products by offering targeted samples.

# Talk Talk Talk

- Travel agents can offer bloggers who specialize in a particular region more information.
- Make the experience personal. The best experiences a blogger has is the one that you make unique for them.
- Know your audience. Regardless of the type of blogger or media that you are working with, you need to know your audience. Target your media list accordingly. More on that in the next discussion point.
- Spread the word - communicate and communicate wisely. Decide what your channels of communication can be. You don't have to start out all at once. It is better to choose one channel, and use it well, than it is to use all the channels poorly. Social media is an interactive business.!





## What?! They didn't like me?

Don't take it personally if we don't like, or don't write about your wine or region. Wine bloggers in particular often have sample policies posted on their sites for your review, prior to sending out information or product. Again, an introduction email will let you know if we are interested in talking about your product.

If, by chance, we don't like a product and we do write that, don't be offended. We are only offering our opinion. It also a critical time for you to reach out to discuss with us WHY we didn't enjoy the product. Negative issues have been resolved with simple communication and discussion resulting in more favorable reviews.

If there was an issue with another product or tour for example, this is your opportunity to reach out and correct it, thereby allowing us to write a follow piece on how you handled the issue.



# How to perform Blogger/Influencer Outreach

- ID Your Goal
- Create A Strategy
- Research & ID Target Influencers
- Introduce Yourself, Follow, and Engage
- Invite to participate
- Create blogger agreement (if applicable)
- Track & Measure
- Support & Nurture
- TIP: Empower you team



# Q&A

