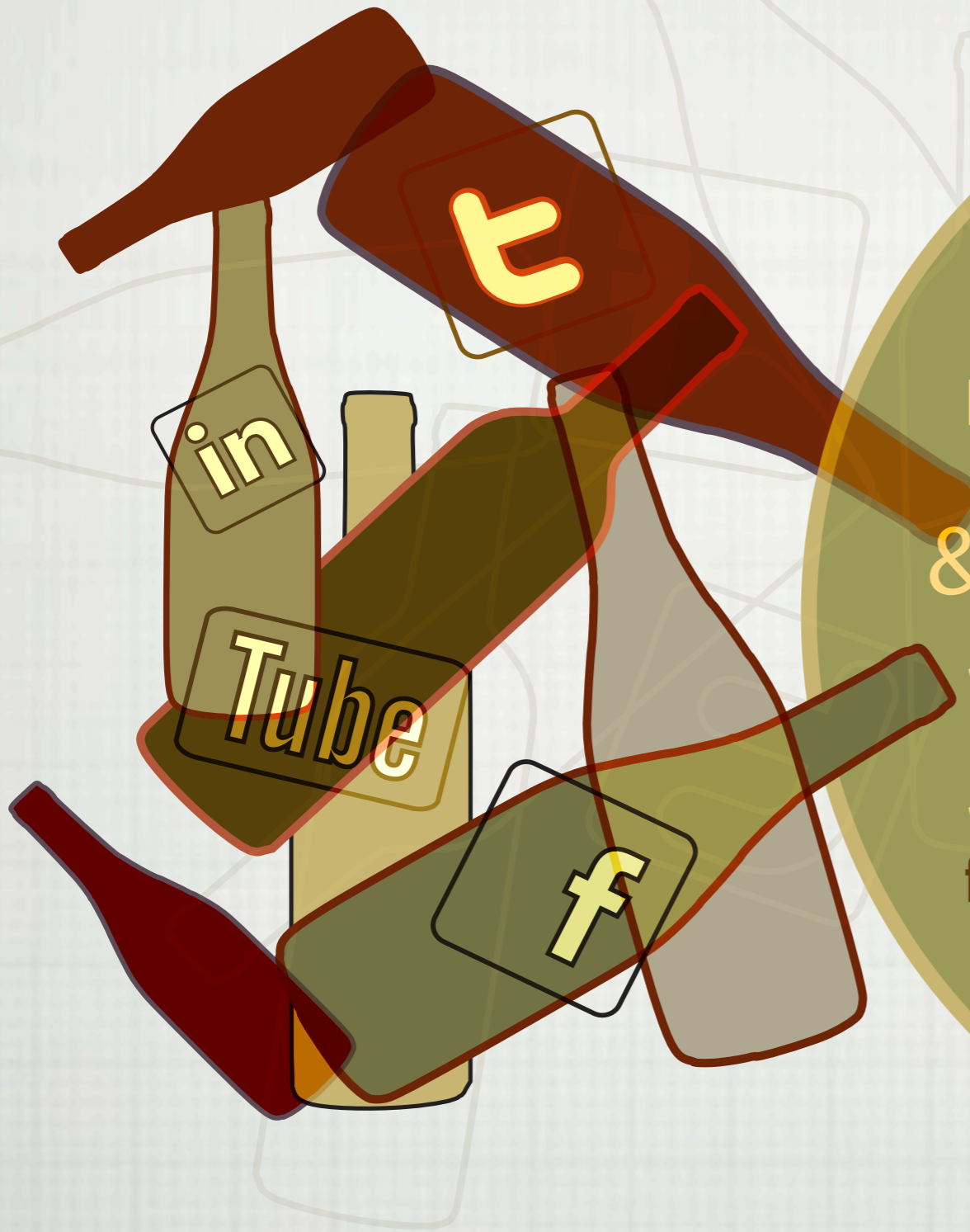


juice

Juice Marketing + Design presents

making
& DOLLARS
SENSE of
SOCIAL MEDIA
for wine & hospitality businesses



“One thing that impressed me the most was the future of the Web on the wine business. Whether it be blogging...social networks...or other communication online, it will be a vital part of the future of our business.”

—Christopher Cannan

"Connect with the consumer"
was the key message at WineFuture in Rioja
November 13-14, 2009



“If you plan on being in this business three years from now...and you’re not recognizing the importance of Facebook and Twitter, you’re crazy. For us to debate this platform is not revolutionizing our world is silliness.”

—Gary Vaynerchuck

"Connect with the consumer"
was the key message at WineFuture in Rioja
November 13-14, 2009



EVERYTHING WE KNOW ABOUT COMMUNICATION AND MEDIA HAS CHANGED

THEN



NOW



EVERYTHING WE KNOW ABOUT COMMUNICATION AND MEDIA HAS CHANGED

THEN

TV



NOW

hulu

You Tube

vimeo

EVERYTHING WE KNOW ABOUT COMMUNICATION AND MEDIA HAS CHANGED


THEN

RADIO



NOW

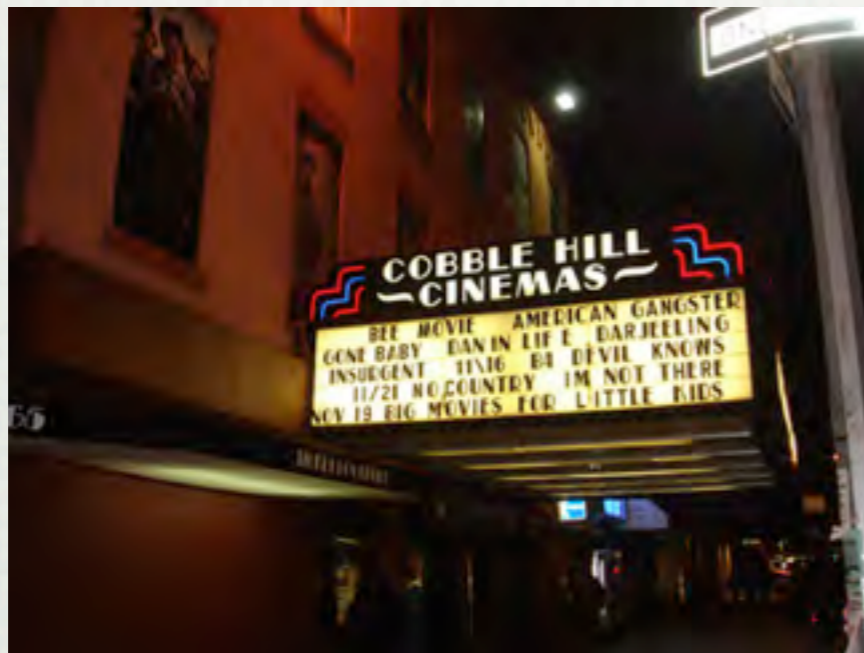
PANDORA

 *Rhapsody*



EVERYTHING WE KNOW ABOUT COMMUNICATION AND MEDIA HAS CHANGED

THEN



NOW



EVERYTHING WE KNOW ABOUT COMMUNICATION AND MEDIA HAS CHANGED

THEN



NOW





SOME CONTEXT: HOW WE GOT HERE

- By 2010, Gen Y “Millennials” Will Outnumber Baby Boomers
- 96 % Of Them Have Joined A Social Network
- 1 Out Of 8 Couples Married In The US Last Year Met Via Social Media
- The Majority Of Facebook Users Are Between 35-54



YEARS TO REACH 50 MILLION USERS

Radio	38 Years
Television	13 Years
Internet	4 Years
iPod	3 Years



YEARS TO REACH 50 MILLION USERS

Radio	38 Years
Television	13 Years
Internet	4 Years
iPod	3 Years



facebook®

100 MILLION USERS IN LESS THAN 9 MONTHS

SMALLER BRANDS HAVE
AN UNPRECEDENTED OPPORTUNITY FOR
MARKETING:

THE PLAYING FIELD IS NOW LEVEL

YOU HAVE THE SAME
OPPORTUNITY TO REACH YOUR
AUDIENCE AS THE BIG BOYS



SMALLER BRANDS HAVE AN UNPRECEDENTED OPPORTUNITY FOR MARKETING:

To quote Gary Vaynerchuck again:

“You now have, for the first time, the ability to connect directly with the consumer. No buffer, no gatekeeper.

In the media business, it's no longer that an editor at the NY Times telling you you're not good enough to write.

In Hollywood, no producer telling you you're not skinny enough or pretty enough to be on TV.

And in the wine business, no 2 or 3 critics telling the consumer whether or not they should drink your wine.

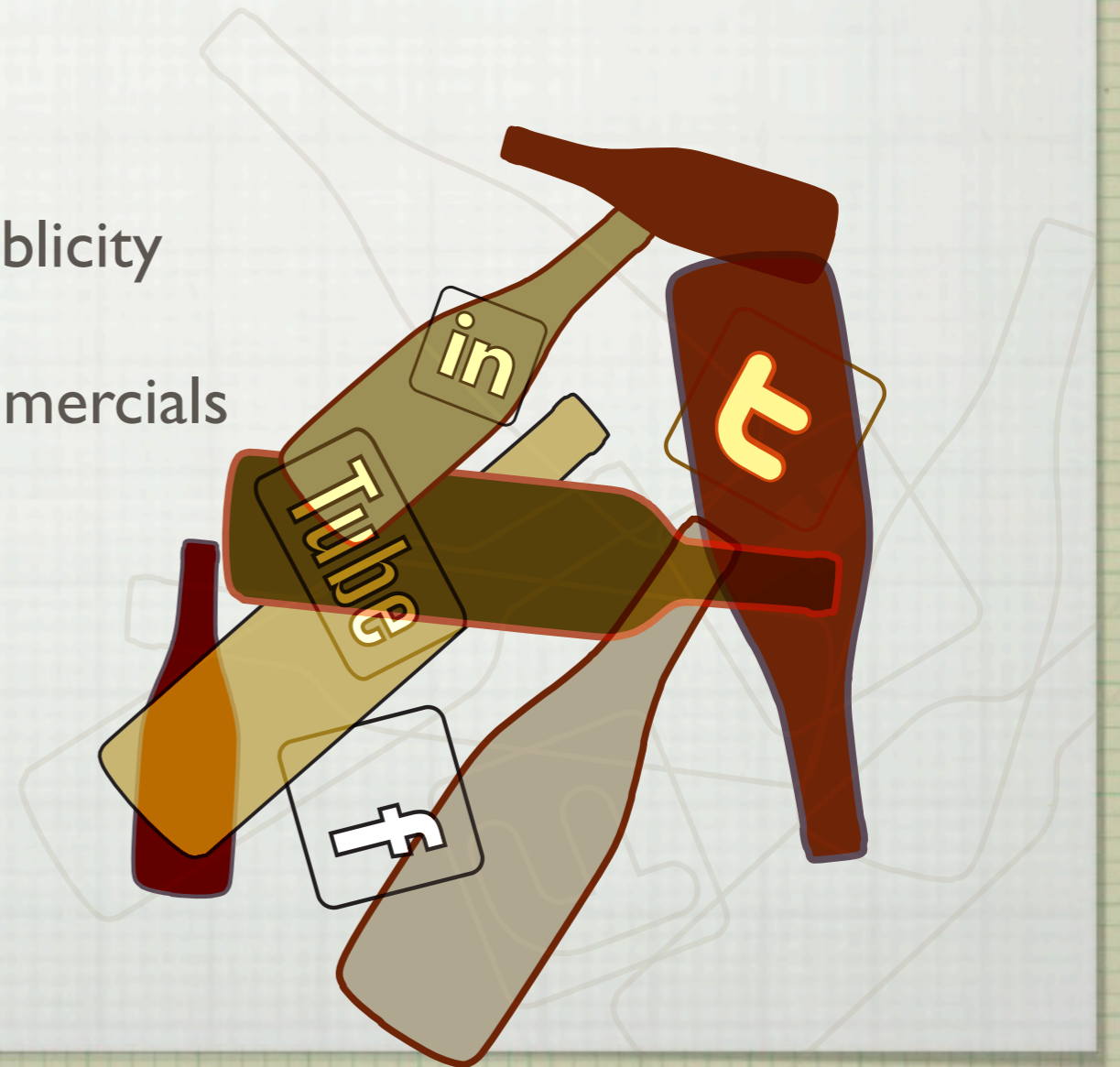




I DON'T HAVE
TIME FOR
SOCIAL MEDIA

TRADITIONAL MARKETING (WAY BACK IN 2007)

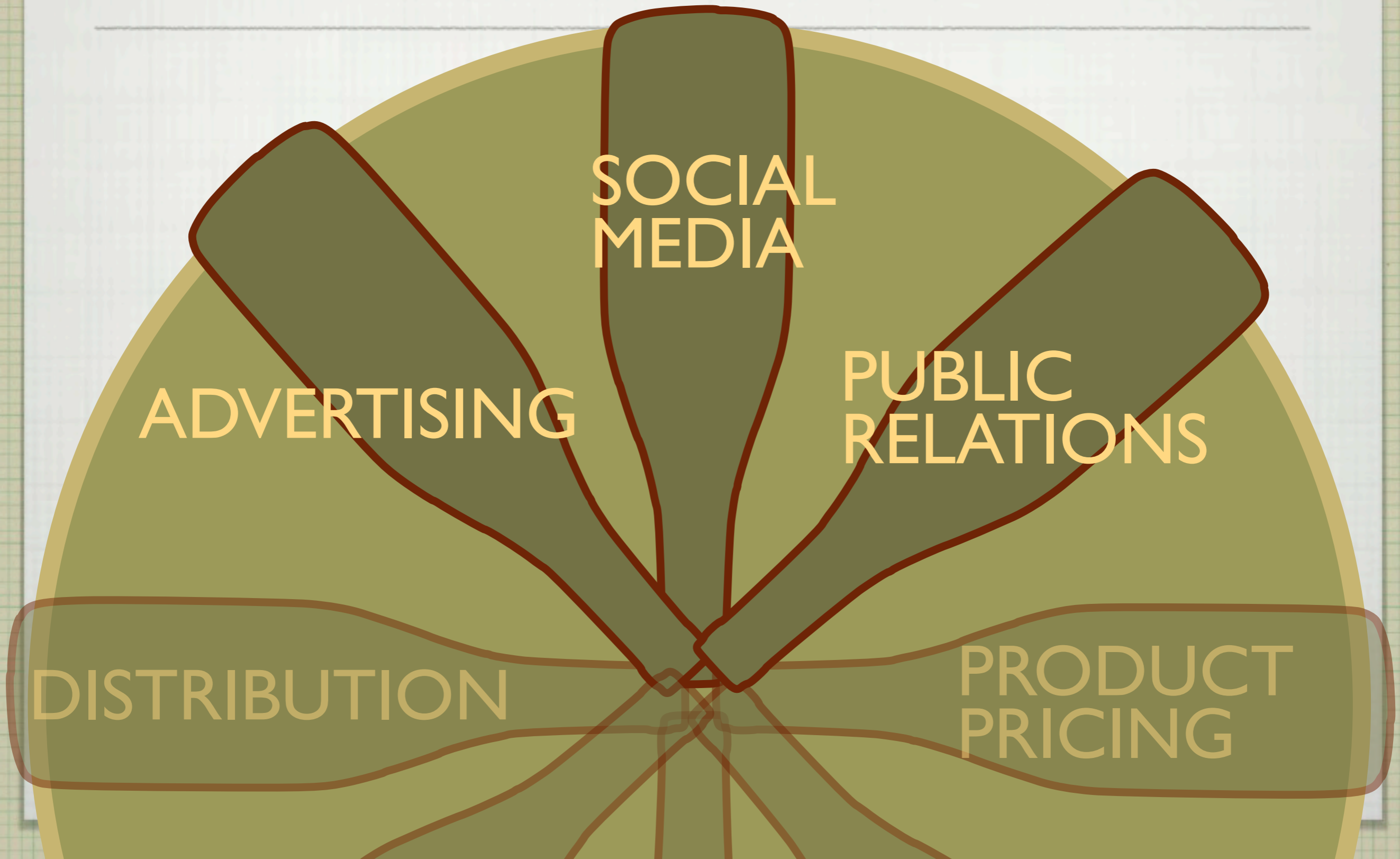
- Hiring A Creative Agency To Create Your Brand And Craft Your Message (including design, copywriting and placement)
- Spending Money On Print Ads
- Spending Money On A PR Firm & Publicity
- Spending Money On Broadcast Commercials



TRADITIONAL MARKETING (WAY BACK IN 2007)



THE NEW PARADIGM



THE NEW PARADIGM

- Too Important To Ignore
- Or To Be On The Back Burner Of Your Marketing Plan
- Too Inexpensive To Pass Up
- Too Meaningful To Delegate To An Intern Or Your Nephew
- Still Requires Strategy, Planning And Brand Consistency

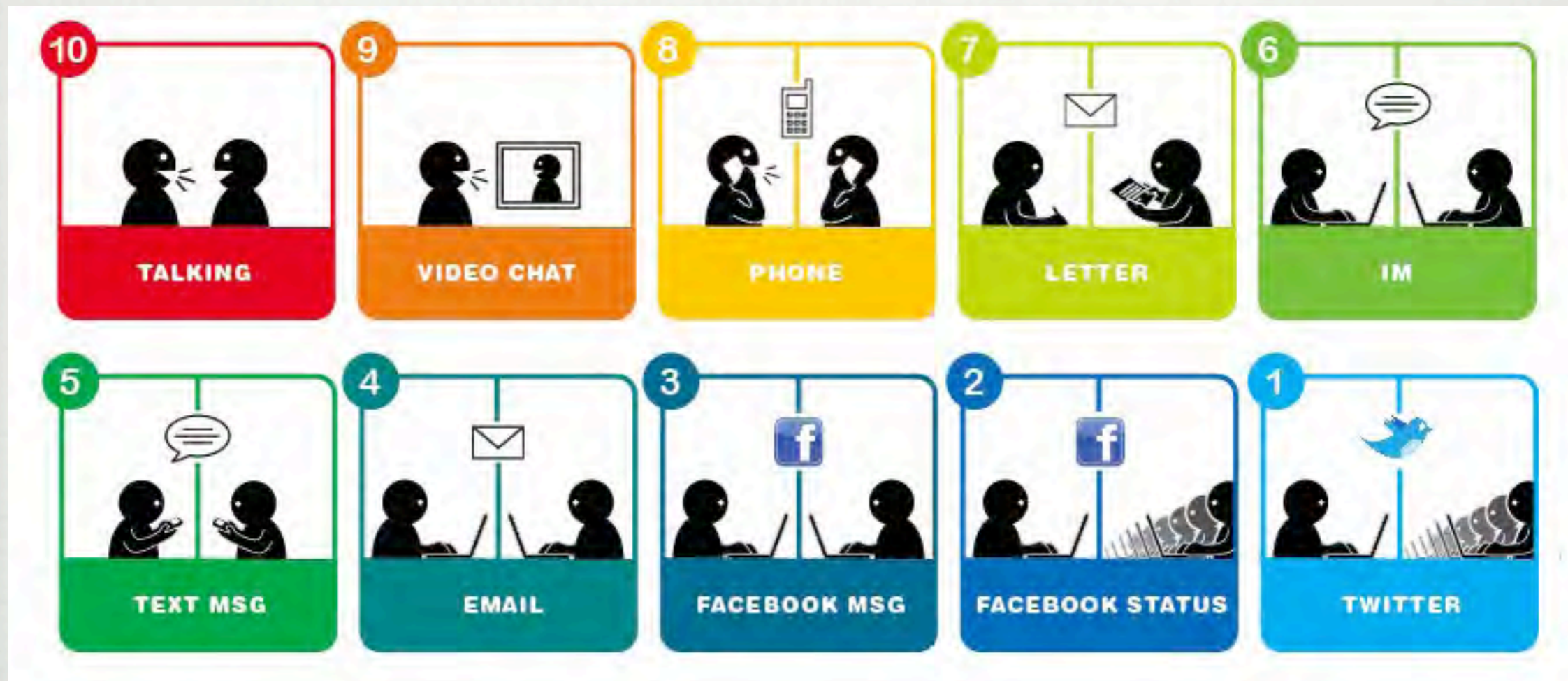


YOU ARE (PROBABLY) NOT YOUR TARGET DEMO

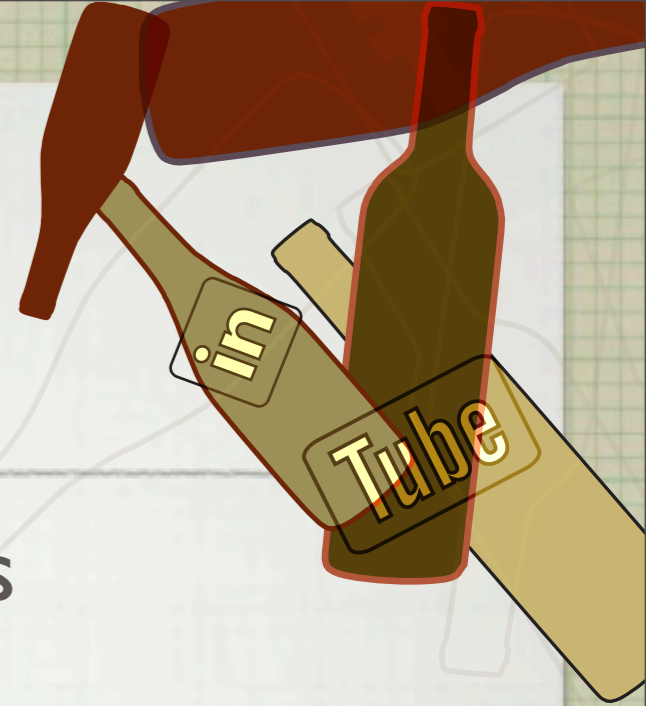
- You Live On California's Beautiful Central Coast (you are not stuck in traffic on the 405 and waiting for a weekend getaway)
- Many Of You Are Involved In The Wine Industry, Hospitality Or Tourism
- Consider Your Target Demographic (Wine Drinkers, Paso Visitors)
How Those People Do Research To Find You
- How They Share Their Experiences After They Go Home



10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



SOME FACTS



- 78% Of Consumers Trust Recommendations
- Only 14% Trust Advertising
- We Used To Complain The Internet Limited Our Relationships, Our Connectivity
- Now, Thanks To Facebook And Twitter, We're More Connected Than Ever. Communicating More. Sharing More.

THIS IS THE NEW WORD OF MOUTH



AND THE CANNES LION GRAND PRIX GOES TO...

- “The Best Job In The World”
The Online Search For The ‘Island Caretaker’
Of The Great Barrier Reef
- 30K People From 176 Countries
Applied
- 1 Million Websites Mentioned



THE NEXT BRAND TO EMULATE THE CAMPAIGN

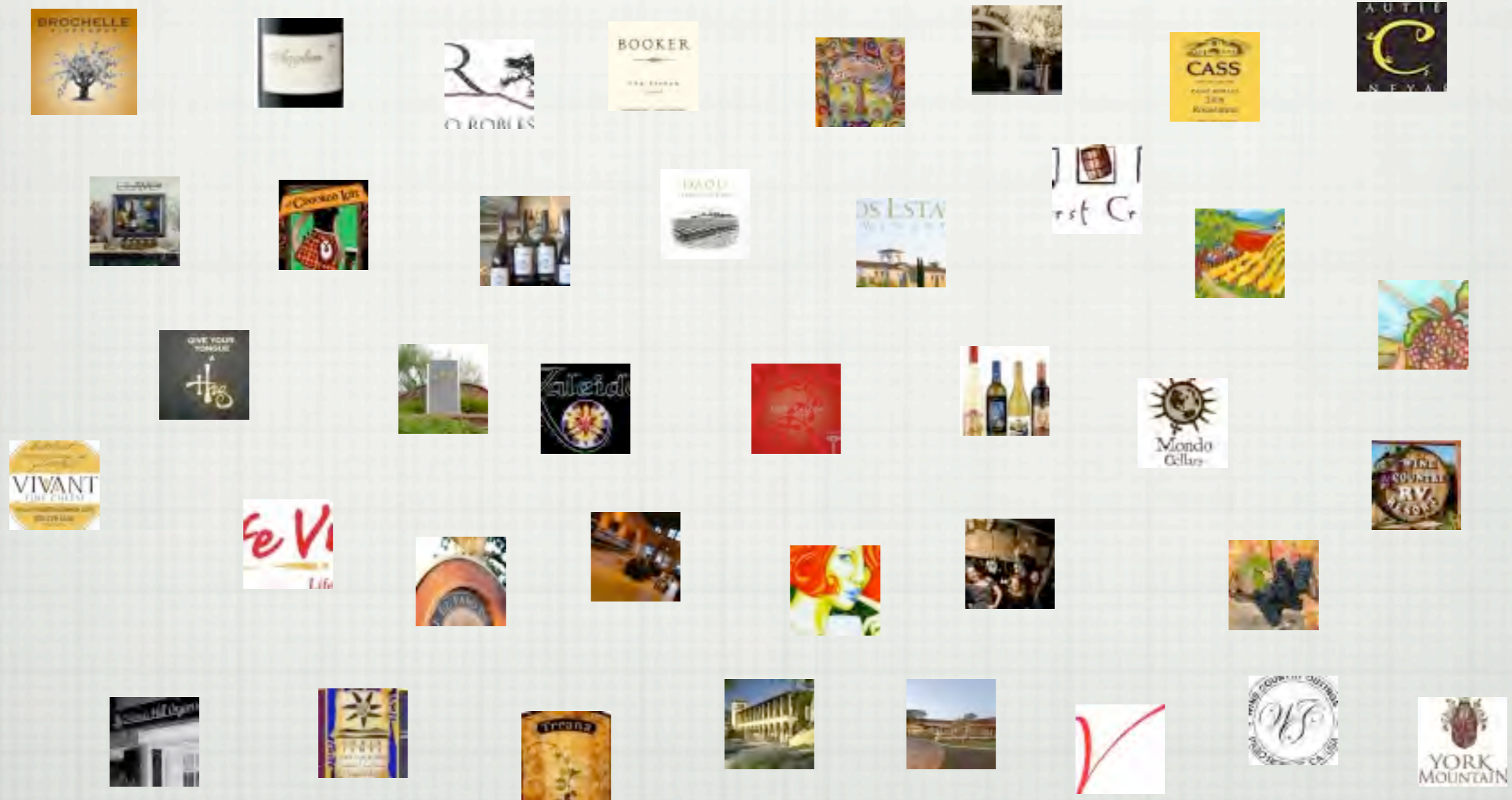


Pros: They Had Thousands Of Entries Of Videos

Cons: They Didn't Take The Audience Votes Into Consideration

PASO ROBLES ON FACEBOOK

(THERE ARE 217 LOCAL WINERIES. ARE YOU INCLUDED?)



TOP SOCIAL SITES FOR WINE & HOSPITALITY



- FACEBOOK -To gather fans
- TWITTER - To Collect Followers
- YOUTUBE /VIMEO/BLIPTV - Host Your Videos
- FLICKR - Host Your Photos

TOP SOCIAL SITES FOR WINE & HOSPITALITY



- All These Tools Are To Drive People To Your Brand, Your Site And YOU!

FACEBOOK



- Difference Between Your Email List And Your Facebook Fans
- Keep 'Selling' To A Minimum — The 90/10 Rule
- Give Your Fans Plenty To Share
- Allow Fans To Upload Photos, Video And Post On Your Wall

YOUR WEBSITE VS. FACEBOOK



- On Average, Visitors Last Less Than 4 Seconds Visiting A Site
- Facebook Adds Another 500K Visitors Every Day
- Americans Spend More Time On Facebook And Stay Longer Per Visit Spending An Average Of 5 Hours A Month

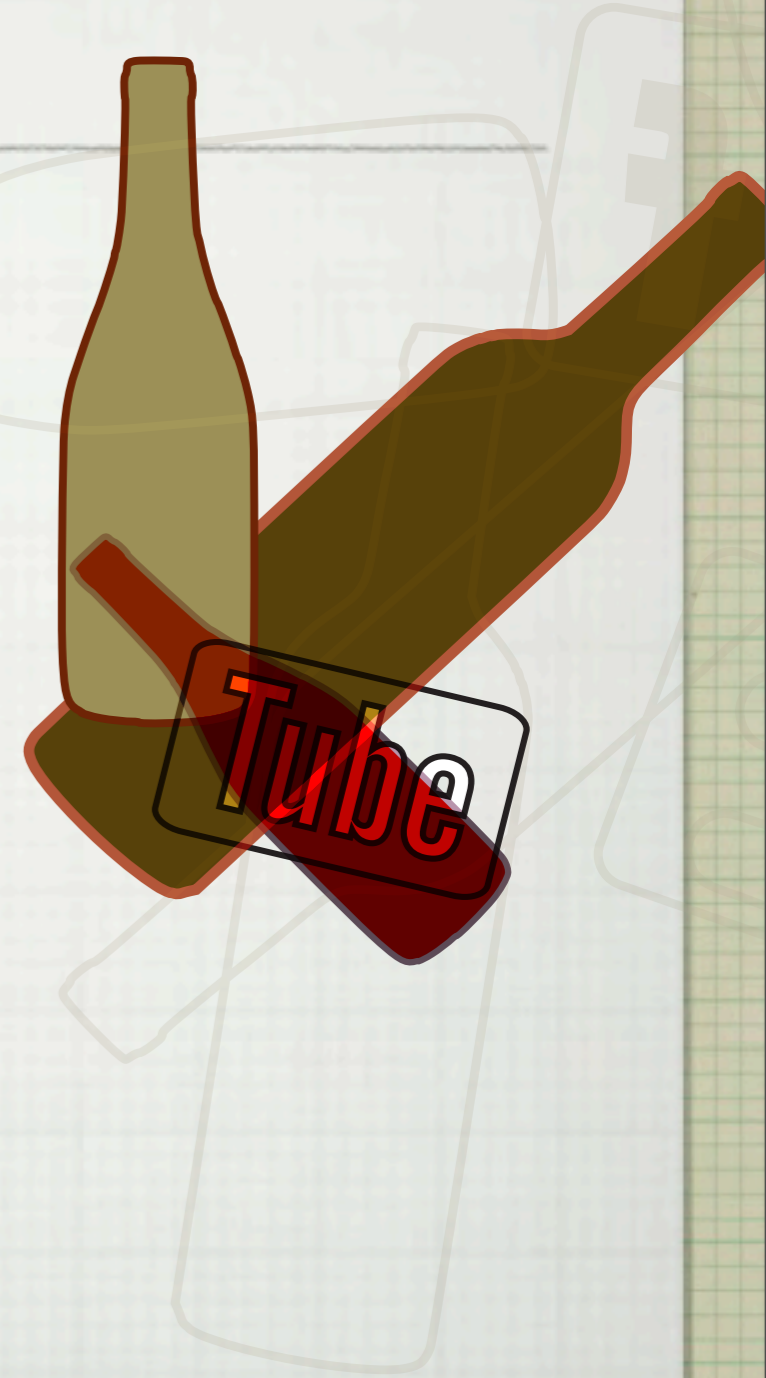
TWITTER

- 20% Of All Tweets Contain A Brand Name
- 75% Of Journalists Use Twitter For Research
- 80% Of Tweets Are From Mobile Devices
- Every Time You Tweet, You Get More Followers. Not Kidding. Try It.



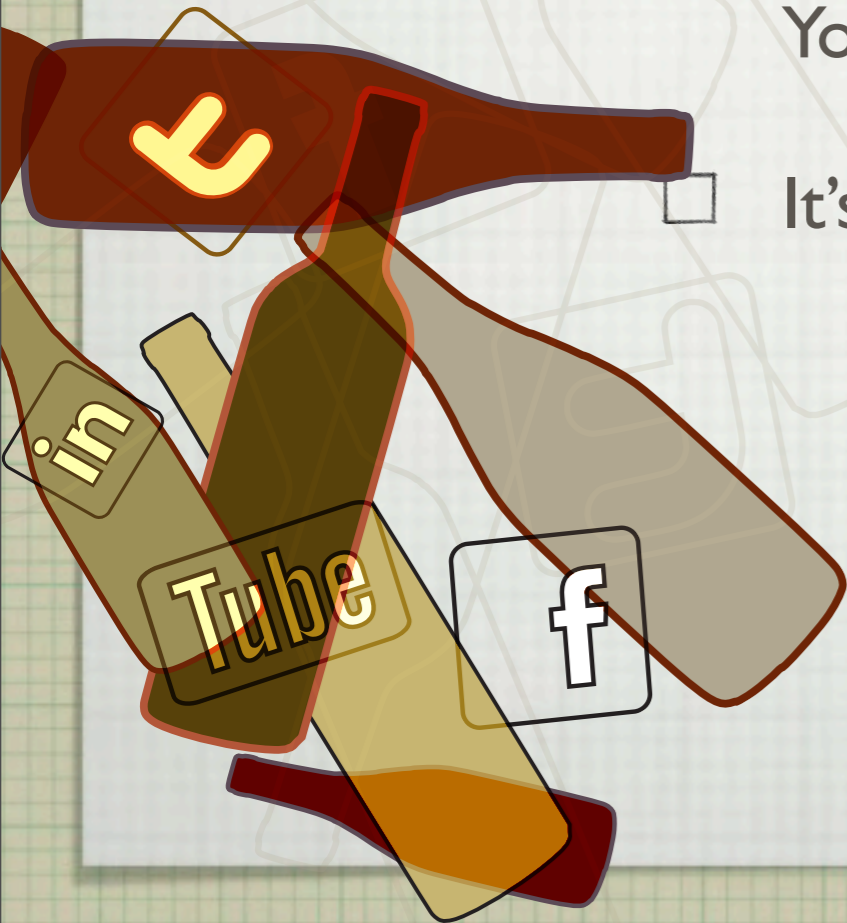
YOUTUBE

- YouTube Is Now The 2nd Largest Search Engine
- More Than 1 Billion Videos Are Viewed Each Day
- You May Already Have Video Content For Your Brand On YouTube - Is The Message What You Want?



MORE BENEFITS OF SOCIAL MEDIA

- It's (Practically) Free
- It's Immediate...No Waiting For Your Ad To Appear Or Your Article To Be Written
- The Effects Reach Beyond Your Circle And The People You Know
- It's Measurable And Trackable



THE OTHER NEWS...

You Not Only Make Your Wine, Run Your Restaurant
Or Your Inn, But Now...

You Are Creative Director, Copywriter, Art Director,
Photographer, Screenwriter, Film Director, Editor, Author, Brand
Strategist And Publicist.



SOME THINGS TO KEEP IN MIND

- Quality Is Important And Should Be Consistent With Your Brand
- Good Photography Matters
- Clever Copywriting - Don't Bore Anyone
- Quality Video Imagery - What Shape Is Your Television?
- Video: The Holy S*&^% Moment



SOME THINGS TO KEEP IN MIND

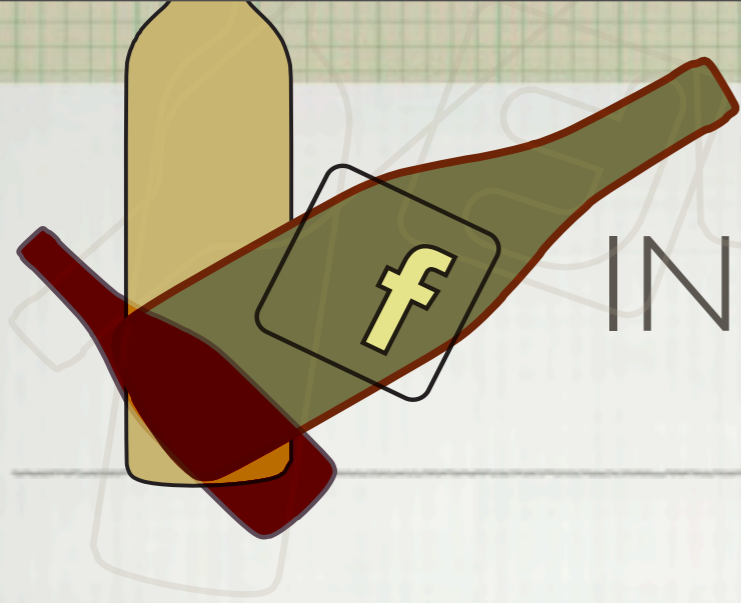
- People Are ADD And Don't Read - They Read 20% Of Text Presented
- Use Visuals
- The Audience On Facebook Is Not Necessarily The Same Group On YouTube, Twitter, Etc.
- Relevant Tags Are Your Friends



FEATURES YOUR WEBSITE NEEDS NOW

- Email Capture
- Easy Access To Facebook, Twitter, YouTube Content
- Instead Of “News,” Think Blog
- Quick Way To Share (FB, Twitter, etc.) On Every Item
- Smart Phone Compatibility
- Use Analytics
- Don't Hide The Obvious: Phone Number Or Address
- Use Open Source Content Management Tools





IN CONCLUSION

- The Internet As We Know It Is Only 15 Years Old And The New Medium Of Social Media Is Brand New, In Its Infancy
- The Growth Of Social Networking Has Exploded And Will Continue To Change — Don't Wait To Begin
- This Has The Potential To Bring Up Not Only Your Brand, But The Reputation And Popularity Of Our Entire Paso Robles Wine Region