

## DIRECT MARKETING

The DeVineWare Direct Marketing collaborates with you as a part of your team. We provide you all the core competencies that you need to compete with larger brands that have in-house Direct Marketing resources. Our proven strategies coupled with our individual team member's expertise of Direct Marketing will provide you with support of a full-suite of services and personnel to augment your existing in-house staff.

We have found that our niche or what differentiates DeVineWare from our competitors is that our focus is on the small to medium size winery. We keep controls on the number of clients that we accept to work with and therefore are able to keep our promise of the highest quality service. Our growth is constantly reviewed by our management, so that we do not fall into the pitfall of other direct marketing companies; we never over commit as this does a disservice to your brand and ours as well.

We have played a key role for over five years in assisting wineries with their and Plan and in the more proactive role of conducting the day-to-day management of Wine Clubs and Branding a more limited or scarce Allocated Brand.



Summary of our Direct Marketing services; who benefits:

Comprehensive menu allows our winery clients to pick and choose which services are right for them. You may mix and match these services for a customized solution for your winery.

- **Customer service** is always the most important piece that we all need to make sure our loyal fans feel they are always receiving the personal touch and that they are a VIP to our winery
- Our **Club management** team can manage your complete club process, or just do certain pieces that you may not have in-house expertise. This includes the starting point of placing order all the through shipping and tracking numbers. We have worked with many fulfillment houses, so we can turn over the fulfillment process to you in-house or to your outsourced fulfillment house. We also know which houses out perform others with better customer service, so ask us about this too!
- We have partnered with several **eCommerce solutions** and with this experience we will make sure that all your offerings are professionally presented and with seamless delivery

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- **Email campaigns** are your way to engage and inform your consumer; the design, the copy, and the implementation of these campaigns is a major component for fostering a loyal fan base. It is not enough to just email your consumer's. Almost all wineries have a campaign schedule and your consumer knows when it's a personal touch or if you are just following a schedule. This is an opportunity to help how you are perceived by your consumer and this is where we make a difference
- **Design or re-design** of your club structure; understanding and strategies; engaging your consumer is the best way to increase your sales and grow your wine clubs
- Your **web site and webmastering** is your most important communication tool to your direct consumer; our design and production team will insure that your site is update to date and fresh with content that differentiates your story
- **Post card campaigns** and design for an alternative way to communicate with your wine club members. Your target audience can become disenfranchised when they just get one email campaign after another, and it's important to use the devices of delivery in a "low tech" manner to create that awareness of personal attention to your brand
- **Collateral materials** designed by us for your tasting room and shipping inserts for a consistent message and elegant design. There have been many article's published with regards to how important "presentation" is and we understand how to make this happen and what options are available to you
- **Fulfillment decisions** are of great importance and we have worked with many of the outsourced solutions from small to medium size. This is why we offer the DeVineWare "Ready to Go Wines" fulfillment solution. We provide a personal fulfillment solution for those small to medium size wineries that feel that their brands gets lost in the shuffle with the large warehouses
- **Web site analytics** are reviewed with you on a monthly basis for key statistics that drive your direct traffic, including on-line sales, order size metrics, wine club growth actuals/plan, tasting room statistics and email campaign tracking responsiveness

The "DeVineWare Brand Evolution Questionnaire" is designed to identify where your winery/brands are in the awareness evolution process and how to achieve your plan. The intention of this questionnaire is to decide where we can help you and what services we can provide for your successful engagement of the Direct Channel. In our experience, the wine industry is so unique; each Brand, Brand Plan, Consumer audience and short-term to long-term goals vary so widely from winery to winery that you can not afford to take a "off-the-shelf practice" or "Best Practices Approach" and be successful in the execution.

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