

## Website and e-Commerce

The DeVineWare website team brings many years of experience to the table and collaborates with you as a part of your team. Attractive margins on the direct channel are creating an environment where wineries realize that this is the most profitable ROI channel. For a relatively small investment into their e-Commerce Sales and Marketing efforts, returns are incredibly favorable.

Much like the branding of your wines, we afford the opportunity to begin the branding process of your on-line presence. Unfortunately, almost every winery has an on-line presence, so differentiation is key to driving traffic and sales. Fortunately, our clients have experienced the combination of our design artists and highly skilled software engineers that we implement the behind the scenes modification to drive internet traffic to your web site.

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

"The whole is greater than the sum of the parts" — Our team represents the whole with copy writing, image creation, design artists, and web site production; we have the expertise and disciplines to build your site from start to finish. We can also support you in an ongoing environment to make sure that your site evolves overtime and does not become stale.



Summary of our website and e-Commerce 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.

- 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
- **Customized image creation** and branding those images online or in print for consistent recognition is our forte. The symbiotic relationship between your tasting room print material, online looks and retail shelf-talkers is one of the most important concepts that we provide. We keep your branded images consistent throughout all your channels.

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- **Design or re-design** of your web site through to the path to purchase; understanding your strategies and engaging your customer is the best way to increase your sales and grow your wine clubs
- **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
- **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
- 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
- **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 that execution.

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