



COPPER PEAK
LOGISTICS

THE ESSENTIAL GUIDE
— TO —
CUSTOMER EXPERIENCE
FOR WINERIES THAT
SELL DTC



The Wine Equation: Value = Quality + Experience

When Silicon Valley Bank's Wine Division released their 2019 State of the Wine Industry Report, there was a telling paragraph buried in Chapter 9, page 46 that gave away the winning strategy for marketing and selling wine today:

“The basic philosophy under which the tasting room and club models are executed is a reflection of a point of view we shared more than a decade ago: We aren't selling chemicals in a bottle. We are selling value, and for a luxury good like wine, that is defined as perceived quality plus experience, divided by price, where “experience” is a placeholder for things like the shopping experience, the consuming experience, an experience enhanced by a venue or sound, the way your box of wine looks when you receive it from UPS, your online experience, every interaction at the winery, the way owning or consuming the product makes you feel about yourself and much more.”

Many wineries are still struggling with the idea of providing an experience. And the idea that there is an experience that comes with wine club and eCommerce purchases outside of the tasting room is more difficult yet.

But, wherever there is struggle, there is also opportunity. Wineries have a lot of options for bringing a rich brand experience to new consumers and loyal customers alike.

Those that do, and do it sooner rather than later, are bound to have a competitive edge in today's market.

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EXECUTIVE SUMMARY

Customer experience is the future of wine sales generally, and DTC wine sales more specifically. Unfortunately, some are still laser-focused on creating a product rather than an experience.

Although we know what an experience in a tasting room should be, we often forget that buying wine online, or starting a subscription with a wine club, is an experience too. So is receiving a DTC wine package at your door.

To craft a truly remarkable DTC wine experience, wineries should look at technology, packaging, fulfillment, kitting, and digital engagement. We outline some handy tips and important considerations under each of these topics.

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WHY FOCUS ON CONSUMER EXPERIENCE?

Much of the wine industry focuses on creating a quality product, which is as it should be. But today's consumer, and in particular younger millennial consumers, are looking for an experience as much as a product.

The 2019 State of the Wine Industry Report, mentioned in the introduction, takes wineries to task for failing to capitalize on this trend. For example, here is what it has to say about declining wine sales in restaurants:

“Family wineries aren’t engaging with the new restaurants and bars that are doubling down on experience. Wine is being outpaced by spirits sales and mixologists who are entertaining their patrons, while the wine business is still stuck on producing a product.”

What goes for restaurants is true of DTC as well. People are looking for what’s new and what’s cool; a subscription model that has an element of fun and a clear plan for reaching consumers is needed in order to stand out in the market. Again, from the report:

“The reality is that nobody has the formula for selling wine to a consumer who has never tasted or heard of your brand... solutions will evolve with new and transformed service providers and consultants, and with wineries that experiment and fail quickly, using different techniques (print, digital, phone, etc.) to connect with remote consumers.”

We are already beginning to see this change with expanded eCommerce offerings in the wine space. This might be the wave of the future, as tasting room visits are down and more consumers are exploring online. The report is very pointed here:

“DTC sales make up 61 percent of the average family winery’s revenue today, and almost all of that growth is dependent on a consumer first visiting the winery’s tasting room...[But] tasting room visitation in the regions of Napa and Sonoma has trended downward for the past five years...”

“While great strides continue to be made to elevate the club and tasting room channel with metrics and training — and

that should continue — consider this critical question: In an increasingly digital world, what industry would insist that its consumers first come to its place of business to buy its wares? That is what wineries insist upon today with the tasting room and club models. But now growth even in that important channel is also showing fatigue.” (emphasis ours)

In short, restaurant engagement is old-fashioned, tasting room visits are declining, and wineries are struggling to find ways to get their brands in front of new consumers who have never heard of them before.

Ouch.

On the bright side, the report also listed the various ways in which a brand can create a positive consumer experience: “...shopping experience, the consuming experience, an experience enhanced by a venue or sound, the way your box of wine looks when you receive it from UPS, your online experience...”

The rest of this eBook is dedicated to a deeper dive into many of these experiences. It will require you to think differently about your sales model and your marketing. But the payoff will come as you find ways to tap into this new consumer market.

MAKING BUYING EASY: TECHNOLOGY

It's easy to understand what is meant by “customer experience” when visiting a tasting room. But remember that any purchase or transaction is an event, and so it comes with an experience, too.

Think, for example, of how easy it is to find and buy a book from Amazon's website, versus purchasing a rare, custom auto part from a foreign vendor. Amazon has spent millions making that book purchase as easy and seamless as possible. Someone with a warehouse of auto parts half a world away might not have made that investment. Indeed, they might prefer working with a small network of car aficionados, actively discouraging shopping from the general public.

Those differences come down to differences in technology, and they show themselves in the buying experience.

So, if you want to sell wine direct to consumer, you'll need to think about the technology you are investing in.

To better understand the evolving role of technology in DTC wine sales today, we sought out the expertise of Andrew Kamphuis, president of Commerce7, who is playing a big role in the technology transformation in the DTC wine space.

A CONVERSATION WITH ANDREW KAMPHUIS, PRESIDENT OF COMMERCE7

(Note: You can read [the interview in its entirety](#) on our website.)

CPL: Andrew, could you tell our readers a little more about what transformational technologies are evolving in DTC?

Andrew: The biggest transformation we are seeing is this shift from product-centric to customer-centric. The customer experience is paramount. The customer wants control.

In terms of technology, the biggest shift has been the move from desktop devices to mobile, but this is now being followed by a move toward a big data, machine learning, "artificial intelligence" era. We as consumers are generating so much data with our

behaviors on the internet that it is possible to tailor experiences, ads, offers, emails, media, anything to individual experiences.

CPL: Can you give us some examples of creating these customer-centric experiences?

Andrew: Let's take a wine club. In the past, a winery shipped a preset number of wines three or four times a year. Everything was done on the winery's schedule. They would schedule wine choices around releases, and shipments around heat and cold, etc.

Today the modern club is about giving the consumer control. The consumer should determine how many bottles of wine in a club, the frequency of shipments, and when to receive them, on their schedule.

CPL: OK, but other than price or "discounted" shipping, what will motivate the consumer to buy more online?

Andrew: The hierarchy is first they react to the experience, then the product, and finally the price.

Customers want their online experience to be fast, easy, and personalized. Executing on these three key needs in that order results in higher conversion, total order size, and revenue. All of our front-facing features revolve around delivering on these three key needs.

A good example of one of these features is our one-click club upsell feature. We directly stole this from Dollar Shave Club, which makes it easy for customers to add more products to their package, thus directly increasing the average order value.

CPL: So for the customer, it's experience first, product second, and price third. With that in mind, how are you helping wineries grow their online presence?

Andrew: The online experience is interesting. In a tasting room,

the customer is on vacation. They are relaxed, they want the ability to sit down and enjoy tasting some wine. The current trend is to create longer and longer experiences at a winery.

With online, it's the opposite. Often the customer is on their phone, or they have a quick break at work. So the transaction has to be much quicker. A winery with an online presence has to anticipate what the customer wants, and make it as easy for them as possible.

At Commerce7 we are spending a lot of time collecting data. Why is the customer looking at this page right now? How can we make it faster and easier for them? How can we predict what the customer wants and serve that up to them? What can we do to make their entire online experience with the website better?

The Takeaway: Customers want their online experience to be fast, easy, and personalized. Wineries that wish to sell online should invest in technologies that make this happen. The result is a better buying experience, which leads to fewer abandoned carts, more items purchased per order, and more customer loyalty.

FIRST IMPRESSIONS: PACKAGING

When we (a DTC wine fulfillment company) talk about wine packaging, we are not necessarily talking about the wine bottle itself (which is tightly regulated), but rather the box or carrier in which the bottle is placed for shipping. These can range from plain brown cardboard boxes to fancier packaging with printed designs and multiple degrees of movement.

Creative wine packaging can do several things at once. It can reinforce your brand, tell your winery's story, and even evoke memories of being in the tasting room. They can be fun to open. Some are festive reminders of the season, bringing your brand in-line with the sentiments of that season.

WAYS TO MAKE PACKAGING WORK FOR YOU

Let the package be your canvas. Don't just ship bottles. Put those bottles in a sleeve or a box. It might seem excessive, but it is also a way to delay gratification, heightening the experience—not to mention more space for a logo, picture, or brand story.

Seasonal packaging. Whether or not you have seasonal products, seasonal packaging can make sense. For example, for shipments going out around the holidays, use the opportunity to put specially designed holiday sleeves on your products.

Sample packs. Sample packs usually have a few items and are shipped on demand, and not in large batches. A fancier package can make quite an impression, and volume discounts do not enter the picture.

Corporate gifts/kits. Again, these are lower volume and shipped on demand but can make a huge impression later. Wine makes a great corporate gift that can surprise and delight both existing customers and potential new ones.

Rebranding. If you are in the process of rebranding your winery, or launching a new brand, it might be the right time to explore new packaging.

THE HIDDEN COSTS OF WINE PACKAGING AND DESIGN

While we can appreciate the hard work that goes into modern wine packaging designs, there are a lot of economic issues to consider before using any new packaging to ship items to consumers. So, before you go through a complete redesign of all your packaging, you will need to think hard about what you want to gain, what the challenges might be, and what those challenges will cost you in the long run.

There are two types of costs associated with new packaging: Visible costs, such as the upfront cost of design and the price of the packaging itself, and hidden costs. Both have to go into your calculation to use new packaging. But the hidden costs might not be as obvious at first. Here are seven that we have identified in our professional capacity as fulfillment experts:

1. Consistency of branding requires several redesigns. If you are shipping wine DTC, chances are that you don't have just one size of box. You'll need an industrial designer to re-design for 2-pack, 4-pack, 6-pack, 9 pack, and 12-pack DTC shipping cartons, depending on what you offer through your eCommerce store and/or wine club.

2. Volume purchasing. As with most printed products, you only really get a good value at high purchase quantities, due to the economics of scale. This creates a “damned if you do, damned if you don't” scenario: If you don't buy in bulk, each package will add an unreasonable amount of expense to each shipment. If you do buy in bulk, you will not only be putting more money up front for production, but also for storage, transportation between warehouses, and handling.

3. Turn-around time. Speciality packaging takes a long time to design, and a long time to produce. Frequent changes can introduce unnecessary delays in your operations over time and at a

higher cost. Just-in-time delivery is highly unlikely in this scenario.

4. Dimensional weight. Dimensional weight rates are always changing; moreover, they usually mean higher shipping costs for wineries. Speciality packaging might be more susceptible to dimensional weight pricing, increasing both transportation costs and shipping costs to the consumer.

5. Alignment and synchronization. Changes to package design cannot be made in a vacuum. Package size, shape, design, and capacity affect a number of other considerations, directly and indirectly. For example, any changes in packaging will need to be communicated to the winemaking team in case a change in bottle design is needed (and vice versa, too). This will naturally involve the fulfillment team, as well. And marketing will need to ensure that any new packaging is on-brand, and then monitor to see if the new packaging has the intended effect on consumer behavior. And so on.

6. Protection. Sleek packages look nice, but if they do not appropriately protect a wine bottle, or need additional filler to get that protection, the cost of the shipment just went up. Wine bottle breakage creates all sorts of hidden costs: Sending the damaged goods back to the winery, resending undamaged bottles, communicating with the customer, and so on.

7. Ice pack shipping. Even if you have considered all of the above, they will need to be rethought when it comes to **summer shipping** and the use of ice packs. Ice packs cannot be added to an existing shipper and be effective. This will require a completely different package type, costing you more money for packaging, the ice packs themselves, and transportation (since dimensional weight will naturally increase).

8. Impact Testing. A not-so-well-known fact is that whenever you introduce new types of packaging for shipment by carriers, it needs to go through a rigorous amount of drop and impact

testing. If packaging is not tested and not approved by the carriers in advance, then they will not pay any damage claims. Without approval, it may also put your other approved packages at risk as well.

9. Damage Claims. Damage claims are always time consuming. Responsibility falls on the shipper to prove that the carrier damaged a shipment. This will require extensive work, including taking pictures of the damaged products, stained labels, shredded glass particles, and more. Then there's the amount of time needed to print on-line claim forms, fax the completed forms (yes, they still make you fax in a claim form!), and have continuous phone calls with the claims department, resulting in hours of labor to process and hopefully get paid back for a claim to the tune of \$100 maximum (unless you purchased additional insurance/declared value). In the end, a second shipment will need to be sent to the consumer so that they can, hopefully, experience the brand association that they have been waiting so long for.

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BEYOND THE PACKAGE: FULFILLMENT

Packaging can make a wonderful first impression on a consumer. But let's take a step back and consider the unpacking event itself. This includes receiving and opening the shipment and discovering the item or items therein. Unpacking is a customer experience in and of itself, and it represents another good opportunity for customer engagement.

What is the difference between good packaging and unpacking? Packaging focuses on elements of design: What are the dimensions of the packaging? What pictures, logos, and colors are used? Is the item visible? Does the package make consumers want the item? These are all considerations that go into how the package looks when a customer first sees it on the shelf or in a parcel.

But these elements ignore the actual experience of opening a package (or, if shipped, the parcel in which it is contained). This is a shame, because the experience of opening a desired item or order has a profound effect on us. The physical package itself builds anticipation in the customer's mind, which is released when the item is actually opened and handled for the first time. This is the experience of unpacking.

SOCIAL MEDIA LENDS INSIGHT INTO THE UNPACKING EXPERIENCE

As an exercise, we did a social media analysis looking at tweets and mentions over a month-long period that included phrases having to do with packaging, opening packages, and so on (filtering out unrelated topics, such as “package deals” for travel). What we found was interesting:

- Many people tweet about or share their experiences waiting for and opening packages. Averaged out over time, there was roughly one tweet or mention every five minutes.
- More than 25% of these tweets and mentions were retweeted or shared.
- Consumers share both their joy and their angst with the experience via social media. Of the tweets and mentions we looked at, roughly 12.5% were positive (eagerly anticipating a package, for example), 6.8% were negative (damaged packaging, too much filler, etc.), and 80.7% were neutral (merely

stating facts, talking about the wait, etc.).

- Many of the positive tweets revolved around the excitement over receiving an order, especially if received early. Many also had to do with the “mystery” of the package: What came, remembering what they had ordered, getting an out-of-the-blue gift, etc.

In short, what people are saying about receiving and interacting with packages is a mixed bag, with most experiences being flat. But positive experiences were common enough to see certain patterns. And there is plenty of room to “wow” consumers.

ADDING TO THE PACKAGE DURING FULFILLMENT TO “WOW” CUSTOMERS

So what can wineries do during the fulfillment phase to get better engagement and a better customer experience?

Place a Message on Top. Imagine how the customer will feel if he or she opens your package and sees an elegant “Thank You” note on top. This is relatively inexpensive to do but can really set the tone for the rest of the unpacking experience.

Another message to include would be something that speaks to the packing itself—a tag saying something like “Packed with care by So-and-So.” This would be a great sign that you care both about your products and your customer, adding a personal element to the package.

Include Coupons and Promotions. A coupon or additional offer is a good way to encourage a future purchase and provide additional value in your shipment. This can be a one-time promotion or offer good for a limited time, or good for the customer’s next order. The coupon should encourage the consumer to visit your website. This not only encourages purchases, but lets you track which promotions are resonating with your consumers.

You should also consider the “refer a friend” aspect by providing two coupons or offers: One for the customer, and one for a friend.

Include Content. Content is another simple way to add value to a shipment. For example, wineries are trying out things like tasting cards, pairing guides, recipes, and stories about their wineries and growers. Some also include a small catalog of their other products.

Millennials in particular are skeptical of editor ratings and advertising but nonetheless are on the lookout for content that can help them find new wines: Reviews, educational articles, and stories specifically. One possibility is to offer a card with information about your wine, allowing consumers to collect cards and keep with their tasting notes.

Include Freebies. Sometimes, a small sample or gift can do wonders for creating a new customer experience. For example, when a new customer orders for the first time, or signs up for your wine club, you could include a functional and wine-related gift, such as a corkscrew, a set of coasters, stopper sets, board coasters, etc.

Most of these items encourage further purchases and make the consumer feel as if he or she has really gotten extra value out of their order. They also enhance the surprise and delight felt during the unpacking event.

(For more on including non-wine merchandise in your shipments, we highly recommend our white paper ***Winery Merchandise: Strategy and Ideas from Industry Experts and Successful Cases***, available free for download.)

VARIATION AND THEME: KITTING

Gift baskets and gift sets with wine are nothing new. Still, it's amazing how much people appreciate the presentation of a good wine basket. Plus, such gifts can encourage people to try a vintage or style of wine that they might not try on their own.

Shipping wine with other items (for a gift, a promotion, or any other reason) requires kitting. Kitting is not complicated or costly, but it does require some thought and planning. But it's worth the effort because kitting, done right, can be a tremendous marketing tactic that creates excitement and incremental sales opportunities with customers.

A WIDE RANGE OF APPLICATIONS

Kitting takes on an important dimension when talking wine, spirits, and food items. It actually becomes a marketing tool, a whole new way of marketing your products, cross-selling, and adding value. For example, successful wineries can use kitting for a wide range of applications:

Variety Packs (aka a tasting kit). Building a kit that holds a variety of wines is a good way to expose new customers to your brands or other products, and a way to let existing customers branch out and try some new favorites. Tasting kits are commonly put together with catalogs, coupons, and club membership deals—anything that potentially leads the consumer to the “next step” with your brand.

Club Theme Packs. The typical wine club shipment has wine and marketing materials—and that's it. Why not create additional excitement by adding winery-logoed premium items that can extend your brand awareness. Or add food-related products focused on seasons or themes to make wine shipments more memorable—and teach customers about food pairings through hands-on engagement.

Holiday Packs. Kitting can make for great gifts around the holidays, meaning a great holiday product you can sell without creating new products or inventory. For example, consider shipping bottles of Zinfandel, Merlot, or Grenache with a sample packet of mulling spices around wintertime. Instant mulled wine and warm holiday feelings!

Corporate Gifts. Gifts are an unsung staple of marketing efforts. You can offer kits as gifts to your best partners, vendors, and clients...or better yet, kits that businesses can offer as gifts to their clients.

Sure, most products can be sold separately. But many products have greater marketability when they are seen as something bigger. Kits tend to stand out more and, when coupled with a good deal, can be a powerful enticement to consumers.

MAKING KITTING EASIER

Of course, the above ideas speak to why wineries, tasting rooms, and similar outfits should consider using kits. In small quantities, it may be simple to do kits in house. But if you have large volumes or complexities around packaging, or need help sourcing companion items, you should call in experts. A good 3PL will know how to help you navigate the ins and outs of managing kitting activities. Here are a few things to consider when blending kitting with other warehousing and logistics operations:

Reduced cycle times. 3PLs generally do kitting more efficiently than in-house operations, and can ship kits straight to consumers or businesses. Faster turn-around means happier customers.

Lean operations. By combining warehousing and packaging into one facility, you save some transportation and inventory carrying costs. Your own facilities can be dedicated to production.

More effective use of labor. When your 3PL handles your kitting (or any other packaging services), it frees your skilled labor so they can focus on making and selling products, not on searching for inventory, packaging, checking, etc.

Inventory updating and control. When you set up product kits or bundles as a single product, you still need to keep track of the inventory used. When the kit is ordered, a good 3PL will decrement the inventory for each individual SKU that makes up the kit.

One last piece of advice: To get the most out of kitting, plan ahead in partnership with your 3PL. The more you can plan upstream, the smoother things will go.

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STAYING IN FRONT OF THEM: DIGITAL ENGAGEMENT

Packaging, fulfillment, and online sales technology all focus on the experience of buying and receiving wine when sold directly to the consumer. But the full experience neither stops nor begins there. To truly create a great customer experience, you must learn to engage with your customers. Most of the time, this will be done outside your tasting room, at a distance.

So what does this mean? More social media spend? Loyalty rewards? Media outreach? Potentially, it means all of these...but first, you need to understand how today's engagement means differentiation for a winery.

One of the people speaking about this explicitly is Paul Mabray, the CEO of Emetry.io. We had the pleasure of interviewing Paul a few years back, and what he shared in that interview strikes even more true today.

A CONVERSATION WITH PAUL MABRAY, CEO AT EMETRY.IO

(Note: You can read the [interview in its entirety](#) on our website.)

CPL: Why do you think social media and social media engagement is so important for wineries these days?

Paul: Well, let's take a step back. What is the big challenge for wineries these days? I think it is, hands down, differentiation. You need something different in this space in order to make it. This is especially true now that eCommerce has hit the mainstream. Customers aren't just purchasing a few dozen brands from a handful of local stores. They literally have hundreds of options available. And too many of those options look, sound, and feel the same.

So what can you do in a world where wine and wine brands have been so homogenized and commoditized? That's really the first question we have to answer.

CPL: OK, so let's go there! What can wineries do to break through the noise and really offer something different?

Paul: I think it all comes down to experience. And that takes engagement. Wineries have done pretty well at innovation when it comes to product. But they are still trying to figure things out

when it comes to engagement.

So how do you engage? The main thing right now is the digital user experience. Nowadays that's the key to how you engage your clients. You need to put your best foot forward and create the best experience, all the time, every time. That's how you turn average consumers into raving fans.

The first thing you can do digitally is to learn about your customers. Segment your market and your customer lists, and use social graphics to really dig into the data. What does your average customer like to do? What music do they listen to? What news do they follow? If you know these things, you can speak to their interests and their lifestyle, weaving a brand story around that.

You can also identify types of wine buyers. Who goes for new products? Who signs up for your wine club? Who is buying the premium stuff? Any bit of information can be relevant: Demographics, social graphics, conversion analysis, audience insights, and so on. These should inform your overall strategy.

Here's another thing you should do—it's not digital, but it can inform your digital strategy: Visit your top 25 customers. Talk to them. See what makes them buy, what they like, and what they dislike. And then reach out to your underperformers too. What's missing that could drive further engagement and sales?

Once you've learned about your customers, start creating the experience. For example, wineries should be rewarding customers for retention and participation. Suppose you have a subscription service, a wine club. Are you rewarding customers for each year they stay with the club? Miner [Family Winery] does that: They give loyal members an extra gift card each year, just to say "Thanks." People remember that, and they stay in the club to reap that reward year after year.

You can also use rewards to encourage further purchase and

engagement. Once a customer is in the funnel, have a system where, the more they spend, the more they can unlock in terms of experiences and value adds. FedEx does this to an extent, right? The more you spend, the deeper the savings they give. There's even more you could do in the wine space: Premium bottles, winery tours, limited editions, case discounts.

Finally, you need to pay special attention to the end-user experience. This might not go beyond your wine label when talking about the big box stores, but you can definitely control the experience when you are shipping direct to consumer. Ask yourself: What happens at home once the package arrives? Do you communicate with them? Encourage them to reach out? To buy more? Are you making them nostalgic for their trip to your winery, and continuing those warm feelings? All of these are to get you thinking: How are you making the receipt of that wine an experience in itself?

CPL: What we're hearing is a three-step process:

1. Gather your data to get to know your customers,
2. Reward them for spending and for loyalty, and
3. Create a great end-user experience.

DECODING THE RECIPE FOR DIGITAL ENGAGEMENT

So let's say you're on board with the idea of creating customer experiences by engaging with them online. How can you start the process outlined in Mabray's three steps above?

Start with Your Metrics! Understanding the numbers behind your sales gives you the ability to make strategic, data-powered decisions. It will also help you forecast future needs, find areas of potential growth, and spot opportunities for improvement. (We outline the metrics you should be gathering in our article ***The Metrics of Wine Clubs.***)

Tell Your Story. Engaging on social media—and elsewhere—requires your brand to be authentic and approachable. A good way to achieve both is by telling your brand story, through words, pictures, and video. For example, be sure to take photos and videos of your harvest at harvest time, and post them on social media channels. This will make your customers feel more connected to your wine and your business. When customers feel connected to your business, they are more likely to trust it.

Reward Loyalty. It costs more to gain a new customer than it does to keep one. And your current customers will spend, on average, 67% more than new ones will. No wonder customer loyalty programs are so hot. These programs reward customers for frequent and repeat purchases, often with special gifts or points. But the real payoff is that they are great for gathering important demographic information about your customers, which in turn allows you to tweak your marketing messages and strategies (see metrics, above). This is also an opportunity to add one of those fulfillment perks discussed in the chapter “Beyond Fulfillment.”

Get the Right Message Out. These days, the traditional “conspicuous consumption” model is dying away and being replaced by a drive for “experience luxury,” tempered by a “socially responsible” sensibility. Find ways in which your brand speaks to experience, social responsibility, or—better yet—both. Then test out new messages on your audience.

Get Influencers Excited. Getting the attention of influencers, including the media, is almost as important as your DTC sales themselves. In fact, your more affluent customers will look to well-established industry influencers for cues to what’s worth trying in the world of wine. Send them gifts and samples, and be sure to send them awesome-looking collateral, too.

Don’t Forget the Final Mile. Delivery itself is an experience, too, and communication during the final mile can make or break that

experience. Download our white paper **DTC Wine Sales and the Final Mile of Delivery** to find ways in which to make delivery of your product as easy and seamless as possible.

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WHAT'S YOUR EXPERIENCE LIKE?

There are a lot of ideas here for improving the wine consumer's DTC wine experience. But they are still just the tip of the iceberg.

If you have questions about any of these tactics, or would like to discuss implementing any of the above into your DTC wine strategy, we would love to help you. Let's get started:

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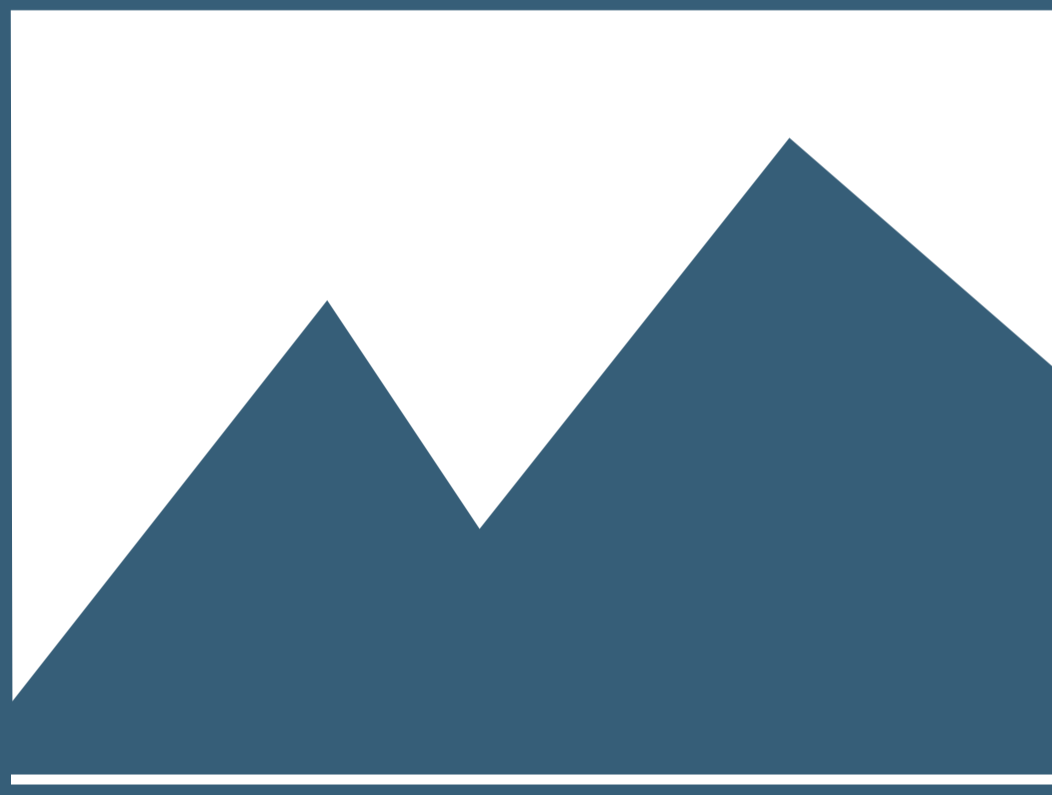
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