

# Thanksgiving & Holiday Checklist

A Practical Guide to Maximizing Nov/Dec Opportunities  
for Willamette Valley Wineries

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## Prepare Your Website & Online Store

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### General contact and map info

- ☐ Are your hours and/or tasting appt's easy to find?
- ☐ Is your phone number easy to find?
- ☐ Do you describe your event(s) on the home page?
- ☐ Do you have any easy-to-find Map & Directions?

### Update your store

- ☐ Are your products up-to-date?
- ☐ Is it easy to order online?

### Check system emails

- ☐ Place an order from your online store
- ☐ What does the order confirmation look like? Can you add an incentive to buy more?
- ☐ What does the shipping confirmation email look like? Can you add an incentive to buy more?
- ☐ Abandoned cart emails?
- ☐ Sign up for winery email newsletters so you can see what they're doing

## Check Listing Sites

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- ☐ WVWA Thanksgiving listing & general listing
- ☐ Google search result / business listing
- ☐ visit.oregonwine.org listing (OR Wine Board)

- ☐ Facebook page
- ☐ Make your Instagram account a “business” account and you’ll get contact info on your profile
- ☐ TripAdvisor
- ☐ Yelp
- ☐ Anywhere else your business may be listed

## Event Calendars

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### Post Your Event(s) on these Calendars

- ☐ Your website’s calendar
- ☐ Facebook Event (notify WVWA and we’ll add it to WVWA Facebook calendar)
- ☐ WVWA
- ☐ Oregonwine.org Consumer Calendar (Oregon wine board)
- ☐ Oregon Wine Press
- ☐ Premier Wine Events – Syndicates to WVWA, Oregon Wine Press, Eventful (KGW and other Eventful properties)

### Tips on Naming Your Event

- ☐ Not: Thanksgiving Weekend, Pre-Thanksgiving Weekend
- ☐ Try: Ultimate Vertical Tasting this Thanksgiving Weekend
- ☐ Try: New Releases and Huge Discounts this Thanksgiving Weekend
- ☐ Try: Barrel Samples and Library Wines this Pre-Thanksgiving Weekend

## Social Media

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- ☐ Post a tidbit about your event every few days leading up to your event
- ☐ Highlight what you're pouring
- ☐ Highlight any specials or discounts
- ☐ Will the winemaker/owner be there?
- ☐ Post photos of preparation for your event
- ☐ Post photos during your event
- ☐ Do a Facebook Live video during your event
- ☐ Add a "Message" button to your Facebook Page
- ☐ Replicate these efforts on Instagram and Twitter, if you use it

## Facebook Events

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- ☐ Create a Facebook event
- ☐ Boost it to a local audience
- ☐ Update the event as you get near to the event (this will create Facebook notifications to those who are "Interested" or "Going")
- ☐ After the event, update the event with pictures, etc. to make those who didn't attend wish they had

## Facebook Ads

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In addition to creating a Facebook event and promoting it.

- ☐ Create a post for your event and promote it
- ☐ Create a Facebook ad and target a local wine-loving audience

## Facebook and Twitter Messages

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Assume that customers will contact you via Facebook and Twitter

- ☐ Set up alerts so you are notified if somebody is trying to contact you

## Voicemail / Phone

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- ☐ Call your own business. What does the message say?
- ☐ Change it for Pre-Thanksgiving and Open House weekend
- ☐ Hours. Directions. A reason to visit?
- ☐ A real person is better than a voicemail message

# THANKSGIVING OPEN HOUSE CHECKLIST

## In your Tasting Room / At the Winery

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### Product Display

- ☐ Are the wines available for purchase prominently displayed?
- ☐ Do they have pricing on them?
- ☐ Did you create packs (3 packs, 6 packs, special cases)?

### Information Collection

- ☐ Ensure each employee is asking for an email address
- ☐ Have multiple signup sheets, clipboards, iPads, etc. around the winery
- ☐ Offer an incentive for joining the email list (percent discount, dollar amount off, weekend drawing for gift certificate(s), shipping included, etc.)

### Staff Training

- ☐ Do staff know about any discounts, offers, packs
- ☐ Ensure staff will talk about wine club and its benefits

### Club Members

- ☐ Encourage club members to stock up for the holidays and to send wine as gift
- ☐ Make it easy for them to ship wine to friends/family right from the Tasting Room

### After the Weekend

- ☐ Email a thank you to all new email addresses
- ☐ Offer them an incentive to purchase wine

# HOLIDAY CHECKLIST

## Holiday Specials and Pre-Made Packs

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- ☐ Decide if you'd like to offer special Holiday packs
- ☐ Get photos of those packs
- ☐ Promote them via email and social media
- ☐ Promote them in your tasting room

## Shipping Cutoff Dates

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- ☐ Create urgency in your emails and social media by prominently displaying shipping cut-off dates for Thanksgiving and Christmas
- ☐ Offer shipping specials on ground and 3-day

## Online Sales Strategies

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### Special Offers

- ☐ Black Friday – Offer a shipping special to the general public. Offer a shipping special plus club discount to your club members. Or, go for it and give a big discount.
- ☐ Leading up to Black Friday, tease the offer (don't reveal it) via social media and email

- ☐ Cyber Monday – You can do something similar to Black Friday, or choose one wine and offer a large discount on it.
- ☐ Shipping specials always work better than discounts (see “shipping cutoff dates” above)
- ☐ Consider offering a dollar amount trigger, or quantity trigger, to encourage the upsell (Flat rate shipping on orders of \$100 or more).

#### Segmentation

- ☐ Segment purchase history, lifetime value, repeat customer, etc. and send them special offer
- ☐ Segment club and make sure you’re showing them love with thank yous and special offers

## WVWA Opportunities

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#### Marketing Opportunities:

<http://willamettewines.com/marketing-opportunities/>

- ☐ Willamette Cares Food Share
- ☐ Wine Country Thanksgiving Toolkit
- ☐ Use #gowinetasting hashtag

#### Check your Wine Country Thanksgiving Listing:

<http://willamettewines.com/event/wine-country-thanksgiving/>



# Lunabean Media Services

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Websites

Website Updates and Maintenance

Email Marketing

Marketing Plans

Search Engine Optimization

Social Media Management

Photography/Videography

General consulting

Branding