

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large red speech bubble shape is centered on the page, containing the main text.

Insights on Brand Building & Engaging Audiences

With Sarah Walsh

Topics to cover
today:

- **WHAT IS A BRAND, AND WHY YOU SHOULD HAVE ONE**
- **HOW TO DEVELOP A BRAND THAT'S TRUE TO YOU**
- **WHAT CHANNELS EXIST TO MARKET YOUR PRODUCTS**
- **SELLING TO AN END CONSUMER VS SELLING TO A DISTRIBUTOR**
- **WHAT MAKES A WINE SUCCESSFUL IN WHOLESALE**

What is a brand & why you should have one

A brand is the personification of your business.

As a producer it is important to think about what you want your brand to be. It helps your customer differentiate you from your competitors, conveys who you are at a glance, and helps build consistency and brand trust.



01.



02.



03.



04.



05.



06.



07.



08.



09.



10.



11.



12.



13.



14.



15.



16.



17.



18.



19.



20.

How many of these brands can you recognize without even seeing their logo?

How to develop a brand that is true to you

Think of three adjectives that describe your brand
ie; Playful, luxurious, modern, rustic, do these words feel
consistent with your current branding?

What makes you different from other competitors?

What is your messaging/mission?

What channels exist to market your products and how best to use them

Social media is your friend! They are free and offer easy, direct communication of who you are to your customers. Use these platforms to tell your story.

Instagram / Facebook / Twitter / Pinterest

Email marketing (mailchimp!)

Blogging (wordpress, squarespace). Be a resource – offer tips, insight and info. Original content is good for your search results.

Google Business / Adwords

The difference in selling your product to the end consumer vs. a distributor

End Consumer

This person buys wine:
At your winery

In a retail shop

At a restaurant

From your website

Distributor

This company buys wine and
sells it to your end consumer

What makes a winery desirable to a distributor?

Do your work ahead of time

If you already have product in a shop or restaurant this is valuable to a distributor.

Are you priced appropriately?

A distributor will take a 33% markup

A retailer will take a 50% markup

A restaurant will take a 400% markup

Pricing

If you sell a bottle to a distributor for \$10

Wholesale price is \$13.33

Retail price \$21

Restaurant price is \$54

What makes a wine successful in wholesale?

Price

It is important to know your competitive set.

Packaging

Support through events, tastings, etc.

Engage your local sales team

In conclusion:

- **CONSIDER YOUR BRAND IDENTITY**
- **TALK ABOUT YOUR PRODUCT ON SOCIAL MEDIA**
- **CONSIDER YOUR BEST ROUTE TO MARKET**
- **SET YOURSELF UP FOR SUCCESS IN THE MARKET THAT YOU CHOOSE**