

Step 2:  
Social Channels  
Audit



# SAMPLE SOCIAL MEDIA MARKETING PLAN

Buyer  
Persona



Are we driving  
traffic to profitable  
conversion points?





# 1. WINERY MISSION STATEMENT

At Via Paieri Winery, we follow the path of our forefathers, honoring their traditions and wisdom while forging a new road toward the future. With a commitment to blending old-world artistry with modern innovation, our mission is to preserve the stories of yesterday while embracing the possibilities of tomorrow.



*Rooted in the legacy of  
those who came before us,  
we craft wines that  
celebrate heritage,  
belonging, and the  
timeless connection  
between past and present.*



## 2. WEB AUDIT

*To Do List:*

- Vanity Search Online
- List Social Channels Used
- Search Channels Forgotten/Abandoned
- Review Negative & Positive Engagement
- Evaluate Current Metric Reports
- Location of Passwords and Review Access
- Audit traffic to website, articles, e-stores, and all possible points of conversion



### 3. BRAND GUIDE

**Imagery:** Current winery website shows a variety of product/bottle shots, employee head shots, landscape shots of the vineyards, scenic shots of the tasting room, cellar, grounds, event rooms, and customers at events and tasting room. There is a mix of people aged 21-55; however, there is a lack of racial diversity and female customers over 55 who are prime target buyers for wine club membership. Current social media channels also lack racial diversity and primarily display women.

**Typography:**

Headings: TAN Headline, All Caps

Subheads: TAN Headline, Title Case

Main Text: Montserrat, Medium or SemiBold- Sentence case

Pull Quote: Beautifully Delicious Text

**Voice/Tone:**

Website is conversational yet professional.

Current Instagram posts are a bit younger and friendly with wine themed puns once in a while.







## 4. PROFIT CENTERS & REVENUE STREAMS

- Retail Wine Sales
- Website Online Wine Orders
- Tasting Room Wine Sales
- Wine Club Membership
- On-site Prepackaged Food
- On-Site Restaurant
- Winery Merchandise
- Digital Catalog/Website eStore
- Wine Club Events
- Gift Cards
- Private Events
- Property Tours
- Holiday Winemaker Dinners
- Cave Dinner Experiences
- Virtual Tasting Experience
- Corporate Events
- Cobranded Merchandise
- Shoppable Posts





# 5. POINTS OF CONVERSION

- “Shop Now” button on homepage links to current digital catalog.
- “Shop,” “Order Online,” “Shop Wines,” & “Gift Shop” buttons lead to online store for Wine, Food, Gifts and Merchandise.
- “Join the Family” Popup screen upon website entry instigates email newsletter sign-up; it also includes a check box for info about wine club.
- “Sign Up Now” button in website footer to join email newsletter.
- Social Media Contest provides user created content and free owned media. Entrants scan a QR code at a Point of Sale display and enter contest and content to IG or the winery website. Contest brings users to retail locations, drives web traffic, provides valuable consumer data.
- “View Menu,” “Order Online,” “Reservations,” & “Contact Us” are all points of conversion for customers to purchase food.
- “Reserve a Tasting” button links to contact information, winery hours, and reservations to get customers drinking wine!





## 6. SOCIAL MEDIA OBJECTIVES

### **1. Increase web traffic to winery's website 5% via YouTube monthly**

As wineries attempt to attract younger, Hispanic, Asian- and African-American male and female customers, YouTube is the most popular platform in the US and is replacing traditional cable TV. According to Statista, reach is 70% for users aged 46-55 and 73% aged 36-45.



### **2. Increase Wine Club Membership 2% quarterly via Pinterest**

According to SocialShepard, Pinterest reaches 40% of US households with an annual income over \$150K, pins have a long shelf life, 46% of Pinterest users have discovered a new brand or product on the platform, and it is popular with Millennial women in the US, making this a great platform for luxury items like winery tours and club memberships.





## 7. BUYER PERSONA: IDEAL WINE CLUB MEMBER

**Demographics:** Man, aged 35-55, mid-high income, educated, from the still untapped communities of Latino, Asian-, and/or African-American decent.

**Description:** Ideal wine club member comes to winery to pickup parties; pays to attend events with significant other and friends. Suggests hosting corporate events at the winery. Maybe he owns his own business and gives out wine to his employees at holidays as well; buys bottles or corporate gifts in bulk. Ideal customer is social, outgoing, talkative, shares new products by word-of-mouth and online, goes to physical events, and helps introduce our products to others. Furthermore, he breaks barriers to entry by crushing preconceived social expectations that sports fans only drink beer and that wine clubs are only for elderly white men.

**Communication Channels:** Text, YouTube, Reddit, Instagram

**Challenges:** Upper to middle-class men feel stressed, overworked, in a sandwich generation and struggle to balance work with spending time with kids and taking care of parents.

**Marketing Message:** Show these wines can bring people together, enjoyed at multi-generational family dinner, sipped at home in the hot tub for date-night-in, at the winery with friends. Incorporate a bit more light humor and relatability to show wines can be approachable for new to wine drinkers. Incorporate wine, sports, & snacks pairing and sports references with influencers and behind-the-scenes types of long form YouTube videos in addition to sponsored ads.





## 8. BUYER PERSONA: SOCIAL BUTTERFLY

**Demographics:** 25-45 year old female or non-binary with discretionary spending; good target for lower price point wines, sparkling, low alcohol. Likes to socialize, is in various social clubs, likely to host or attend parties or social gatherings.

**Communication Preference:** Text, Instagram, Pinterest

**Challenges:** Young professionals struggle with getting taken seriously at work and proving themselves while they're growing. Stay-at-home parents struggle to balance work/leisure time. They are worried about the environment, economy, geo-political climate, and have fears about the unknown.

**Marketing Message:** Focus on content that highlights the wine club as a way to elevate their social life. Position the wine club as a simple way to add a touch of sophistication or fun to any occasion, from small get-togethers to larger parties so the social butterfly feels empowered to bring people together, adding an effortless yet elegant experience to their social circles. Also emphasize the benefits of choosing wines that are organic, certified sustainable, responsibly packaged, and what impact those terms have on our immediate environment. Lastly, show the benefits of club membership from exclusive wine offerings and pick up parties, to free tastings, and lower overall price per bottle as well as supporting a small, local business.





## 9. SEASONALLY TRENDING LONG- TAIL KEYWORDS

1. Affordable wine club near me
2. Low alcohol wines
3. Weeknight recipe inspo
4. Romantic date night ideas
5. Low cal sparkling wine drinks
6. Galentines brunch party ideas
7. Cute Valentines cocktails
8. Superbowl hosting ideas
9. Host an elegant dinner party on a budget
10. Healthy football snacks and drinks
11. Best drinks and apps for sports parties
12. Superbowl party food ideas
13. Best wine tours in [Your County] for out of town guests
14. Sustainable wine club membership with eco-friendly options



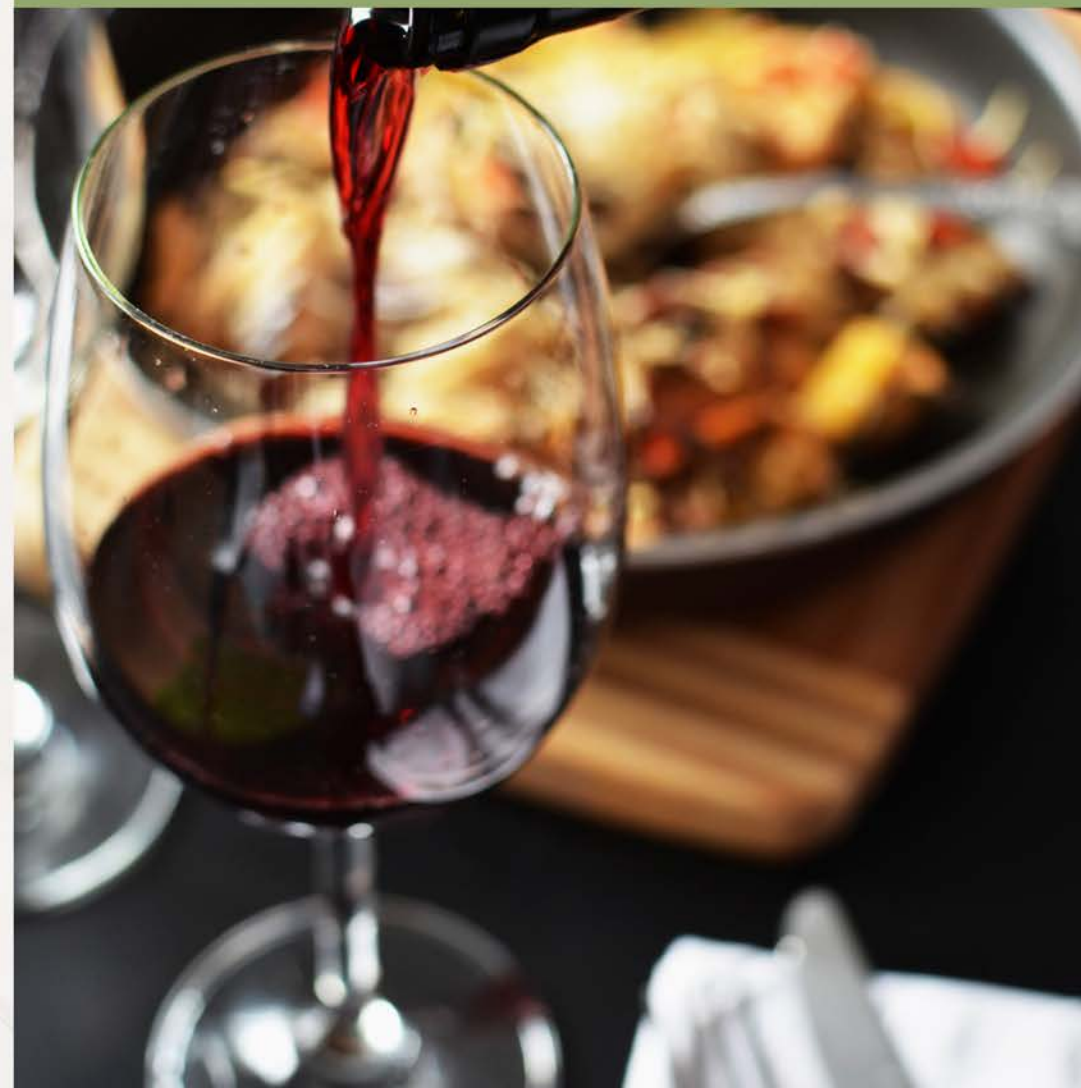
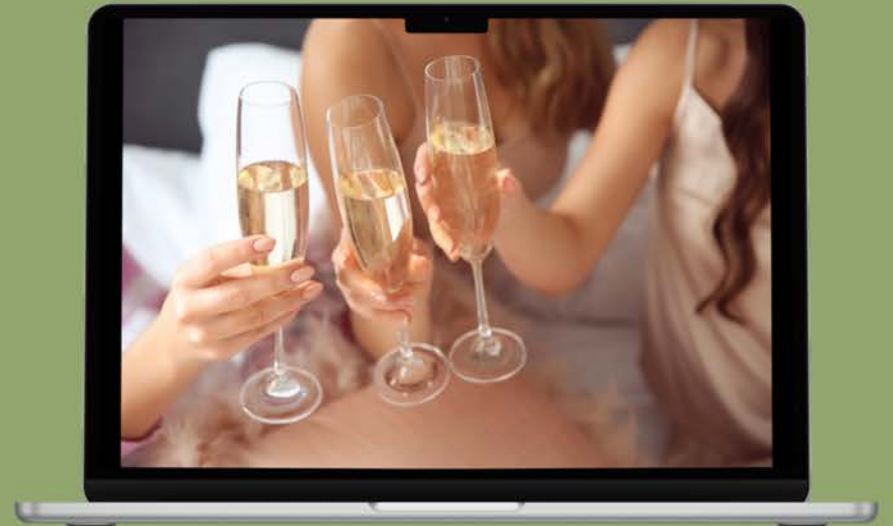
# 10. 3-MONTH POST PLAN

**Focus:** Launch two new channels. Start with two 5-10 min YouTube videos per month to drive traffic to the winery's website.

If manageable, increase to one video per week for each buyer persona.

On Pinterest, post once a week to drive traffic to wine club memberships, online sales, and other conversion points. Highlight the winery as a scenic, sustainable destination, and create listicles featuring low-calorie, low-alcohol options for New Year's resolutions. Use existing event footage, photography with voiceovers, or film current staff if drone footage isn't available until the budget allows for more. Increase to 2-3 posts weekly.

Although the focus is on YouTube and Pinterest, continue maintaining successful existing channels. Repurpose Pinterest Pins as Instagram image carousels with shorter descriptions and hashtags to boost brand awareness and drive website traffic. Similarly, edit long-form YouTube videos into shorter highlight reels for broader reach.





# 11. SAMPLE POST CALENDAR

Jan 4th - IG and Pinterest  
Start series of wines to enjoy in  
social groups

Jan 6th - IG  
Short Video: moms drinking  
prosecco- "Cheers to kids going  
back to school"

Jan 7th - FB  
Upcoming Wine and/or Food  
Tasting Events Reminders

Jan 8th - YouTube and IG  
2-3 min video Targeting Ideal Wine  
Club Member

Jan 10th - IG and Blog  
Canned/boxed wines - still photo  
link to website/blog post about  
new packaging in wines is now  
lightweight, travel friendly, cooler  
proof, and sustainable.

Jan 12th - YouTube and Blog  
Video: What Certified Sustainable  
Means at Our Winery. Link to Blog  
post on website. Target: Retail  
customer and Wine club member

Jan 14th - IG and FB  
Continue series of wines to enjoy  
in social groups

Jan 17th - IG and Pinterest  
Image Carousel: Perks of Joining  
the wine club. Link to wine club  
sign up

Jan 19th - IG and Pinterest  
Short Video - How to re-purpose  
wine bottle into home décor

Jan 23rd - IG and FB  
Food shots from Winery  
Restaurant; hours on Valentine's  
and reservations number

Jan 27th - IG and Pinterest  
"9 ways to Love Rose"  
Image Carousel

Jan 30th - Pinterest and Blog  
"10 Beautiful Wine Cocktails"  
Listicle on Pinterest & Link to full  
article on Winery's Blog.

