

Exclusively for Wine & Spirits Retailers



ENABLING BUSINESS GROWTH
Delivering Higher Margins With Increased Store Traffic & Sales

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Executive Summary

Wine and spirits customers—today they have more choices than ever when deciding where to make their purchases.

And with more choices: more beverage outlets, drugstores, supermarkets, and discount retailers the customer's decision to shop at your store(s) has become "fractured."

Store Sales Are Down

Competition is one reason your sales are down. Because without a compelling reason to shop at your location(s), customers are just as happy to shop local supermarkets, discount stores, gas stations and convenience stores.

But It's Not Just The Competition

The economy, too, is leading consumers to be more mindful of where they spend, and what they spend, their money on.

Today's customer is looking for more bang from their buck—more value in the form of a better experience, entertainment or even a little education.

Successful Wine Retailers

Successful Wine & Spirits Retailers overcome these sales-limiting causes by employing specific programs that reduce cost-of-sales, capture a greater share of the market and significantly enhances same-store revenues and margins.

Troubles for Wine & Spirits Retailers

Wine & Spirits Retailers today are faced with falling sales, increased competition, escalating marketing costs, a tough economy and a customer base whose attention is waning.

Previous Options

In the past, slow sales were typically met with in-store price discounts, couponing, advertising, signage, and in-store events.

These activities often lead to a temporary lift in sales **but always dilute your net margins.**

Increased levels of advertising and further price discounts are not the answer.

With every additional retailer, and every new option for your customers, the available share of your market gets smaller and smaller. Price concessions and advertisements do not improve store margins—they impair them. And continued use of them lead store operators toward a downward spiral of smaller margins from a rapidly dwindling target market.

A Seismic Shift

With so many options available today, customers are no longer willing to be passive participants in old-style sales processes. Instead, they choose to be proactive buyers. Which is why store advertisements and price discounts don't work like they once did. Your customers are searching for "more." And the "more" that they seek is on their terms, not yours.

What This Means for Store Operators

Consumers are thinking creatures. It's in their nature to make considered choices. To weigh the pros and cons of their purchases. And to rely on reviews, ratings and suggestions from experts and peers.

This Is Your Opportunity

Reviews, ratings and suggestions have proven to be some of the best ways to capture the allegiance and the sale from today's retail Wine & Spirits consumers.

By providing your customers with engaging information that is educational, entertaining and thoughtful, they get greater insight and value. These are very real benefits that lead them to view you and your business as a preferred provider of the products they want to buy.

Big Margins and a Bigger Market Share

This unique style of sales development is a margin-building solution that also increases your share of the market. And, it's both simple to implement and has lasting benefits.

coupons,
signage,
price discounts,
and advertising

ALWAYS DILUTE NET MARGINS

It's Called Content Marketing

The Solution is called "Content Marketing." And the business development experts are hailing Content Marketing as the high—ROI alternative to Social Media.



"Content Marketing is the only marketing that's left."

– Marketing Expert and Best Selling Author, Seth Godin

"Getting customers today . . . is all about compelling content."

– Best Selling Author, David Meerman Scott



"The real secret to great marketing is creating compelling and useful content."

– SVP, Global Strategy & Marketing, Ogilvy 360 and Adjunct Professor, Global Marketing, Georgetown University, Rohit Bhargava

Consumers Already Prefer It

And consumers have caught on to Content Marketing even if retailers haven't.

Roper Public Affairs' most recent research study reveals that:

- 61% of consumers say they are more likely to buy from a company engaged in Content Marketing.
- 75% state they find sales messages acceptable as long as they get valuable information with it.
- 90% of consumers say that Content Marketing has value.

What Is Content Marketing?

Content Marketing is NOT advertising and it's NOT broadcasting a sales message.

Simply stated, Content Marketing engages your customers through education, entertainment and curiosity.

It's a refined style of communication that is proven to drive sales in today's fractured marketplace.



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100 Proof

Gary Vaynerchuk's Wine Library is legendary within the wine community.

Through his use of Content Marketing, Gary's team grew his company from \$4 million in sales to over \$40 million in sales in just four years.



Etty Lewensztain grew her **Plonk Wine Merchants** business on the back of Content Marketing.

She discovered the effectiveness of Content Marketing while managing the *Wines of Chile* campaign in which "Wines of Chile" became the top tweeted phrase just minutes after its launch.

Etty reveals: "Content Marketing is so effective because of its viral nature. It's immediate, fun and digestible."

The Savory Grape, a 5-year-old wine specialty retailer uses Content Marketing exclusively.

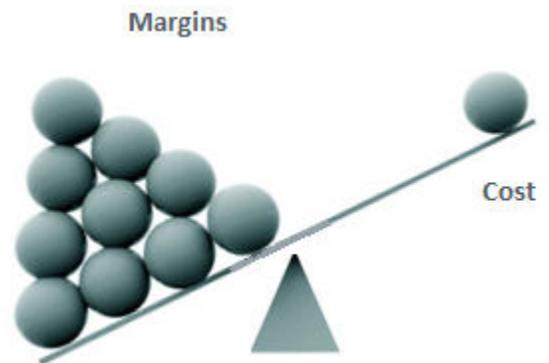
"It's cheaper, less time consuming and so much more effective," says founder, **Jessica Granatiero**.



Benefit #1 **Bigger Margins, Smaller Costs**

Unlike advertising and in-store events, the benefits of Content Marketing don't expire or grow old. In fact, each new initiative amplifies the effectiveness of the previous one and all initiatives to follow. Content Marketing, then, is an asset that appreciates while reducing the costs of sales. Think of it as a snowball rolling down a mountain, continually gathering greater power, size and effectiveness.

The Savory Grape's Jessica Granatiero shares that she ignores direct mail in favor of email: *"Direct mail is too expensive and harder to track. Whereas when I send out an email I can see who opens it, and who clicks through to the site."* And she adds, customers can immediately write her back with questions so that a conversation, and a valuable relationship, is born.



Benefit #2 **Greater Sales**

When Content Marketing is used to educate, your customers' indecision is removed and they make purchases confidently. Content Marketing is especially useful in growing sales of private label brands—items that the retailer both has greater knowledge of and derives a higher margin from.

It is also used to introduce your customers to new products, as well as how to use more of your Wine & Spirits in new ways (e.g. Cabernet Filet Mignon, Scotch Ale Potatoes, and Simple Rum Cake).

Jessica reveals that sharing this kind of education leads to greater sales: *"We focus on education marketing—education on wine regions, tastings and grape varietals. And whenever I post that, the store sees a very real sales lift."*



Benefit #3

Customer Referrals, Longevity and Loyalty

Because Content Marketing educates, entertains and provides *intrinsic* value to customers, they frequently share the information with family and friends.

Kimberly Moore, a Social Media expert, says that on her [FoodiesUnite blog](#), one of the most read and shared posts is her “How to make a Ginger Margarita” recipe.

The act of sharing information is far more effective than word-of-mouth marketing because instead of just passing along a store name, customers pass along engaging content which provides each new customer the experience and the opportunity to interact with your store’s brand, message and products.

Content Marketing for Wine & Spirits

Launching your own Content Marketing program is both simple and affordable.

Newsletters, mailings, catalogs, mini-magazines, websites and blogs are all proven channels in which to use Content Marketing. Most retailers already use at least one of these, therefore establishing a Content Marketing channel is frictionless.

The most critical component, however, is not the vehicle . . . it’s the message. Because for Content Marketing to be effective, retailers must understand the need to find trained, educated and proven content providers.

Ginger Margarita Recipe



Ingredients:

2 cups lemon and lime margarita mix
4 cups crushed ice
1 1/3 cups ginger ale
3/4 cup tequila
2 tsp. grated fresh ginger
Sugar for rimming glasses (optional but recommended!) or ginger salt can be added as well.

Directions:

In a blender, combine the margarita mix, ice, ginger ale, tequila and ginger. Blend until smooth. Pour into glasses rimmed with sugar. Serves 4.

Because,

if the content is wrong,

it’s really not “Content Marketing.”

Conclusion

To grow sales and margins in today's economic environment, Wine & Spirits Retailers must launch customer-attraction programs that are both affordable and effective.

Content Marketing has proven itself to empower retailers to attract, retain and grow market share, customer visits and sales.

Content Marketing Provides Three Measurable Benefits:

Greater Sales – Content Marketing's ability to educate the consumer removes indecision so they buy more readily and in greater volumes.

Bigger Margins through Smaller Costs – Content Marketing connects with far more customers and at significantly more meaningful levels than store employees and signage can possibly hope to, and at a fraction of the cost of traditional retail promotions.

Customer Longevity and Referrals – Content Marketing's intrinsic value engages customers for as long as the content remains relevant. For content such as recipes and insights into wine varietals, the value is everlasting. Your customer's desire to share this information is the natural outgrowth of educational, entertaining and compelling content.

By engaging in Content Marketing, Wine & Spirits Retailers can enjoy increased store traffic, greater same-store sales, significantly enhanced margins, and a customer base that is not only loyal . . . but a reliable referral source for your store(s).

“

Consumers don't want to be an object of a sale . . .

what

they

want

is to be part of an experience.

”

About The Author



Roland Jackman is the principal of Sizzable.com and has worked with seven of the Fortune 500, as well as sales organizations of all sizes, to attract more customers and grow their revenues.

Roland's work is trusted by:

- Centex Homes
- American Funds
- Deltek
- ABC Broadcasting
- Staples
- Blue Cross/Blue Shield
- Progress Energy

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