



## 10 Things You Can Do Today to Engage Your Wine Club Members

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Everybody likes to feel that they're important, that they matter, that they belong. We human beings like to feel special.

When you tap into your customer's innate need to belong, and when you can provide them a sense of community centered on your product ... that's when you've established a relationship with a potentially life-long customer.

A wine club membership is a good first step to that sense of community. But a community isn't built just by selling someone a piece of property. A true community needs interaction and engagement.

Let's face it, we've all been members of various clubs and organizations. And we've all dropped these memberships for one reason or another. Maybe we got too busy. Perhaps we didn't feel like we were getting enough out of the membership. We probably didn't feel connected or valued. We didn't feel that deep sense of belonging.

So how are you going to foster that sense of belonging in your wine club members? How are you going to make them feel special?

## **Here are 10 easy suggestions that you can do right now today:**

- #1 - Send a "Thinking of You" thank you note, email or postcard.
- #2 - Find and share a fun quote from someone famous talking about wine.
- #3 - Share a winery update that includes an invitation to visit.
- #4 - Send a "winemaker's favorite" recipe using your wine as an ingredient.
- #5 - Share a brief "state of the barrels" report.
- #6 - Share a photo of your vineyard (or the vineyard from which you buy your grapes) at sunrise.
- #7 - Send a photo of the winery dog, cat or other mascot, if you have one.
- #8 - Take an extreme close up photo of something at the winery and invite guesses on what it is.
- #9 - Send an "un-birthday" card.
- #10 - Share a "wish you were here" video of winery visitors enjoying themselves in the tasting room.

The easiest way to implement most of these strategies and get immediate engagement with your club members is a combination of email and social media.

Facebook, Twitter, Pinterest, Google+, YouTube ... if your customers are on these social media platforms, then you should be, too. And you need to interact with them. Engage with them. Make them feel special.

These suggestions are, indeed, easy enough to do today. However, the key to effective online engagement marketing is consistency. You need to develop a plan to do these types of things regularly.

An engagement editorial calendar can help you schedule your outreach efforts to ensure a good variety and a consistent approach. This marketing tool also keeps your relationship with your club members on track when your attention is diverted to other winery matters.

So your BONUS tip #11 for engaging your wine club members is this:

**Develop an engagement marketing plan ...  
and then stick to it!**

If your staff is already stretched thin, get outside help with this. Outsourcing to an independent freelancer can be a cost-effective alternative to increasing the duties (and payroll hours) of an existing employee or hiring another employee.

A freelancer also may have the training and skills that your staff doesn't, making your engagement marketing more effective and giving you better results.

However you get it done, your winery, your wine club – and ultimately your sales – will benefit from your commitment to engaging with your biggest fans and supporters.

So what are you waiting for? Do something today!