

# WINE MARKETING ONLINE: HOW TO USE THE NEWEST TOOLS OF MARKETING TO BOOST PROFITS AND BUILD BRANDS BY BRUCE MCGECHAN

**WINE  
MARKETING  
ONLINE** | How to use  
the newest tools  
of marketing  
to *boost profits*  
and *build brands*

"Bruce McGechan offers a data-rich instruction manual for those who are interested in learning more about e-commerce and social media... this book will give you lots to think about as you move your business into the on-line world."

Paul Wagner—founder Belcar Communications and Marketing and author of Wine Marketing & Sales



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## About the Author

Bruce McGechan has consulted wine businesses large and small, from one edge of the world to the other. He is the founder and managing director of [WineMarketingPros.com](http://WineMarketingPros.com), an internet wine marketing advisory firm based in New Zealand.

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If it seems like small wine businesses are getting crowded out of a vibrant US wine market by retail chains, entrenched distributors, and established brands, there's good news for little guys. There's a reason why these massive companies spend a fortune acting "small." In the new, wired realm of marketing and customer relations, the qualities that make small businesses distinctive, like personalized service, deep product knowledge and authentic interest, matter more than ever. Wine marketing consultant Bruce McGechan answers the question of how to put those built-in attributes in front of all those online customers with his new book *Wine Marketing Online: Discover the secrets that successful wine businesses use to market their wines online; Learn how to increase your credibility and be seen as an expert by your local customers; Generate Traffic to your website using Google; Convert that traffic into sales through fine-tuned content and a positive user shopping experience; Utilize social media to effectively engage with new and existing customers on your blog, Facebook, and Twitter; Ride the coming wave of mobile websites, apps, advertising and location based services like Foursquare and Yelp; Analyze your wine eCommerce software options; 'Finally' turn one-off orders into repeat loyal customers; and last but not least share your enthusiasm for wine and really enjoy your business. Wine Marketing Online includes a winery internet marketing and brand plan, wine store internet marketing plan, wine store financial model and wine competitor and customer research.*

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## Most helpful customer reviews

2 of 2 people found the following review helpful.

Invaluable guide for anyone involved in marketing wine today

By Tim Grogan

Overwhelmed by the changes in wine marketing over the last few years? Confused by the plethora of advice and paucity of assistance you are getting? Finally, here's a book that cuts through it all to deliver a practical, step-by-step guide to marketing wine online.

As a degreed winemaker and owner of an online wine marketing business, I highly recommend this book. I did a tremendous amount of research in founding TheArtisanWineStore.com to market unique, hard-to-find wines from small CA wineries online, and this is the book that best summarizes everything I learned.

My prior "Bible" in this area was Wagner and Olsen's "Wine Marketing & Sales", but although it was only published in 2007, much of its information is so outdated as to be useless, particularly on the key direct to consumer (DTC) tools of websites and social media.

McGechan focuses on DTC marketing, which has become the #1 marketing channel for 90% of the world's wineries which are too small to gain meaningful access to other distribution channels. He walks you through the steps of how to target your customer, create a website to reach them, engage them through social media, and convert those relationships into sales. And he does it in a manner that even technology novices can understand and implement.

No small winery or wine marketer should be without this book.

1 of 1 people found the following review helpful.

Most online marketing books are outdated...

By John Lawlor

Most online marketing books are outdated by the time that they are printed - but this isn't one of them. Bruce McGechan has written a relevant and timely book for the exploding wine business.

I have also found his blog writings and videos worth following.

0 of 0 people found the following review helpful.

Five Stars

By Dennis Garrett

great book full of info buy now book. youll still need more wine books along with this one.

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