

# PROMOTION TIPS

WINE COUNTRY THANKSGIVING

WILLAMETTE VALLEY, OREGON

Lunabean  
Media 

Jeremy Schubert, President

**Help Us Help You**

# Check Your Listing

<https://willamettewines.com/event/wine-country-thanksgiving/>

## ★ APOLLONI VINEYARDS

14135 NW Timmerman Road, Forest Grove

503-359-3606 Tasting Fee \$20

Hours: Friday-Sunday, 11am-5pm

Event Categories: Library Offerings , Special Projects

Apolloni Vineyards has everything you need for holiday gift giving at our artisan market, Friday and Saturday. Get a grand gift for that special someone – magnums are 20% off! Taste library wines selected for the holidays and tour our barrel cave all weekend.

## ARAMENTA CELLARS

17979 NE Lewis Rogers Lane, Newberg

Aramenta Cellars ,

503-538-7230 Tasting Fee \$10

Hours: Friday-Sunday 10am-4pm

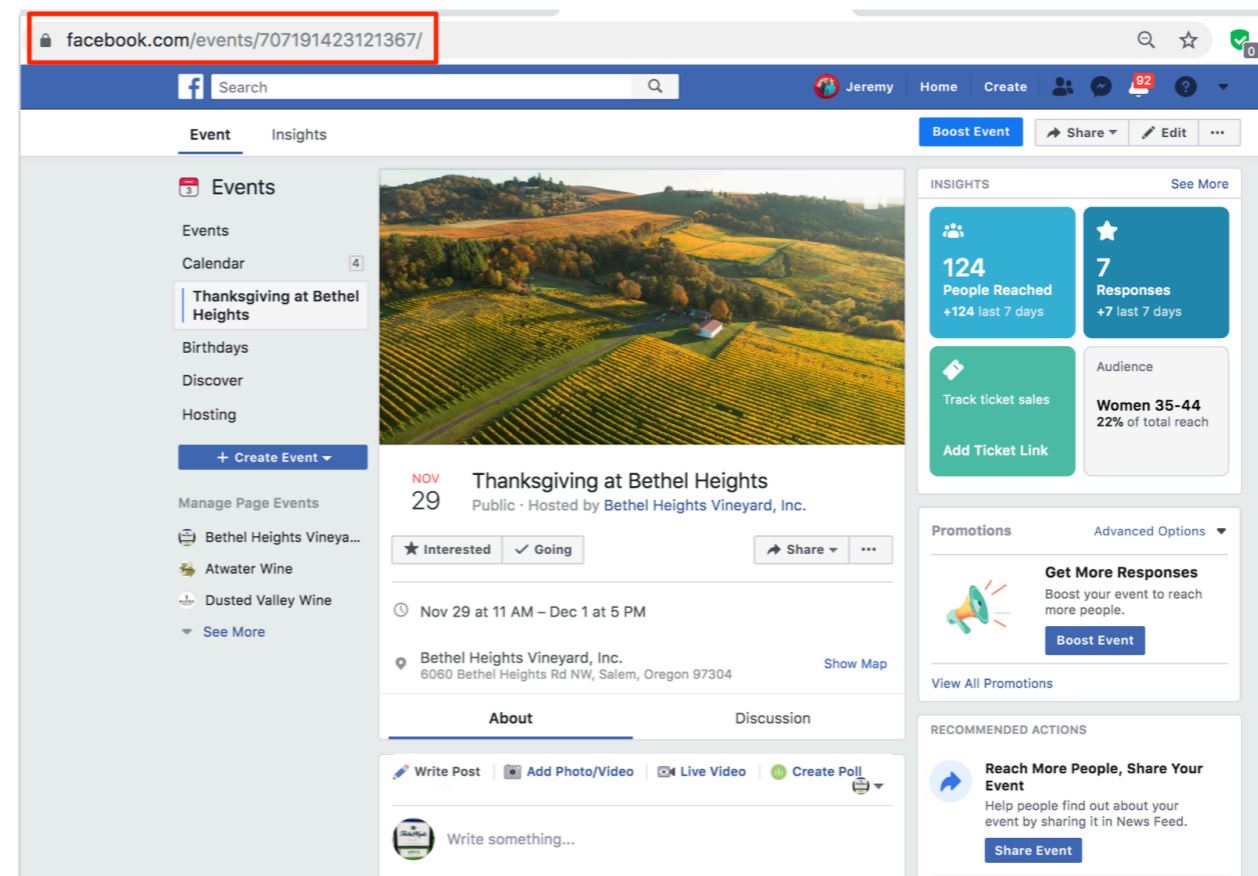
Event Categories: New Releases

Sample release of 2016 estate pinot along with a delicious vertical of pinots available for purchase. We will also showcase amazing local metal art in our tasting room this weekend. Enjoy small bites while you taste the wine and shop.

Ensure your listing is correct on the WVWA WCT event page  
(we use this for our daily Instagram promotions)

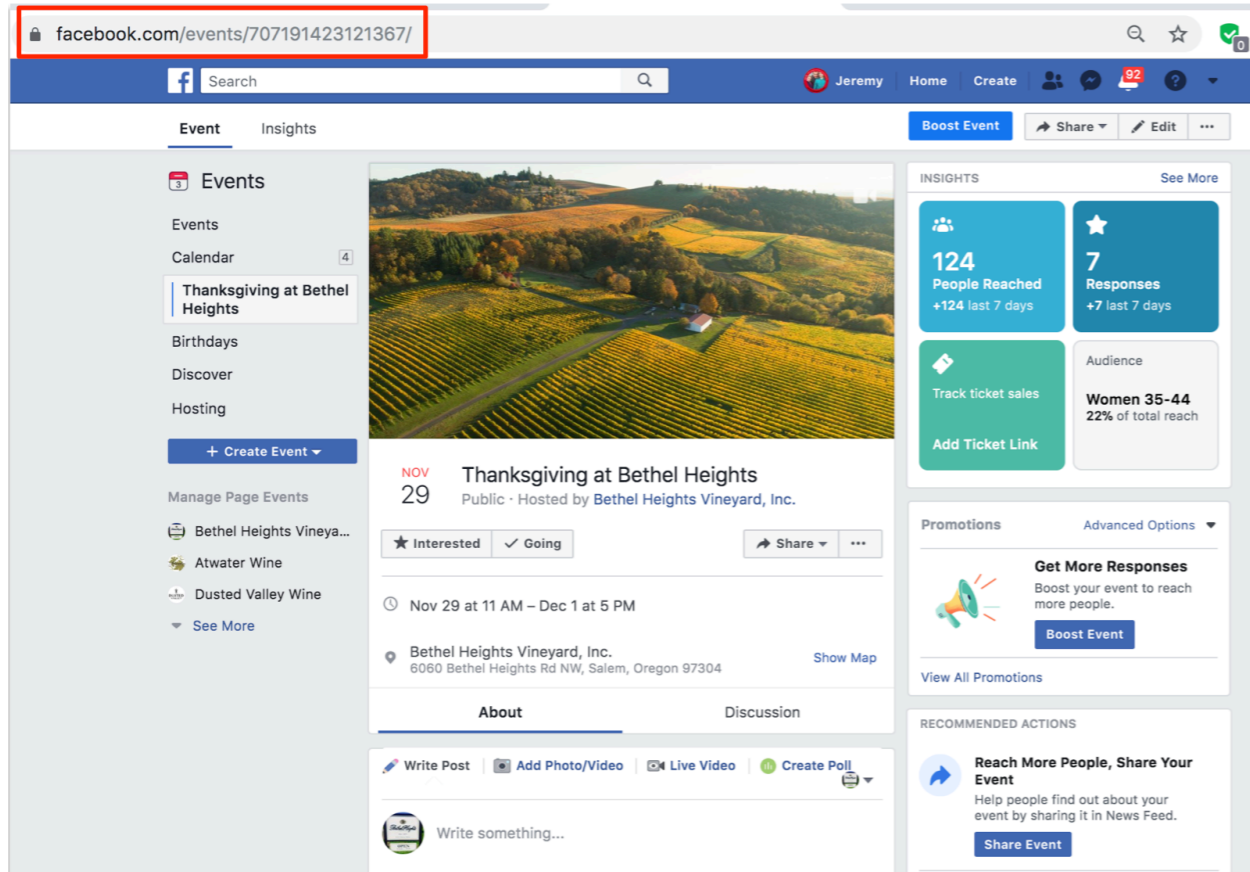
# Get Your Event on the WVWA Facebook Calendar

- Add your event to **your Facebook** calendar
- **Copy** the URL of your event
- **Message** the WVWA Facebook page with that URL



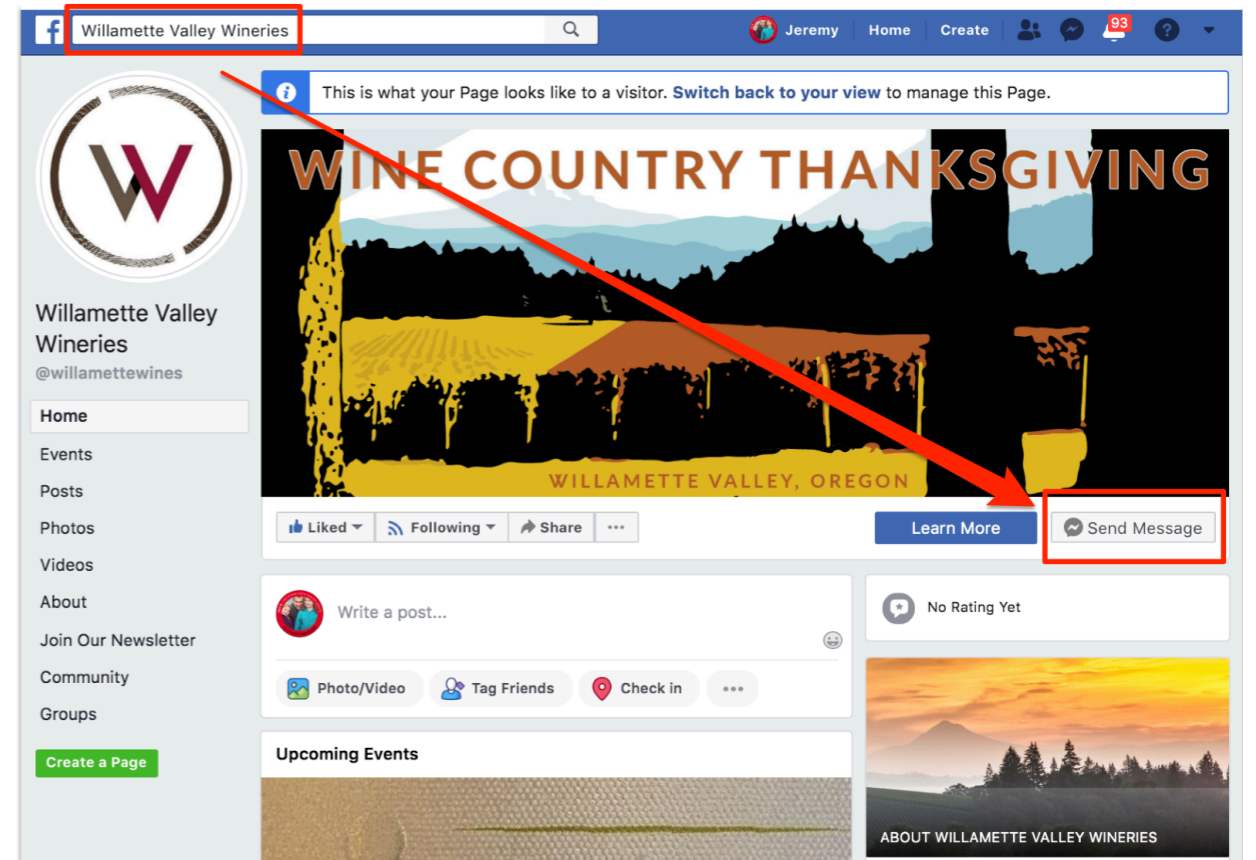
# Get Your Event on the WWA Facebook Calendar

## YOUR FACEBOOK PAGE



**Copy URL of your Event**

## WWA FACEBOOK PAGE



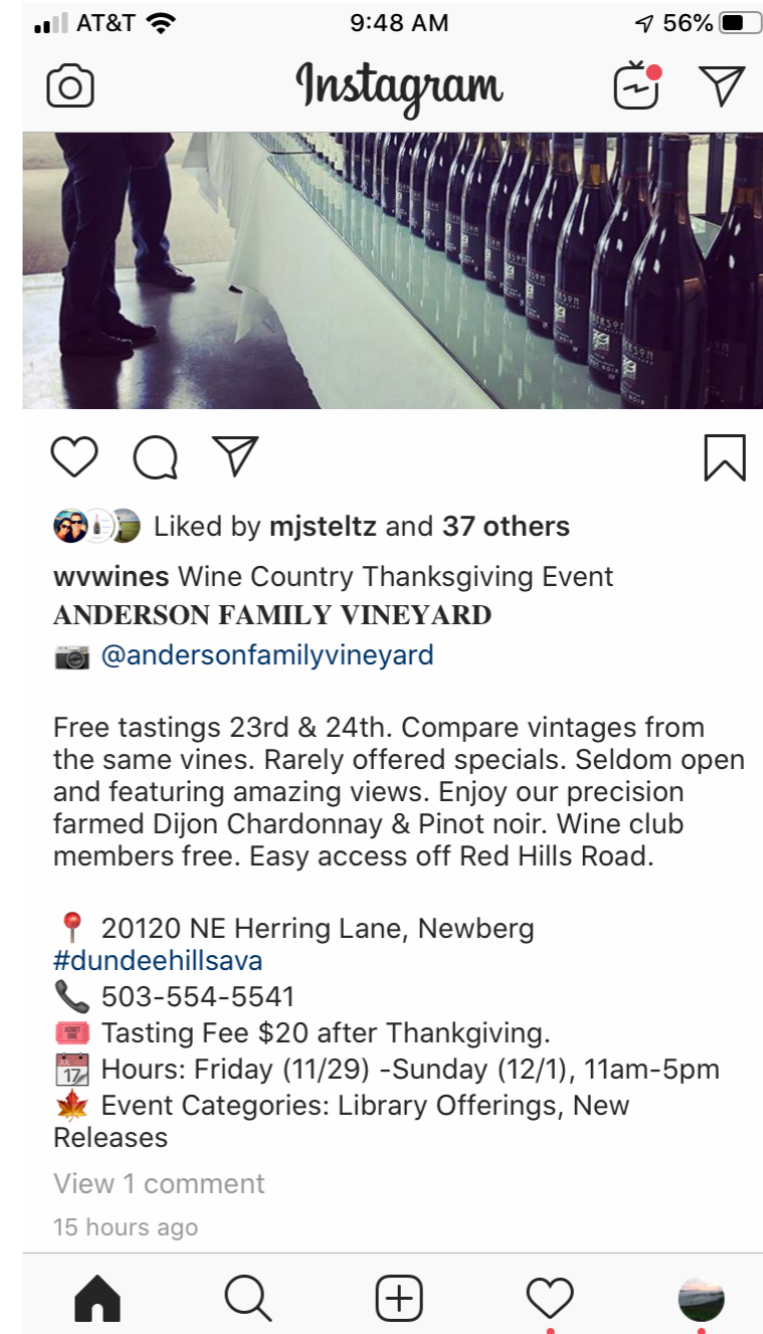
**“Send Message”  
Paste URL with any notes  
you want us to know.**

# Other Calendars

- OWB Consumer
- OWB Industry
- Oregon Wine Press
- KGW
- KOIN
- Travel Salem
- Travel Portland
- Oregonian
- Salem Statesman Journal
- Portland Monthly
- Portland Mercury
- Willamette Week
- Events 12
- PDX Kids (if family friendly)

# Your Event on WVWA Instagram

- We are posting six winery events per day leading up to WCT on WVWA Instagram, going alphabetically
- Look for your listing: **we will tag you on your day**
- Post a comment, giving context or tout your event
- Reply to comments from others



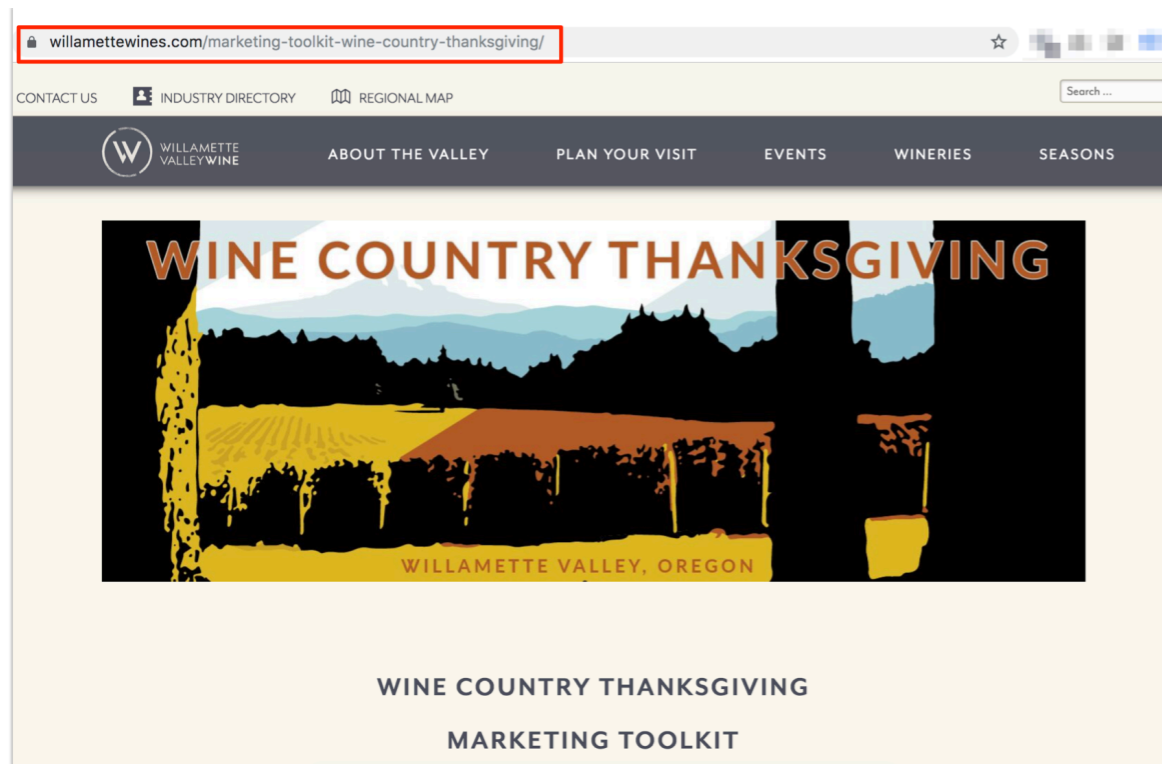
# Instagram Alert WVWA

- Use **#wvthanksgiving**, **#wvwines**, **#gowinetasting** in **POSTS**
- Be sure to tag **@wvwines** in your **STORIES** so we have the opportunity to share it

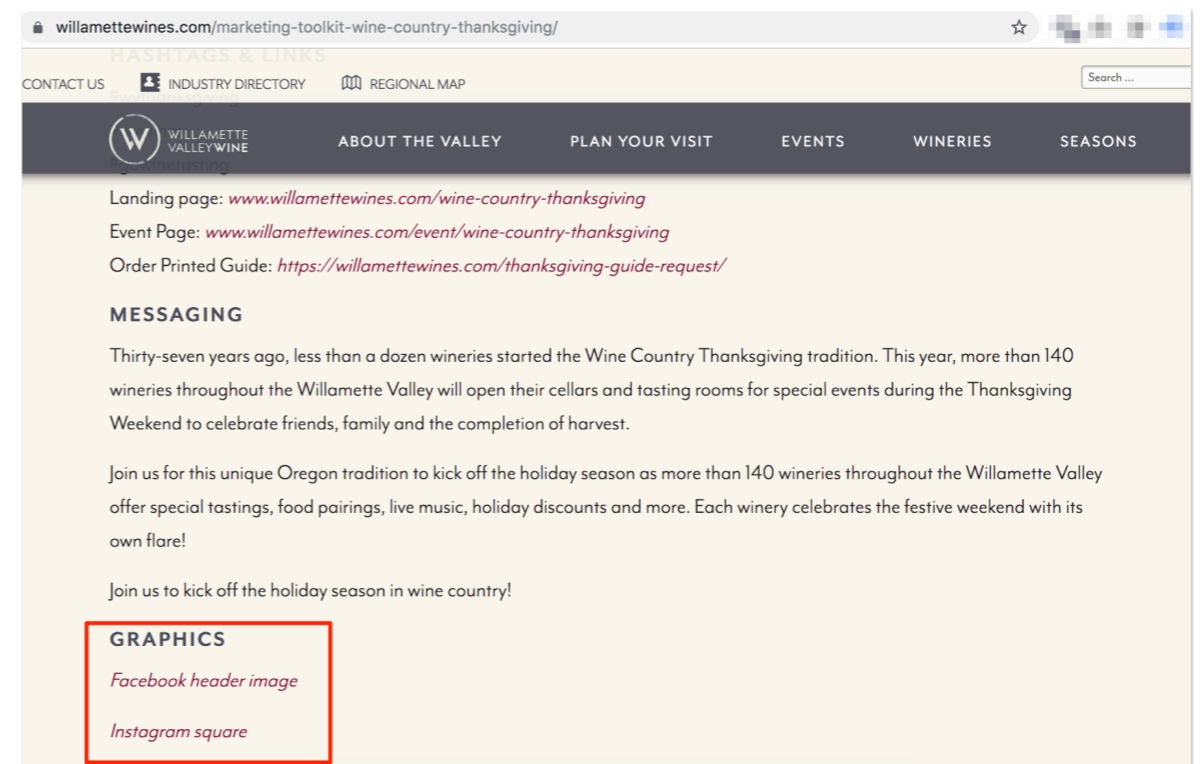


# WCT Marketing Toolkit

<https://willamettewines.com/marketing-toolkit-wine-country-thanksgiving/>



**Resource for Promotions**



**Facebook and Instagram Images**

# Help Yourself

# **CPOV**

# **Customer Point of View**

# CPOV

- What does the experience of visiting your winery look like?
  - What does the outside of your TR look like?
  - What does the inside of your TR look like?
  - What wines do you offer?
  - What does a table set with your wine look like?

# CPOV

- How do you crack the CPOV?
  - On Instagram, search hashtags, location tags, and tag notifications for YOUR winery.
  - This will reveal how **visitors** to your winery **see your winery**.
  - A few times/month, be sure to post images similar to what customers are posting.

# CPOV



Like Comment Share

Liked by **stollerwine** and **36 others**

**viagemdevinho** Ótima degustação num belo lugar.  
Chardonnay maravilhoso que promete longa vida.  
#stollervineyards #ava #dundeehills #willamettevalley  
#oregon #usa #chardonnay #abs #absio @stollerwine

View all 2 comments

# Instagram Post/Story Ideas

- Show wines you'll be pouring
- Show prep work
- Show what they'll see when they walk in: outside of TR, interior of TR, heated patio, fireplaces, etc.
- Show people enjoying your TR
- Are you taking part in Willamette Cares Food Share? Tout that.
- Have any high-scoring wines you'll be pouring?
- Do you have any Black Friday or Small Business Saturday offers?
- Are you doing barrel tastings?
- Futures?
- Unique wines beyond Pinot?

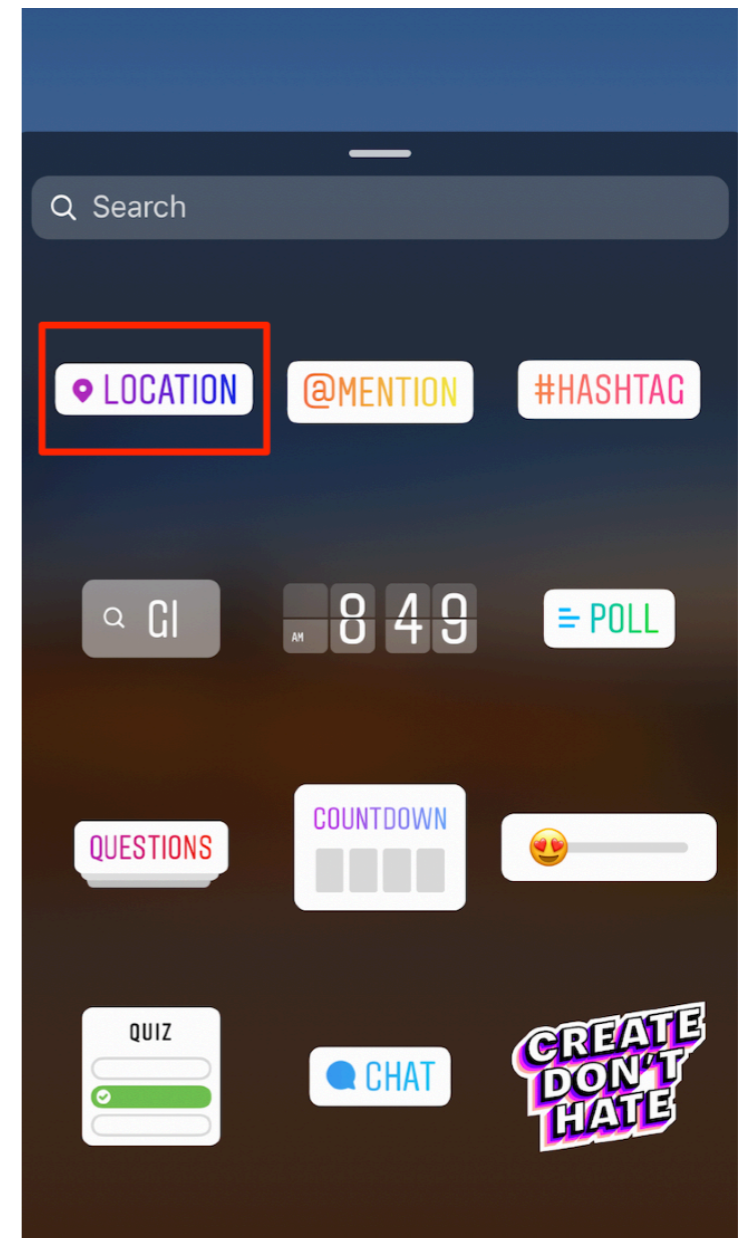
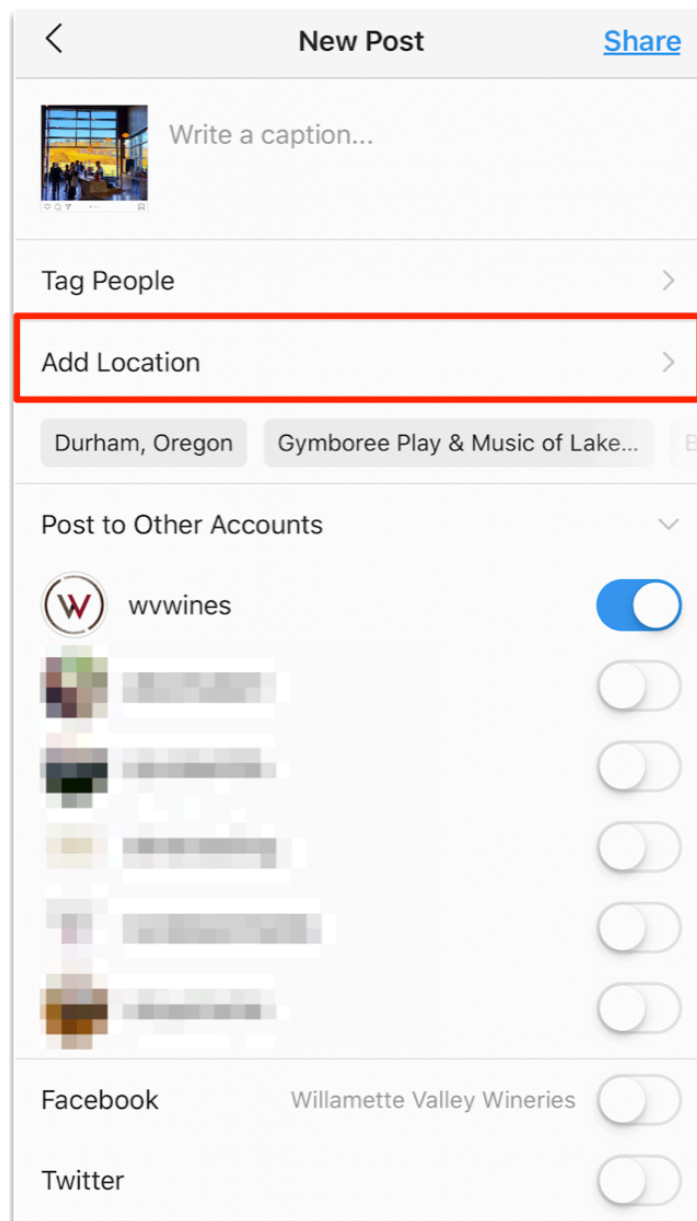
# Instagram Post/Story Ideas



## Promoting Willamette Cares Food Share



# Instagram Location Tagging



**On a Post**

**Story Step 1**

**Story Step 2**

# Emails

- Send two to three emails leading up to WCT
  - It doesn't have to be the same email every time
  - Start with a “save the date”
  - Go to a “why you should come”
  - End with a final reminder email either Wednesday or Friday morning of Thanksgiving week.

# Today - Nov. 10

- Get your event up in all places mentioned earlier
- Share your Facebook event to WVWA Facebook
- Share your Facebook event to other member associations
- Add the WCT cover image to your Facebook page
- Add the WCT graphic to your instagram feed and tag it #wvthanksgiving
- Keep an eye out for the WVWA post on Instagram featuring your event (based on alphabetical order)
- Send the “save the date” email

# Nov. 11 - Nov. 17

- Post on your Facebook event, showing prep work, enticing people to come
- Start spending \$20-\$30 to boost your event and/or boost posts talking about your event
- Keep an eye out for the WVWA post on Instagram featuring your event (we'll tag you)
- Continue posting on Instagram, both posts and stories
- Send the “why you should come” email

# Nov. 18 - Nov. 29

- Continue posting on your FB event
- Keep spending \$20-\$30 to boost your event and/or boost posts talking about your event
- Keep an eye out for the WVWA post on Instagram featuring your event (based on alphabetical order)
- Continue posting on Instagram, both posts and stories
- Send the “final reminder” email either the 27th or 29th
- Update the homepage of your webpage to have all the pertinent info

# Fri, Sat, Sun

- Post on Friday Morning, reminding people why to come (this is a good time for a CPOV post)
- Post stories throughout the weekend
- Look for people tagging your winery and be sure to reply to them
- Be sure to be ready to answer questions via Facebook and Twitter like, “What time do you open?”

# Monday after Thanksgiving

- Make a “Thank You” post on FB and Instagram
- Send a “Thank You” email and preview your holiday offerings

# Questions?

email: [jeremy@lunabeanmedia.com](mailto:jeremy@lunabeanmedia.com)