IncreasingCustomers.ai

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Wine Road

INTRODUCTION

Jeremy Young

- Entrepreneur in technology, marketing, e-commerce, and consumer products for 25 years

- Wine enthusiast (WSET 3, Senior Editor for International Wine Report)

- Founder of IncreasingCustomers.ai

WHAT YOU WILL LEARN TODAY

1 Turn your anonymous website visitors into actual leads

2 Understand how to use SEO to create thousands of free visitors to your website

3 An arsenal of other unique and interesting strategies to acquire customers and increase sales

Winery Struggles

- DECREASING TASTING ROOM VISITS
- DECLINING SALES
- NOT EFFECTIVE AND UNPROFITABLE MARKETING CHANNELS
- RISING COSTS
- COMPRESSED MARGINS
- RISING COMPETITION

IC LEAD GENERATION SERVICE

Questions

- HOW MANY OF YOU SPEND MONEY ON DIGITAL MARKETING/ADVERTISING?

- HOW DO YOU DRIVE TRAFFIC TO YOUR WEBSITE?

- HOW MANY OF YOU KNOW THE ROI ON YOUR AD OR MARKETING SPEND?

- HOW MANY OF YOU KNOW THE AMOUNT OF TRAFFIC YOUR WEBSITE RECEIVES?

- HOW MANY OF YOU ARE ACTIVELY BUILDING AN EMAIL LIST AND EMAILING CONSISTENTLY?

WHAT TYPES OF TRAFFIC DO YOU RECEIVE?

Traffic You Earn:

- Press mentions
- Social media and LinkedIn posts from other accounts
- Industry blogs and influencer blogs

Traffic You Own:

- Email lists
- Traffic from SEO efforts that link to pages on your website
- Blog content that links to other pages on your site

Traffic You Pay For:

- Traffic from paid ads that go to your website
- Influencer marketing
- Social media ads

What is the problem with all of this traffic?

- Up to 90% of the traffic will bounce, and you will have no idea who they are
- Your cost per lead or per conversion becomes incredibly high

REVEAL YOUR WEBSITE VISITORS WITH WEBSITEREVEAL

Identify up to 75% of your US-based traffic in near real-time

Receive email(s), phone number(s), full name and address

All leads have opted to receive third-party offers

Automatically drop them into your ESP and start an introduction sequence

Those who open and/or click, move the email to your normal list

How does it all work?

INSTALL OUR SCRIPT IN THE HEADERS OF YOUR WEBSITE

VISITORS ARE MATCHED AGAINST MY DATABASE OF 750M EMAIL ADDRESSES

IF THERE IS A MATCH, WE POPULATE A SHARED GOOGLE SPREADSHEET WITH THE LEAD DATA

GRAB THE DATA AND IMPORT IT INTO YOUR CRM OR ESP

SEND A DRIP CAMPAIGN TO INTRODUCE YOURSELF WITH SOME SORT OF HOOK AND OFFER

SEARCH ENGINE OPTIMIZATION

What is it and why is it important?

UNDERSTANDING SEO

1 **On-Page SEO: Optimizing website content and structure**
- Content optimization
- Website structure and navigation

2 **Off-Page SEO: Building authoritative backlinks and online reputation**
- Building high-quality backlinks
- Online reputation management

3 **Technical SEO: Enhancing website performance and user experience**
- Website speed and performance
- Mobile-first designs
- Correct site maps, robots.txt, header structure, etc

IMPORTANCE OF SEO FOR WINERIES

INCREASED ONLINE VISIBILITY

- Higher search engine rankings lead to improved organic traffic
- Potential to reach a wider audience of wine enthusiasts

BRAND EXPOSURE AND RECOGNITION

- Establishing your winery as an industry authority
- Building trust and credibility among potential customers

TARGETED TRAFFIC GENERATION

- Attracting relevant visitors who are actively seeking wine-related and other related information
- Higher conversion rates by targeting users in the decision-making stage

TARGETING STRATEGY

1

Identifying Relevant Keywords:
- Conducting keyword research to understand search intent
- Utilizing long-tail keywords for niche targeting

2

Local SEO Optimization:
- Targeting local customers through Google My Business and local directories
- Optimizing website content with location-specific keywords

3

Creating Relevant Content:
- Create articles around similar interests
- Blog posts about what to do and see around the area
- Favorite pairings with food
- Best places to stay in the area

Monitoring, Analytics, and Continous Improvement

Tracking Key Metrics:

- Implementing web analytics tools (e.g., Google Analytics)

- Monitoring organic traffic, keyword rankings, and conversion rates

Making Data-Driven Decisions:

- Analyzing user behavior and engagement to refine SEO strategies

- Staying updated with algorithm changes and industry trends

RESULTS

- **A winery partners with my team and has seen a growth in organic traffic by 81% and goal completion by 95% in just 6 months**
  - Increased number of clicks by 164% in 6 months
  - Increased number of impressions by 300% in 6 months

- **A winery partners with my team and has seen a growth in organic traffic by 674% and sessions by 830% in just 3 months**
  - We have 29 keywords appearing on the first page of Google in 3 months

OTHER UNIQUE IDEAS TO HELP YOU SCALE

1 A winery in WA gave $50 to every club member

2 Use AI to your advantage
- Ideas for social media posts
- Blog post creation
- New ways of positioning the brand and products

3 Maverick AI videos

4 Influencers - pick the right ones!

Other Services

- WEBSITE DESIGN
- E-COMMERCE BUILDS
- FULL-STACK MARKETING STRATEGIES AND IMPLEMENTATION
- CRM IMPLEMENTATIONS
- ANALYTICS AND REPORTING IMPLEMENTATIONS
- WEBSITE AND COMPETITOR AUDITS AND ANALYSIS

WHAT'S NEXT?

The market and preferences are constantly changing

The competition will continue to increase, as will pricing pressures

Google changes its algorithm constantly and is introducing AI results

How do you keep up with it all?

CONCLUSION

Short term: Let us help you turn your current traffic into leads
- Build your email list
- Start owning your data
- Starting at $297 a month for 600 leads

Longer term: Let us help you with your SEO strategies
- Generate "free" traffic to your website
- Once they visit, if they bounce, we will match them using WebsiteReveal
- Start the chance for hockey-stick-type growth on your traffic levels
- Starting at $750 a month to $3000 a month for services

Hire me as a fractional CMO/CRO, a business advisor, a board member, or a consultant
- I love the wine industry and understand how it works
- I spend more than 10 hours a week learning new marketing strategies to keep up with new technology
- I can help create the plans that can then be implemented by your team or my team in India

Contact Me

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