



WINE
COLLECTIVE
DIRECT

PRODUCERS OF NEW ZEALAND

Phased Strategy Timeline



2021 OVERVIEW





Phase 1: Organic Platform Promotion

Activities

- SEO strategy and implementation - Leveraging onsite content and third party activity with the platform
- WCD database consumer EDM campaigns (purchasers, abandoned carts, etc.)
- Industry Expert and Influencer outreach & collaboration
- Digital Banner placement across key consumer wine web properties - remarketing
- Social Media content amplification
- Awareness via regional Winegrowing Associations & Tourism outlets

Phase 2: Producer Label/Brand Marketing

Activities

- WCD led producer micro campaigns for active producers
 - EDM's
 - Paid channels: Social Media & Search
- Producers independent promotion and awareness
 - EDM's
 - E-commerce backlinks to WCD
 - Social media amplification + paid activity



Phase 3: Collaborative Platform & Producer Promotion

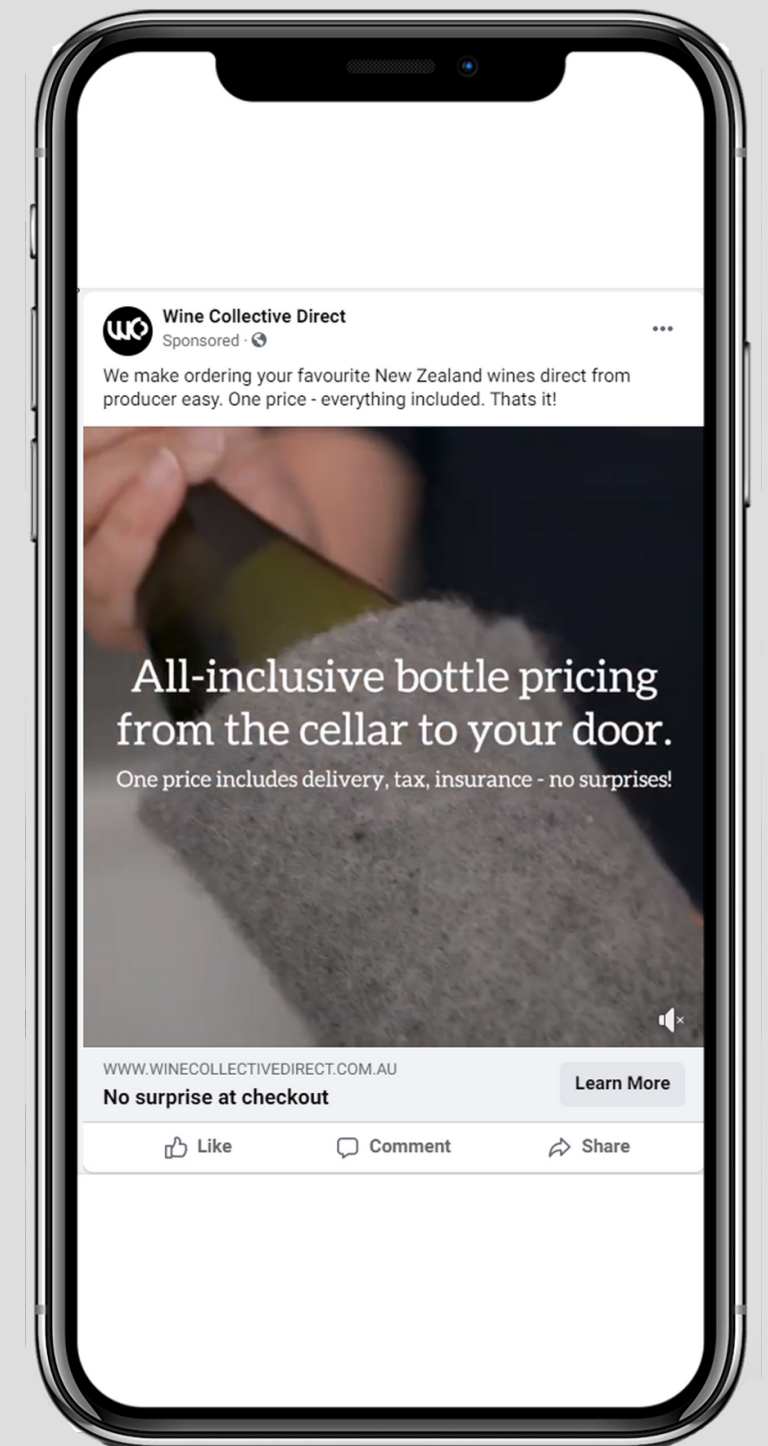
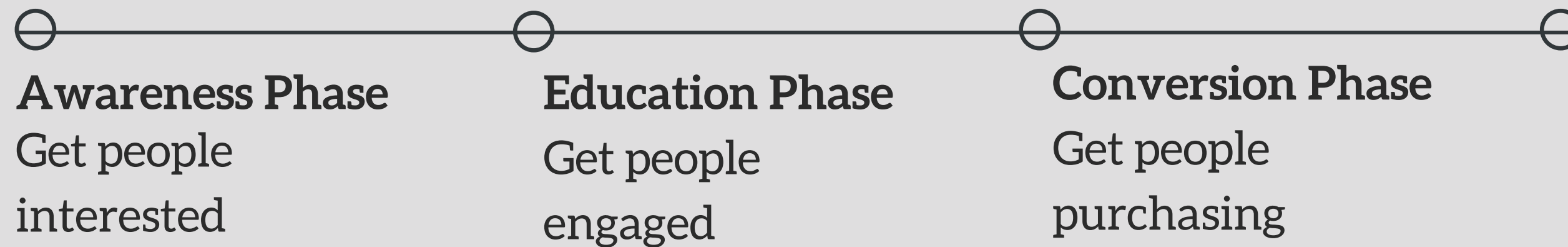
Activities

Joint venture opportunities - Sales & marketing projects with producers across multiple geographic markets.

- Highly targeted campaigns using historical aggregate Metrics, WCD site traffic & sales data.
- Multichannel campaigns across social media, search and programmatic display networks.

Phase 3 - Collaborative Promotion Strategy

Finding your international customers -- the power and reach of aggregate data, targeting Premium and Ultra-Premium Craft Categories & Audience



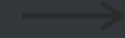
Spread the word...

“
...super exciting to know our
wines can be shared
throughout Australia so
simply now ☺☺

-Q Wine

”





What's Next...

We'll be in touch with updates on our progress over the next few months.

Keep sharing WCD with fellow Producers, and of course destination segments in your mailing list & social media!

Our team is here to help, get in touch with any questions.

 support@wc.direct