

Villa Milagro Vineyards

How we streamlined marketing efforts for a boutique winery and improved visibility by 163%



A CASE STUDY



Overview

Wineries find success through forging roots with the right local target audience and by representing their brand in a cohesive effort online.

By tapping into local resources, refining keyword strategies to support the buyer's journey, and giving the website a facelift, these wineries can build long term relationships with repeat customers. Pulling together the online presence to encompass the on-site experience is a proven strategy to attract life-long brand advocates.



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High-level overview of what we look to accomplish

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Strategies for Wine Tourism Social Media Campaigns

An overview of how other wineries can approach Social Media

Establishing Goals

With a passion for creating premium experiences, Villa Milagro Vineyards in Warren County, NJ has shined through their knowledge and passion in the wine tourism industry. Interested in bringing their thought leadership online, they requested support from our website development and marketing team with the goal of streamlining their marketing efforts to reestablish Villa Milagro's digital brand.

It was important for them to provide an exciting and user-friendly interface for their vineyard while maintaining their tone. Brief overview of what this means:



A new website focused on user experience



Robust social media strategy that leads to conversions



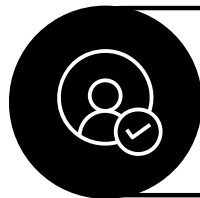
Fresh SEO content focused on local keywords



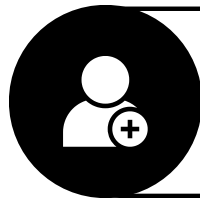
Opportunities for lead capture and customer engagement

Establishing Goals Continued

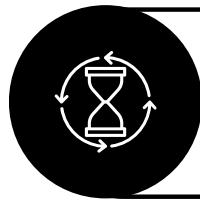
How we measure them:



Active Users – How many people are coming to the website and actively browsing



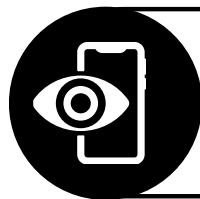
New Users – How many new people are coming to the website



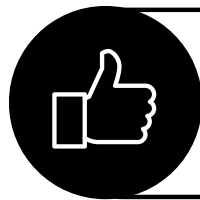
Sessions / Users – How many times each person is coming back to the website



Organic Traffic Channel – People reaching the website through keywords in search



Social Media Impressions – Reach on social media



Social Media Likes and Comments – How many people are engaging with the content

Our Approach

Our website development team, and marketing team supported Villa Milagro Vineyards in accomplishing their immediate and ongoing goals.

Website Design and Development: The main goal was to create a user-friendly website that was easily accessible on a desktop or mobile phone. The team chose images taken on site to best represent the experience and designed the layout to best support the decision-making process for new customers. The team implemented an up-to-date calendar that eliminated back-end work for the vineyard owners.

Social Media Content Creation: The immediate need for social media was a concern because the owners didn't want any gaps in their promotions during the transition. The marketing team quickly hopped into the production process providing timely communication on a weekly basis. Social media posts on Instagram, Facebook, X and Google Business were revamped to match the authority of the website.

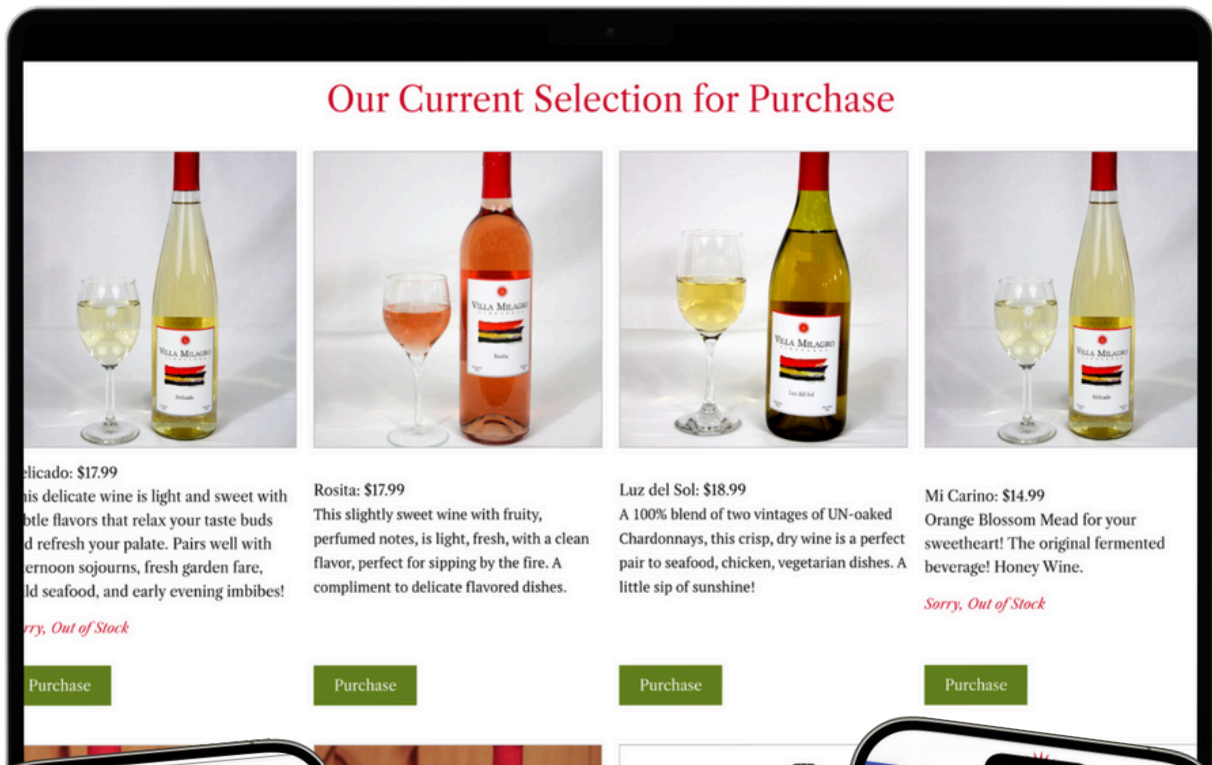
Locally Based Keyword Research and Copywriting: SEO tools were used to determine high volume relevant local search terms with little competition, then prioritized based on relevance. New website content and blogs focusing on this local SEO were written. In addition, a list of local guides for on-going listings in the community was determined.

Lead Generation and Guest Engagement: A tailored app was created for Villa Milagro to gain insights into their customers' favorite blends and to capture their email addresses for future email campaigns. This enhances the on-site experience with an engaging element in the palm of their guests' hands.

Outside the Box USPs: Brainstormed ideas to help enhance the in-person experience with a digital spin. Developed self-guided virtual tours with necessary selfie stops to share with friends and family.



The Outcome



Before



After

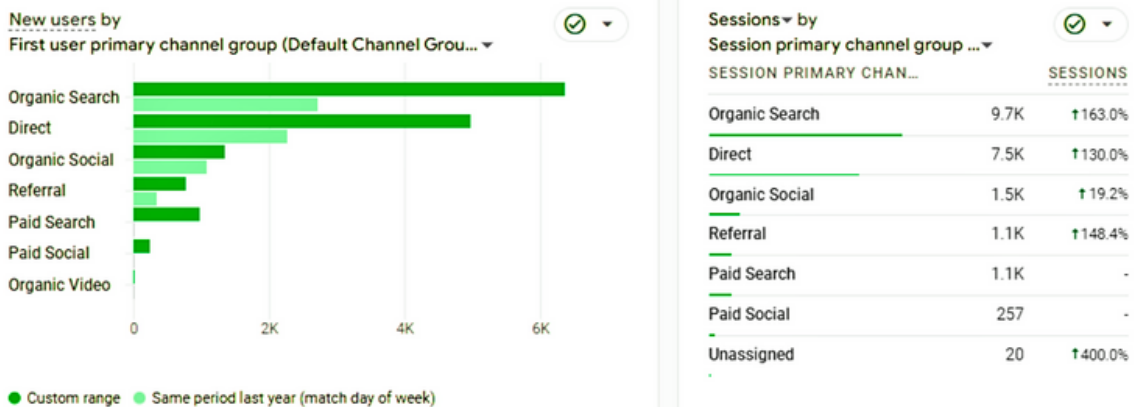
The Outcome Continued

Active users [?]	New users [?]	Average engagement time per active user [?]
15K	15K	56s
↑ 130.0%	↑ 128.9%	↑ 7.3%

In the first three quarters since Villa Milagro started working with IQnection, their website saw an improvement of 130% Active users, 128.9% increase in New Users, and an Average engagement time for these active users increased by 7.3%.



The website continued to see steady growth in qualified users on their website through the end of their active season.



The website saw significant improvement (133.6%) in their organic search traffic through new keywords, and in direct traffic through brand recognition (199.5%) for new users. The site also saw a 22.7% increase in website views through organic social posts.



The Outcome Continued

The tangible success of the digital campaigns has freed up the owners to focus on moving their business forward with peace of mind that their online presence is an accurate representation of their brand.

This case study highlights the growth and outcomes of these winery-specific marketing techniques and allows us to share the different features your business can leverage.

Ready to grow your business organically online? Learn how customized solutions can make a definitive impact on your business results in the long-term.

Event count by Event name ✓

EVENT NAME	EVENT COUNT
page_view	43K ↑128.1%
session_start	21K ↑140.0%
first_visit	16K ↑142.8%
user_engagement	10K ↑186.5%
generate_lead	138 ↑206.7%
Facebook clicked	24 ↑200.0%

There was a 206.7% increase in lead generation form fills on their website compared to the previous year during the same time of year.



Strategies for Wine Tourism Social Media Campaigns

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Posting Consistency:

Your people want to hear from you even in the off season. Brainstorming creative strategies to keep the buzz up year-round help with continuous momentum in social reach.

Eye-Catching Posts:

Any winery can pull stock images from online and use them in their social media. Focus on what makes your winery unique and showcase that with bright and bold graphics.

Set Your Tone:

If your audience is interested in wine education, focus content on your process and data of the industry. However, if your audience is bachelorette parties and twenty-somethings tailor your content to showcase your photo ops and wine slushies.

Explore All Avenues on Social Media:

Wine-lovers can be found in many places online. Explore new channels like Pinterest with blend mood boards or Facebook live to highlight live music on site. Take risks and try new things.

Ready To Get Started?



(866) 400-4678



1456 Ferry Road
Suite 325
Doylestown, PA 18901

IQnection