

The Strategic Winery's Guide to Modern Marketing

(Why most advice fails & what to do instead)



About This Publication

The Strategic Winery's Guide to Modern Marketing: Why Most Advice Fails—and What to Do Instead

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This guide was researched, written, and produced by the team at 5forests, a global marketing agency for the wine industry. We've created this resource to support winery leaders, DTC managers, and marketers who are ready to take a more strategic approach to growth.

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Why most marketing isn't working for wineries right now

Marketing in wine has never been more visible. There are new platforms, new hires, new agencies, and new expectations. Wineries are emailing more, posting more, and launching more campaigns than ever before.

And yet, across the industry, we're hearing the same refrain: "We're doing more, but we're not seeing more."

Sales are flat. Wine club churn is high. Campaigns are busy, but performance is unclear. Despite bigger teams and better tools, many wineries are still stuck—spending budget and time on marketing that looks active but doesn't deliver.

Why?

Because most marketing advice focuses on what to do—not why, when, or how it supports the business.

This guide was created for winery owners, GMs, and DTC leaders who are ready to stop guessing. It's a practical roadmap for building modern marketing that's strategic, measurable, and aligned with how today's customers actually buy.

In this guide, you'll learn:

- The 5 most common marketing mistakes holding wineries back
- What strategic wine brands are doing differently in 2025
- How to align campaigns with sales goals—not just content calendars
- Where to start when you need clarity, not complexity

Whether you're rethinking your website, optimizing your customer journey, or ready to make marketing measurable, this guide is your roadmap.

The bottom line



You don't need more marketing. You need the right marketing—built to serve your business, your customer, and your goals.

That's what this guide is here to help you do.

The 5 biggest marketing mistakes wineries make

Trusting tactics without strategy

It's easy to get caught in the loop of trying whatever's new—social ads, giveaways, influencer collabs—especially when the pressure to profit is real. But tactics without a strategic foundation are like planting without knowing the season: even with effort, results are unpredictable.

Without a clear understanding of your business goals, customer journey, and brand position, even the best-looking campaigns can fall flat. Strategy turns marketing from guesswork into growth.

Ignoring website performance

Many winery websites were built to showcase a brand—not to sell wine. They're beautiful, but slow. Informative, but hard to navigate. They don't rank in search. They don't convert traffic. They don't work on mobile.

Your website is your most valuable sales tool. If it's not findable, functional, and conversion-ready, every campaign you run is dragging an anchor.

Marketing to everyone

When you try to market to all wine drinkers, you end up resonating with none. The assumption that wine buyers can be neatly defined by age, income, or region ignores what really drives behavior: motivation, mindset, and intent.

Strategic wineries build marketing around behavioral segments—how people find them, what they care about, and what they're trying to solve when they buy. That's how you move from transactional ("buy my wine, here's a sale!") to meaningful ("I see how this wine makes your life more wonderful").

Treating customers like transactions

And on the topic of transactions, it's tempting to chase first-time buyers. But DTC success is built on repeat customers. Loyalty is cheaper than acquisition, and relationships drive revenue. Too many wineries treat each purchase as the end of the road instead of the beginning of one.

Post-purchase communication, email flows, and retention incentives are not extras—they're essential for improved margins.

Skipping measurement

You can't improve what you don't measure—and yet many winery marketing programs are flying blind. Without UTM tracking, GA4 goals, or clear KPIs, teams are left guessing what's working and what's not.

This doesn't mean obsessing over vanity metrics. It means defining success before you launch, tracking outcomes against that definition, and refining based on real behavior.

What strategic wineries are doing differently



The wineries gaining ground in 2025 aren't necessarily spending more. They're not louder on social. They haven't unlocked some secret algorithm.

They're simply aligned.

Their marketing supports the business. Their websites convert. Their content is built for discovery. Their campaigns have a clear purpose. And their systems

are designed to learn, adjust, and improve.

This next section unpacks the key principles behind winery marketing that works—each one actionable, scalable, and built to support real business outcomes.

Think of this as your blueprint for moving from scattered tactics to structured growth.

**THINK
LIKE A
MODERN
DTC BRAND**



Strategic wineries build experiences that drive sales, not (just) stories

Too many wineries still treat their online DTC as a digital version of the tasting room—an add-on that lives on the website, managed by a lean team juggling marketing, customer service, and logistics. As a result, efforts become reactive: flash sales when cash is tight, newsletters when someone remembers, ads when traffic dips.

But this approach fails to recognize what modern DTC really is: a full-stack, customer-driven business model with the potential to drive revenue, margin, and long-term brand health.

Modern DTC is about building relationships that last beyond the first sale—and using data, systems, and strategy to support them.



Thriving DTC leaders don't just sell wine online. They build businesses around the buyer journey. They understand that the real growth isn't in one-time purchases—it's in repeat sales, increased average order value, and customer lifetime value.

They don't rely on luck, foot traffic, or social engagement. They build infrastructure: websites that convert, email flows that nurture, campaigns that drive measurable outcomes.

Let's break down what modern DTC thinking looks like—and what it requires.

What sets modern DTC brands apart

A shift in mindset: from campaigns to systems

Traditional marketing thinks in bursts: a release, a promotion, an event. Modern DTC thinking focuses on systems: ongoing flows that bring in traffic, convert buyers, and keep them engaged over time.

A campaign might bring a spike. A system builds stability.

Strategic takeaway

Instead of launching one-off email promotions, develop automated flows that address different stages of the customer journey: welcome, post-purchase, re-engagement, club upsells.

A focus on the whole journey, not just the first purchase

Too often, wineries chase new buyers at the expense of those who've already said yes. But the economics of DTC favor retention: it's cheaper to keep a customer than to find a new one, and loyal customers spend more over time.

Modern brands map the entire experience—from discovery to delivery—and look for ways to improve, personalize, and extend that journey.

Strategic takeaway

Build a customer lifecycle map. Identify the touchpoints where people fall off, and introduce messaging or offers to keep them moving forward.

A commitment to measurable outcomes

DTC goes well beyond brand awareness to tackle sales performance. Modern brands don't judge success by "impressions" or how a campaign felt. They look at revenue, repeat rate, conversion, retention, and customer acquisition cost.

They know what they're aiming for, they measure against it, and they optimize accordingly.

Strategic takeaway

Start by defining what success looks like. Use tools like web analytics, ecommerce reporting, email performance insights, campaign tracking tools, and heatmapping software to track performance and iterate.

A website that works like a store, not a signpost

Modern DTC brands understand that the website isn't a digital brochure—it's a 24-hour sales machine. It should answer buyer questions, showcase value, reduce friction, and close the sale.

That means product pages built for conversion. Clean navigation. Mobile optimization. SEO built in, not bolted on.

Strategic takeaway

Run a 5-minute audit: Can a first-time visitor find your best-sellers in two clicks? Can they easily search for products? Does your product page include food pairings, awards, or customer reviews?

A business model, not a channel

Most importantly, modern DTC is treated as a business model in its own right. It has goals, resources, ownership, and systems of accountability.

This doesn't require a huge team. It requires strategic intent.

Strategic takeaway

Assign clear ownership of your DTC program. Define the business goals it supports. Build marketing around those goals—not just around content calendars or seasonal drops.

The Bottom Line

DTC is a strategic asset...If you run it that way

The wineries pulling ahead in 2025 aren't necessarily the biggest or the trendiest; they're the ones treating DTC as a serious business function, not an afterthought. They invest in the full customer journey, build systems that support consistent growth, and focus on measuring what actually drives performance—not just what looks good in a report.



GUIDE MARKETING WITH DATA, NOT GUESSWORK



Strategic wineries rely on insight —not instinct—to drive growth

Marketing in wine has long been driven by taste, tradition, and gut instinct. While there's value in intuition, it can only take you so far—especially in a world where customer behavior is shifting fast, channels are multiplying, and budgets are under scrutiny.

Many wineries still operate without clear performance benchmarks. They run campaigns based on the season, not on outcomes. They choose channels based on habit or anecdote.

They interpret success through a lens of likes and impressions rather than conversions and retention.

This creates a dangerous disconnect: busy marketing that feels productive but doesn't drive business results.

Strategic wineries don't guess. They measure. And then they adapt.

But let's get this out of the way: being data-driven doesn't mean you need a



PhD in analytics. It means you ask smarter questions, build systems that collect answers, and use those answers to improve your decision-making.

The goal isn't more data; it's the right data, tied to real goals.

Today's digital marketing platforms make this easier than ever. With the right setup, wineries can track how customers move through the buying journey, which channels drive

conversion, and where retention efforts fall short.

That means looking beyond vanity metrics to build a clear picture of performance—using site behavior analytics, channel attribution, campaign tagging, and purchase patterns tied to actual revenue outcomes.

Wineries seeing real growth are the ones that use that data consistently—not just after a campaign ends, but before the next one begins.

From data points to decision-making

Step 1: Define success up front

You can't measure what matters if you don't know what matters.

Are you trying to grow wine club membership? Increase first-time conversions? Reduce cart abandonment? Each goal has different success indicators—and different data sources to track.

Before you launch anything, define what success looks like and what metrics will signal progress.

Example:

- Goal: Increase first-time purchase conversion
- Key metrics: product page bounce rate, add-to-cart rate, time on page, email sign-up before purchase, mobile checkout drop-off

Step 2: Tag, track, and close the loop

Every campaign should be tagged with UTM parameters so you know where your traffic came from—and what it did when it arrived. Every email should have a clear CTA you can measure. Every product page should be tied to sales data and site behavior insights.

Measurement is more than campaign reports. It's about building a feedback loop that improves every aspect of the customer experience.

Pro tip: If you're running ads or sending emails and don't know which segments converted, you're not learning—you're broadcasting.

Step 3: Shift from "How did it do?" to "What did we learn?"

This is where data becomes strategy. Yes, you want to report on what happened, but you also need to understand why it happened and how you can improve next time.

If an ad underperforms, was the audience too broad? Was the landing page mismatched? Was the offer unclear?

If a newsletter had a high open rate but low clicks, was the content too generic? Too long? Not timely?

This is how the best wine marketers work: test, measure, refine, repeat.

Pro tip: Foster a culture of insight, not intuition

Being data-informed doesn't mean abandoning creativity. It means giving your creativity something to respond to—context, insight, and proof of what your audience actually engages with.

When your team knows what's working, you gain alignment. When your stakeholders see real ROI, you gain trust. When your marketing learns, it gets better.

The Bottom Line

The future belongs to marketers who measure

There are no silver bullets in wine marketing. But there are better questions. Strategic wineries ask:

- What are we trying to achieve?
- How will we know if it's working?
- What will we do differently next time?

When you lead with those questions—and build systems that give you answers—your marketing becomes more than a cost. It becomes a lever.

One that you can actually control.



**TURN
YOUR
WEBSITE
INTO A
SALES TOOL**



Strategic wineries build websites that convert, not just inspire

Wine websites have come a long way. They've become more visually polished, more aligned with brand identity, and more invested in storytelling. But all too often the most stunning winery sites fall short of their most important job: selling wine.

A well-designed winery website is not a virtual tasting room or an homage to your terroir. It's a storefront, a content hub, a data-gathering machine, and your single best

opportunity to convert interest into action.

Unfortunately, many wine websites still behave like brochures. They share who you are, but not why someone should buy. They're optimized for aesthetics, not usability. They tell stories, but they don't close the sale.

Strategic wineries are changing that. They're treating their websites like performance tools—because that's exactly what they are.



Your website has one job: move people closer to a purchase. That doesn't always mean buying immediately—but it does mean providing value at every stage of the buyer journey.

For first-time visitors, that might mean education and clarity. For returning customers, it's speed and simplicity. For loyal buyers, it's personalization and access.

The most effective winery websites serve all three by

combining clear structure, persuasive content, and user-centered design.

Strategic teams design with intent, mapping content, navigation, and conversion paths to real customer behavior—not assumptions or internal preferences.

When you treat your site like a strategic asset—not a branding exercise—you turn passive traffic into active customers.

The essentials of a sales-ready website

A site that orients and directs

Algorithms change. Ads can be skipped. Social media platforms come and go. But your website is yours. It's where discovery, decision, and conversion all come together.

Your website is a decision-making hub. Within the first few seconds, a visitor should know:

- What you offer
- Why it matters to them
- What action they should take next

Whether it's "Shop Wines," "Join the Club," or "Book a Tasting," the path should be obvious, direct, and frictionless.

Product pages that do the selling

A good product page goes beyond a packshot and a tasting note. It's a guided conversation that anticipates the customer's questions:

- What makes this wine different?
- How will this fit into my life?
- Who else has bought or loved it?
- What's the next logical item I might want?

Add food pairing notes and recipes! Show customer reviews! Offer bundles. Include a Club upsell. Make the CTA bold and repeat it.

Remember, your product page should work as hard as your best sales rep.

Navigation that reduces friction

Too many winery sites are built to serve internal priorities instead of customer needs. Fix that.

Simplify your menus. Make them easy to find. Prioritize your top actions. Avoid dead ends. Every page should point somewhere useful, and every click should bring the customer closer to purchase or understanding.

Navigation is not the place to be clever. It's the place to be useful.

UX for everyone, everywhere

Your customers aren't just sitting at a desk. They're on their phones or on the go. If your website doesn't work where they are, it doesn't work at all.

Ensure your site is responsive, fast, and easy for anyone to use. That means layouts that adapt cleanly across devices. Load times that don't lose the sale. And accessibility features—like clear text, alt tags, and keyboard-friendly navigation—that make your site usable for all kinds of visitors, not just the most able or tech-savvy.

Great UX isn't a nice-to-have. It's how you show up well for your customers—wherever, however, they're shopping.

Treat content as a sales tool

Strategic wineries use on-site content to do heavy lifting: educating, capturing search traffic, and deepening trust. Think beyond "Our Story" and toward "How to Store Wine at Home."

Content should solve real customer problems, answer real questions, and lead people toward products. That means more than writing blog posts; it means structuring content to support discovery, action, and purchase.

Internally linking to relevant products, tagging by varietal or use case, and enabling product search alongside educational content helps customers move from curiosity to conversion—all without leaving the page.

The Bottom Line

Make your website work harder

A strategic website doesn't just tell your story. It drives your business. It's a salesperson, a sommelier, a tour guide, and a conversion funnel—all in one.

You've planted the vineyard, built the winery, made the wine. Don't let a neglected website be the thing that stands between you and your next best customer.



FOCUS ON RETENTION & LOYALTY



Strategic wineries turn first-time buyers into long-term customers.

There's a reason so many winery marketing plans prioritize acquisition: new customers mean growth, expansion, progress. But, let's face it, acquisition is the most expensive, least efficient way to for a winery to grow.

Especially in DTC, customer retention represents a key competitive advantage. Repeat customers spend more, convert faster, and

are more likely to become club members or brand advocates.

And yet, loyalty is often left to chance. There's a thank-you email. Maybe a coupon. Then silence—until it's time to sell again.

Strategic wineries know better. They understand that the second sale is more important than the first. And they build for it.



Repeat business isn't random. It's the product of thoughtful, customer-centric marketing that extends beyond the sale. It's rooted in what happens after the order confirmation—and how you show up when the transaction is complete.

Retention marketing is not one campaign. It's a set of systems, messages, and experiences that encourage

customers to stick around.

Retention isn't just more profitable—it's also more predictable. If you're not actively marketing to your existing buyers, you're paying to replace them.

How smart wineries build loyalty

They design the post-purchase experience

The moment after a customer buys is a prime opportunity to deepen the relationship. Strategic brands use this time to educate, inspire, and guide the next step.

A simple “thank you” email is better than many brands, but you can do better. Follow up with:

- Tips for how and when to enjoy the wine
- Information about storage or pairing
- A sneak peek of what’s coming next
- A reason to come back or explore the club

Remember, it’s not just about the wine. It’s about building a sense of care and continuity.

They reward engagement, not just spending

Loyalty doesn’t always look like high order values. It can be consistent seasonal purchases, social shares, event attendance, or thoughtful product reviews.

Smart brands build segmentation around behavior—not just dollars—and offer recognition accordingly. That could mean early access to new releases, exclusive content, or a surprise gift tucked into their next shipment.

Small signals of appreciation go a long way in a category built on emotional connection.

They build re-engagement into the plan

Even the best customers go quiet. Maybe they moved. Maybe their habits changed. Maybe they forgot.

Strategic wineries don’t take that personally. They build systems to check in.

Re-engagement flows, win-back campaigns, and seasonal reintroductions are gentle nudges that say, “We noticed. We miss you. Here’s something just for you.”

Pro tip: Start small, stay consistent

You don’t need a complex CRM or loyalty app to start building better retention. You need to care about what happens after the sale—and commit to showing up consistently.

Start with one post-purchase email. One thank-you that includes something of value. One re-engagement email to a segment of lapsed buyers. One exclusive club offer that feels like a gift, not a push.

Then build from there.

The Bottom Line

Acquisition gets the glory. Retention pays the bills.

It's easy to focus on growing your list. But it's the people already on it—the ones who've tasted, trusted, and returned—who will drive your DTC success.

The wineries that build loyalty intentionally are the ones that survive the slow seasons, bounce back faster, and grow on their own terms.

Don't just find new customers. Keep the ones you've earned.



BUILD SEARCH- OPTIMIZED CONTENT



Strategic wineries use content to attract, educate, and convert.

Wineries have embraced content. Gorgeous photography, heartfelt stories, beautifully written winemaker notes—it's all part of the brand experience. But much of this content lives behind the velvet rope: unsearchable, unindexed, unstructured for how people actually find and consume information online.

If your content can't be found through search, it can't do its job.

Search-optimized content isn't about gaming Google. It's about being present when someone's curiosity, problem, or purchase intent leads them to look for answers. If your winery isn't showing up in those moments, someone else is.

Strategic wineries are building content that doesn't just look good. It works.



SEO can sound like a technical checkbox, or something reserved for e-commerce giants. But in wine, it's often the difference between obscurity and discovery—especially for smaller brands trying to grow beyond local awareness.

Every month, millions of people are searching for things like:

- “Best wine with grilled lamb”

- “California wine clubs with free shipping”
- “Wine tasting near Paso Robles”

If your site isn't optimized to appear in results like these, you're invisible to the people who are most likely to convert.

Search is still one of the highest-intent, lowest-cost ways to bring in qualified traffic. And unlike ads, its effects compound over time.

What wineries need to know about SEO

Answer real questions

Strategic wineries don't guess what people care about—they use tools like Google Search Console, AnswerThePublic, and customer service feedback to uncover real, high-intent questions. These are often surprisingly specific: “Best wine for grilled lamb,” “Paso Robles wine club with free shipping,” or “Can I bring my dog to a winery tasting?” The goal isn't to cast a wide net—it's to show up with useful, trustworthy answers at the exact moment someone is looking.

When your content speaks to real questions, you earn traffic that's both qualified and likely to convert. Start with the questions your customers already ask—and build content that answers clearly, naturally, and with purpose.

Structure your site to be searchable

Even great content won't rank if your site architecture gets in the way. Search engines rely on clear internal pathways to discover and understand your pages. That means simple, logical menus; intentional internal linking; and clean URL structures. It also means ensuring your content is visible and indexable—not buried behind filters, modals, or non-standard rendering.

Strategic wineries treat their website like an ecosystem, not a collection of pages. They connect their content, product, and category pages so visitors (and Google) always have a next step.

Connect content to products (the right way)

SEO isn't just about visibility—it's about connection. That's why search-optimized content doesn't stop at information; it gently guides readers toward a purchase. When someone is reading a post about how to choose wine for a wedding, your best-selling sparkling wine or private events page should be a click away.

Strategic wineries embed product links within relevant content, recommend collections at the end of articles, and structure their pages to guide the reader. This isn't about interrupting the story—it's about helping the customer take the next logical step.

Make your product data work harder

Even great wine pages often miss critical details that search engines need to rank your products. If price, availability, or descriptions aren't visible to Google on the first crawl, your wines are effectively invisible.

Search-optimized product pages surface this information immediately—through server-rendered content, structured schema, and proper metadata. That makes them eligible for enhanced search results like images, pricing, and “in stock” tags that boost discovery, visibility and click-through.

Write for people, not algorithms

Search engines have evolved—and the days of stuffing keywords into clunky blog posts are long gone. Today's SEO is about clarity, value, and readability. That means writing in a voice your customers recognize, using formatting that's easy to skim, and answering questions directly. Add helpful visuals, break content into sections, and avoid burying the lead.

Strategic wineries keep the reader's experience front and center. They create content that's easy to find, easy to read, and easy to act on. Because the goal of search isn't just traffic—it's trust. And when people trust you to help them make better decisions, they're far more likely to buy.

The Bottom Line

Great content earns attention over time

Search-optimized content brings the right people to your site at the right time. When your content is structured clearly and your products are built to be found, you create visibility that compounds.

Strategic wineries treat search as a core part of their marketing strategy, not an add-on. That's how content turns into growth.



ALIGN MARKETING TO SPECIFIC SALES GOALS



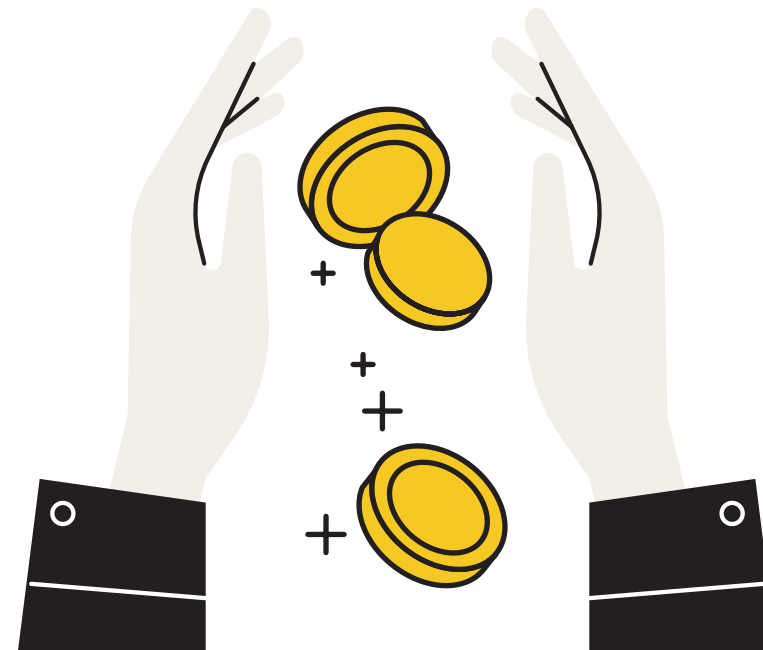
Strategic wineries don't confuse activity with impact.

Wine marketing often starts with good intentions—creative ideas, a new campaign theme, maybe a fresh photoshoot. But all too often, those ideas operate in a vacuum, disconnected from the winery's actual sales goals.

This is how you end up with beautiful campaigns that don't sell wine. Or content that earns clicks but doesn't

move inventory. Or ad spend that gets visibility, but no conversion.

Strategic wineries do it differently. They start with sales goals—then design marketing to support them.



When your marketing efforts are directly tied to business objectives, the impact is immediate. Campaigns have purpose. Budgets have direction. Teams are clearer on priorities. And performance is easier to measure—because you know what you're trying to achieve.

Marketing should exist to support key commercial goals, such as:

- Selling through specific SKUs
- Increasing average order value
- Improving wine club retention
- Driving high-margin product categories
- Booking more tasting room experiences

If your campaigns don't map to these outcomes, they're unlikely to justify their cost—or their time.

A smarter way to build winery campaigns

Define the goal, then design the campaign

Effective campaigns don't start with a content idea. They start with a sales need.

Let's say:

- You need to sell through a vintage before the new release.
- Your club drop is coming and you want to reduce opt-outs.
- You have excess inventory in one varietal.

Each of those is a sales goal. Marketing then becomes the strategic engine that helps you meet it.

- What's the offer?
- Who's the audience?
- What's the best channel to reach them?
- How will we measure success?

Answer those questions, and your marketing becomes focused, trackable, and responsive.

From broad messaging to targeted execution

Vague objectives like "increase brand awareness" or "boost online presence" rarely translate into meaningful results. Instead, think in terms of:

- "Grow Q3 ecommerce revenue by 15% via bundled product offers"
- "Improve wine club renewal rate by 10% through targeted win-back email series"
- "Sell out of 2019 Pinot Noir in six weeks by segmenting past buyers and re-engaging high-value customers"

These aren't abstract goals. They're measurable outcomes that marketing can—and should—support.



Start with one goal, one campaign

If you're new to sales-aligned marketing, don't overcomplicate it. Pick one business objective. Design a single campaign around it. Map your messaging, segmentation, offer, and tracking to that one goal.

Then run it. Learn from it. Improve it.

When sales goals come first, marketing has a clear role to play—and a clear way to prove its value.

The Bottom Line

Clear goals create better campaigns

When marketing and sales are disconnected, even the best ideas struggle to deliver results. But when campaigns are built around clear goals—moving inventory, boosting visitation, improving retention—every decision gains focus. Messaging becomes clearer. Tactics become easier to choose. And performance becomes something that can be evaluated.

Aligning marketing to sales isn't restrictive—it's clarifying. It gives creative work a job to do, and gives teams a way to know when it's working. That's how strategy becomes execution. And how execution starts to drive growth.



**CHANGE
STARTS
HERE**



Your practical roadmap for smarter wine marketing

Whether you're leading a team or running point on marketing yourself, the following roadmap offers five foundational steps to get your winery on the path to modern, strategic, data-informed marketing.



The 5 first steps to get your wine marketing on track

Audit your customer base

Before you can market effectively, you need to know who you're really talking to—not just in terms of age or zip code, but in terms of how they behave.

Start with:

- Who buys from you more than once?
- Who opens your emails and actually clicks through?
- Who spends the most—and on what?
- Who drops off after their first order?

This isn't about vanity segmentation. It's about understanding where your revenue comes from and how to support those relationships more intentionally.

Set measurable goals

Swap out vague aspirations like "grow our e-commerce" or "book more tastings" with specific, trackable outcomes.

- Start with one of the following:
- Sell through a release in X weeks
- Improve club retention by X%
- Increase average order value by \$X
- Grow email list by X qualified subscribers in 90 days

Clear goals make performance review possible and meaningful.

Clean up your website

Your website is your most valuable owned asset. If it's not doing its job, your marketing is working harder than it should.

Triage your top five pages:

- Does your site direct visitors to clear actions?
- Do your product pages include compelling descriptions, pairings, and CTAs?
- Is your user experience fast and frictionless for people of all abilities and tech?
- Are your best offers visible—not buried?

You don't need a full redesign. You need clarity, consistency, and conversion-minded UX.

Choose one channel to optimize

Don't try to fix everything at once. Pick one marketing channel that's already working a little—and make it work a lot better.

Examples:

- If your emails are getting opened but not clicked, improve your content and calls to action.
- If paid traffic is landing but not converting, optimize your product page or landing flow.
- If people are browsing but not buying, test a cart recovery email or retargeting ad.

Build one improvement loop. Then scale.

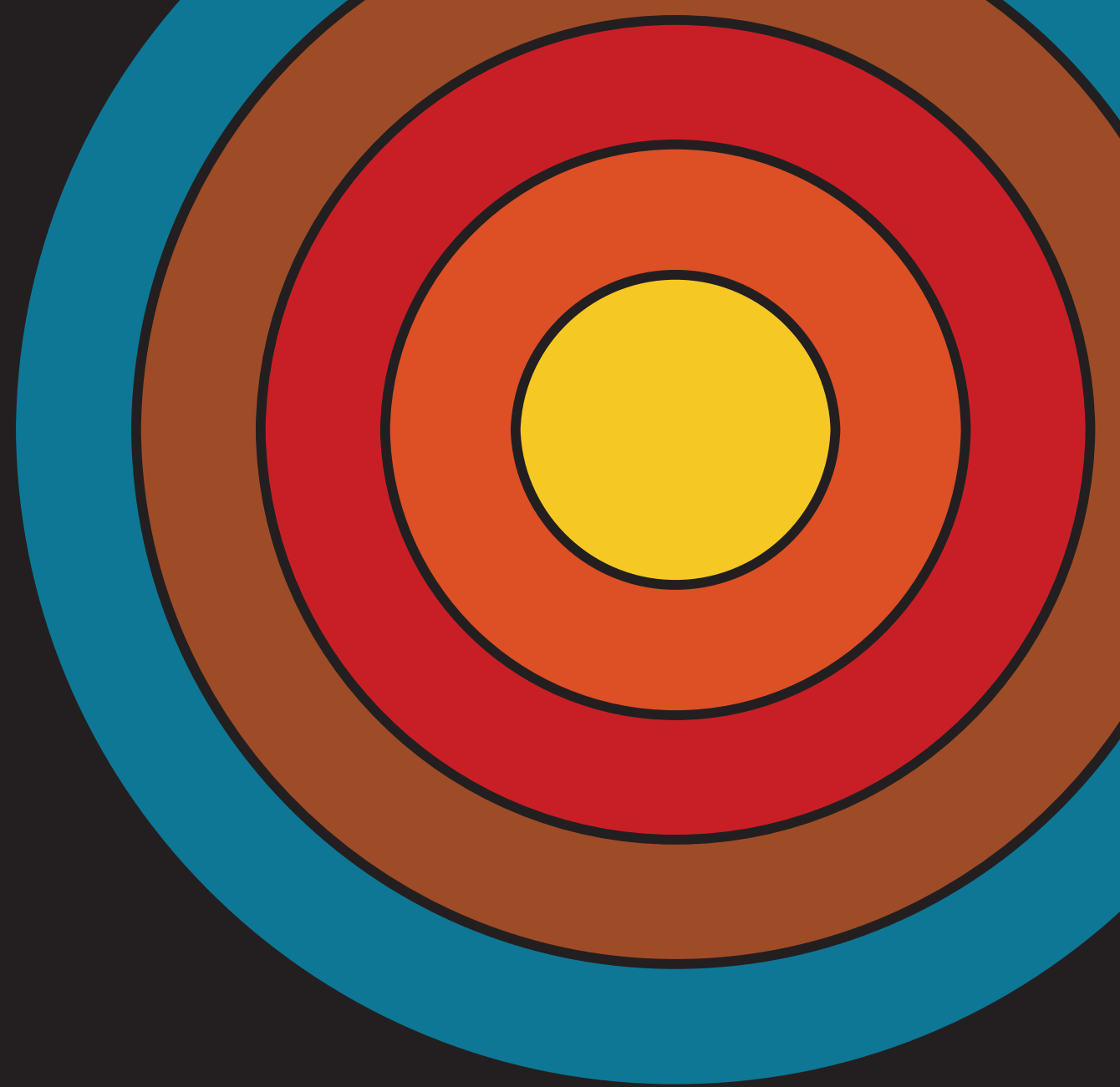
Track your next campaign end-to-end

Choose a real goal. Tag your links. Set up tracking in your analytics platform. Launch your campaign—and see what actually happens.

Most wineries run campaigns, but few close the feedback loop. That's where the learning (and the growth) happens.

Once you've done this once, you'll never want to go back to guesswork.

**NEED
HELP
GETTING
STARTED?**



5forests helps wine brands market with clarity, purpose, and performance.

We're a global marketing agency and technology partner for wineries ready to grow. From customer research and on-call CMO services to winery websites and high-performance advertising, our work is grounded in data, designed for conversion, and built to serve real business goals.

See why the world's best wine brands trust 5forests to turn strategy into results.

Learn more at www.5forests.com

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