

Good Grape

SERVICES & SUMMARY

Who Can Benefit from Good Grape Wine Company Consulting?

- New winery/brand start up operations
- Small, growing wineries
- Wine retail stores

Strategic Development Services

Strategic Development Services take a Symptoms/Diagnose/Prescribe/Treat methodology approach consistent with understanding the issues and solving the problems.

- Business assessment/business plan development
- Product and business market research and analysis
- Operational efficiencies/organizational structure
- Annual/quarterly sales planning and management
 - Sales, marketing and distribution strategies
 - Forecasts, budgets, projections, trending analysis

Marketing & Consulting Services

Marketing & Consulting Services offers clients a wide-range of expertise to effectively grow your business.

Offline Marketing

- Marketing plan development
- Value proposition and sales positioning
 - Pricing and segment analysis
- “Understanding Your Customer” forensics
- Promotional calendar development and execution
- Direct sales development
- Direct mail list procurement and management

Online Marketing

- Ecommerce & vendor selection
- Direct email program development and execution
- Survey and focus group development
- Advertising program development
 - Google, MSN, Yahoo
 - Niche advertising
- Wine 2.0 Consulting and Plan Development
 - Social Networking/Community
 - Blogging
 - Commerce/Direct sales
- Newsgroup, blog, forum, discussion group marketing
- Affiliate sales programs
- Blogging
 - Platform Selection
 - Content strategies
 - Blog traffic and influence development

Writing Services

- General copywriting
- Press releases
- Sales collateral/brochures/sell sheets
- Newsletters
- POS & Promotional materials
- Email campaigns
- Online copy
- Blogging

Channel Development

- Identification and management of three-tier relationships
- Three-tier goal management

Miscellaneous

- Event representation