

# AVwines.com

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## **Digital Marketing Web Redesign Proposal**

Anderson Valley Winegrowers Association

# The Problem: Current Website

## Doesn't follow web best practices

- Content is not relevant for our audience
- Missing strong call-to-action
- Not SEO Optimized

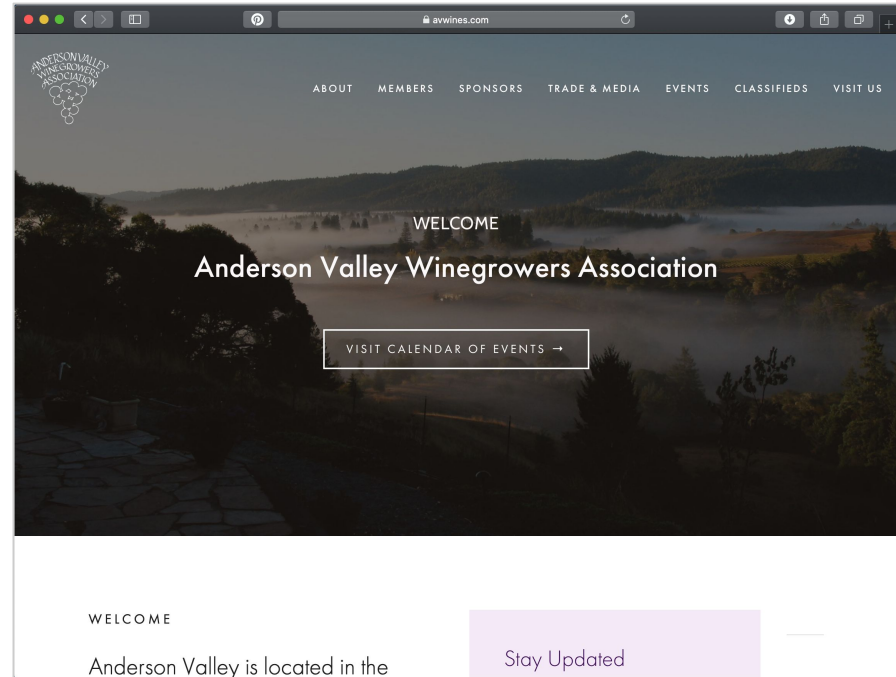
## Losing traffic and audience

- Current content is not relevant or organized
- Missing content specific to tourism

## Current design template is limiting growth

- Does not support marketing our current events
- Not easy to search, filter, find content

## Staff and budget are already allocated

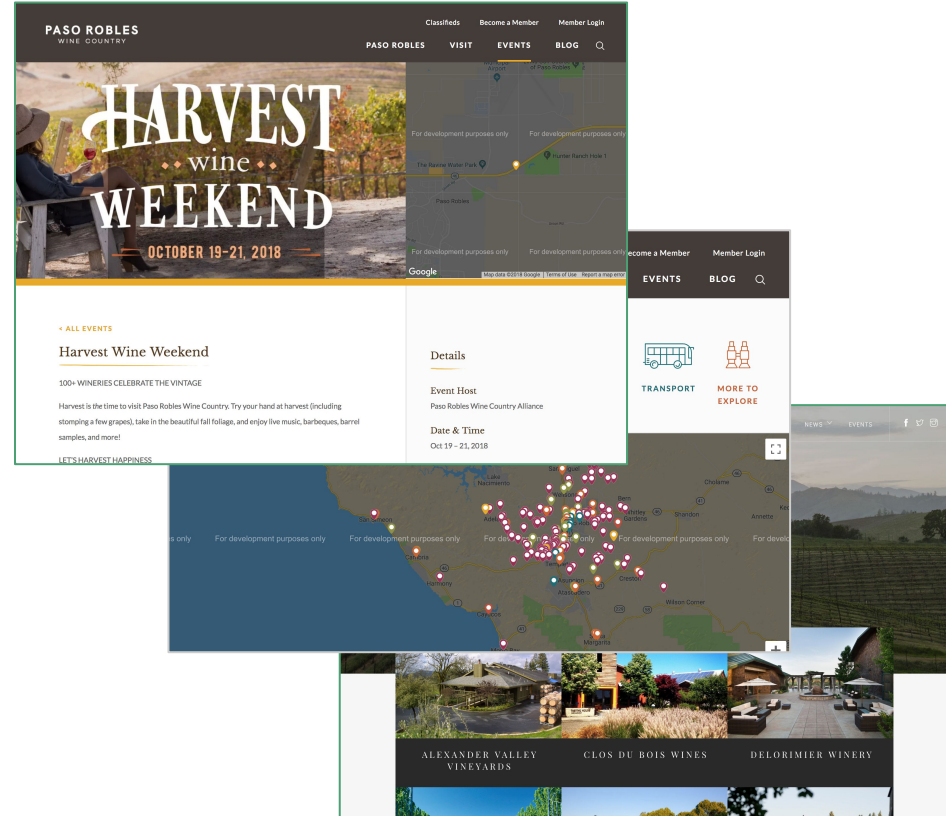


# The Goals: New Visit Us Section

## Address our Audience's interests: Tourism

*Current highest visited pages relate to AV Tasting Rooms + Map, but are not user-friendly*

- Add a Dynamic Member Listing and Interactive Map with member's listing in Anderson Valley and surrounding areas
  - Lodging & Restaurants
  - Professional Services
- Build Engaging Calendar and Event Landing Pages
- Develop Travel Itineraries to suggest unique, memorable tours with our members
  - Pinot-Focused, Coast + Wine, Dog-Friendly, Etc



# The Goals: Tell Our Story

## Create a memorable mission statement

- Define why visitors should come to AV

## Tell our history

- Who we are and how we stand apart
- A strong, thriving wine & farming community
- Authentic community with many small, family brands dedicated to quality & land preservation

## Invest in SEO + Define keywords

- Add a blog

## Develop Video Content & Ad Strategy

- Video is 53x more likely to appear on first page of search results than a traditional webpage
- In 2019 video makes up 50% of programmatic ad spending; By 2021 it estimated at 88%



# The Vision: Measuring Success

## **Metric Reporting via Google Analytics**

- Website engagement
- Website traffic indicators

## **Tourism Indicators**

- Increased Ticket Sales (Eventbrite)
- Increased Tasting Room Traffic (Community Benchmark)
- Feedback from members

## **Sponsor & Membership Feedback**

- Increased Membership
- Click-thru data to sponsors/members

# The Ask: Funding to Build The Platform

## Phase 1:

### Full Website & Rebuild Visit Us Section

- \$4,000

### Content Creation & Editing

- \$1,000

**Estimated Funding Need: \$5,000**

## Phase 2:

### Videography • Anderson Valley Aerial

- \$6,000-\$7,500
- Commercial Spot - 4 mins, 60 sec website, 15/30 sec social media
- Capture aerial footage during green season (Apr/May 2020)
- Create video for website, YouTube, and social media

**Estimated Funding Need: \$7,500**