

Mereté

Hotel ^ Management

Iris Vineyards Social Media Proposal

Cost: \$2,000/month – Includes all website/SEO services currently offered

Additional Services:

- Three social media posts created each week, with content adjusted and duplicated on Facebook, Twitter, and Instagram. New content will be created for each post with a focus on the following areas:
 - o Tasting Room Events
 - o Trellis Club and Club Events
 - o Wine Specials
 - o Vineyard Updates
 - o Winemaking Process
 - o Tasting Notes and Pairing Suggestions
- Provide Tasting Room and Special Event Snapchat filters as requested by winery staff.
- Network with partner organizations in the social space, including use of Facebook's Group and Notes tools.
- Respond to all reviews, check-ins, visitor posts, and other interaction from fans and visitors.
- Use of appropriate hashtags when needed.

Operating Procedures:

- Any events or specific information the winery would like highlighted during the month is due by the 1st of each month.
- Photography/Videography will occur on one day during the first week of each month unless the winery would like an event or activity photographed. If so, that date would be selected with the agreement of the digital team by the 1st of each month.
- The winery, vineyard, or tasting room staff can submit photos or videos to the digital team for use in the social space; however, submission does not guarantee use of the material.
- A fee of \$500 would be charged for any photo or video shoot required outside of these parameters.
- The digital team will post using social media best practices and follow industry standards. Content cannot be overridden by winery staff and is not submitted for approval prior to publishing.

Recommendation:

- It is best practice to have e-mail marketing aligned with a business' social media efforts in order to achieve optimal results. We recommend that the digital team

resume publishing all customer facing e-mail communication in order to maintain consistency in consumer facing voice, look, and feel.

- If the digital team is responsible for the website and social media, customers will notice the difference in tone/voice from social/website to e-mail.
- For an additional \$500/month, the winery would receive the following services:
 - o Quarterly Newsletter to the full e-mail list
 - o One additional e-mail created each month. This e-mail could be used to communicate with Trellis Club members, highlight wine specials, or market an event.
 - o A full audit of the e-mail list to ensure compliance with GDPR