

# Traditional Winery in Social Media Era

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**Abstract:** More and more evidences indicate that internet has become a viable option for the everyday consumer. Millennial are the most recent generation to become of legal drinking age through the whole world and have garnered particular attention from the wine industry. Online customers may have more potential to become loyal fans. The use of social media has been increasing- both in terms of registered members and in terms of platforms.

**Keywords:** Social media, Millennial, Facebook fans, Analysis.

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## 1. Current Situation of Social Media

More and more evidences indicate that internet has become a viable option for the everyday consumer. As for the number of social media users worldwide, 1.8 billion people used it in 2014, and it is estimated that by 2018 there will be around 2.40 billion users around the world (eMarketer, 2015a). Since that time ecommerce has grown exponentially, achieving \$1.4 trillion in worldwide sales in 2014, and with estimates of \$ 2.3 trillion by 2018 (eMarketer, 2014) It is obviously to draw a conclusion that social media has becoming the most effective and easy-approach tool to influence customers and business running.

## 2. Millennial

Millennial are the most recent generation to become of legal drinking age through the whole world and have garnered particular attention from the wine industry. Much of the attention has happened as a result of Millennials being the fastest growing consumer segment (Wine Market Council, 2009). Of particular interest in the social media world is the Millennial generation. Born between 1980 and 2000, Millennials are highly engaged in technology and are frequently referred to as Generation Y, digital natives, or sometimes as the selfie generation. More than 90% of Millennials are using the internet daily and are extremely comfortable with technology (Kohut et al., 2010). Wine market council's (2011) discovered the millennial generation currently makes up 28% of core wine drinkers. ('Core' meaning they drink wine at least once a week, on average.)

Therefore, all the evidences proof that Millennial have becoming the new aiming drinking target, who are easily attracted from social media effects.

## 3. Facebook Fans Generate Higher Turnover

There is a survey or research (conducted and published by Szolnki. in 2014) including an analysis of the purchasing performance presented by Facebook and non-Facebook fans of one famous German winery. The researcher identified 30

of the 500 Facebook fans in the company's database. These were private consumers who had purchased from the company in 2010, 2011 and 2012, and who had a turnover of maximum 4,000€ per year. Using the same criteria, the researcher found 3,000 additional non-Facebook fans in the database, and randomly selected 30 customers as well. Comparing the Facebook fans and non-Facebook fans, a result was draw out that the group consisting of Facebook would spend more money on wine product in the winery than the other group did, also the Facebook fans had a higher turnover (+60.5 percent), which led to the expectation that this customer group could respond very positively to further offers and sales promotions on the Facebook page of the winery.

The reason why two groups preform differently is that online fans may have further knowledge of the winery brand and their products, so that a trust and loyal relationship has been established between customers and winery. On the other hand, offline customers may purchase a product by numbers reason, for example, they may just pick up a bottle from wine store or other cellar door without brand recognition. Hence instead of picking up randomly, online customers may have more potential to become loyal fans.

## 4. Mainstream Social Media Channel

The use of social media has been increasing- both in terms of registered members and in terms of platforms. Different parts of the world have completely different usage patterns of social media, however one thing seems to be the same independent of the location - Facebook and similar platforms revolutionized the communication in the whole world. (Gergely SzoInoko, Liz Thach and Dani Kolb, 2016) On average, global Internet users owned more than five social media accounts and used between two and three social media accounts actively. As of March 2015, Facebook was ranked first worldwide in terms of active users with more than 1.4 billion monthly active users (Ashley and Tuten, 2015)

The table below presents current social media platforms preference of Australian.

**Table 1.** Presents current social media platforms preference of Australian

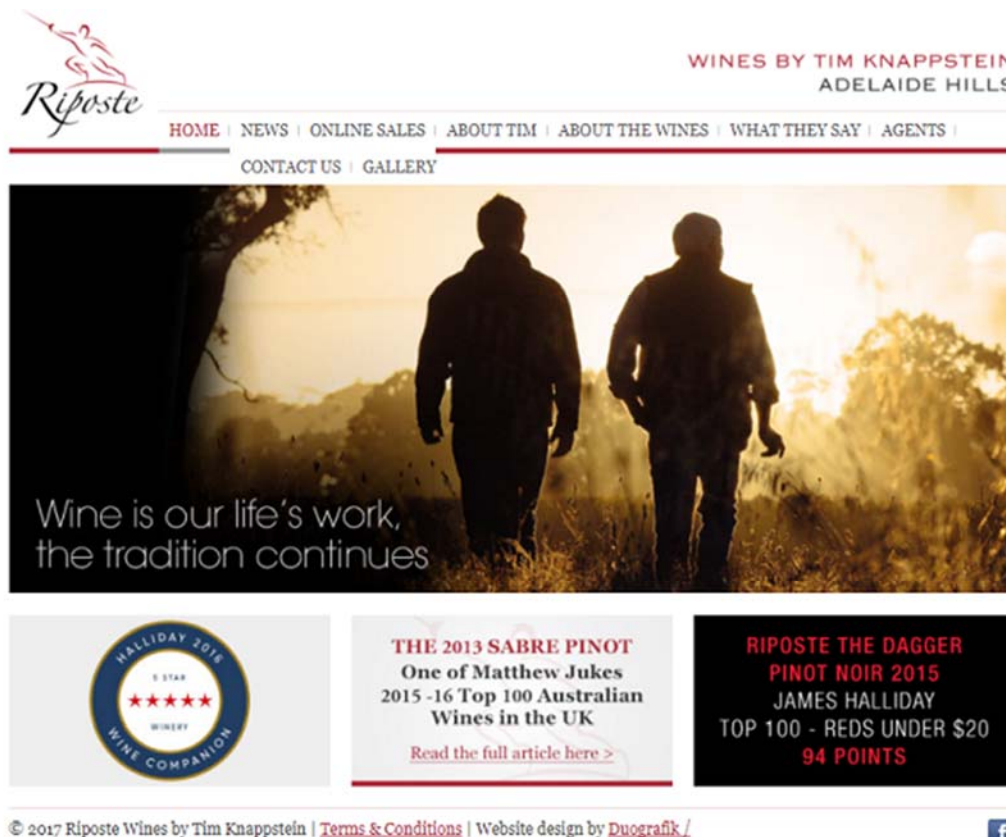
Rank	platform	User amount	
1	Facebook	17 million Monthly Active Users	steady
2	YouTube	15.5 million UAVs	
3	WordPress.com	5.5 million	
4	Instagram	5 million Monthly Active Users	FB/Instagram data
5	WhatsApp	4.5 million Active Users	
6	Linked-in	4.2 million Monthly Active Users	Approximately
7	Snapchat	4 million DAILY Active Users	Snapchat data
8	Tumblr	3.8 million	
9	Twitter	3 million Monthly Active Users	Approximately
10	Tinder	2.7 million Active Users	Estimation

(Social media statistics Australia – July 2017)

## 5. The Social Media Riposte Winery Owned

<<http://www.timknappstein.com.au/>> ,

Basically, Riposte winery owns an official website,



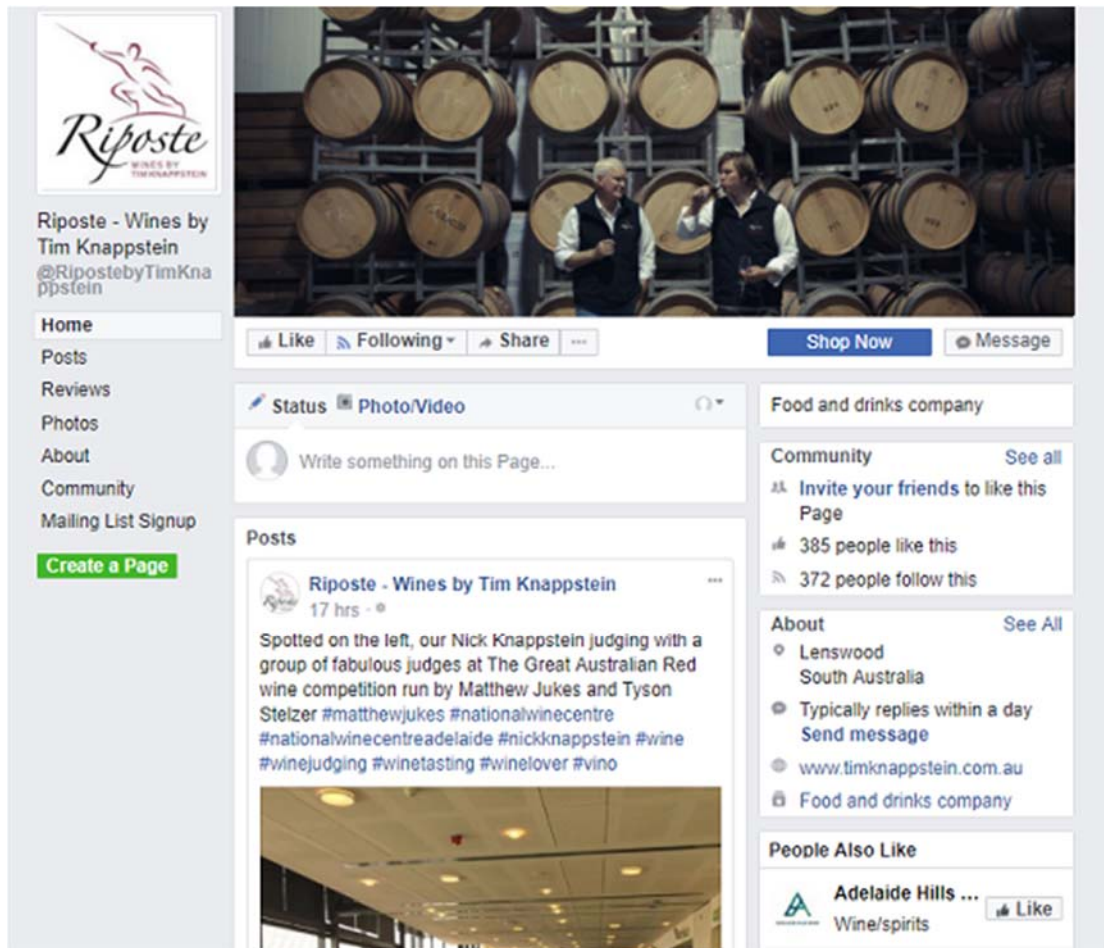
This website presents visitors a general image of the whole winery, which provides a strong information exhibiting. However, this kind of website can be identified as WEB 1.0 or also called brochure-style website.

Brochure-style website that includes background on the winery, its product offerings, contact details, and maybe a simple online shop, which focuses on the transaction so that visitors can place an order for wine. However, another

characteristic for this websites is that they are not interactive, meaning users do not have the ability to leave comments or submit reviews and the entire communication is one way(Thach, 2009)

Riposte winery also owns a Facebook page.

<<https://www.facebook.com/RipostebyTimKnappstein>>



This website is a collection of information in chronological order, also hence the communication and interaction with visitors.

However, comparing with those two, both the functions and patterns are similar with each other's. The main function of those two using tool is to introducing the brand or giving the

public a general picture about the winery and their products.

## 6. Suggested Operating Direction

The table below presents different Characteristics of current social media platforms.

**Table 2.** Presents different Characteristics of current social media platforms

Platform	Main purpose	Main functions	
Facebook	Communication	Multi-functional	√
YouTube	Video viewing	Video viewing	
WordPress.com	Official introduction	Homepage based	
Instagram	Communication	Pictures presenting	
WhatsApp	Chatting	IM	
Linked-in	Official social network	Homepage based	
Snapchat	Chatting	IM	
Tumblr	Communication	Homepage based	
Twitter	Communication	Multi-functional	√

Comparing with the mentioned platforms, our suggestion for Riposte Winery to choose are Facebook and Twitter, which include both communication purpose and multi-functions.

For Facebook

Facebook is an internet communicating tool in which visitors are willing to spend longer time to view one page or a piece of news.

Story creating.

Story telling can be a strongly appealing promotion method to attract customers' attention. Since Riposte Winery is a

historic boutique winery, there must be numbers of stories happened in the winery or factory about family, father and son, childish interesting things etc. If available, some old pictures can add some extra points as proofs or evidences. This method may evoke same feeling with potential customers, and give them an image that the products from Riposte Winery equal to FAMILY, which exactly match the core concept of Riposte Winery.

However, telling the real story is not the only way to enhance the brand concept. Some stories are difficult to remember the details, and antique pictures are easily got lost as well. Thus,

writing some functions based on the winery background is a benefited way to promote and control general impression of the products.

#### Experience Sharing

Expect telling stories, collecting customers' experience and sharing them to the public may also be appealing for the potential customers. According to group psychology, customers tend to be influenced by customers. Therefore, using the pictures that freezing the moment of events, and interviewing wine club's member indicating people enjoy the products and wine club, are both powerful and impactful method to attract potential customers become a fan of Riposte Winery.

#### For Twitter

Twitter is an internet communicating tool showing strong interaction with visitors. Twitter fans tend to spend less time on one piece of news, while grasping numbers information and having a glance on them. Hence the point for how to operate Twitter is to use the impactful measures like canton pictures or shot videos to quickly grasp people's attention.

On the other hand, twitter can be a free platform for a company to get feedback instead of spending huge amount money on system rebuilding. It can be an effective tool to grasp customers who have already purchased wine from Riposte Winery and made comments on their twitter.

## 7. Execute Solution

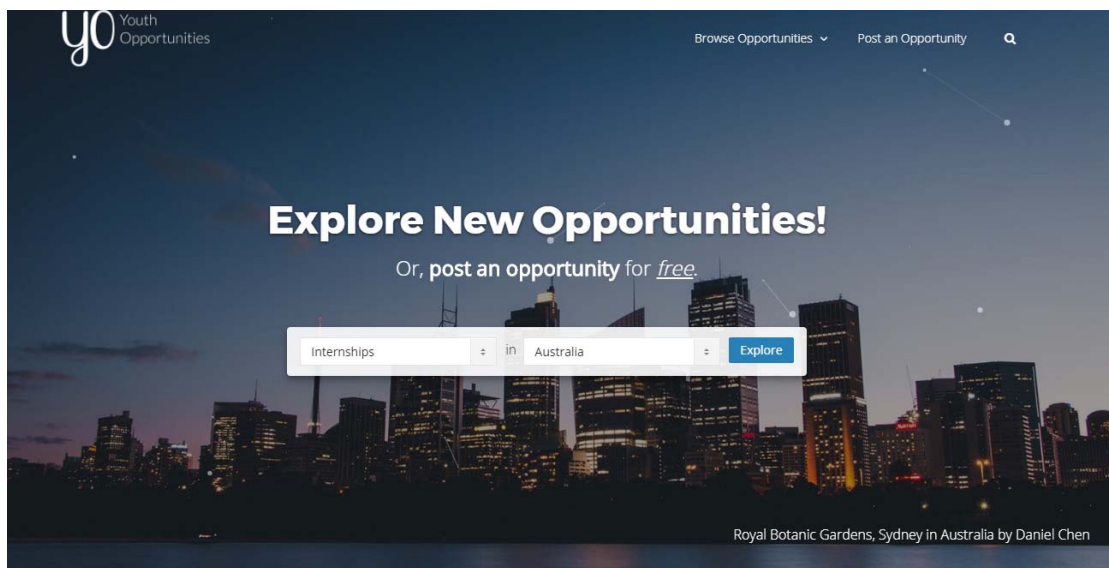
For the practice of our solution plan, we suggest Riposte winery to make a recruitment hiring some brand new staff or personnel. However, according to the budget consideration, we recommend to hire some students as the internees in a short period.

Recruiting international students learning marketing as part-time employees.

Winery may need some specialists to handle with the social media, as least operate those platform equally. In fact, Asia young generation might be more familiar with the social media due to the rapid development of online business. Besides, those kind of students may provide some brand new creative ideas which totally break the local image, and finally draw attention successfully.

Providing internship position for NGO website users.

Although brain storm is important, keep in the same thinking pattern with local customers' recognition are also essential. Hence finding some English speaking local personnel is indispensable. Some NGOs may help with this point. As a non-profit organization, Youth Opportunities is one of the best platform providing opportunities for company to find the internees meet the requirements.



#### Opening the cellar hand positions for winemaking students

Winery can try to cooperate with universities as well, provides some cellar hand positions for winemaking students. Introduced brand to the future wine maker, while guarantee the special product quality for wine club members.

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