

Social Media: It's Not Just for Winemakers Any More

Philip Woodrow, Hahn Family Wines

November 15, 2010



Who is this Guy?

- Director of Marketing for Hahn Family Wines
- First Winery to have a Social Media Director
 - Lisa deBruin (@winedivergirl) in 2006
- Now Social Media is integrated with all programs—we target consumers, distributors and retailers



What We Thought:

- Social Media would save the world.
- Social Media would kill traditional media.
- Social Media would magically sell all of your product. Overnight.



What we know:

- Social media is a great way to interact with your audience. One to one.
- Social Media is great for demonstrating authenticity.
- Social Media is not so hot for selling product.





So Why Bother?

- Seventy percent of businesses have facebook pages. It makes you real!
- You have valuable information that people want to hear about.
- People buy from people they like and trust.



You're Already Ahead of the Curve

- You are doing your part for a better future.
- Your products are better for your efforts.
- And folks want to hear about it.



What is Social Media



This is all You Need:




Posterous: Posting Made Easy

The screenshot shows a web browser window with a McAfee security bar at the top. The browser address bar contains the word "posterous". The page header includes the text "Hi Philip! | Manage | My Posterous | My Subscriptions | Logout >" and "You own this site. Post by email >". The main content area features the Hahn Family Wines logo, which consists of a red silhouette of a rooster and the text "Hahn FAMILY WINES". Below the logo is a post dated "November 14, 2010" with the title "A Gorgeous November Day in the Santa Lucia Highlands". The post includes a large photograph of a vineyard with rolling hills in the background. To the right of the post is a profile picture of Philip Woodrow, the Marketing Director of Hahn Family Wines, with a list of interests including sports teams and food groups. At the bottom of the post, there are social media sharing options for Twitter and Facebook, and a "Subscribe to this posterous" button.


posterous

Hi Philip! | Manage | My Posterous | My Subscriptions | Logout >
You own this site. Post by email >




November 14, 2010 [Edit](#) [Delete](#) [Tag](#) [Autopost](#) [☆](#)

A Gorgeous November Day in the Santa Lucia Highlands



The chardonnay and pinot noir vines are showing their Fall colors in Smith Vineyard at the winery. Please come visit us today as we wrap up the Great Wine Escape Weekend in Monterey County.

[Tweet](#) < 2 [Like](#) 1 person



Contact:

- Twitter: @hahnwines, @hahntastingroom, @philular
- Facebook:
www.facebook.com/hahnfamilywines
- Blog: hahnfamilywines.posterous.com,
hahnestates.blogspot.com

