

Wine Club Incentives Work!

Greetings!

A recent study by the marketing firm, Colloque, focused on the loyalty marketing industry and reported a **19% participation growth** in club and other program participation.

In essence, people see more value in program participation and are loyal when they receive gifts or other perks.

Check out our ideas to keep your wine club members coming back and bringing their friends!



Sincerely,

Scott Mollahan

Insight Resource Group



Spark it up!



Flameless candles are an innovative and inexpensive way to gift your wine club members.

Personalize the candle shade with your logo!



Memorable Wine!

Send your wine club members home with tangible memories of their visit to your tasting room. A great item to reward your club members and promote your brand is a small USB drive. Cleverly shaped to look like a wine bottle, it is available in custom colors with your logo. But, when "uncorked" and plugged into the USB port on a computer, it can reveal a world of information and increase your customer loyalty and sales.

We can load each USB with your wine club recipes, food pairings, entertainment and other wine serving tips. To increase sales and excitement for your brand, beautiful photos and background music can set the tone and help your members re-live their experience. Perhaps include a printable coupon for the wine club members to redeem at the site on their next visit. Encourage them to bring a friend with a special offer for guests of the wine club members.

Soon, your tasting room will be elbow room only.



Nifty Drink Ware

Yes, it is okay to play with your food, or in this case, your drink ware. Recently featured in *Sunset* and *Real Simple* Magazine, as well as some high-end catalogs, are different styles of write-on drink ware. Add your logo and you can give them to your tasting room guests for a whimsical gift. They can rate and take notes on their favorite varietals right on the glass and make tasting parties at home a lot more lively. Using glassware with your winery name will remind them to return and pick up another set!



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group

Contact Us

3 Altarinda Road, Suite 301
Orinda, California 94563
mktg@insightresourcegroup.com

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www.insightresourcegroup.com