

HEARST
BAY AREA

Wine & Hospitality



SOCIAL ADVERTISING CAMPAIGN

Hearst Newspapers built a custom strategy tailored to our Wine industry client's.

ABOUT CLIENT A

Client A is a winery in Napa, set out to create quality wines that pair best with good food and good company.



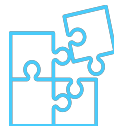
SOCIAL ADVERTISING CAMPAIGN

Hearst Newspapers built a custom strategy tailored to advertise the client's holiday sale. The primary goal was to increase inventory purchases and traffic to the company's holiday gift bundles.



Objective

Increase website purchases of holiday branded wines and gift bundles through Facebook and Instagram.



Solution

Our custom strategy used lead gen newsletter and website traffic campaigns to raise awareness of the sale and provide a promotional code to subscribers. These campaigns were then followed by conversion and catalog campaigns to drive a sale and purchase.

FULL FUNNEL APPROACH


Hearst Newspapers utilized a full funnel approach to ensure the right audience was targeted at the right time. Audiences were met with introductory information through traffic and lead generation ads. Shortly followed by the conversion ads for the chance to search the website catalog. Lastly, the audience is then introduced to catalog ads optimized by with specific product group (holiday) or recently viewed items.

Traffic

Sponsored · ✖

Share some holiday cheers this holiday season! [redacted] offers unique gift options for everyone on your list.

From current vintages to rare library selections, our wine collections will bring pleasure & comfort to any table! Learn more on our website today!



Family To Yours [Learn more](#)


Like Comment Share

Lead Generation

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Join our mailing list & receive the latest news from [redacted]. We will share new wine releases, recipe pairings, upcoming winery events & exclusive online offers.

To sweeten the deal, we're also offering 10% OFF your next purchase. Sign up for our newsletter today.



FORM ON FACEBOOK
Sign Up To Our Newsletter For 10% OFF Your Order! [Sign up](#)


Like Comment Share

Conversion

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Wine aficionados will delight in our holiday wine collections.

Red & white wine lovers alike can enjoy each of these wines now or cellar them for special moments in the years to come. Shop holiday wine gifts on our website today!



[Shop Holiday Wine Collections From Cakebrea...](#) [Shop now](#)





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Catalog

Sponsored

Share some holiday cheers this holiday season! [redacted] offers unique gift options for everyone on your list. From current vintages to rare library selections, our wine collections will bring pleasure & comfort to any table. Shop holiday wine gifts on our website today!

From current vintages to rare library selections, our wine collections will bring pleasure & comfort to any table. Shop holiday wine gifts on our website today!

 <p>2019 Cuttings Wharf Vineyard \$50 Shop Now</p>	 <p>2020 Chardonnay \$40 Shop Now</p>	 <p>2017 Vine Hill Ranch Cabernet \$145 Shop Now</p>	 <p>2018 Annahala Ranch Pinot \$60 Download</p>
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Custom Audiences

With certified Facebook tools, our team was able to collect data and create the following custom audiences. These custom audiences allow for a wider net of viewers that are genuinely interested in the brand and product.



Retargeting

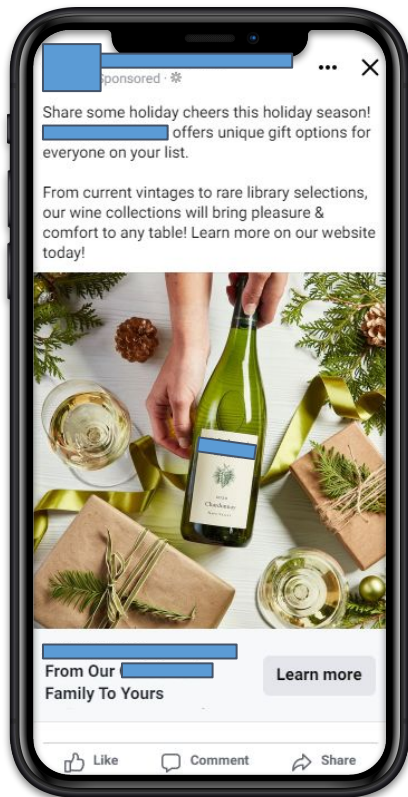
Audiences in this group have been collected from data within website traffic, social platform engagement, and previous campaign objectives. The people within these audiences are often familiar with the brand and receive the sales information at optimized intervals.



Look-a-like (LAL)

This audience is a mirror image of selected data sources. LAL audiences are copied from another group by determining similar to near exact traits, such as age, gender, location, interests, etc. Once the affinity and determined is made, the ads are then delivered.





Wine Client A

What we have accomplished:

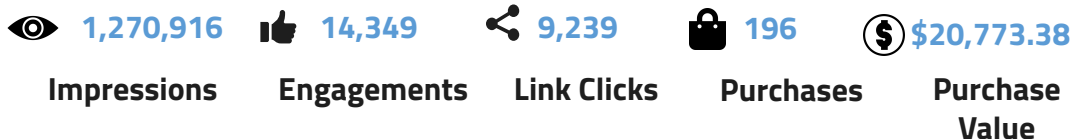
From Nov 1 - Dec 25, achieved over 1.2M impressions, reached 464K individual users, and received over 9.2K link clicks to the website.

In addition, the lead generation campaigns achieved 487 leads. While the Conversion and Catalog Sales campaign resulted in 196 website purchases, a rate of 3.5 purchases per day.

Services:

Paid Social Media - Full Funnel

2021 Results



HEARST

BAY AREA

Let's talk about how Hearst Bay Area
can help your business thrive.

[Contact us](#) today to learn more.