



## DIGITAL MARKETING

2021 Plans will benefit all wineries! **Digital Marketing Spend** targeting trade in key markets that align with wine trail marketing spend.

**Website Redesign** which will house winery data, consolidate video & graphic assets, collect visitor contact info, & promote recent FLX news.

## OPTIONAL MARKETING PROGRAMS

### WINE SUBMISSIONS

Wine Enthusiast, Wine & Spirits and Wine Spectator.

### EDUCATION

Lunabeau Digital

Marketing Seminars	\$ 75
Winemakers Master Class	\$ 75
Distributor Roundtable	\$ 50

## VIRTUAL EVENTS

Riesling Camp	April	\$ 1,000
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### Riesling Roadshows for Trade

New Yorkers	May	\$ 600
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Out-of-State	July	\$ 600
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## VISITING TRADE PROGRAM

The Finger Lakes Wine Alliance will organize itineraries for well qualified trade members visiting the region. Minimum: 5 visits/year.

Fee to Participate	\$ 500
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## **INCLUDED BENEFITS:**

- Listing on FLWA Website
- Social media broadcasting via Facebook (9,300) and Instagram (2,500)
- Marketing Programs designed for Trade
- Wine Submission Program
- Connections to Journalists
- Distributor networking in expansion markets
- Exclusive Opportunities
- Discounted industry education programs

*Better  
Together*



## **MISSION**

Our mission is to increase the visibility and reputation of the Finger Lakes AVA, its wines and wineries.

## **TARGET MARKET**

Wine professionals including retail and restaurant buyers, journalists, sommeliers, wine educators, consultants, & distributors.

## **APPROACH**

Align trade marketing to mirror consumer focus markets by wine trails & wineries.