

LEAH JORGENSEN

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Overview of Marketing & Communication Services - Wine Industry

MARKETING:

Brand Development - With so many wine brands out there, how do you make yours stand out? I will help you come up with a brand elements board (or “brand guidelines”) to reflect the values, look and feel of your product that represents your vision. I will work with you to come up with strategies to begin a thoughtful evolution of your brand, to insure the appropriate market placement and to support your sales and distribution goals.

Design Collateral - I will work with your logo and brand elements to create attractive print materials including advertisements, brochures, event postcards, wine order forms, tasting and sales sheets, etc.

Storytelling - With my background in writing, I will help you create a storyboard that conveys your business’s unique narrative. This applies to your collateral materials, homepage and other website content, newsletters, blogs and other marketing media sources.

Label/Packaging - I will work with your contract designer or help create an original concept that best reflects the quality of your product, integrates your brand elements, and will promote a clear and distinctive image and perception of your brand.

Website Analysis & Maintenance - Is your website working for you? Is your site search-engine friendly? I offer tips and strategies on how to maximize the position of your website to insure you are driving traffic to your site, building stronger consumer relationships, and keeping visitors engaged and coming back.

Event Planning - I will help you coordinate elegant events and wine dinners at your property. I have an OLCC server permit and can pour at your events or on your behalf at industry events. |

PUBLIC RELATIONS & COMMUNICATION:

Press Kits & Press Releases - What you send to media, and *how* you send it can make or break that very important first or next impression. I will create an attractive, professional-looking press kit to reflect your business’s core values, while maintaining the authentic storytelling set out in your marketing efforts. I will also write and distribute press releases for any news or event announcements you wish to publicize.

Pitching Strategies - Depending on the size of your business and the scope of your distribution channels, there are different approaches to seeking out editorial for your brand. If you sell your wines exclusively in Oregon or the northwest, I will help you come up with a pitching strategy for local media; if your wines are available in other regions, I will help you identify key markets to pitch media. I will customize your media pitches based on your needs - for example, if you want to get your wine into a new market, or if you have a list of your top ten markets that could use a boost in sales, I will pitch writers in those markets to get the editorial that will help develop your customer base and, ultimately, sell more of your wine.

Mindful Media Sampling - I will help you sort out which media sources are the best ones to send your samples to, by evaluating demographic, rating systems and when the wines are ready to be reviewed.