



DTC Training Program

Prepared for

Margaret River Wine Association

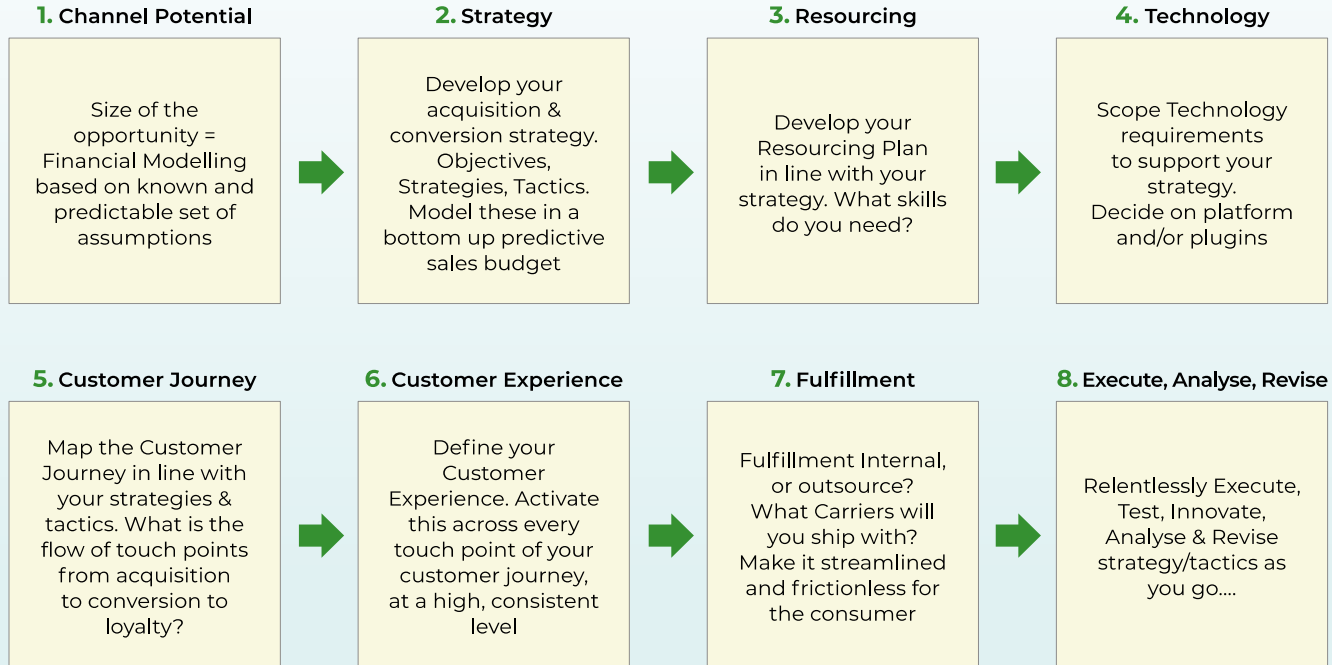
Summary: Direct to Consumer Market Place in Australia – Why DTC?

- Increasing retail and recently, DTC consolidation, is making it difficult to maximize margin and branding opportunities and other channel margins are being eroded through an increasing cost base (both producer and administration of the sales and marketing process)
- Direct to Consumer channels are beyond the tipping point with respect to online traffic, advertising and conversion to sale, and, consumer demand is high for seamless and rewarding experience in the channel
- In times of economic down turn, research has shown that people do not consume less wine, however they change their consumption habits. The typical trend is less On Premise consumption, and more at home consumption. This trend lends itself to the direct to consumer channel. McKinsey have recently quantified this trend, and the consumption and buying patterns are set to continue post the Covid19 pandemic
- Wineries can drive growth, profit and brand loyalty by optimising their direct to consumer channels.
- Many wineries - large and small – are missing the full power of this opportunity.

Course Delivery and (optional) Mentoring

- The DTC Road Map content will be delivered in two four hour workshops, over two days (minimum 5 winery participation)
- Content will be built around the 8 DTC Road Map Pillars (see slide 4)
- Content is suitable for wineries at all stages of their DTC journey, and will be further targeted once final numbers and bookings are made, and winery profiles are understood
- Content will include highly practical information, examples of best practice and hands on tutoring of membership model and sales budget usage plus extended Q & A session for each module to embed content and target information to specific winery requirements
- Included in the cost of the workshop, is the DTC tool kit – RRP \$349 (see inclusions on slide 5)
- Optional 2 hour mentoring sessions for each participating winery will be held and targeted to winery needs

Check List DTC Road Map



DTC Tool Kit : - \$349 per winery + GST

- **Excel Work Book:**
 - [Dynamic Membership model for Club and List business at Cellar Door – What is the size of your opportunity?](#)
 - P&L snap shot for entering the channel
 - Financial Assumptions – list growth, email channel, Outbound TM,
 - [Dynamic Campaign analysis templates / campaign calculators for email and outbound](#)
- **General Business Management Tools:**
 - 17 printable DTC Check Lists
 - [Job Specs for Direct Marketing Manager and Digital Marketing Manager](#)
 - Summary of current technology platform options to consider, and their unique value proposition
- **Marketing & Planning:**
 - [Dynamic Customer Journey template](#)
 - Automated / Drip feed email string example
- **General Resources for training, and governance**
 - General Resource list: URL's for governance, direct marketing in the digital world, podcasts
 - Glossary of terms
 - [DTC basic calculations](#)

Program Delivery: Costings

Education Program	Cost
<p>Option 1: REGIONAL WORKSHOP Delivery of 2 x 4 hour work shops run over consecutive days to minimum 5 Wineries, (including supply of DTC Tool Kit – value \$349)</p> <p>Dates: Tuesday June 1 2021 8.30am – 1pm Wednesday June 2 2021 8.30am – 1pm</p> <p>*Also potential to do 1 x full day workshop on the Tuesday or Wednesday if preferred by wineries</p>	<p>\$950 per winery (multiple staff from a single winery are welcome)</p>
<p><i>OPTIONAL</i> Follow up DTC health check mentoring sessions (via Zoom) for wineries attending workshop – 2 hours each, targeted & including preparation</p>	<p>\$375 per winery</p> <p>Total Investment workshop + mentoring = \$1325 per/winery</p>
<p>Option 2: PRIVATE ONE-ON-ONE SESSION Onsite 2.5 hour mentoring session on topics of wineries choice – or to be guided by Georgia (including supply of DTC Tool Kit - value \$349)</p> <p>Dates: Monday May 31 2021 (time tbc on confirmation of booking) Thursday June 3 2021 (time tbc on confirmation of booking)</p>	<p>\$725 per winery</p>

Georgia Rasmussen Consulting - Background



- Georgia has over 25 years experience in the DTC food wine and lifestyle categories, with the majority of her experience being in the Wine Category.
- She has run her consultancy for the past 12 years, working with businesses Australia wide, in wine, food and lifestyle categories to develop their business model, and to accelerate growth and knowledge in the DTC channel. She works with clients 1:1 to review and optimize their DTC channel, and conducts workshops and webinars targeted to a wineries stage in the DTC Life cycle. She is also a key note speaker at DTC Wine Marketing events and webinars.
- Georgia has dual market experience (Australia / USA) having been transferred from Cellarmasters to launch the DTC channel for Treasury Wine Estates trade business, bringing traditional direct marketing techniques to the Napa Valley wine sector. She has deep connections in the industry in Australia and California.
- She is a graduate of AICD, and sits on the advisory for Site for All foundation, and is active in the WCA mentor program.
- Please refer to linked in profile for more background:
<https://www.linkedin.com/in/georgia-rasmussen-4292314/?originalSubdomain=au>

What clients are saying:

- "Georgia's deep and broad knowledge of the wine industry is an incredible resource. Leveraging this along with her astute business acumen she develops highly impactful business plans. A pleasure to work with and recommend" *Olivia Barrie CEO Mornington Peninsula Wine*
- Georgia has added immediate value to our business via her extensive experience in the Direct Marketing space. She is extremely professional and exhibits an uncompromising business acumen" *Carmen Houston (past) Brand Manager Mitolo Wines*
- "I attended your D2C Webinar today - it was brilliant and insightful. I took away so much and can't wait for the next one. Thank you for sharing your time and knowledge" *Zofia Zayons, Pernod Ricard*
- "Georgia has been very professional and effective helping us in her area of expertise - DTC" *David LeMire MW Joint CEO and Head of Sales and Marketing, Shaw + Smith*