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# **DIGITAL MARKETING RESOURCES GUIDE:**

## **Tools and techniques for winery social media and marketing success**

Winery Portal Webinar Series

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*Consistent with its Code of Advertising Standards, **Wine Institute** is committed to ensuring wine is promoted responsibly to those adults who choose to consume it. We offer insights and tools to help our members promote their wines to consumers of legal drinking age. Our members are required to market wine to adults in a responsible and appropriate manner. This commitment includes the responsible content and placement of all communications concerning wine.*

Note that all research, data analysis and communications referenced in the following presentation have been developed with an audience of 25-45-year-old adults self-described as existing consumers and/or purchasers of alcohol beverages.

The content and images in this presentation are intended for educational purposes only. These materials are for wine professionals only and not for public distribution

## BRAND AWARENESS & SENTIMENT

### Google Trends (Free)

Track your winery's brand search volume, geographic hotspots, and interest over time. A simple entry point for beginners to understand their baseline popularity.

- Google Trends Tutorial

### Mention.com (Free Trial / Low-cost paid plans)

Real-time monitoring of your brand across social media, news, and blogs. Simple interface ideal for beginners.

- [Mention](#)

### Brand24 (Free Trial / Modest Cost)

Tracks brand sentiment, mentions, and industry keywords easily. Intuitive dashboard suitable for beginners and intermediate users.

- [Brand24](#)

## SOCIAL MEDIA “HOW TO” RESOURCES

### Instagram:

- **Instagram for Business Official Guide (Free)**

Easy-to-follow tutorials for setting up a business account, understanding insights, and running your first campaigns.

[Instagram for Business](#)

### Facebook:

- **Meta Blueprint Courses (Free)**

Comprehensive library of short videos and step-by-step guides to master Facebook basics, ads, and insights.

[Meta Blueprint](#)

### YouTube:

- **YouTube Creator Academy (Free)**

Easy-to-digest video tutorials teaching how to set up, manage, and grow a YouTube channel.

[YouTube Creator Academy](#)

# INFLUENCER IDENTIFICATION AND PARTNERSHIP RESOURCES

## BuzzSumo (Free Trial / Paid options)

Efficiently identifies top-performing content and influencers by topic or geography. Extremely user-friendly interface.

- [BuzzSumo](#)

## Heepsy (Free Search / Modest-cost plans)

Easy-to-use platform that locates influencers by region, industry, follower size, and engagement metrics. Excellent for beginner influencer outreach.

- [Heepsy](#)

## Influencer Marketing Hub (Free Tools)

A rich resource center offering influencer discovery tools, tips, and templates specifically for beginners and smaller brands.

- [Influencer Marketing Hub](#)

# CAMPAIGN PERFORMANCE TRACKING & ANALYTICS

## Google Analytics (Free)

Track website visits driven by social campaigns, understand visitor demographics, behaviors, and conversions. Beginner-friendly tutorials available.

- Google Analytics for Beginners

## Buffer Analyze (Free Trial / Low-cost)

Straightforward analytics for social media posts across multiple platforms. Ideal for tracking post effectiveness without complexity.

- Buffer Analyze

## Sprout Social (Free trial / modest-cost)

User-friendly social media management platform offering easy-to-read analytics dashboards and campaign tracking.

- [Sprout Social](#)

# CREATING VISUALLY COMPELLING CONTENT

## Canva (Free & Low-cost options)

Intuitive tool for creating professional-looking graphics, social posts, event flyers, and video thumbnails in minutes. Ideal for novices.

- [Canva](#)

## Animoto (Free Trial / Modest-cost plans)

Simple drag-and-drop tool for creating engaging videos for social media. Suitable even for beginners without video editing experience.

- [Animoto](#)

# EVENT MARKETING & TICKETING SOLUTIONS

## Eventbrite (Free for Free Events / Low Fees for Paid Events)

Easy-to-use event registration and ticketing platform. Includes tools for promotion, attendee tracking, and follow-up marketing.

- [Eventbrite](#)

## Facebook Events (Free)

Create, manage, and promote events directly on Facebook with simple tools that leverage existing follower networks.

- [Creating Facebook Events](#)



## EMAIL MARKETING TOOLS (EFFECTIVE CRM)

### Mailchimp (Free for Basic Use)

An easy-to-understand email platform enabling professional newsletters, automated customer follow-ups, and tracking campaign effectiveness.

- [Mailchimp](#)

### Klaviyo (Free Initial Plan / Modest cost upgrades)

Specifically designed for e-commerce and retail brands (perfect for wineries) to send targeted emails and easily track customer interactions.

- [Klaviyo](#)

# CUSTOMER REVIEWS & SOCIAL PROOF TOOLS

## Google My Business (Free)

Allows easy management of online presence, encourages reviews, and builds local credibility. Crucial for local SEO visibility.

- Google My Business

## Trustpilot (Free & Paid plans)

A popular platform for collecting and displaying reviews. Very user-friendly setup that increases trust with new customers.

- Trustpilot

# QUICK AND EASY SURVEYS & FEEDBACK

## SurveyMonkey (Free Basic Account)

Simple tool for gathering customer insights and opinions to help shape marketing campaigns and new product ideas.

- [SurveyMonkey](#)

## Google Forms (Free)

Easy, intuitive surveys and forms for gathering consumer feedback or RSVP information quickly. Integrates seamlessly with Google Sheets for tracking.

- Google Forms

# CONTENT SCHEDULING & MANAGEMENT

## Buffer (Free Basic Account / Low-cost upgrades)

Intuitive platform for scheduling posts across multiple social channels. Excellent for beginners who want simplicity.

- [Buffer](#)

## Later (Free & Modest-cost plans)

Specializes in visual platforms (Instagram, Pinterest). Allows drag-and-drop scheduling, visual previews, and helpful analytics.

- [Later](#)

# ADDITIONAL LEARNING & INSPIRATION

## Social Media Examiner (Free)

Blog posts, podcasts, and videos covering everything related to social media marketing in beginner-friendly terms. Great source of ideas and updates.

- [Social Media Examiner](#)

## HubSpot Blog (Free)

Rich resource with step-by-step tutorials, templates, and articles covering marketing, social media, and content creation. Perfect for beginners and intermediate marketers.

- [HubSpot Marketing Blog](#)