

NGWB Grant Final Report (FY21-22)

Contract #18-13-282 - NWGGA – Marketing

Grant Amount \$195,000

Contact Information

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Issue of Interest

The Nebraska Winery and Grape Growing industry in the state of Nebraska continues to be a under promoted industry. Many Nebraska consumers are still not aware of the fact that grapes not only grow but thrive in Nebraska and that award-winning wines are being produced and enjoyed in the state. By promoting the industry as a category, we will strive to introduce consumers to wines and the events and activities of wineries and vineyards as a tourism attraction. The Nebraska Winery & Grape Growers Association continued to promote the industry by continuously promoting Nebraska wines to Nebraska consumers.

Approach to Problem

This grant allowed for the following:

- Nebraska's Wine Passport Program. This program is designed to provide an incentive for Nebraskans, tourists and consumers to visit a significant number of wineries and tasting rooms across the state.
- Media Buy Plan and Placement. Examples include email, social media, print, digital, tv, radio and social media advertisements
- Nebraska Wines consumer and member facing websites. Reorganization and division will assist users in finding appropriate information for their classification.
- Content Creation. The creation of a uniform photo and video gallery for every NWGGA member winery.

Goals/Achievement of Goals

Email Marketing: Since early March 2021, the RAAM marketing staff has fostered a consumer-focused email list called "Nebraska Wine Fans." Email marketing is one of the highest converting and lowest cost marketing strategies for NWGGA. By building this list, the NWGGA is able to:

- Market directly to a highly specific and interested group of consumers
- Gain demographic information on what markets in Nebraska are converting
- Cross-reference and upload the list to optimize sponsored ad placements on social media
- Engage regularly (weekly) with target audience through Weekend at the Winery email

EMAIL LIST GROWTH

February 2021	1,195
June 2021	6,157 (+415% from start)
June 2022	15,412 (+91.9% annual growth)

**Numbers vary greatly across industries, on average lists are growing by 5.2% per month. Average attrition rates are about 2% per month, that leaves an aggregate growth of about 3.2% per month, or 40% per year. Via MarketingSherpa.com*

Nebraska Wine Passport: The highest converting lead generator for the email list is the Nebraska Wine Passport. By offering this free passport program to Nebraskans in exchange for their email, NWGGA is capturing information from their target market – someone interested in wine and visiting Nebraska wineries – while simultaneously promoting traffic to the wineries. 55,000 passports ordered for the 2022 passport launch and to date 45,347 have been disbursed. Funding was also utilized for the purchase of prizes for the 2021 passport submissions. Facebook ads were purchased and placed to promote the online sign up link for the 21 and 22 Nebraska Wine passports. This enabled NWGGA to capture 9,706 emails directly from these campaigns for the 21 and 22 passports.

Additional campaigns and promotions included

- SEO Optimization
- Social Community Engagement
- Nebraska Holiday Wine Photo Challenge
- Nebraska Wines Website and Logo
- Nebraska Wines Bingo Kits
- Nebraska Wines Content Creation

Results, Conclusions, Lessons Learned

The current audiences for Nebraska Wine Fans (Facebook and MailChimp) are an indicator of the interested audience we are reaching and converting. The net cast for consumers includes:

- Consumers 21-65+ years of age (all)
- Interested in wine, beer, alcoholic beverages (some, not all met)
- Interested in concerts, festivals, bars, tailgating (some, not all met)
- Located in:
 - o Nebraska
 - o western Iowa
 - o southern South Dakota
 - o northeastern Kansas
 - o northwestern Missouri

We currently are managing the email marketing subscriber list of 15,000+ and a Facebook community page of approximately 8,202. Overall social media reach for the 21-22 promotions was over 6.9 million impressions (1.8m previous year) and reached over 898k people (462k previous year).

Progress Achieved According to Outcome Measures

The overall promotions for the 2021-2022 year were challenging but the NWGGA marketing committee and AAM/RAAM Marketing team are very pleased with our overall results. We were able to adjust and fluctuate promotions to achieve the best results which resulted in the highest disbursement of Nebraska Wine Passports ever. By launching and testing other new campaigns, such as the Nebraska Holiday Wine Photo Challenge campaign, NWGGA is excited to see the growth and new opportunities presented in the coming years for Nebraska wine industry promotion.

Financials

Please see the included spreadsheet