

# VinePaw Winery



Mallory, Taylor, Miranda, Lauren, Zoe, and Joy

# *Business Overview*

- Location: Shadyside, Pittsburgh
- Who we are
- Mission: “We strive to attract and satisfy our customers with high-quality and high-value wine in order to create a better tomorrow for our local animal shelter.”
- Vision: “To thrive as a great-tasting wine and spirits organization while impacting our consumers and every animal rescue shelter in Western, PA.”



# Target Market Demographics

- Target Market: Men and women ages 27-55
- Upper middle class, outgoing, and seeking a place to socialize
- Have a love for animals

## Target Personas:

- Jane Doe: 40-year old homemaker, resides in Shadyside with her husband and two kids. She has a 2-year old Bernese Mountain dog named Clyde. When she is not at home, she loves having wine nights with her best friends.

John Doe: 45 years old, UPMC Orthopedic Surgeon, resides in Shadyside with his 6-year old Labrador named Teddy. When Doe isn't working, he makes his own homemade wine for him and his friends.



# Objectives

## Business Objectives:

- Become a profitable business
- To expand the business
- To fundraise and donate a percentage of sales to local animal shelters

## Marketing Objectives:

- To increase brand awareness among Pittsburgh and travelers
- Create brand loyalty to wine and animal lovers
- Increase foot traffic to wine bar in Shadyside



# Hospitality Research

- Companies we looked into include; Mutt Lynch Winery, Chateau La Paws, North Country Brewing Co., Bonterra Organic Vineyard, R Wine Cellar Urban Winery, City Winery, Long Meadow Ranch, Diletto Winery, Nova Cellars Winery, and a Dog's Life.
  - Events/ Campaigns: Yappy Hour, Wine That Gives Back, and Club Mutt.
- According to our research, the most used social media platform is Facebook due to the demographic wine drinkers fall into.
  - Biggest issue among most of the companies was that they were lacking consistency in their posts, whether it be content or lack of posts all together.

# Social Media Platforms

Facebook: VinePaw Winery

Twitter: @VinePawWinery

- Reach “Hip” and young community through different content strategies

Instagram: @VinePawWinery

- Utilize Instagram stories to reach target audience



# *Social Media Platforms cont.*

Yelp: Details on our business, provides users with information, and allows our target demographic to post reviews

YouTube: Videos capturing events, personal adoption stories, stories about animals that are up for adoption, and behind-the-scenes of wine production.

LinkedIn: Job opportunities

Hootsuite: Social Media Manager will use this to promote the business

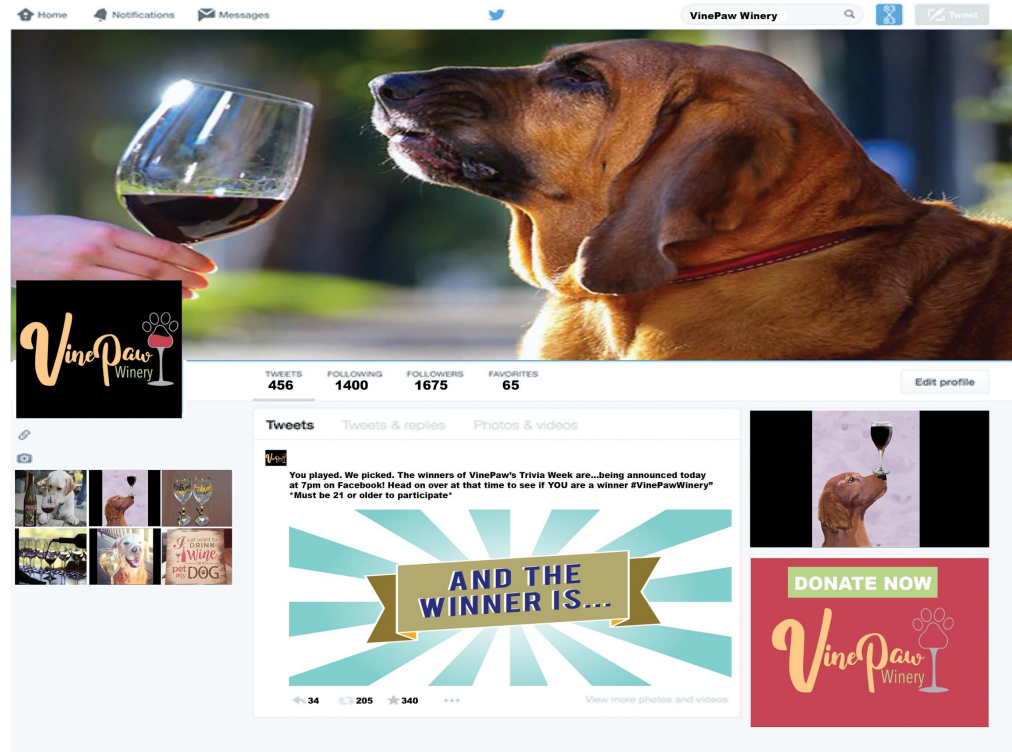


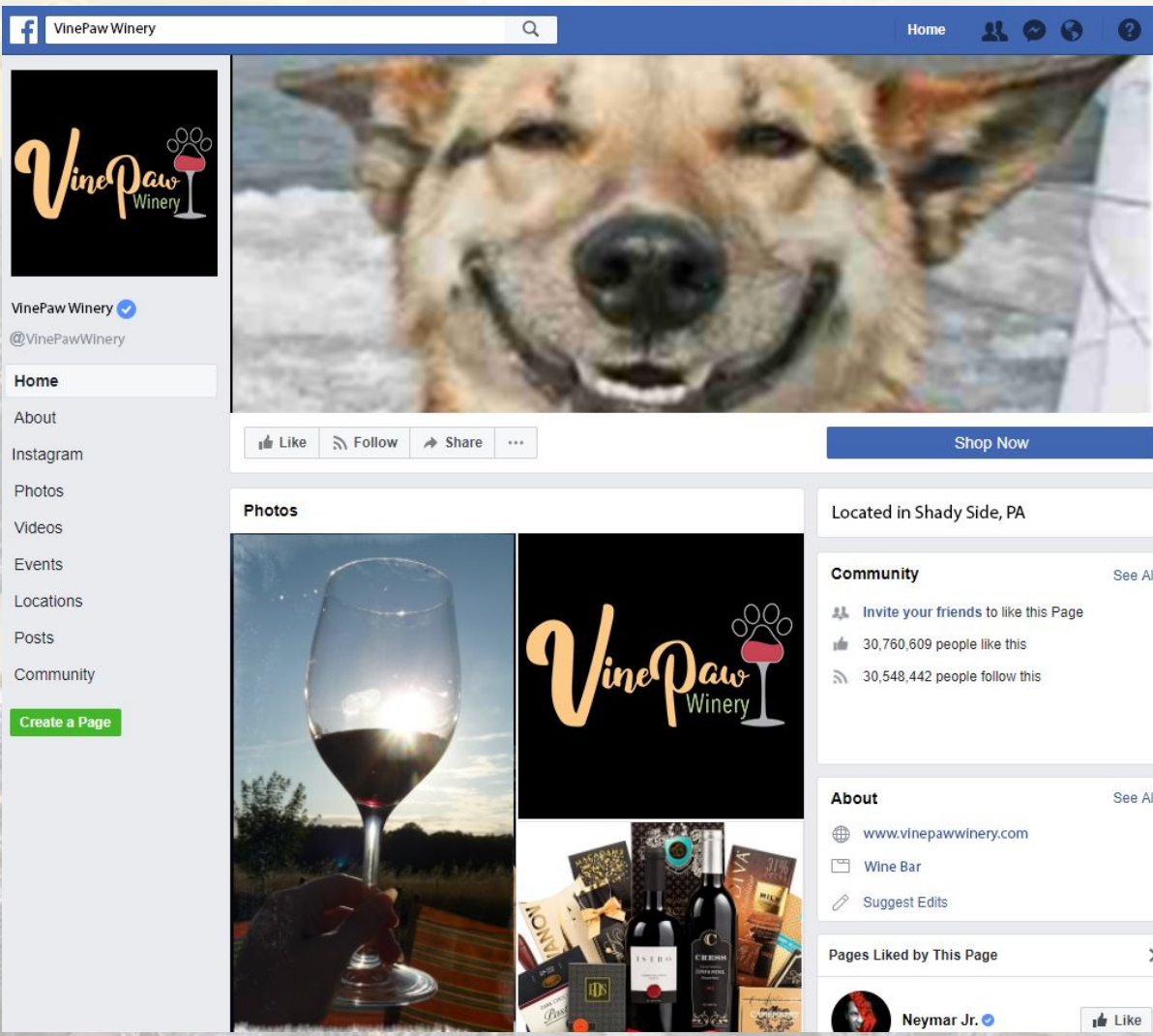
# Hashtags

- a beneficial tool for VinePaw customers to use to find their favorite wine flavors, as well as view animals at our featured shelters that are available for adoption
- a convenient and fast way for users to view the winery's social media content, as well as a way to interact with user via social media platforms.
- help spread brand awareness as well as gain foot traffic to our pages
- 3 central hashtags that will be used in the majority of our social media content:
  - #VinePawWinery
    - **Description:** This hashtag will be our central hashtag to provide customers with an easy identification with our winery
    - **Goal:** An easy way for customers to associate their posts with VinePaw Winery, as well as for VinePaw to find users feedback and communicate with customers via social media.
  - #YappyHour
    - **Description:** This hashtag like the #VinePawWinery hashtag will be posted on all social media content that is related to Yappy Hour information, such as Yappy Hour dates, start times, and special deals during Yappy Hour.
    - **Goal:** An easy way for both customers and VinePaw to find and interact with content that is related to YappyHour events and information regarding it, such as start times and locations
  - #linkinbio
    - **Description:** This hashtag, like the previous two other hashtags will allow users to find content in an easy and convenient way without having to scroll through post after post. However, this hashtag will only appear on posts that include a link in the bio, since Instagram does not allow links in the posts itself.
    - **Goal:** To bring people back to both our social media profiles as well as VinePaw's official website. This can provide customers with the most information possible without having bombarding users with content clutter.



# Twitter Mockup





# Facebook Mockup

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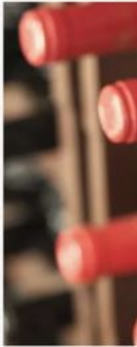
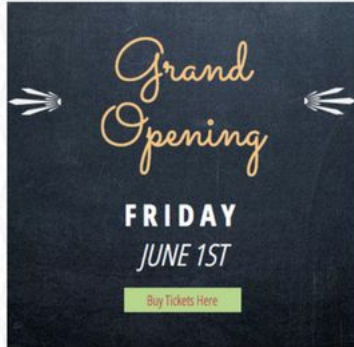




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[home](#) [about](#) [shop](#) [donate](#) [events](#) [contact](#)

Welcome to  
VinePaw  
Winery!



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123 Main Street San Pittsburgh, PA

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[www.vinepawwinery.com](http://www.vinepawwinery.com) -

## Home Page

- **Teaser**
  - When there is not a big event going on the teaser will be for our about page
- **Lightbox**
  - When customers first enter our page, the first they will be greeted with is a pop-up that requires customers to enter their birthdates to ensure that they are 21 years old or older



[www.vinepawwinery.com](http://www.vinepawwinery.com) -

## About Us

- This page summarizes who we are, what we do and touches on the objectives that our brand has.
- Next to the about us paragraph we will include a picture of the winery. On this page we will also include bios of the owner, manager and our shelter coordinator. Next to each bio we will have a picture of them and their fur family!

[www.vinepawwinery.com](http://www.vinepawwinery.com) -

## Shop

- Purchase VinePaw Apparel
  - T-shirts
  - Sweatshirts
  - Hats
  - For Pets
    - Collars
    - Beds
    - Blankets
    - Pet Friendly Wine
- Purchase VinePaw Merchandise
  - Wine Glasses
  - Wine Bottle Stoppers
  - Key Chains
  - Cheese Board and Cheese Knives
- Purchase VinePaw Wine
  - Red Wines
  - White Wines
  - Rosé Wines
  - Specialty Wines



[www.vinepawwinery.com](http://www.vinepawwinery.com) -

[www.vinepawwinery.com](http://www.vinepawwinery.com) -

## Donate

- Simple and efficient way to donate
- A place where you can review shelters from previous months, navigate to their page and donate directly from our page

## Events

- To ensure that our audience can easily get the information that they need.
- “Yappy Hour” where you would get to bring your dog and drink our wine every Friday
- “Painting with a furry friend,” which would include bringing your dog while you learn to paint a picture from an instructor, and you will get to drink our wine while you paint.
- The events page would be a list of events, vital information, and links to an eventbrite page where customers can have easy access to purchase their ticket



# *www.vinepawwinery.com - Contact Us*

- An interactive map to navigate our audience to our location
- A form for people to ask inquiries (which is encouraged) that links to our email
- Our phone number
- Links to all of our social media accounts



# Search Engine Optimization

- Timeliness: use of alternative text, effective titling, “one-click” navigation, etc.
- Relevance: implementation of keywords.
  - Winery and Dogs
  - Animal Shelter and Wine
  - Pittsburgh Charitable Winery
  - Winery That Donates
  - Wine Benefiting Animal Shelter
  - Wine Adoption Event
  - Pittsburgh Animal Charity
- High-Quality: diverse, but simple phrasing.
- SEO Book Keyword Analyzer
  - Competitive and Up-to-Date

# Social Media Management

- Social Media Manager
  - In-House Position
- Possibility of Intern(s)
- Requirements:
  - Bachelor's degree (preferred)
  - Field experience (approx. 1-2 years)
  - Strong writing skills
  - Experience with design software
  - Working knowledge of Hootsuite, analytic software, etc.
  - Ability to operate on/ maintain a budget
- Responsibilities include developing marketing strategies, analyzing metrics, posting to diverse platforms, etc.



# Campaign

- VIP Event - Social Media Trivia
- VIP Event
  - Selling tickets for entry of Grand Opening Event
  - Wine Tasting
  - 10% of each ticket sale will go towards local animal shelter
- Trivia
  - Week-long trivia game to win:
    - Tickets to VIP event
    - Bottle of VinePaw Wine
    - Pass for two free glasses of wine in-store

# Campaign-Social Media Platforms

- Target Market: 27-55
- Facebook is the primary platform
  - Where the trivia questions will be posted
- Use of Twitter and Instagram to give hints and reminders of the trivia game
- Goals and objectives:
  - Increase brand awareness
  - Increase foot traffic
  - Create social media engagement
  - Create a positive image of VinePaw



# Campaign - Marketing



- Online: social media (Facebook, Twitter, Instagram) and website.
  - Split focus on the event and campaign.
- Offline: mainly used to promote the event.
  - Flyers
  - Coupons
  - Newspaper Ads (Pittsburgh Print and the Post-Gazette)
  - Mailed Ads
  - Guerilla Advertising
  - General Signage (streets/ store-front)
- All tactics are interconnected.




# Campaign - Metrics

- Primary Goals: increase reach and learn what works best/ what we need to change.
- Unique Visitor Traffic
  - Website: 75 unique views.
  - Social Media: 100 unique impressions on Facebook; 75 on Twitter and Instagram.
- Social Media Engagement (Overall)
  - Facebook: 15 unique entries per post (throughout our campaign.)
    - 5-10 likes
- Website Bounce Rate: ideally 20-40%.
- Use of Google Analytics, Facebook Insights, etc. to track data during and beyond the event/ campaign.



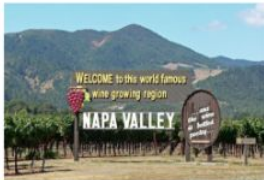


# Content Calendar

May 14th	Time	Media	Caption
Facebook	7:00 PM		"We are happy to announce our business, VinePaw Winery will be opening on June 1st in Shadyside of Pittsburgh. Each day this week, we will be posting how you can snag some VIP tickets to our event! To learn more about our organization, check out our website! (Link) #VinePawWinery" *Must be 21 or older to participate"
Twitter	12:00 PM		"Calling all wine and dog lovers! VinePaw Winery will be hosting its grand opening in Shadyside, a neighborhood of Pittsburgh on June 1st! Follow us on Twitter to learn how you can win tickets for this big event, and check out our website to learn about our organization! (link) #VinePawWinery " *Must be 21 or older to participate"
Instagram	3:00 PM		"Raise the ruff! VinePaw Winery will be hosting its grand opening in Shadyside of Pittsburgh on June 1st! Follow us on Instagram to find out how you can score tickets for this big event! #inkinbio #VinePawWinery" *Must be 21 or older to participate"



May 15th	Time	Media	Caption
Facebook	7:00 PM		"Tune in to Facebook tomorrow at this time to find the kick-off of our VIP Trivia game! Answer the questions correctly, and get entered to win: a pair of tickets to the VIP event, a bottle of VinePaw wine, or a pass for two free glasses of wine used in-store!" *Must be 21 or older to participate"
Twitter	12:00 PM		"Tune in to Facebook tomorrow at this time to find the kick-off of our VIP Trivia game! Look out for clues on Twitter to getting the questions correct, so you can win these top prizes!" *Must be 21 or older to participate"
Instagram	3:00 PM		"Tune in to Facebook tomorrow at this time to find the kick-off of our VIP Trivia game! You have the chance to win any one of these prizes! Stick around here for some possible clues to the questions..." *Must be 21 or older to participate"

# Content Calendar


May 16th	Time	Media	Caption	May 17th	Time	Media	Caption
Facebook	7:00 PM	N/A	<p>"Are you ready for a chance to win of these amazing VinePaw Winery prizes? Here's the first question to kick off our VinePaw Trivia Week! Question 1: What kind of grapes are used to make White Zinfandel? First 10 to comment the correct answer gets put in our drawing for a chance to win! #VinePawWinery"</p> <p>*Must be 21 or older to participate*</p> <p>(answer: red zinfandel grapes with little to no skin contact)</p>	Facebook	7:00 PM	N/A	<p>"Time for another question! Today's question is in which locality is the wine region called Napa Valley? First one to comment the answer gets inserted into our VIP drawing! #VinePawWinery" (answer is California) *Must be 21 or older to participate*</p>
Twitter	12:00 PM		<p>@VinePawWinery followers waiting for the start of Trivia Week like...</p> <p>But seriously... Only 7 MORE HOURS till we start VinePaw's official Trivia Week. Head on over to Facebook everyday at 7pm all week for a chance to win some cool prizes from VinePaw! #VinePawWinery</p> <p>*Must be 21 or older to participate*</p>	Twitter	12:00 PM	A video featuring the owner with her dog at VinePaw Winery	<p>"Don't forget to go on Facebook at 7 p.m. to answer the next question in our trivia contest to be entered into our VIP drawing! #VinePawWinery" *Must be 21 or older to participate*</p>
Instagram	3:00 PM		<p>"Only 4 more hours to go till we begin the VinePaw Winery Trivia Week! Tune into Facebook everyday at 7pm all this week to answer questions and earn a chance to win one of these amazing prizes we have to offer! Don't miss out!"</p> <p>*Must be 21 or older to participate*</p>	Instagram	3:00 PM	Instagram Story: A picture of the famous Napa Valley Sign with writing on it that says: "A wine lover's favorite state..." (hint to the question posted at 7 p.m.)	





# Content Calendar

May 18th	Time	Media	Caption	May 19th	Time	Media	Caption
Facebook	7:00 PM	A live video featuring a panoramic view of VinePaw's facility.	"Today's question is true or false: red wine is made from red grapes and white wine is made from white grapes. Whoever comments the answer first wins an entry to our drawing for the VIP event! #VinePawWinery" (answer is false) *Must be 21 or older to participate*	Facebook	7:00 PM	A video of a dog smiling	Welcome back to another day of trivia! Today's question is how many teeth do normal adult dogs have? A. 24 B. 38 C. 42 D. 32 First one to comment the correct answer wins another entry to our VIP drawing. (answer is 42) #VinePawWinery *Must be 21 or older to participate*
Twitter	12:00 PM	A video of our facility would be shown to get viewers excited about the opening.	* Don't forget to tune in tonight to found out the next question in our trivia contest! #VinePawWinery *Must be 21 or older to participate*	Twitter	12:00 PM		"When you realize tonight is @VinePawWinery trivia night. Can you guess what it will be?" #VinePawWinery *Must be 21 or older to participate*
Instagram	3:00 PM	A video of our facility would be shown to get viewers excited about the opening.	Don't let looks or colors fool you! How do you like our new looks? #VinePawWinery *Must be 21 or older to participate* (the colors is a hint for tonight's trivia question)	Instagram	3:00 PM		"One of our employee's furry friends is excited for our next trivia question. Can you guess what it will be? #VinePawWinery *Must be 21 or older to participate*






# Content Calendar

May 20th	Time	Media	Caption
Facebook	7:00 PM	N/A	"Attention VinePaw people! Here we go for another chance to be entered into our drawing to win some cool prizes! But think hard, this one's a little tricky... Why is the glass used for red wine bottles often tinted? Maybe one of you can shed some light on this question #VinePawWinery" *Must be 21 or older to participate*
Twitter	12:00 PM	N/A	"It's Trivia Night again! Head on over to VinePaw Winery's Facebook Page tonight at 7 for another chance to be entered to win prizes like 2 tickets to our exclusive Grand Opening Event June 1st at 7pm. For more information check the link in bio #VinePawWinery" *Must be 21 to participate*
Instagram	3:00 PM		"Be sure to tune into VinePaw Winery's Facebook page tonight at 7pm for another chance to win an entry in our Trivia drawing! This next question's a little hard but maybe one of you can help shed some light on the subject :) #VinePawWinery" *Must be 21 or older to participate*

May 21st	Time	Media	Caption
Facebook	7:00 PM	N/A	"We are two days away from announcing the winner for the big event! Today's question is true or false: dogs can only see in black and white. First one to answer correctly will be entered in the drawing!" #VinePawWinery *Must be 21 or older to participate* (answer is false)
Twitter	12:00 PM		"When you realize that the winner of the VIP event will be announced in TWO days. That is two more chances for YOU to potentially be a winner! Don't forget to tune in at 7 p.m. on Facebook! #VinePawWinery" *Must be 21 or older to participate*
Instagram	3:00 PM		"We are so excited because it's trivia day! We are just two days from announcing the winner so be sure to tune in at 7 p.m. on Facebook to answer the question! #VinePawWinery" *Must be 21 or older to participate*




# Content Calendar

May 22nd	Time	Media	Caption	May 23rd	Time	Media	Caption
Facebook	7:00 PM	N/A	"Today is your last chance to possibly be entered in our drawing for the big VIP prizes! The last question is what is a dog's most powerful sense? First 10 to answer correctly will be entered in the drawing! Stay tuned tomorrow to find out who won! #VinePawWinery" *Must be 21 or older to participate*	Facebook	7:00 PM		"You played. We picked. The winners of VinePaw's Trivia Week are as follows: Winner for 2 tickets to VinePaw Winery's Grand Opening Event: @JohnDoe_412 Winner for FREE Bottle of "Puppy Grigio" VinePaw Winery Wine: @Jess_Doe_doggos4life Winner for pass to get 2 free glasses of wine in-store at our retail location: @JoeDoe_LovesFroYo Thanks to all that played! Winners, VinePaw will DM you information to get your prizes, and don't forget that @VinePawWinery's Official Grand Opening Event is June 1st! Tickets are \$25.00 for the night. Hope to see you there! #VinePawWinery " *Must be 21 or older to participate"
Twitter	12:00 PM		"This dog doesn't look excited, but we sure are because tonight is the last night for trivia! Make sure you're on Facebook at 7 p.m. to get a chance to answer the last question! #VinePawWinery" *Must be 21 or older to participate*	Twitter	12:00 PM		"You played. We picked. The winners of VinePaw's Trivia Week are...being announced today at 7pm on Facebook! Head on over at that time to see if YOU are a winner #VinePawWinery" *Must be 21 or older to participate"
Instagram	3:00 PM		"This dog doesn't look excited, but we sure are because tonight is the last night for trivia! Make sure you're on Facebook at 7 p.m. to get a chance to answer the last question! #VinePawWinery" *Must be 21 or older to participate*	Instagram	3:00 PM		"You played. We picked. The winners of VinePaw's Trivia Week are.. 4 hours away from being announced on our official Facebook Page. Head on over there at 7:00pm to see if you had what it takes to win one of VinePaw's exclusive prizes! #VinePawWinery" *Must be 21 or older to participate"

# Content Calendar




May 24th	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content.			
May 25th	Time	Media	Caption
Facebook	No social media activity to give a break to our audience. Trying not to flood users with content.		
Twitter	12:00 PM	N/A	"We're just days away from @VinePawWinery official Grand Opening Event! If you haven't gotten your tickets, you can purchase them at our website (website link here) But hurry! Tickets are starting to go fast! #VinePawWinery" *Must be 21 or older to participate"
Instagram	No social media activity to give a break to our audience. Trying not to flood users with content.		
May 26th	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content.			

May 27th	Time	Media	Caption
Facebook	No social media activity to give a break to our audience. Trying not to flood users with content.		
Twitter	No social media activity to give a break to our audience. Trying not to flood users with content.		
Instagram	3:00 PM		"Have you been wondering what will be included in @VinePawWinery's Grand Opening Event? Go to our website to find out more and there's still time to grab your tickets! But hurry! These tickets are going fast! #VinePawWinery #linkinbio" *Must be 21 or older to participate"
May 28th	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content.			



# Content Calendar

May 28th	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content.			
May 29th	Time	Media	Caption
Facebook	7:00 PM	Video of a countdown for 4 more days counting down and then at the end of video there is a dog bark with VinePaw's logo fading in.	FOUR. MORE. DAYS. till the Grand Opening Event for VinePaw Winery. Checkout the link to get YOUR tickets and don't miss out on what VinePaw has to offer! (website link) #VinePawWinery *Must be 21 or older to participate*
Twitter	No social media activity to give a break to our audience. Trying not to flood users with content.		
Instagram	No social media activity to give a break to our audience. Trying not to flood users with content.		
May 30th	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content. Also building suspension for our grand opening.			
May 31st	Time	Media	Caption
No social media activity to give a break to our audience. Trying not to flood users with content. Also building suspension for our grand opening.			

June 1st	Time	Media	Caption
Facebook	10:00 AM		Tonight's the NIGHT! The Grand Opening Event of VinePaw Winery starts tonight at 7pm! For more information on directions and our store location, see the link in our bio! And follow our Instagram and Twitter pages @VinePawWinery to get sneak peaks all day long about what's gonna be in store tonight! Our furry friends hope to see you there! #VinePawWinery *Must be 21 or older to attend*
Twitter	12:00 PM		*Aren't you excited for tonight? Because we sure are! Hope to see you @VinePawWinery official Grand Opening Event. There's still a couple tickets left so hop to it! (website link) #VinePawWinery *Must be 21 or older to attend*
Instagram	3:00 PM		*Tonight's the Night. For more information go to the #linkinbio @VinePawWinery *Must be 21 or older to attend*

An aerial photograph of Pittsburgh, Pennsylvania, taken during the golden hour of sunset. The city's skyline is visible, with numerous skyscrapers and buildings. The Allegheny River and Monongahela River are seen winding through the city, with several bridges crossing them. The background shows rolling hills under a warm, orange-hued sky. The text "Thank You" is overlaid in a large, black, cursive font in the center of the image.

*Thank You*