

# **DIGITAL MARKETING: SMALL ITALIAN WINERIES AND UNCONVENTIONAL WINE**

**State of the art of natural, biologic and biodynamic wineries**

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**2019**

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**ABSTRACT**

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## 1. MOTIVATION

This is an intrasectorial work collecting passion for organic, natural, biologic and biodynamic Italian wineries, professional working experience in Information Technology companies and university master's degree in science communication dating back to 2006. The motivation arises mainly thanks to a special person encouraging me to undertake the WSET level 3 in 2016 and then the WSET Diploma course in 2017.

## 2. OBJECTIVE AND GOAL

The reason for this analysis originates from a simple curiosity: checking wineries' websites. The variability, the lack of uniformity and unprofessionalism for every site checked became then a fact. Bibliography on the subject is not extensive given the fact the subject is intrasectorial and the analysis requires knowledge and skills belonging to other professional sectors.

The goal was to demonstrate the situation of the digital marketing with a special light on the web marketing, since it is easier to evaluate, rather than the social media marketing because of its unpredictability. The objective of the thesis is to check if the owners of wineries consider the web marketing as an opportunity to enhance their business. How important is to be online and have an eye for the new generation of consumers. What are the mix of generations packed at the beginning of this century that want to be informed and buy in a traditional way and those who wants to be hit by storytelling, images, and new media. Being online is a chance to be real and to talk with a wider audience switching from a traditional method of trade to a more modern one.

## 3. METODOLOGY

At the time of the research (2019) the selected wineries are 285 and belong to 4 associations: Vinnatur, Triple A, Reinassance des Appellations and Viniveri. These memberships are quite important in the unconventional Italian winemaking world, obviously is a niche market comparing to conventional wines and mainstream events but slowly penetrating into big fairs like Vinitaly.

The purpose of the thesis is a deep analysis of the digital marketing strategy of the above-mentioned wineries according to 38 KPI. The most important among them: the presence of a website, logo of associations, awards, foreign languages, easiness of google search, mobile friendly sites, product presentation, accessory products and services, contact forms, e-commerce platform, storytelling (text, videos, photos), links to social networks, newsletter and events section,

The quality check of each KPI is subjective based on experience and professional education. Each KPI is grouped into different descriptors as seen on the Appendix V. There is also room for analytical tools that give a broader view of the quality of websites and Facebook.

## 4. CONTENT

After a brief introduction (chapter one), the second chapter is dedicated to what means digital marketing: its sub classification into web marketing and social media marketing is important for the web strategy: they are complementary and both enhance the opportunity to funnel the guest into a journey through awareness, interest, desire, and action.

Chapter three regards the state of the art of wine digital marketing. An accurate survey taken from Hootsuite explains the situation of digital growth and social media behaviour and users in Italy in 2019. Other surveys take a shot on the reason of production of unconventional wines and the channels use for the trade, the advantage of digital marketing and obstacles in the implementation of it in the new era of marketing.

Chapter four introduces the research, the factors of analysis and quality. Finally, a broad and very important section is dedicated to the negative and positive aspects detected in the investigation. These aspects belongs to the subjective view. In the last subparagraph, there is room for the reports coming from analytical tools: one for Facebook (the most widespread social media) and the other for website performance.

The last section is dedicated to Appendices: important logos, tables for the evolution of the area planted on vines and cultivated surface for the different Italian regions, the Hootsuite research on social behaviour and social media usage and the description of the generation gap, list of wineries picked on the four associations mentioned above, the glossary and the data collection of the research.

## 5. CONCLUSION

This work allows the reader to understand the present situation, the positive and negative aspects of a good or bad digital marketing strategy and the direction forecast for the present and future generation of winemakers or owners of wineries. In particular: a better education in digital marketing technology and storytelling abilities for the winemaker/owner, an improvement of the e-commerce, a modernization of communication and trade.