

GOT NEWS?

News Posts are an important tactic for driving traffic to your WIN profile. The posts help build mind-share and position your company as **THE** best choice.

HOW OFTEN TO POST

Like all marketing, consistency is a major key to success! Plan to post once a month, every six weeks at the minimum. Creating a six to twelve month calendar with topic ideas based on the seasonality of your business will make the process easier.

WHAT TO WRITE ABOUT

- 1 Industry related news or events.** Harvest season, trade show season... what have you learned that you can share with your customers?
- 2 The current or upcoming seasons.** Is your business (or more importantly, your client's business) affected by the seasons?
- 3 Education.** What challenges do your customers face and what is your specific solution? Highlight what makes your company unique.
- 4 Case study and/or client success story.** Understanding how you've helped similar businesses will help your reader identify and apply the story of success to them.
- 5 New Products or Services.** What's new that customers can look forward to? Use the **News Posts** to build excitement.
- 6 Frequently Asked Questions.** Every business has commonly asked questions. Since people continue to ask, you should continue to answer. These never get old.
- 7 Sales or special offers...**everyone loves a good deal.

HEADLINES

Getting the attention of new customers can be difficult. Smart marketing is about solving problems. Tell prospective customers what frustrations, problems, and issues you can help them with right up front and they will want to find out more.

To help get your news posts noticed, we've listed the framework for 10 headlines that will improve your click through rates.

- 1 What It Takes To / How To Start / How To Avoid ...** Create an image here. What does the ideal situation look like to your customer?
- 2 When You Run Out of Labels – This Is What To Do.** This works very well if you can focus your message to a specific situation.
- 3 3 Inside Secrets to a More Profitable Tasting Room.** Remember to focus on the benefit. Stay away from features.
- 4 How You Can Lower Your Credit Card Processing Fees.** Changing the focus to “You” is a great way to grab the reader’s attention.
- 5 Don’t Buy another Barrel until You’ve Seen (your product/service name).** Let the reader know there may be more critical information they haven’t yet seen.
- 6 Attend This Event and Save 20% On Your Next Bottle Order.** Make a promise.
- 7 Struck Fermentation Issues, There is a Solution.** Address a specific issue.
- 8 How to Choose a Graphic Designer.** Educate your prospect...positions your company as a thought leader.
- 9 What You Need To Know About The Latest Tax Laws.** Positions your company as a category expert.
- 10 Leasing Equipment; did you get the Best Deal?** Ask a question...it engages your prospect.

BODY OF THE POST

This is where you support the headline and execute on the promise to deliver useful information. A few things to keep in mind when writing the body of the post: Educate and serve. Give the reader something of value. Does the information help them make or save money, save time, grow their business, etc.? Write from a personal perspective, not just from a “brand messaging” perspective.

Include testimonials and/or pictures to help drive home your point. Provide links to videos, pdf’s or any other information that help making a decision easier for your prospect.

CALL TO ACTION

You’ve just written your best post ever – but without a “call to action”, it’s not going to get you the results you’re hoping for. A “call to action” simply means asking or telling the reader to do something. Your “call to action” should be clear and specific. Think of including something like: “Find out more by calling ...” or “Send us an email at to discuss how we can help you”, or “take the next steps by...”

WE’RE HERE TO HELP

Not sure of what to do...let us help. We work with hundreds of suppliers each week and can advise you on making your post as effective as possible.

Feel free to contact us at: contact@wineindustrynetwork.com

