



Case Study



Module 5

Digitalisation and Being Commercially Available Online

Business

Wine Tasting Ireland

Topic

Use of Digital Tools in Marketing and Online Sales

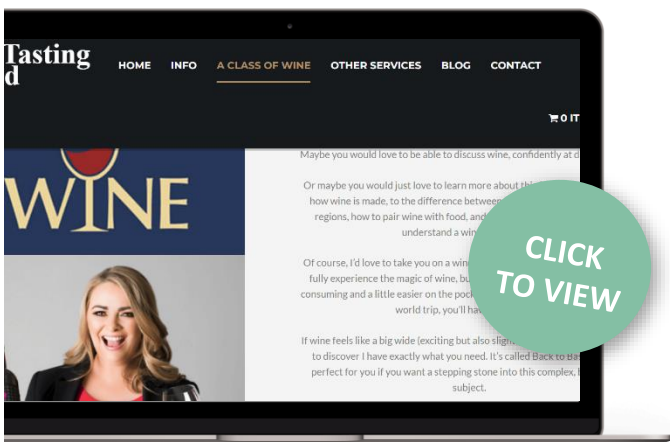
Website [Click](#)



Wine Tasting Ireland developed a wine course with 12+ easy-to-follow bit-size video tutorials. It delivered this new online course by developing a dedicated online virtual platform, tutorials, useful and informative infographics and 3 e-books covering

1. Food and Wine Pairing
2. Serving Wine
3. Storing Wine

As a bonus customers get lifetime access, and customers can join the friendly and supportive Facebook community group. They can also subscribe to receive membership to the regular Live Virtual Wine Tastings and Q & A calls.





'Our aim is to provide a seamless, professional service and an unforgettable wine tasting experience'.



Virtual Class of Wine 'Back to Basics' Course



The 'Back to Basics' wine appreciation self-study course is ideal for anyone interested in learning about wine but can't go to a vineyard or wine tourism experience. Customers received a specially selected case of 6 bottles of wine styles to accompany the course material. The selection included a Sauvignon Blanc, a Chardonnay, a Riesling, a Pinot Noir, a Bordeaux blend, and a Cabernet

Sauvignon. The tastings last about 2.5 hours. experience. The tastings are relaxed and informal, entertaining, interactive, and informative. Lynda also hosts masterclasses, corporate VIP online days, and formally structured tastings.

BYOB Virtual Wine Tasting Experience



Join for a fun, social, interactive BYOB (Bring your own Bottle) virtual wine-tasting experience. Customers get to explore for example the wines of Sicily. Anything from 10 people upwards attends. They also do online tasting events with groups of between 25 – 40. They can host private intimate online parties from the comfort of your home.

Customers range from beginners to wine connoisseurs. They adapt the wines and presentation to cater to group's requirements and previous experience. They ensure everyone benefits and learns something during the experience.



Digital Marketing Tools and Platforms

Marketing Collateral includes a dedicated website and downloadable promotional collateral e.g., A [Class of Wine Brochure](#) with a virtual online course that can be accessed remotely and supported with digital resources.

Lynda the Owner uses [Online Story Telling Marketing](#) to tell her Story and Endorse her Company and Course.

Lynda Coogan founder of the company has been working in the Irish wine trade for 12 years. She has won the prestigious George O'Malley Wine Tasting trophy for receiving the highest mark in the blind tasting exam and has a Diploma in wine. She has hosted countless wine tastings, lectured in both an informal and professional environment, and is on the panel of judges for the National blind tasting competitions.

See the friendly, informal, and welcoming language and tone she uses to convey her story.

It has always been my dream to create a series of online wine appreciation courses in order to help wine lovers learn about wine without snobbery, overwhelm, or feeling intimidated. My courses make wine fun and help you to buy better wine. I hope you enjoy them!
Lynda

She also uses [Digital Testimonials](#) from customers to instill confidence in buyers' decision-making.

She includes a [FAQs Section](#) which is always useful in helping customers get more information or answers to not-so-typical questions. Example questions;

Example: Lynda explains she uses the [Digital Tool V-Books](#) to deliver her Online Courses

These courses will be delivered through [V-Books](#). A V-Book is similar to an E-Book with the addition of videos to assist in the learning experience. All you need is a smartphone, a computer, or a laptop. Once you purchase a course, a link will be delivered via email. You open the link and a V-Book will appear. Each course is stand-alone so you can pick and choose whichever course appeals to you.

Another format of digital marketing she uses is [Audio Marketing](#), by putting up an interview on her website with Ivan Yates from Newstalk FM

Social Media digital platforms Twitter, Instagram, and Facebook play an important form in visual and content digital marketing from a social media perspective. See the links on the first page or click on the link below <https://winetastingireland.com/contact-us/>

