

# Keeping it local with store-generated content and social media

Richard Weaver, Ecommerce Director, Majestic Wine





# Introduction

Who are Majestic?



- UK's leading retail wine specialist
  - 172 stores
  - 800+ full time staff
  - Turnover £257.3m, profit £20.3m
- Points-of-difference
  - Minimum purchase: 6 bottles in-store, 12 for delivery
  - Specialist expertise but still friendly
  - Competitive pricing on well-known names plus many more interesting exclusive wines



# Why local marketing online?



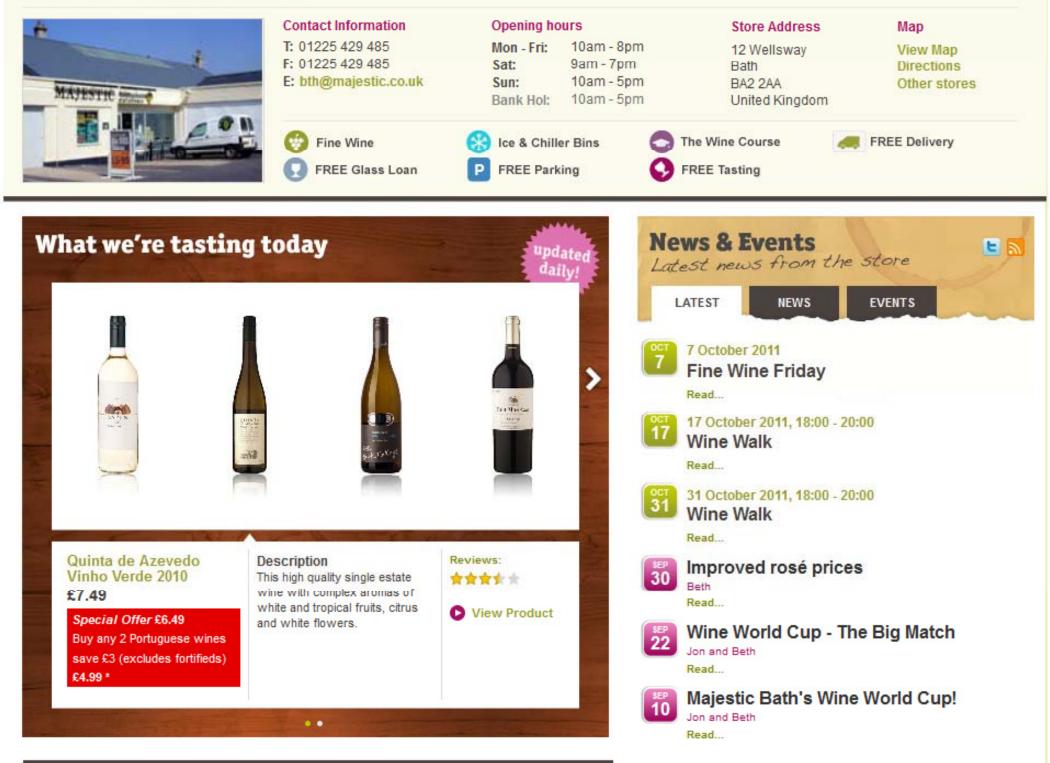
- Our staff are up to the job
- Internal demand
- Emphasise key point-of-difference vs. pure play competitors
- Engagement as a goal





- 1. Feedback from store staff
- 2. Refine into web-enabled ideas with the web team
- 3. Iterate
- ✓ Internal buy-in from the start

### Welcome to Majestic Bath



Store web pages



## 1. News from the store





#### Majestic Bath's Wine World Cup! Jon and Beth

Whenever two major wine-producing countries meet on the pitch at the 2011 Rugby World Cup, we're going to pit 3 wines from those countries against each other. Keep an eye on the website and our twitter feed (@majesticbath) to see the results!

And the first game kicks off on Sunday 11th with Australia vs Italy

Australian line up

Greenpoint Brut NV £11.99

Yalumba 'Y' Series Vigonier £8.99

McGuigan Handmade Shiraz £25 or £20 each when you buy 2 or more

### Italian line up

Fiano Fremondo  $\pounds 8.99$  or  $\pounds 7.49$  when you buy 2 or more

Verdiccio dei Castelli di Jesi £7.49 or £6.99 when you buy 2 or more

Carmignano Capezzana £19.99

Store web pages

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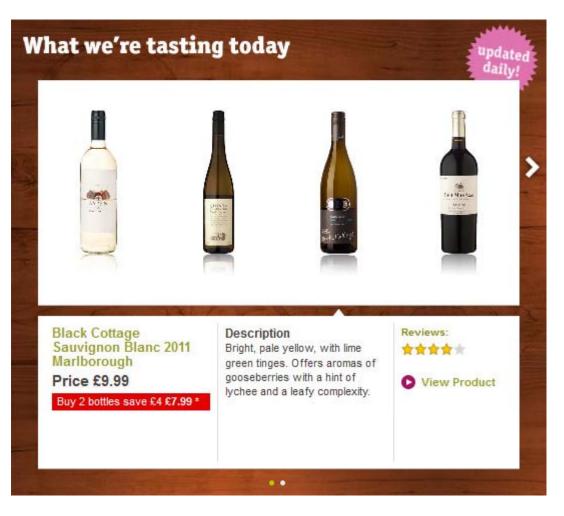
- 1. News from the store
- 2. Forthcoming events

News & Events						
	LAIEST NEWS	EVENTS				
7 7	7 October 2011 Fine Wine Friday					
	Visit the store on the first Fr we will be opening the Pier	-				
ост 17	17 October 2011, 18:00 - 2 Wine Walk	0:00				
	Atasting tour of our latest a newest arrivals and find ou free in-store tour. Booking required - reserve a p	t all about then				
ост 31	31 October 2011, 18:00 - 2 Wine Walk	0:00				
	Atasting tour of our latest a newest arrivals and find ou free in-store tour. Booking required - reserve a p	t all about then				

Store web pages



- 1. News from the store
- 2. Forthcoming events
- 3. Tasting counter



Store web pages



- 1. News from the store
- 2. Forthcoming events
- 3. Tasting counter
- 4. Meet the Team

### Our Team

### Marion

#### Manager

I have been the Manager here since we opened in August 2000 and have seen many new wines come into the business over that time. I love this time of year as we are getting in all the new lines for Christmas and get to open them on our tasting counter so we, and of course our customers, can try before we buy. Current favourite is the new Argentine Malbec, Umbral.

### Lisa

Assistant Manager

My passion for the drinks industry first began while travelling throughout Australia for 18 months, harvesting grapes in the Frankland River area in Western Australia I was fortunate enough to work at the prestigious Alkoomi Estate. In 2005 I set up my my own independent wine merchant attracting customers such as Rick Stein. I have worked for Majestic since June 2009. Not surprisingly I enjoy a gutsy Australian Shiraz, but if I were to plant my own vines it would have to be Pinot Noir.

#### Beth

#### Trainee Manager

I started working for Majestic after travelling around vineyards in New Zealand and realising how great their wine is! I moved to Bath in March 2011. Kiwi favourites aside, I've developed more varied tastes since joining the company, including spicy southern French reds, toasty Chardonnay from Chile, or the diverse world of Italian grapes!

#### Jon

#### Trainee Manager

I'm the newest addition to team Bath after spending six months at the Cardiff Bay store, and after having virtually no knowledge of wine prior to joining the company, I now have a great love of all things grape related! I'm particularly fond of a big and bold Australian Shiraz and the elegant Chardonnays that Burgundy has to offer. I'm currently studying for my WSET exam so I'm really looking forward to learning even more about the world of wine.

### What we did Personalisation and email



- 1. News from the store
- 2. Forthcoming events
- 3. Tasting counter
- 4. Meet the Team
- 5. Personalisation



Shop Online

### Smile, there's now a more enjoyable way to buy wine in Clitheroe



### Majestic Clitheroe now open Join us for a special wine tasting

To celebrate the opening, join us in-store between Friday 7 and Sunday 9 October for a free glass of fizz and a selection of delicious charcuterie and cheeses.



Waterloo Road Clitheroe BB7 1NS 01200 443 328 clt@majestic.co.uk

Webpage: majestic.co.uk/clitheroe

Follow us: @majesticclith



Twitter



- 1. News from the store
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- 5. Personalisation

# 6. Twitter

### twitter汝



Favorites

# **Majestic Stratford**

### @MajesticStrat UT: 52.254325,-2.165158

Majestic Wines in Stratford upon Avon - The largest mixed case wine and Champagne merchant in the UK. Come into store for wine tastings plus free delivery. http://www.majestic.co.uk/stratforduponavon

Lists \*



Tweets

Majestic Strat Majestic Stratford Our improved offers on #rosé must end on 3rd Oct so make the most of the remaining sun and stock up whilst you can! majw.co/Zg7M8

Followers \*



Majestic Strat Majestic Stratford

Following \*

@MonsoonEstates Often it's to do with what's used in the fining process. It's a good topic for an article tho, so watch this space! #wine

30 Sep



### Majestic Strat Majestic Stratford

We're a couple of busy bees here today in **#Stratford**. With Indian Summer weather why not top up with our special rose deals available now!



# What we've learned

Cultural change is gradual



- Need internal heroes and influencers to inspire
- Highlight best practice
- Encourage the whole team
- Non-negotiables
- Incentives
- Formalise training

### Marketing: Majestic Bath

<b>-</b> /	Estates 2008, Douro 🛛 🛔 Sa	286 Black Cottage uvignon Blanc 11, Marlborough	19104 Aspen Es Pinot Grigio 201 South Eastern Australia	1, 🧴 💼 Pegõ	8 Marco do es 2008, s do Sado Tinto	15103 Quint Azevedo Vint 2010	
lews	MANAG	Events	12	MANAGE	Meet the	e Team	MANAGE
Date	Headline	Date	Event	Spaces	Name	Position	
22/09/11	Wine World Cup - The Big Match	Fri 7 Oct	Fine Wine Friday		Marion	Manager	
10/09/11	Majestic Bath's Wine World Cup!	Mon 17 O	ct Wine Walk	Spaces	Lisa	Assistant Manager	
09/09/11	Waimea Estate (and more award winners)	Mon 31 O	ct Wine Walk	Spaces	Beth Jon	Trainee Manager Trainee Manager	
					Ed	Driver	
06/09/11	International Wine Challenge 2011 Gold Medal Winners				LO	Billon	

3.0.4289.29224 - Feedback

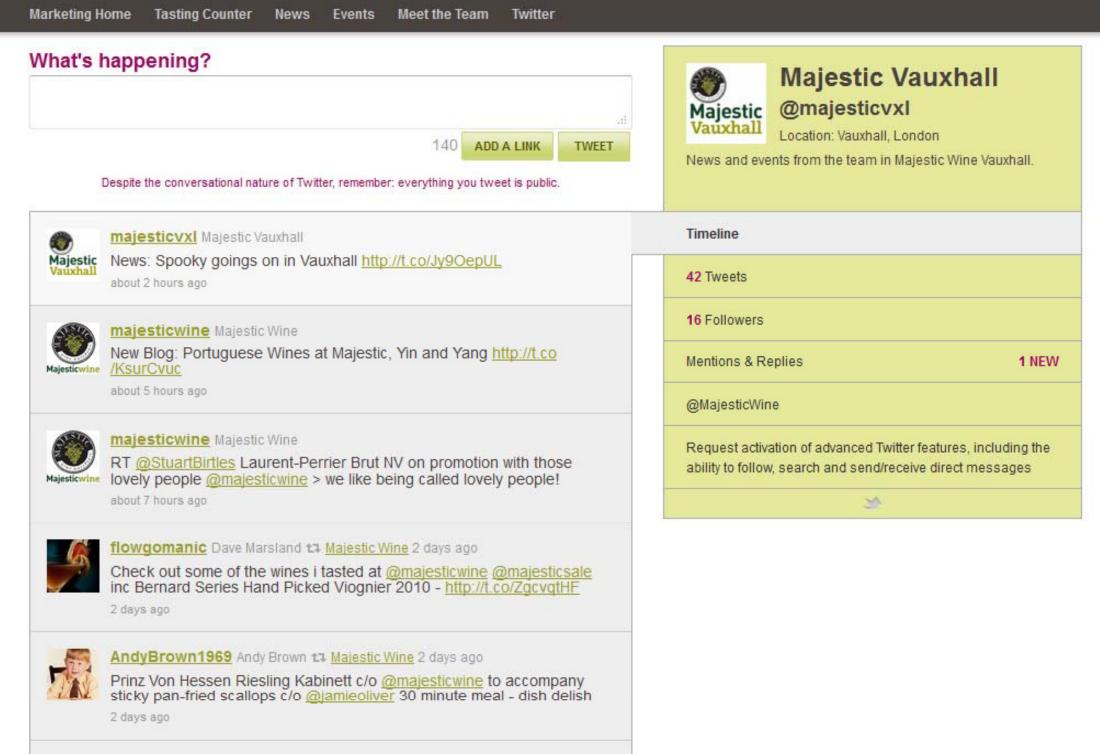
# What we've learned

The importance of tooling



- Built on top of existing web interface
- Keep it simple nothing more than necessary
- Make it every day, don't get in the way

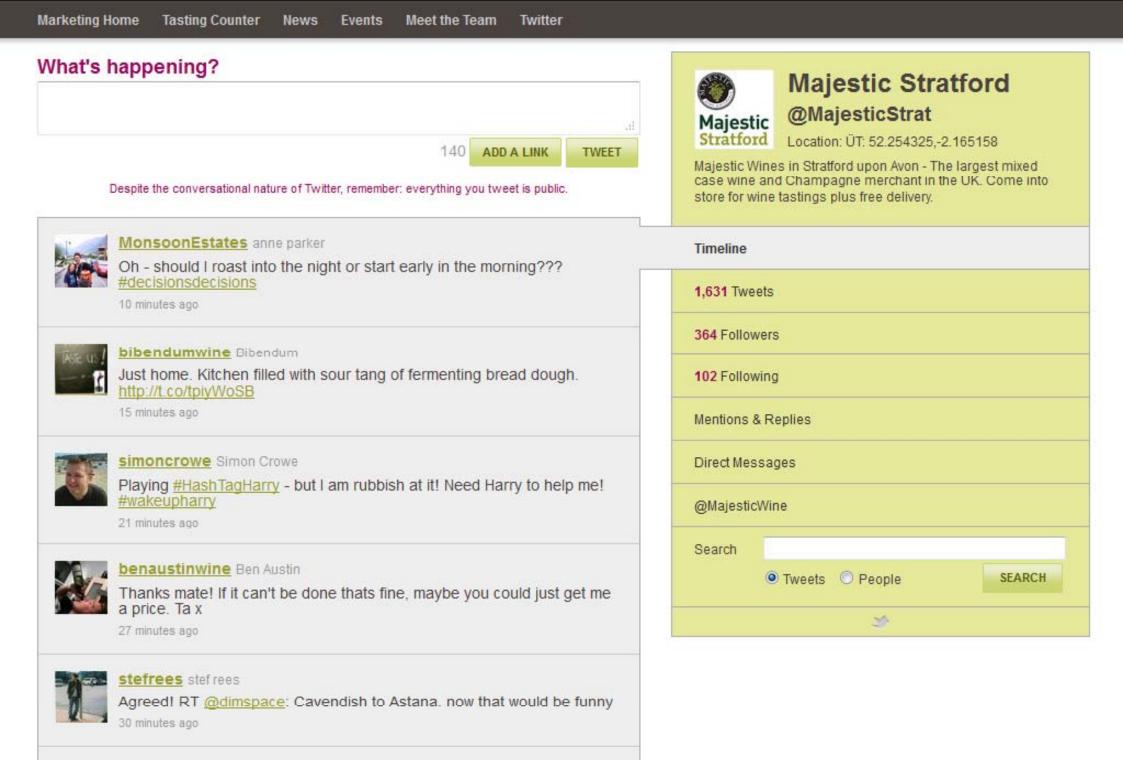
Add a wine to the Tasting Counter	
Product Code	ADD PRODUCT





### majesticwine Majestic Wine

New Blog and a new store: Majestic Wine Clitheree http://t.co/DuDD2//2i





### benaustinwine Ben Austin

Looking for a small bakeny in Bristol who would like the bread showsased

# What we've learned

What would we have done differently?



- Don't launch in November
- Get retail management on board

# Has it worked?

Some stats



- Store page views up 35% year on year
- Time on page doubled year on year to over 2 minutes on average
- Most active stores = most viewed, longest viewed