



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



majestic.co.uk



BUY 2 BOTTLES SAVE £3
£7.49 & 99

BUY 2 BOTTLES SAVE £3

ferme ferme

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

The process



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



Contact Information

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E: bth@majestic.co.uk

Opening hours

Mon - Fri: 10am - 8pm
Sat: 9am - 7pm
Sun: 10am - 5pm
Bank Hol: 10am - 5pm

Store Address

12 Wellsway
Bath
BA2 2AA
United Kingdom

Map

[View Map](#)
[Directions](#)
[Other stores](#)



Fine Wine



Ice & Chiller Bins



The Wine Course



FREE Delivery



FREE Glass Loan



FREE Parking



FREE Tasting

What we're tasting today

updated daily!



Quinta de Azevedo Vinho Verde 2010

£7.49

Special Offer £6.49

Buy any 2 Portuguese wines
save £3 (excludes fortifieds)

£4.99 *

Description

This high quality single estate wine with complex aromas of white and tropical fruits, citrus and white flowers.

Reviews:



[View Product](#)

News & Events

Latest news from the store



LATEST

NEWS

EVENTS

OCT
7

7 October 2011

Fine Wine Friday

[Read...](#)

OCT
17

17 October 2011, 18:00 - 20:00

Wine Walk

[Read...](#)

OCT
31

31 October 2011, 18:00 - 20:00

Wine Walk

[Read...](#)

SEP
30

Improved rosé prices

Beth

[Read...](#)

SEP
22

Wine World Cup - The Big Match

Jon and Beth

[Read...](#)

SEP
10

Majestic Bath's Wine World Cup!

Jon and Beth

[Read...](#)

What we did

Store web pages



1. News from the store



SEP
10

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 £8.99 or £7.49 when you buy 2 or more

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

Carmignano Capezzana £19.99

What we did

Store web pages



1. News from the store
2. Forthcoming events

The screenshot shows the 'News & Events' section of the website. At the top, there is a header with the text 'News & Events' and 'Latest news from the store' in a cursive font. To the right of the header are social media icons for Twitter and RSS. Below the header is a navigation bar with three tabs: 'LATEST', 'NEWS', and 'EVENTS'. The 'EVENTS' tab is currently selected. The main content area lists three upcoming events:

- OCT 7** 7 October 2011
Fine Wine Friday
Visit the store on the first Friday of the month when we will be opening the Pieropan La Rocca Soave.
- OCT 17** 17 October 2011, 18:00 - 20:00
Wine Walk
A tasting tour of our latest arrivals. Sample our newest arrivals and find out all about them in our free in-store tour.
[Booking required - reserve a place...](#)
- OCT 31** 31 October 2011, 18:00 - 20:00
Wine Walk
A tasting tour of our latest arrivals. Sample our newest arrivals and find out all about them in our free in-store tour.
[Booking required - reserve a place...](#)


What we did

Store web pages



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

What we're tasting today updated daily!



Four wine bottles are displayed in a row against a white background. From left to right: a white wine bottle with a light label, a dark wine bottle with a dark label, a dark wine bottle with a dark label, and a dark wine bottle with a white label. A white arrow points to the right on the far right side of the row.

<p>Black Cottage Sauvignon Blanc 2011 Marlborough</p> <p>Price £9.99</p> <p>Buy 2 bottles save £4 £7.99 *</p>	<p>Description</p> <p>Bright, pale yellow, with lime green tinges. Offers aromas of gooseberries with a hint of lychee and a leafy complexity.</p>	<p>Reviews:</p> <p>★★★★☆</p> <p>View Product</p>
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What we did

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



Majesticwine

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](https://twitter.com/majesticclith)

STORE DETAILS

What we did

Twitter



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

A screenshot of the Twitter profile page for Majestic Stratford. The header shows the Twitter logo and the name "Majestic Stratford" with the handle "@MajesticStrat" and location "Stratford upon Avon". The bio reads: "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." and includes the website "http://www.majestic.co.uk/stratforduponavon". Below the header are tabs for "Tweets", "Favorites", "Following", "Followers", and "Lists". Three tweets are visible, all from the account "Majestic Stratford". The first tweet, dated 1 Oct, promotes "improved offers on #rosé" and includes the link "majw.co/Zg7M8". The second tweet, dated 30 Sep, mentions "@MonsoonEstates" and discusses "fining process" and "#wine". The third tweet, dated 29 Sep, mentions "#Stratford" and "special rose deals".



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

[YOUR STORE WEB PAGE](#)

Tasting Counter

[MANAGE](#)



15106 Churchill Estates 2008, Douro



37286 Black Cottage Sauvignon Blanc 2011, Marlborough



19104 Aspen Estate Pinot Grigio 2011, South Eastern Australia



15108 Marco do Pegões 2008, Terras do Sado Tinto



15103 Quinta de Azevedo Vinho Verde 2010



News

[MANAGE](#)

Date	Headline
22/09/11	Wine World Cup - The Big Match
10/09/11	Majestic Bath's Wine World Cup!
09/09/11	Waimea Estate (and more award winners)
06/09/11	International Wine Challenge 2011 Gold Medal Winners
10/08/11	Lagunilla Rioja Magnums hit Bath!

Events

[MANAGE](#)

Date	Event	Spaces
Fri 7 Oct	Fine Wine Friday	
Mon 17 Oct	Wine Walk	Spaces
Mon 31 Oct	Wine Walk	Spaces

Meet the Team

[MANAGE](#)

Name	Position
Marion	Manager
Lisa	Assistant Manager
Beth	Trainee Manager
Jon	Trainee Manager
Ed	Driver
Helen	Sales Assistant



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**

What's happening?

140

ADD A LINK

TWEET

Despite the conversational nature of Twitter, remember: everything you tweet is public.



majesticvxl Majestic Vauxhall

News: Spooky goings on in Vauxhall <http://t.co/Jy9OepUL>

about 2 hours ago



majesticwine Majestic Wine

New Blog: Portuguese Wines at Majestic, Yin and Yang <http://t.co/KsurCvuc>

about 5 hours ago



majesticwine Majestic Wine

RT [@StuartBirtles](#) Laurent-Perrier Brut NV on promotion with those lovely people [@majesticwine](#) > we like being called lovely people!

about 7 hours ago



flowgomanic Dave Marsland [↔](#) [Majestic Wine](#) 2 days ago

Check out some of the wines i tasted at [@majesticwine](#) [@majesticale](#) inc Bernard Series Hand Picked Viognier 2010 - <http://t.co/ZgcvqgHF>

2 days ago



AndyBrown1969 Andy Brown [↔](#) [Majestic Wine](#) 2 days ago

Prinz Von Hessen Riesling Kabinett c/o [@majesticwine](#) to accompany sticky pan-fried scallops c/o [@jamieoliver](#) 30 minute meal - dish delish

2 days ago



majesticwine Majestic Wine

New Blog and a new store: Majestic Wine Clitheroe <http://t.co/DuDR2V2i>



Majestic Vauxhall

@majesticvxl

Location: Vauxhall, London

News and events from the team in Majestic Wine Vauxhall.

Timeline

42 Tweets

16 Followers

Mentions & Replies

1 NEW

[@MajesticWine](#)

Request activation of advanced Twitter features, including the ability to follow, search and send/receive direct messages



What's happening?

140

ADD A LINK

TWEET

Despite the conversational nature of Twitter, remember: everything you tweet is public.



MonsoonEstates anne parker

Oh - should I roast into the night or start early in the morning???

[#decisionsdecisions](#)
10 minutes ago



bibendumwine Bibendum

Just home. Kitchen filled with sour tang of fermenting bread dough.

<http://t.co/tpiyWoSB>
15 minutes ago



simoncrowe Simon Crowe

Playing [#HashTagHarry](#) - but I am rubbish at it! Need Harry to help me!

[#wakeupharry](#)
21 minutes ago



benaustinwine Ben Austin

Thanks mate! If it can't be done thats fine, maybe you could just get me a price. Ta x

27 minutes ago



stefrees stef rees

Agreed! RT [@dimspace](#): Cavendish to Astana. now that would be funny

30 minutes ago



benaustinwine Ben Austin

Looking for a small bakery in Bristol who would like the bread showcased



Majestic Stratford

@MajesticStrat

Location: 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.

Timeline

1,631 Tweets

364 Followers

102 Following

Mentions & Replies

Direct Messages

[@MajesticWine](#)

Search

Tweets People

SEARCH





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