



Wine Marketing Online How to use the newest tools of marketing to boost profits and build brands

By Bruce McGechan

Wine Appreciation Guild. Paperback. Condition: New. 400 pages. Dimensions: 9.1in. x 6.0in. x 1.2in. If it seems like small wine businesses are getting crowded out of a vibrant US wine market by retail chains, entrenched distributors, and established brands, there's good news for the little guy. There's a reason why these massive companies spend a fortune acting small. In the new, wired realm of marketing and customer relations, the qualities that make small businesses distinctive, like personalized service, deep product knowledge and authentic interest, matter more than ever. Wine marketing consultant Bruce McGechan answers the question of how to put those built-in attributes in front of all those online customers with his new book *Wine Marketing Online*. Discover the secrets that successful wine businesses use to market their wines online. Learn how to increase your credibility and be seen as an expert by your local customers. Generate Traffic to your website using Google. Convert that traffic into sales through fine-tuned content and a positive user shopping experience. Utilize social media to effectively engage with new and existing customers on your blog, Facebook, and Twitter. Ride the coming wave of mobile websites, apps, advertising and location based services like Foursquare...



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