



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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MARKETING FOR WINERIES: CASE STUDIES IN GREECE AND ITALY

Provided By: MATHEMAGENESIS IKE

Overview

Name: Social Media Campaigns for Wineries

Location: Italy and Greece

Type of Case Study: Social Media Marketing for Brand Awareness

Introduction:

Social media marketing has emerged as a powerful tool for **small wineries** that try to compete in a saturated market in Europe. In recent years there are many academic studies that look at the possibility of **utilizing social media** more intentionally for these small wineries. The following is a composite of two case studies realized in **Italy** and **Greece** on how social media marketing was implemented, and the results it generated.

Implementation:

According to a qualitative analysis realized in Italy about social media marketing for wineries, Instagram was adopted as a primary tool to improve communication and interaction with customers, Greek wineries on the other hand utilized both Facebook and Instagram:

The following is an amalgamation of both strategies:

1. Platform-Specific Strategy:

Instagram for Branding: Instagram especially targets **Millennials** and **Gen Z**, who prefer **visual content**. Italian wineries used **storytelling** and **high-quality images** to amplify their reach.

Facebook for Conversions: Greek wineries focused on Facebook to engage older demographics such as **Gen X** and **Boomers**.



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According to VinePair, the digital media company that focuses on wine culture, Facebook is ideal for driving **physical visits to restaurants and organizing local events.**

2. Consistency and Engagement:

Both Italian and Greek wineries **crafted content calendars** and stayed consistent with their social media posts.

3. Authenticity over Influencers:

Wineries embraced a more **authentic** approach to content, highlighting their staff and winemakers to connect with consumers. Instead of relying solely on influencers, both wineries in Italy and Greece used their **internal team** to produce casual content that allows behind the scenes access.

Key Insights:

What made this campaign successful can be summarized as follows:

1. Knowing the audience: It's important to understand where your audience is. While Instagram is more suitable for audiences who value visual appeal, Facebook is more suitable to engage group discussions among older audiences.

2. Focusing on authenticity: Wineries strengthen connections by leveraging internal staff instead of paying for influencers. Prioritizing genuine relationships over commercial interactions can be more effective in reaching new audiences.

3. Consistent posting: By creating a regular posting schedule that included a mix of instructive, engaging, and promotional content, wineries were able to maintain and build their online audiences



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Recommendations

For hospitality businesses looking to implement a similar strategy, here are actionable steps:

1. **Focus on Platform Strengths:** Wineries and hospitality businesses should target specific platforms based on their performance indicators.
2. **Consistency is Key:** Creating a content calendar to ensure regular posting and engagement will provide an awareness on your audience.
3. **Invest in Authenticity:** Highlight employees and internal personalities to create relatable and authentic content.

Sources:

Beverage Trade Network. (2020, March 30). *Wine content marketing with Erica Duecy, editor in chief & chief content officer at VinePair* [Video]. YouTube. [Wine Content Marketing With Erica Duecy, Editor in Chief & Chief Content Officer at VinePair](#)

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