



EFFECTIVE WEBSITES, SOCIAL MEDIA, AND MARKETING STRATEGIES FOR AGRITOURISM

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ABOUT THE PRWCA

The Paso Robles Wine Country Alliance is a cooperative marketing alliance made up of Paso Robles Wine Country wineries, vineyards, and related businesses. The Paso Robles Wine Country Alliance is a 501c6 nonprofit organization operated under the guidance of a nine-member board of directors.

VISION

Paso Robles AVA is recognized and respected as one of the great wine regions in the world.



OUR MISSION

We are dedicated to the promotion and protection of the Paso Robles Wine Country, and the continuous improvement of the quality of its wines, vineyards, and experiences.



460 Total Members



162 Winery



40 Grower



155 Associate



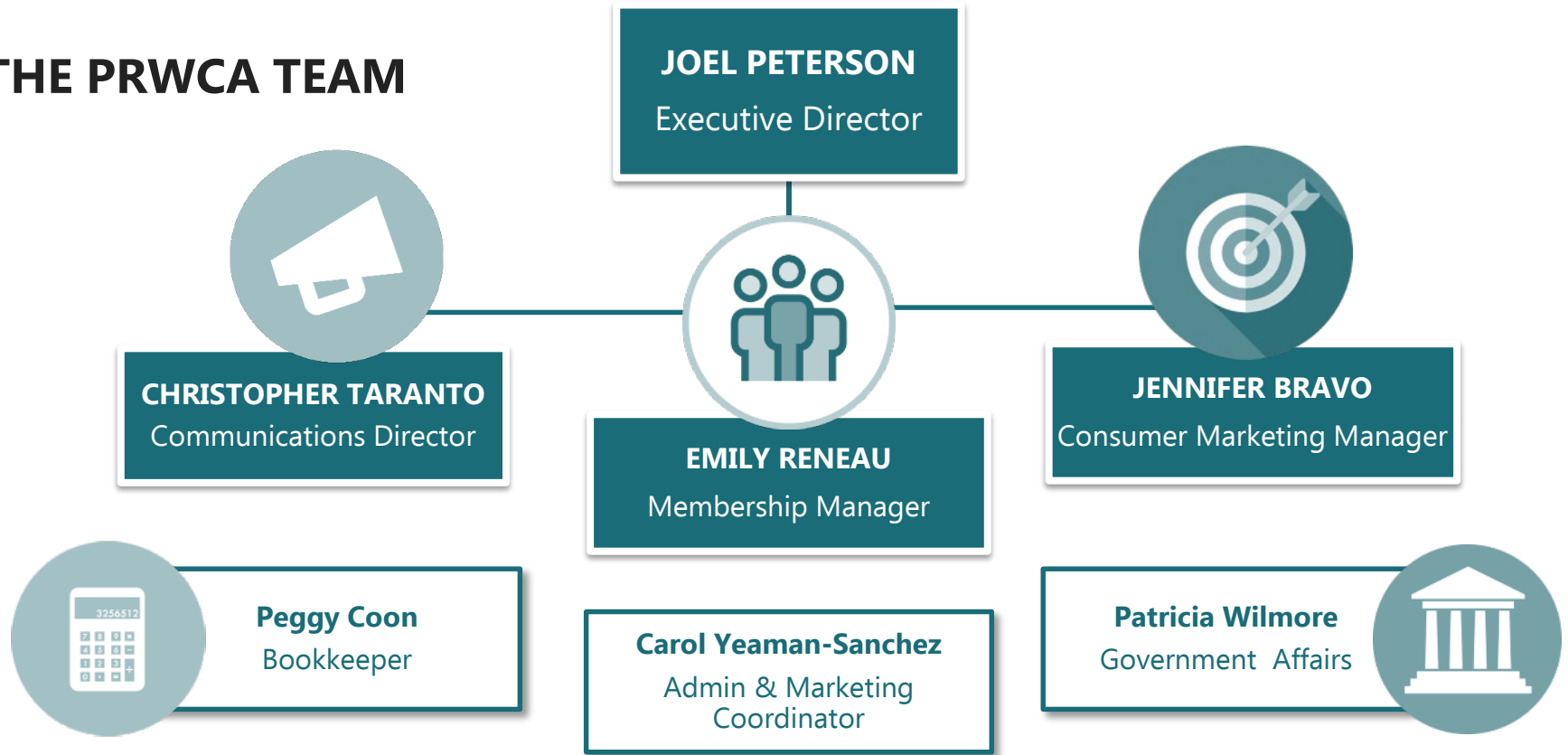
102 Hospitality

THE ESSENTIALS

- Paso Robles means “Pass of the Oaks”
- Largest and most diverse region in California at 600K+ Acres
- 40,000 planted vineyard acres, 200+ wineries, 64 different varieties grown
- Greatest diurnal temperature swing in California at 35-50 degrees Fahrenheit
- Most Calcareous and Siliceous soils in California



THE PRWCA TEAM





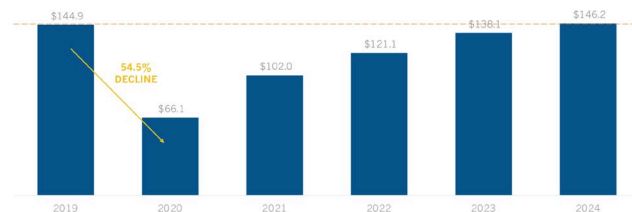
CALIFORNIA TRAVEL STATS



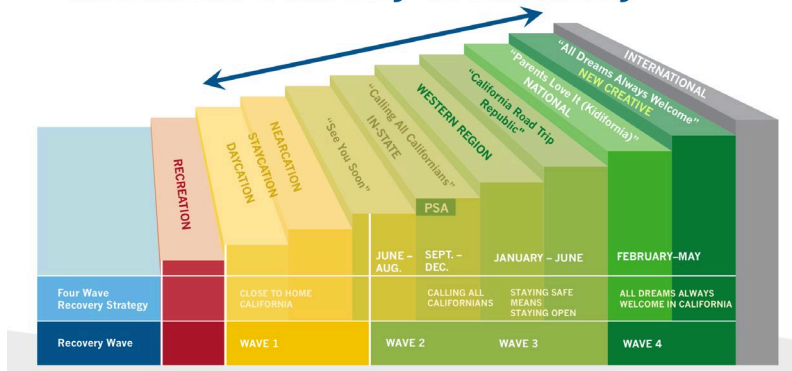
2019 Travel Impact

- Tourism Related Spending **\$144.9B**
- Tourism Employment **1.2M**
- State & Local Tax Revenue **\$12.2B**

Travel Spending Forecast



California Stairway to Recovery



AGRITOURISM



WHAT IS AGRITOURISM?

Agritourism is where agriculture and tourism meet to provide you with an amazing educational experience, whether it be a tour of a vineyard, farm or ranch, a festival or cheese-making class. Farmers, ranchers and wineries turn their land into a destination and open their doors to the public in order to teach more about what they do.

- Agritourism and nature-tourism enterprises might include:
 - Outdoor recreation (vineyard hike, fishing, hunting, wildlife study, horseback riding)
 - Educational experiences (wine tasting, winery tours, cannery tours, cooking classes)
 - Entertainment (harvest festivals or barn dances)
 - Hospitality services (farm stays, guided tours or outfitter services)
 - On-farm direct sales (u-pick operations or roadside stands)



The symbiotic relationship between tourism and agriculture ~F.O.A.



GET YOUR BUZZ ON AT CASS

Experience the excitement of bee keeping



Kiler Ridge Olive Oil

Cass Winery



Robert Hall Winery

Halter
Ranch



Hike Halter Ranch

The ranch is yours to discover on this guided hike. Hike the many miles of trails around our beautiful 2,200-acre property. This hike is guided by a Tasting Room team member and is a complimentary benefit to members and their guests. Call to inquire about our hiking specials!

Offered Thursday - Monday, 10 am - 2 pm. Email visit@halterranch.com or give us a call to schedule a hike.

Duration varies. Masks must be worn. Parties no larger than 6. No split groups. Weather dependant.

[Book Now](#)

[Click here](#)

MARKETING



ESTABLISH YOUR BRAND IDENTITY

- ▶ *What makes your business unique?*
- ▶ *What is the tone of your business?*
 - ▶ *Educational, playful, sincere, helpful, etc.*
- ▶ *Who is your consumer?*
 - ▶ *Exploring millennial, nature-loving parent, de-stressing tech industry employee, etc.*
- ▶ *What is the level of demand for your product?*
- ▶ *How much business can you handle?*



EFFECTIVE WEBSITES – 16 THINGS EVERY SMALL BUSINESS WEBSITE NEEDS



70% compared prices or
read reviews

88% have been influenced by
an online review

91% have visited a store
because of an online
experience

37% use the internet to find a
store at least 1x/month

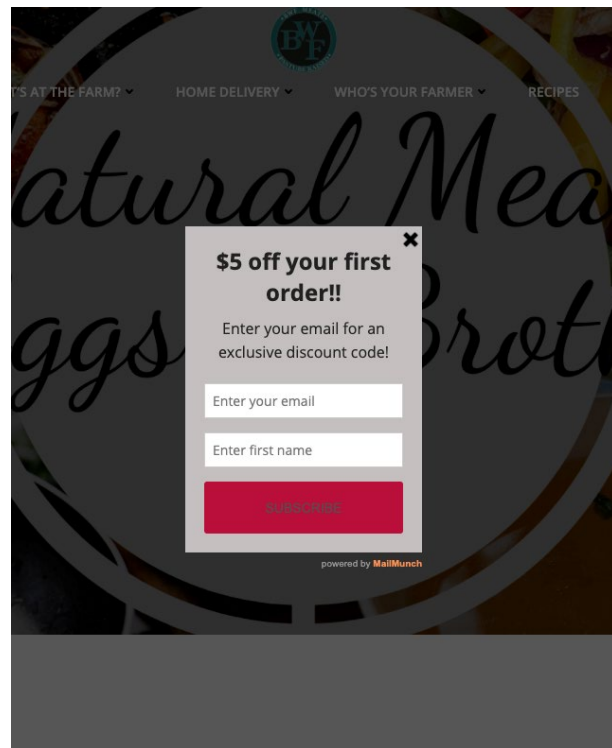
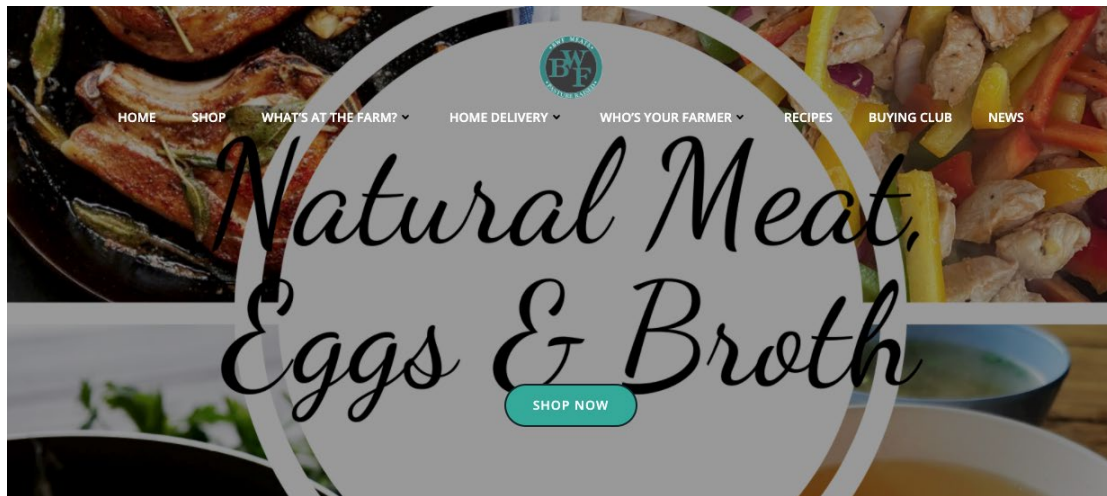
- Phone number
- Email address
- Hours of operation
- Your location
- A map
- Photograph of storefront or business
- Social media links – on every page!
- Contact form
- Email newsletter sign-up
- About us
- What you offer
- Links to organizations you belong to
- Customer testimonials
- Call to action
- FREE Google analytics
- Dedicated person to maintain

10 Marketing Tips for Small Businesses that Cost \$0

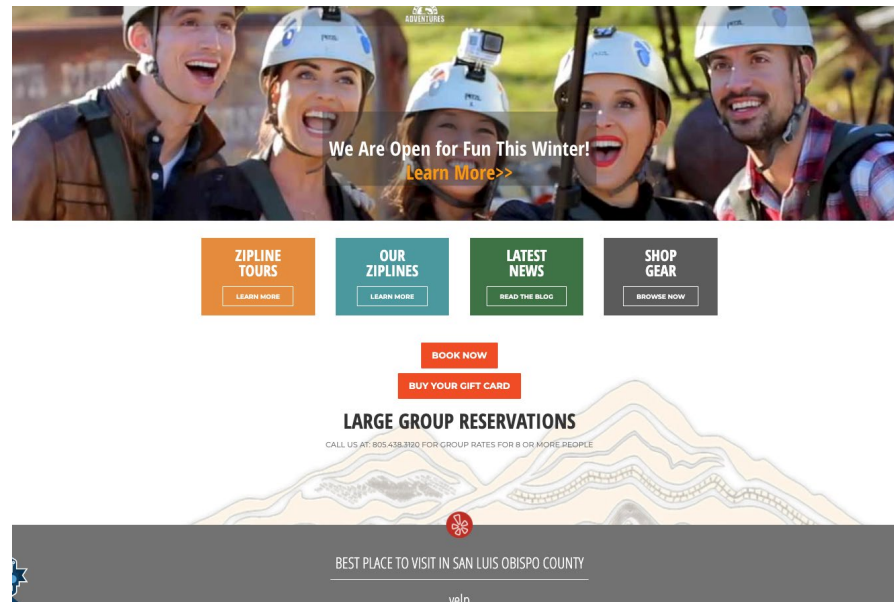
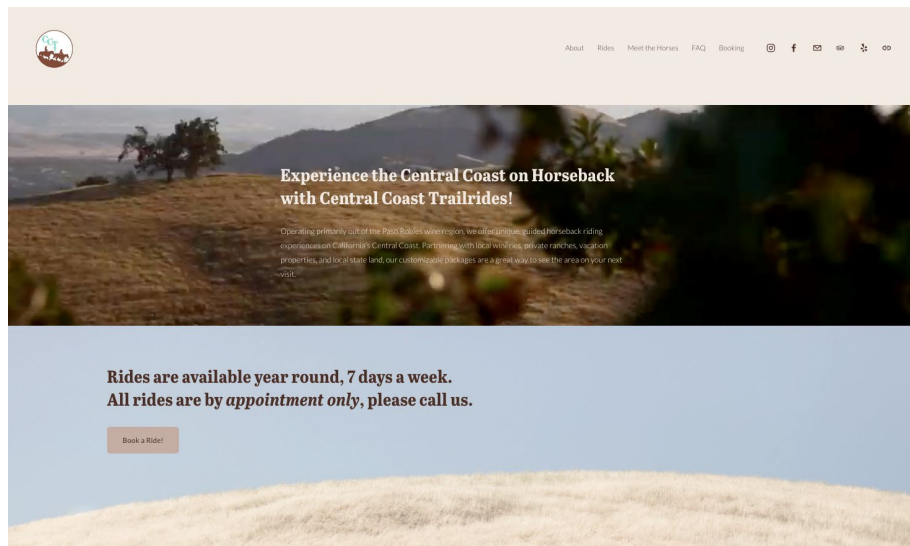
- 1 **Optimize Your Website**
- 2 **Create Social Media Profiles**
- 3 **Claim Your Review and Local SEO Listings**
- 4 **Build a Referral Network**
- 5 **Blog Regularly**
- 6 **Ask for Reviews**
- 7 **Write Thank You Notes**
- 8 **Answer Online Questions**
- 9 **Spruce Up Your Email Signature**
- 10 **Create a Useful Email Newsletter**

PROJECTMANAGER

Marketing is no longer about the stuff that you make, but about the stories you tell. ~ Seth Godin



Your website is the window of your business. Keep it fresh, keep it exciting. ~ Jay Conrad Levison



SOCIAL MEDIA – 12 TIPS



- Choose and stick to the best platform
- Hone your brand voice
- Set attainable, specific goals
- Decide on a posting schedule
- Balance human vs. promotional posts
- Choose and use visuals wisely
- Harness the power of user-generated content
- Engage with your audience
- Keep an eye on the competition
- Keep track of metrics
- Always be learning
- HAVE FUN!

Social media is not just an activity; it is an investment of valuable time and resources. - Sean Gardner, Forbes Social Media Power Influencer



People relate to other people, not sales pitches and marketing jargon. ~ Janet Fouts



WHAT ELSE YOU CAN BE DOING?



- Get virtual!
- Collaborate and partner with other organizations
 - Visit California
 - Your Country DMO
 - Your City DMO / Chamber of Commerce
 - Wine Institute
 - CAWG – California Association of Winegrape Growers
- Create content – blogs
- Commutation
 - Press release
 - E-Newsletters
 - 'Old fashioned' invitations/thank you

QUESTIONS?





THANK YOU!

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