



The Simpsons Winery

<https://simpsonswine.com>

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Building a Wine Community Where Every Bottle Becomes a Connection.

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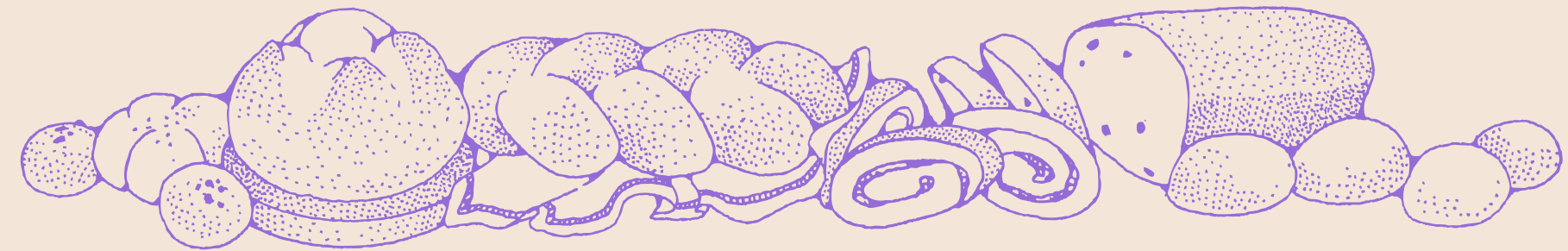
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About Us

Simpsons Wine Estate is a premium English winery based in Barham, Kent, founded by Ruth and Charles Simpson. Rooted in the chalky soils of the North Downs, the estate produces still and sparkling wines with a strong focus on provenance, terroir, quality, and English wine craftsmanship.





Plan Timeline

1. Initial Research Phase

Analyze customers and competitors. Study who our customers are and what our competitors are doing to help plan our strategy.

2. Strategy Implementation

Launch marketing campaigns and programs to keep customers coming back, using the best channels we've identified.

3. Performance Review

Keep an eye on customer feedback and sales data to improve our strategies.

4. Milestone Tracking

Establish key goals for attracting and retaining customers, and regularly check to make sure we're on track with our business objectives.

Our Team





Understanding Our Customers



Mostly our customers fall in to one of two categories:

1) Aged 25 - 40: based in London or the South East predominantly, with disposable income to spare. They are keen to invest in experiences and have a focus on what they are consuming - the ethos of the brand, origins of the product, sustainability and understand more how wine is made. They tend to book on to more of our tours and buy a few bottles of wine during their visit with perhaps repeat online single bottle orders.

2) Aged 50 + : They have often have more disposable income / HNWI. They are focused on the wine purchases and special events, with more of these buying wine by the case. Some of them will be connoisseurs, with in-depth wine knowledge from other wine regions around the world. English wine is still a novelty and is seen to be an investment.



Shopify Analysis



Acquisition Report

Percentage increase in new customers.

Sessions over time

Number of visitors during a certain time period to see traffic.

Quality of Traffic

Conversion rate and number of items added to cart.

This can show whether more people add items to cart after the single-bottle change.

Referrer of Traffic

Shows where visitors come from, such as browsers, email, social media, etc.

Changes in referrer can indicate efficient advertising and changes in customer characteristics, showing an increase in new customers.

Behaviour Report

Shows keywords on customer types.

Other indicators

- Conversion rate over time
- Top searches
- Product recommendation conversions over time
- Whether customers are interested in buying additional products
- Sessions by devices
- Still looking for an indicator showing the number of people who purchase multiple items versus single items. This may indicate whether people are more used to one-case purchases.



Creating Targeted Marketing Plans

Step 1. Research and Analysis
Information collection part.

Step 2. Incentives Strategies
Simple plan.

Step 3. Challenges and Adaptation
Diverse thoughts.



Research and Analysis



Retaining Customers Aged 25-50

(online) Research on the channels or platforms they used, make simple surveys after they finished buying online

(personal) create a dataset for their preferences on the wine categories with the target group 25-40 (eg. build up loyal customers membership).

Do some questionnaires research and collect the information to analyse which wine is most popular among this age group people.

Incentives Strategies

Email Subscription

Subscriptions could be customized based on taste preferences or wine type, such as still versus sparkling.

Partner with Trendy Venues / KOLs

Create partnerships with popular restaurants, bars, and clubs frequented by the target age group in London and the South East. Alternatively, work with social media influencers who resonate with the 25-40 age demographic.

Exclusive Online Content

Build virtual tours, winemaker interviews, or an interactive vineyard map on the website to attract customers.

Event Sponsorship Educational Series

Sponsor events that attract younger audiences, such as music festivals, pop-up culinary events, or art exhibitions. Host workshops focused on wine education, such as wine tasting, wine pairing with meals, or sustainable viticulture.



Challenges and Adaptation: Retaining Customers Aged 25–50

- Instead of discounting, offer value-added services like free shipping, complimentary custom labels, or a free tour with a certain purchase quantity.
- Seek and promptly respond to customer feedback, particularly from the 25-50 demographic.
- Use feedback to continuously refine products, events, and marketing strategies.
- Keep brand positioning and a non-discounting strategy.
- Continue to position the brand as a luxury and exclusive option by emphasizing quality, heritage, and sustainable practices.
- Offer value through quality and unique experiences rather than discounts.





Attracting New Customers Age 25–50



Single Bottle vs. Case Preferences

Understanding purchasing patterns will help determine whether new customers prefer single bottles or cases, guiding the sales strategy.

Brand Positioning

Highlighting the British heritage and quality of Simpsons Wine can appeal to those seeking premium wine experiences.

Customer Feedback and Personalization

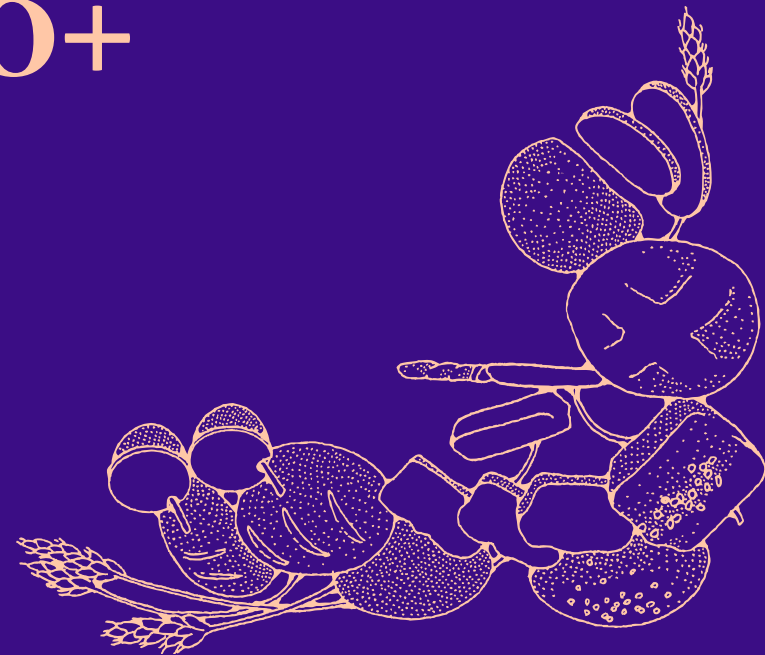
Incorporating feedback mechanisms and personalized touches, such as handwritten thank-you notes, can boost customer loyalty.

Additional research areas

- Compare the current marketing and advertising strategy for Simpsons with larger or more popular competitors targeting the same group.
- Look at competitors' social media, websites, etc.
- Conduct overall research studies into the best marketing strategies for this age group in wine.
- Figure out the best strategy that leads to the highest increase in new customers and create a plan to implement it.



Attracting New Customers Age 50+



Understanding Customer Patterns

- Customer age group analysis
- Lifestyle and buying behavior insights
- Income and geographic distribution
- Survey and feedback collection

Marketing Strategy Development

1. Incentive and Engagement Strategies

- Best practices research
- Social media engagement
- Analysis of competitor incentives

2. Online Marketing and Campaigns

- Email marketing initiatives
- SEO and social media marketing
- Premium club memberships and events

Competitor and Audience Expansion Analysis

Competitor Marketing Strategies

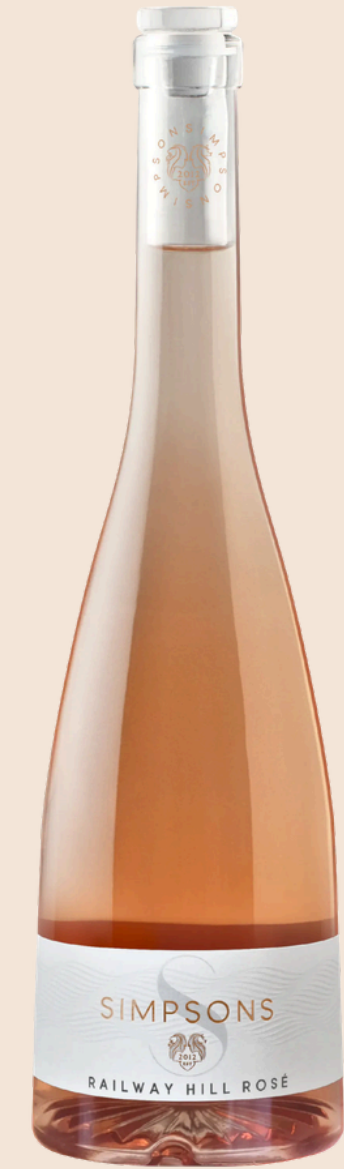
- E-commerce and loyalty program study
- Luxury brand campaign analysis
- Influencer marketing potential

Exclusive Offers and Storytelling

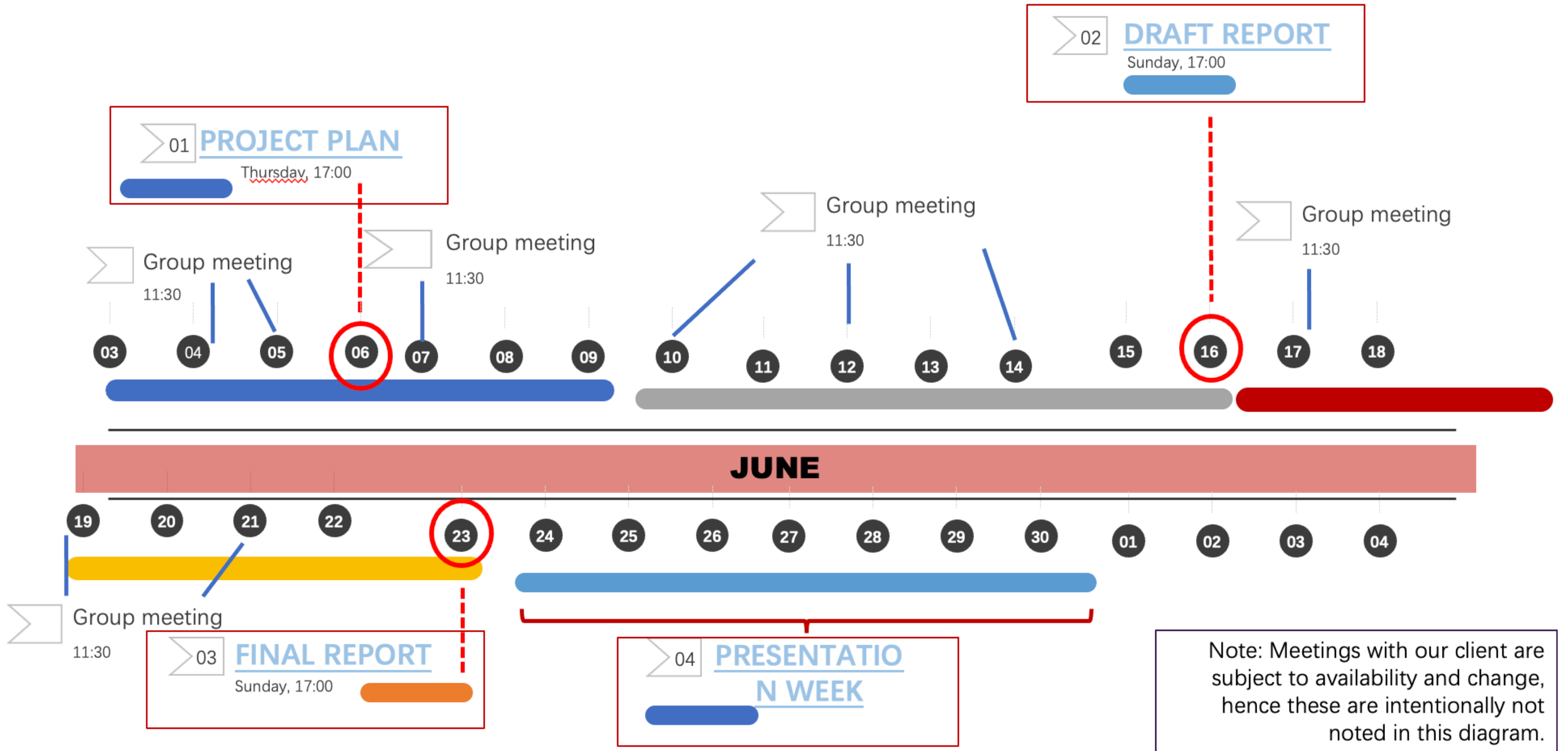
- Digital marketing exclusive offers
- Brand storytelling
- Influencer collaborations

Paid Social Advertising Strategy Testing

- Ad performance monitoring
- A/B testing and optimization



Project Specific Timeline





Next Steps

- Using all data from Shopify, as well as the most relevant ideas with the greatest likelihood of success, the team will:
- Create a detailed and specific strategy or strategies for attracting customers for both target populations.
- Create a program or programs for retaining customers for both target populations.
- Do the above while simultaneously working on brand positioning.
- Work on social media presence and paid advertising.



Contact Us

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