



The Digital Divide



- Wine First
- Tech
- Social Media
- Give it a try – a few tactics



**The Most Competitive Wine
Market in Human History**

Great wine from EVERYWHERE



#1

WINE OF THE YEAR
WINE SPECTATOR

BLEND
91% Cabernet Sauvignon
5% Merlot
4% Cabernet Franc

TOTAL ACIDITY
0.60 g/100ml

PH
3.66

ALCOHOL
14.2%

BARREL AGING
New French and American oak
24 - 26 months

Great wine from EVERYWHERE



2002 Chaupi Estancia
Palomino Fino
Yaruqua, Ecuador

Telling the same story



ARTISAN
ASHBOURNE
BAKED BY HAND
ENGLAND
BISCUITS



There are almost no advantages to buy direct
from a winery.

**“IT IS THE GREATEST OF ALL ADVANTAGES TO
ENJOY NO ADVANTAGE AT ALL.”**

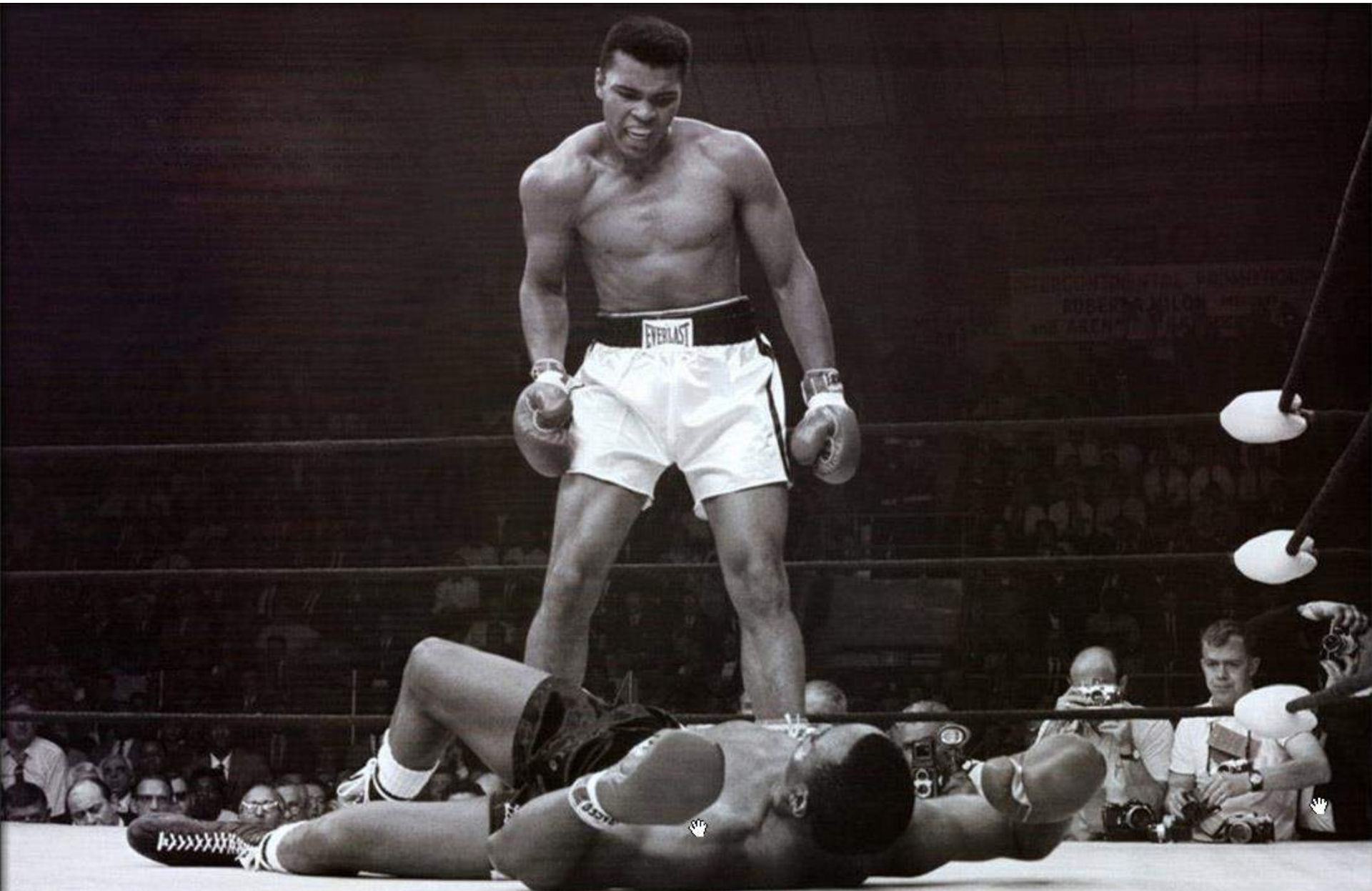
HENRY DAVID THOREAU

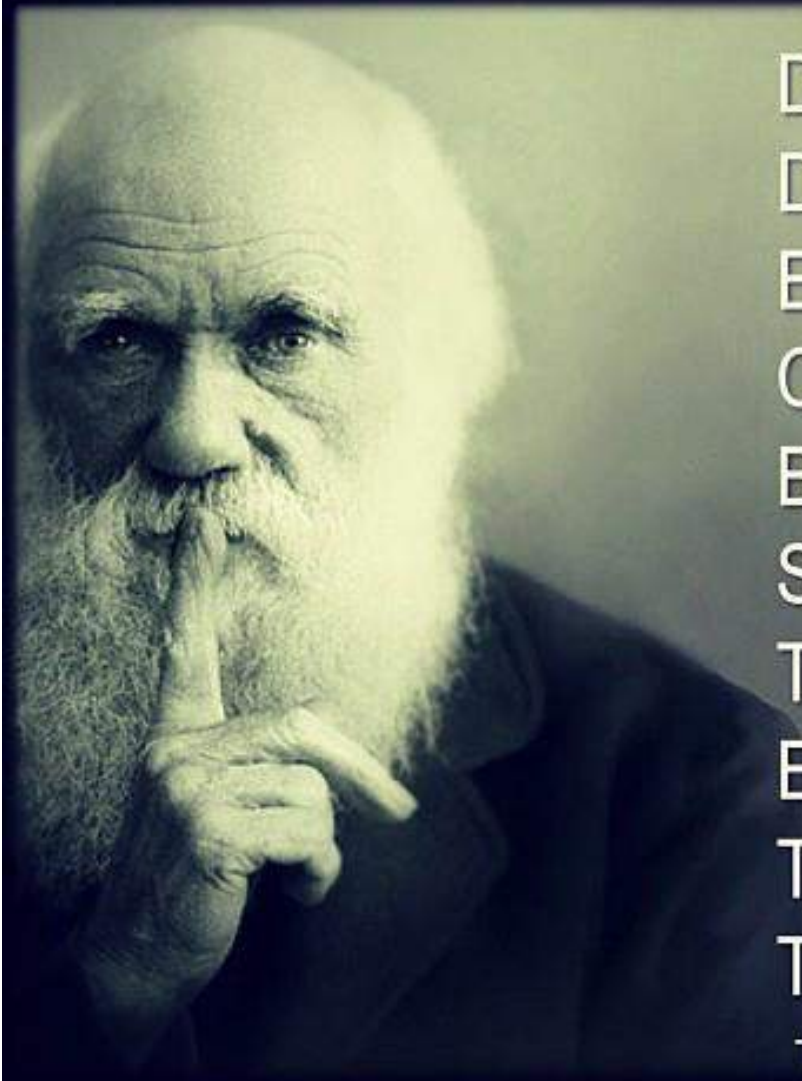
© Lifehack Quotes

In a world of
unlimited wine
choices the
only differentiator
is service.

@vintank

Prepare for the toughest fight ever.





DIGITAL
DARWINISM IS THE
EVOLUTION OF
CONSUMER
BEHAVIOR WHEN
SOCIETY &
TECHNOLOGY
EVOLVE FASTER
THAN THE ABILITY
TO ADAPT

- Brian Solis





TOWER RECORDS®

BORDERS®



The new giants

This Week's Barron's **BARRON'S**
Online™

AMAZON.BOMB

MAY 31, 1999

COVER STORY
THE IDEA THAT AMAZON CEO JEFF BEZOS HAS PIONEERED A NEW BUSINESS PARADIGM IS SILLY. HE'S JUST ANOTHER MIDDLEMAN, AND THE STOCK MARKET IS BEGINNING TO CATCH ON TO THAT FACT. THE REAL WINNERS ON THE 'NET WILL BE FIRMS THAT SELL THEIR OWN PRODUCTS DIRECTLY TO CONSUMERS.

MILLENNIAL PHOENIX
LOCKHEAD MARTIN RECOVERS FROM A SERIES OF FIASCOES TO CHALLENGE BOEING.

Google!
BETA

Search the web using Google!

Google Search

Special Searches
Stanford Search
Linux Search

Help!
About Google!
Company Info
Google! Learn

Get Google!
Sign Up Now!

your e-mail

Copyright ©1999 Google Inc.

Your life in **your pocket**

The ultimate digital device



© CNET Networks

The new giants

This Week's Barron's **BARRON'S**
*Online*SM

AMAZON.BOMB

MAY 31, 1999

COVER STORY
THE IDEA THAT JEFF BEZOS HAS PIONEERED A NEW BUSINESS MODEL, HE'S JUST ANOTHER MIDDLEMAN, AND THE STOCK MARKET IS BEGINNING TO CATCH ON TO THAT FACT. THE REAL WINNERS ON THE 'NET WILL BE FIRMS THAT SELL THEIR PRODUCTS DIRECTLY TO CONSUMERS.

PHENIXIAL PHOENIX
LUCKHEAD MARTIN RECOVERS FROM A SERIES OF FIASCOES TO CHALLENGE BOEING.

1999

Google!
BETA

Search the web using Google!

Google Search | I'm feeling lucky

Special Searches
Stanford Search
Linux Search

Help!
About Google!
Company Info
Google! Learn

Get Google!
Sign up for monthly
your e-mail
Subscribe | Unsubscribe

Copyright © 2000 Google Inc.

2000

Your life in your pocket

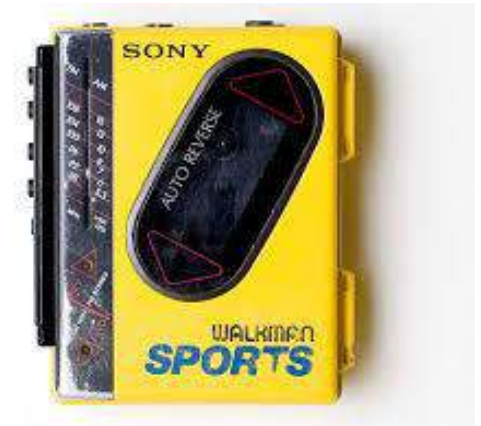
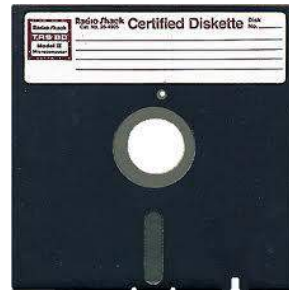
The ultimate digital device

slide to unlock

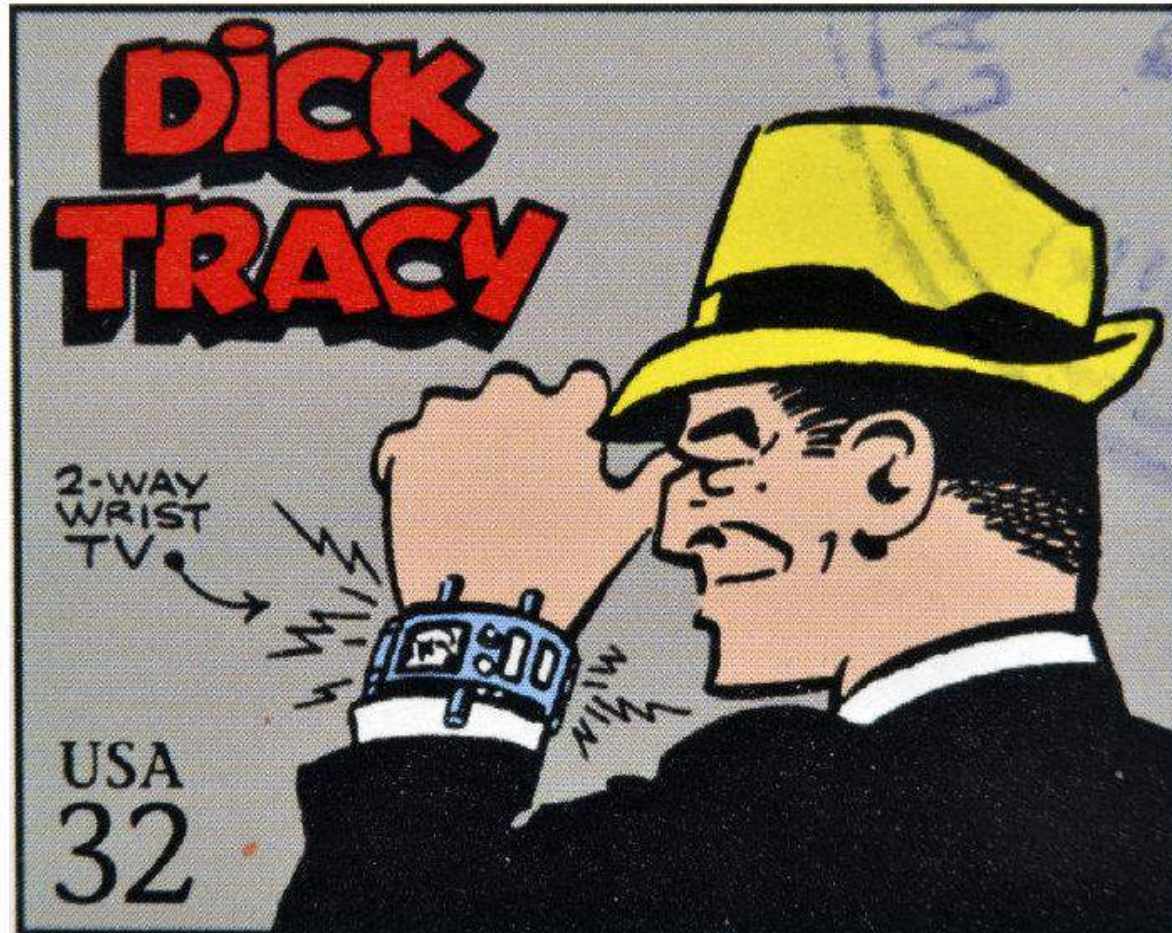
2007

© CNET Networks

It wasn't that long ago



From science fiction



To science fact



To science fact

GLASS





Robert Scoble

30 minutes ago via mobile

This is even better than my shower photo. Paul Mabray and his wife make the cutest babies. Google Glass will change her life so much. Welcom to a new world Brooklyn!

When I was born computers needed their own rooms.



Unlike · Comment · Unfollow Post · Share · Hide from Timeline

You, Angelica de Vere, Maryam Ghaemmaghami Scoble and Matt Browne like this.



Paul Mabray Thank you my friend. She is pretty special (she gets that from her mom Angelica de Vere). What a great day.

Like · Reply · 3 · 22 minutes ago via mobile



Write a comment...

Sponsored

Create Ad

2013 Facebook Ad Report
sprucemedia.com

Just Released - View Now!



Try Sprout Social Free



We're so confident you'll love Sprout Social, we're giving you the keys free for 30 days.

15,516 people like Sprout Social.

Widmer Brothers Brewing



We've turned water, hops, malt & yeast into liquid gold. Check out our new Alchemy Ale.

Like · Kelly Thaanum and Ferrari Wines like Widmer Brothers Brewing.

2010 Bordeaux Wine Game



Win your own cellar of 120 bootles of 2010 Bordeaux Grands Crus. An outstanding vintage!

Like · Frank Graf likes Millesima NYC.

The Future of ERP is Here

netsuite.com



Learn why over 16,000 organizations have moved to NetSuite, the world's leading cloud ERP

Stay ahead of the
culture by
creating the culture.

©hugh



Who would've guessed?

By 2017, CMO's will spend more on IT than CIO's
- Gartner



Average Time Spent per Day with Major Media by US Adults, 2010-2013

hrs:mins

	2010	2011	2012	2013
Digital	3:11	3:49	4:33	5:16
—Online*	2:22	2:33	2:27	2:19
—Mobile (nonvoice)	0:24	0:48	1:35	2:21
—Other	0:26	0:28	0:31	0:36
TV	4:24	4:34	4:38	4:31
Radio	1:36	1:34	1:32	1:26
Print**	0:50	0:44	0:38	0:32
—Newspapers	0:30	0:26	0:22	0:18
—Magazines	0:20	0:18	0:16	0:14
Other	0:45	0:37	0:28	0:20
Total	10:46	11:18	11:49	12:05

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; *includes all internet activities on desktop and laptop computers; **offline reading only*
 Source: eMarketer, July 2013

44% of our customers media consumption is digital.

2014 Federal Trade Commission Report
 – 7.9% of our marketing dollars is spent on digital.

Smart phones are getting smarter . . .

iPhone 5 (s)
Forward thinking.



In the beginning the Universe was created. This has made a lot of people very angry and has been widely regarded as a bad move.

-Douglas Adams

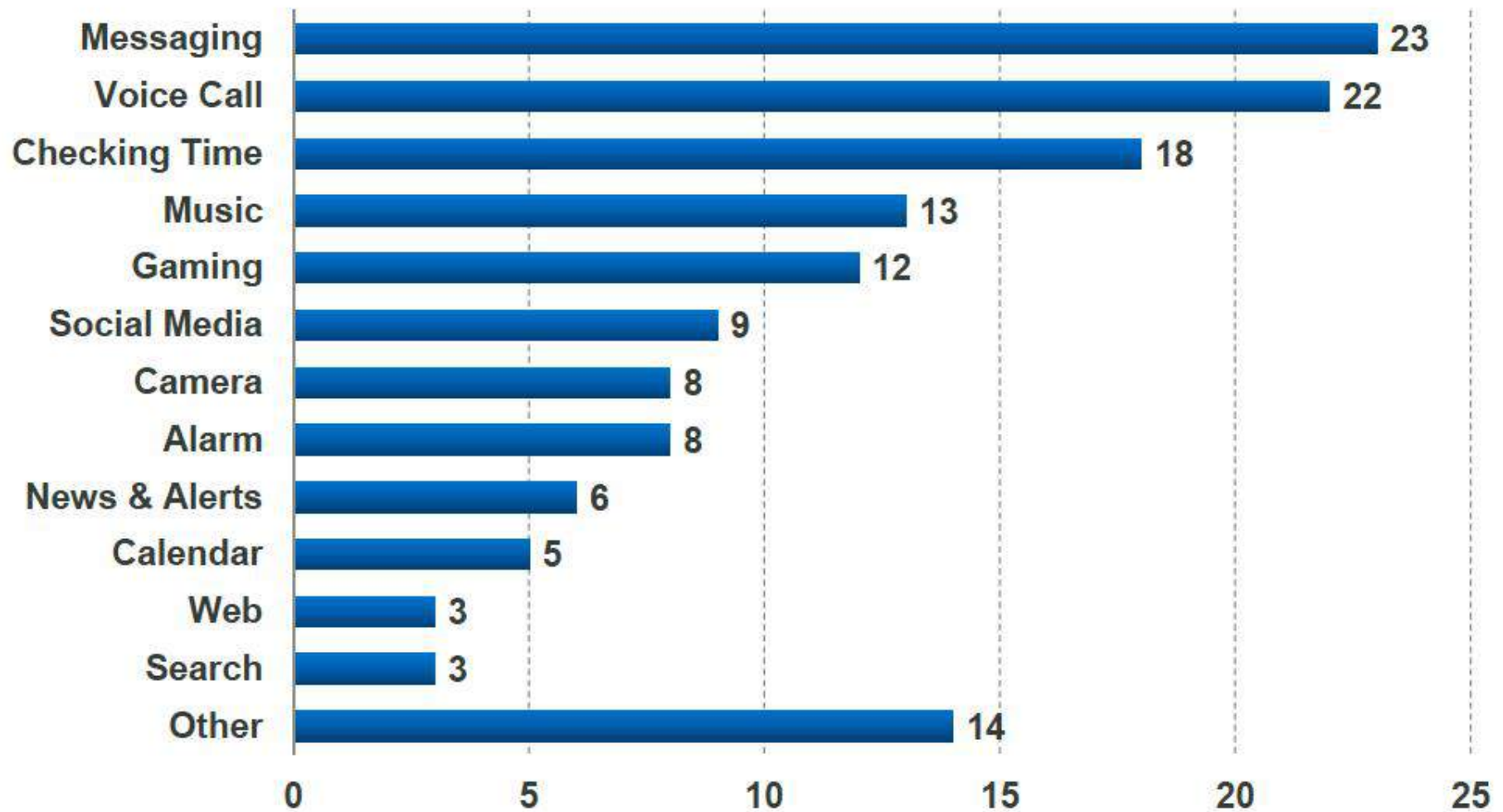




<http://allthingsd.com/20130529/mary-meekers-2013-internet-trends-deck-the-full-video/>

- A typical user checks their smart phone ~150x per day

of Times Typical User Checks Phone per Day



Social Media usage & mobile

250%



Mobile pageviews on LinkedIn are up 250% in 2013

40%



40% of YouTube video plays in the US now come from mobile

2015



Global shipments of tablets will eclipse personal computers in 2015

79%



Mobile Twitter users 79% more likely to be on Twitter several times a day

60x



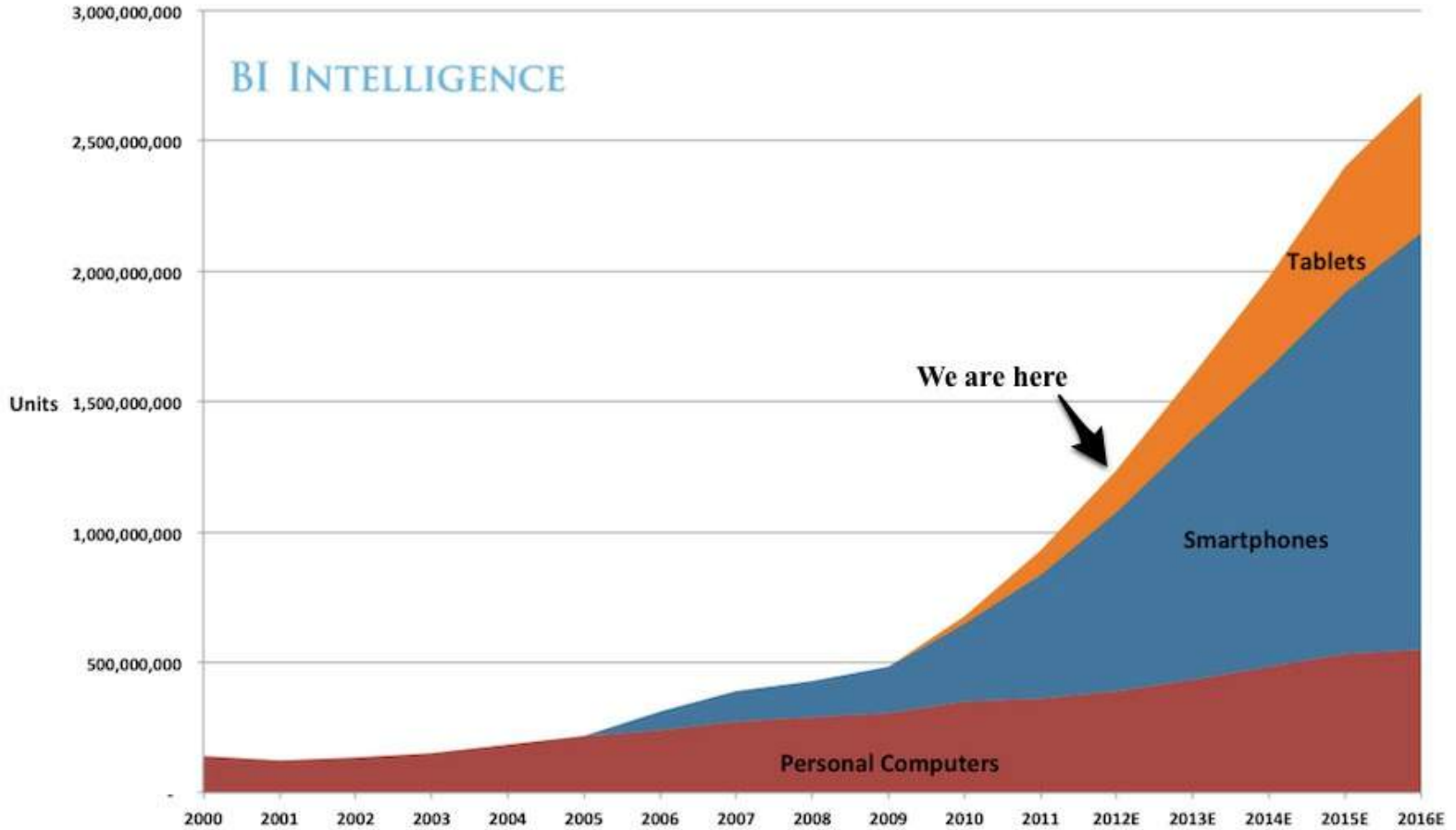
Mobile Pinterest usage increased 60x last year

59%



59% of Yelp searches come from mobile

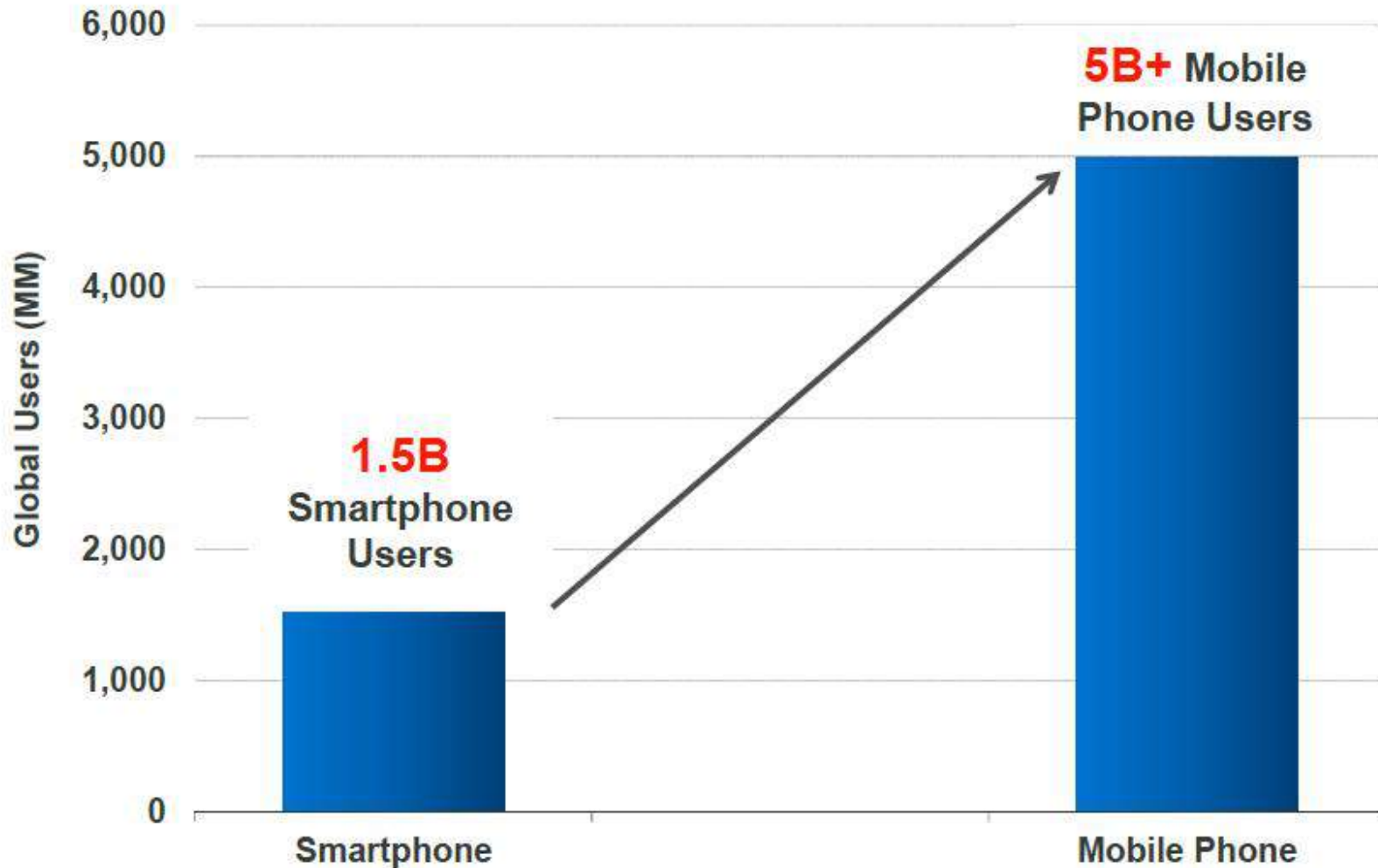
Global Internet Device Sales



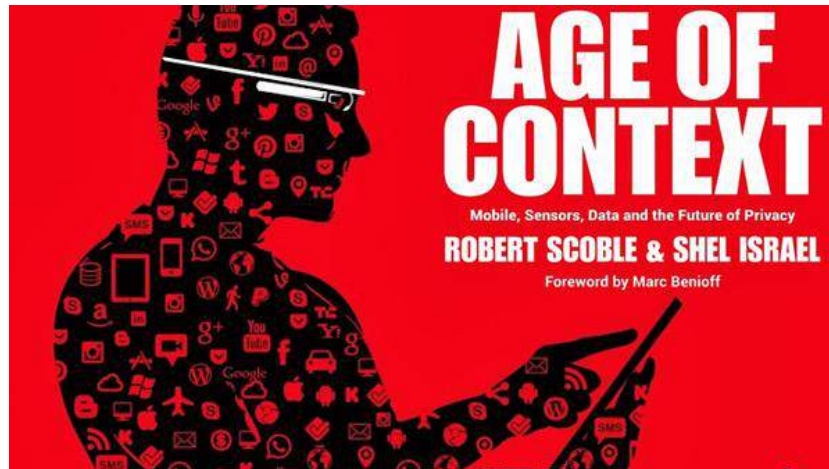
Source: Gartner, IDC, Strategy Analytics, company filings, BI Intelligence estimates

This is just the beginning . . .

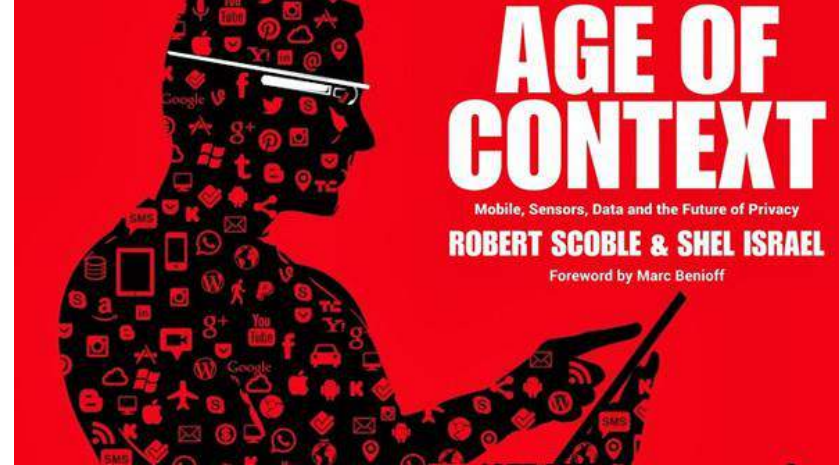
Global Smartphone vs. Mobile Phone Users, 2013E



5 factors that will change the world



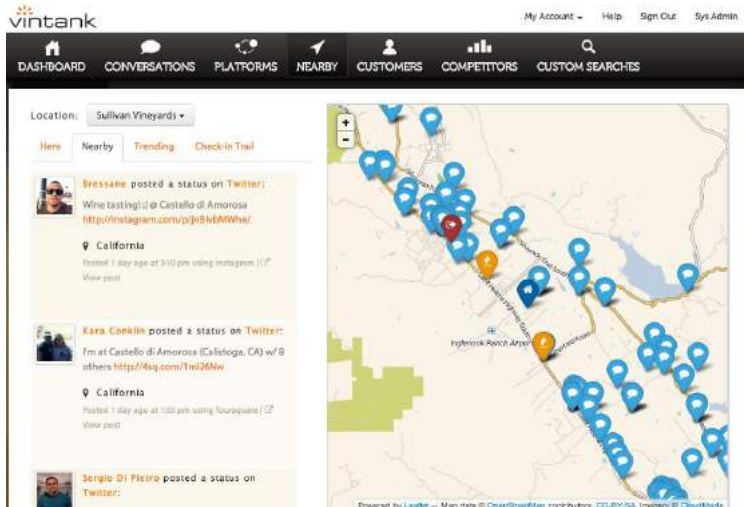
MOBILE



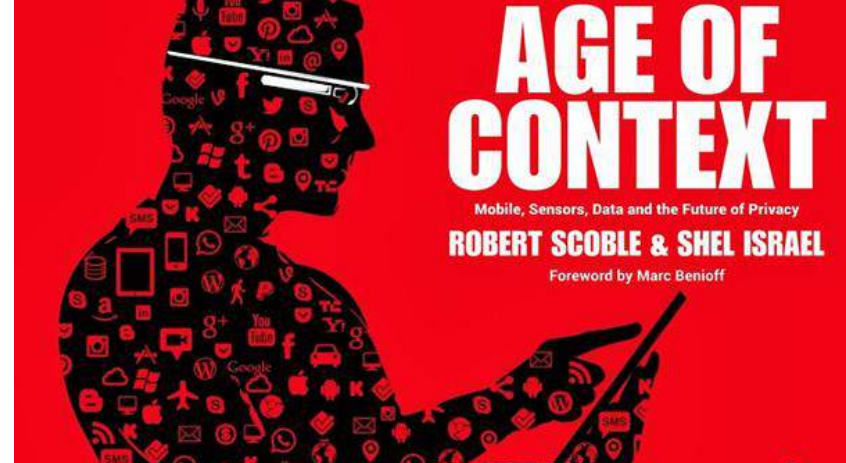
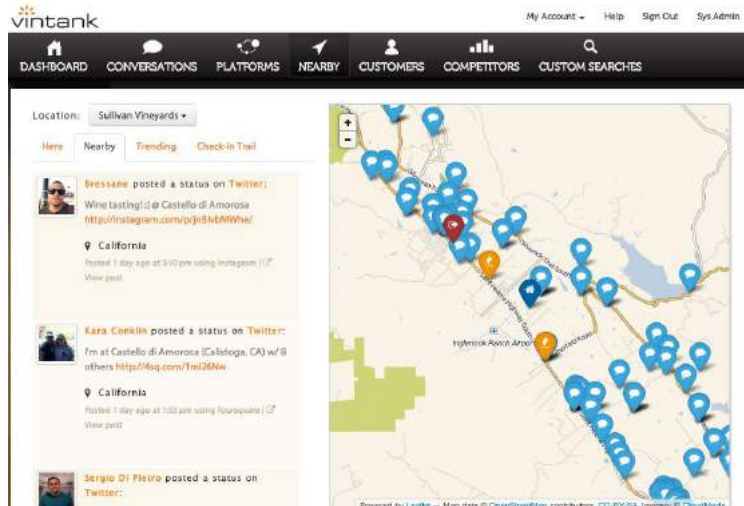
BIG DATA



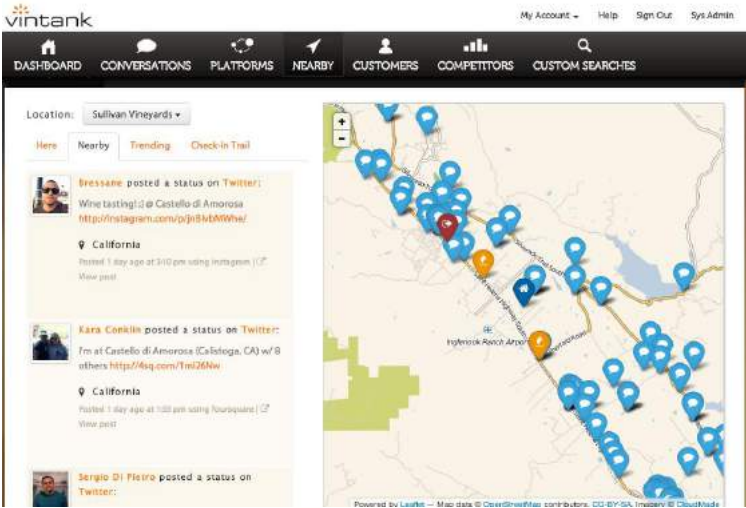
Location

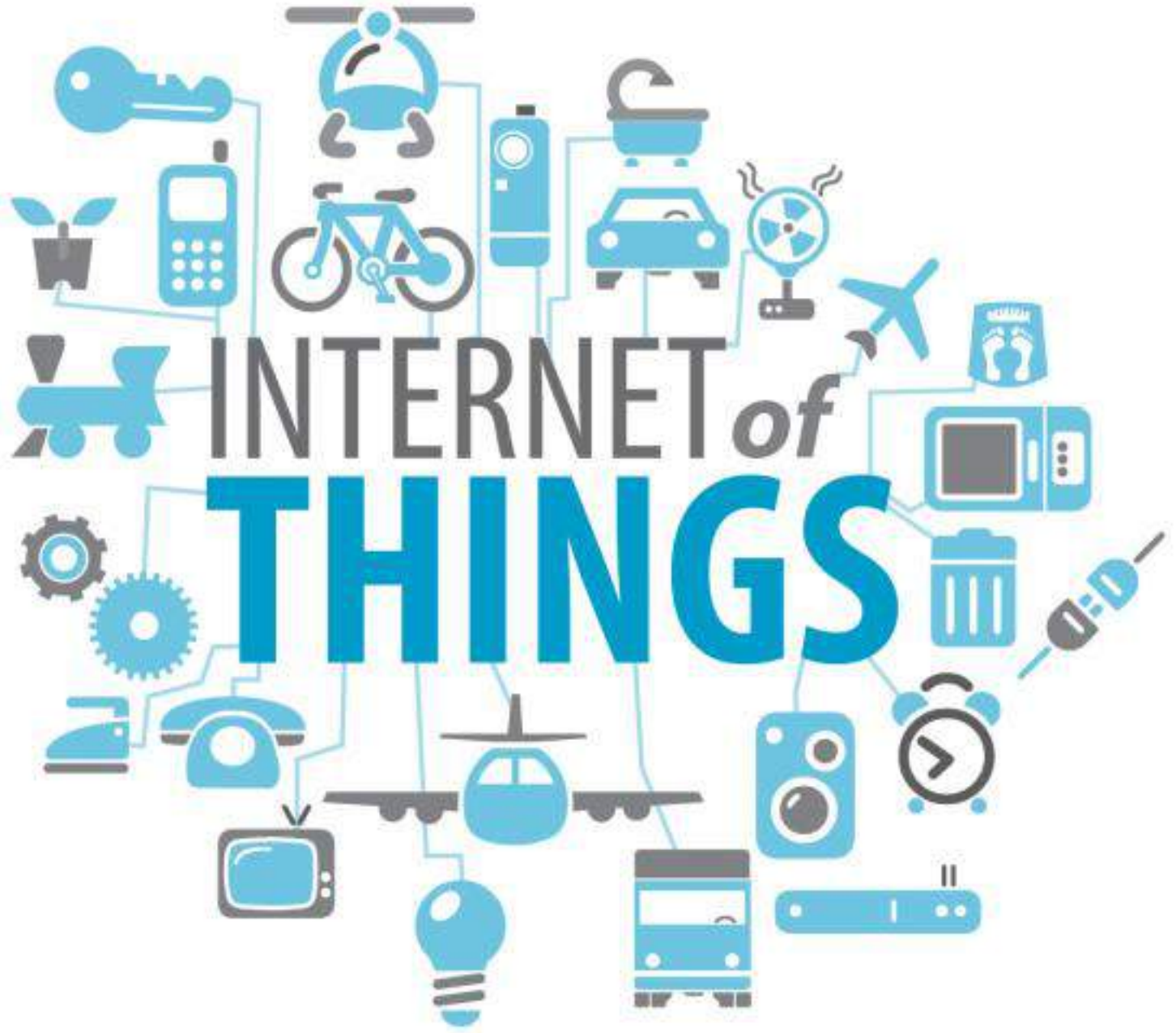


Sensors



Social Media

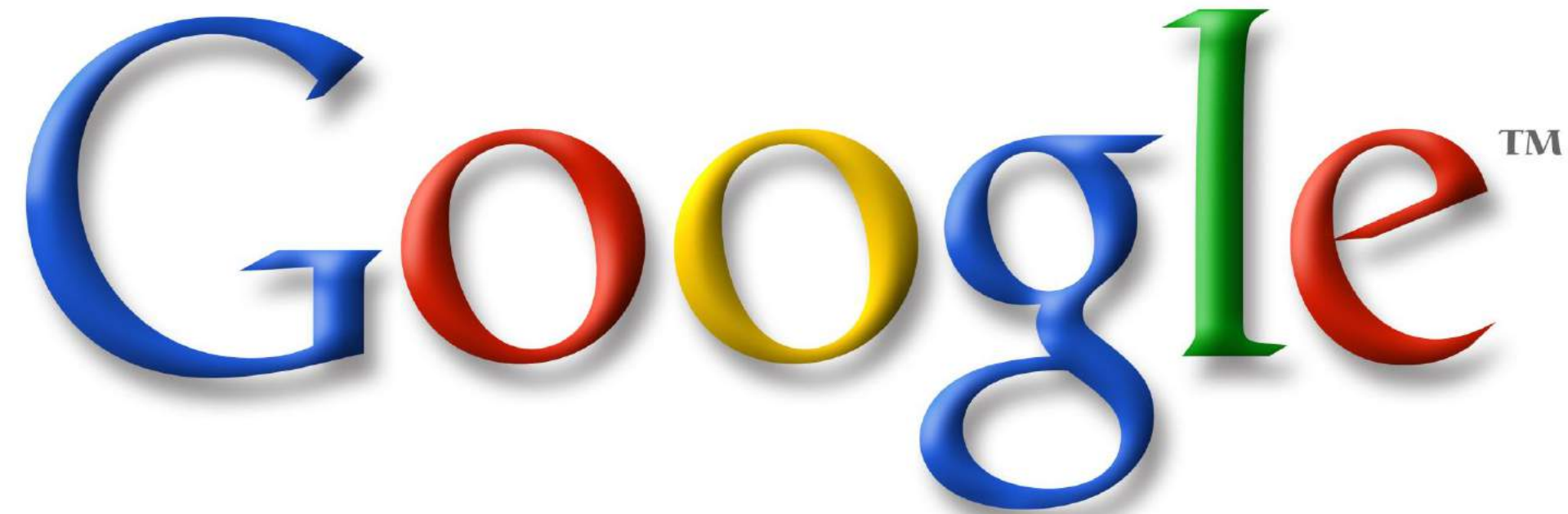




The customer is the

center of the  universe

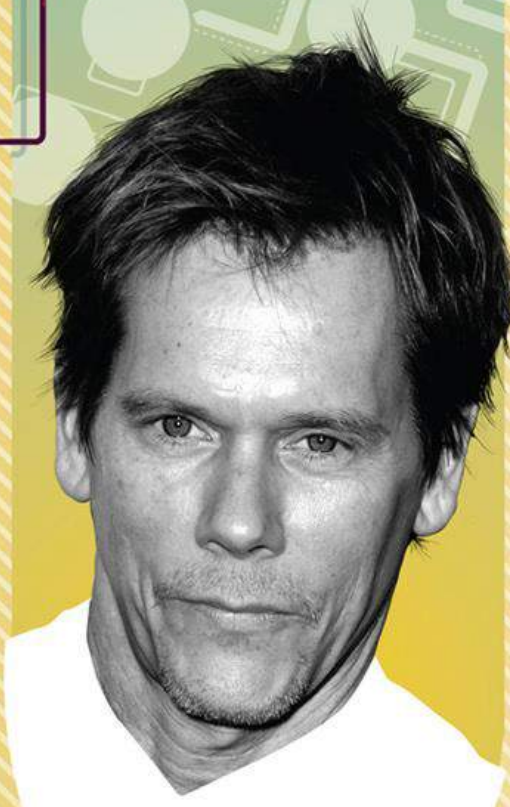
Search is the fiber that connects the web . . . Doug Cook – Ablegrape.com

The image shows the classic Google logo, consisting of the word "Google" in its signature multi-colored font. The letters are 3D-rendered with a slight shadow underneath. The colors are: 'G' (blue), 'O' (red), 'O' (yellow), 'g' (blue), 'l' (green), and 'e' (red). A small "TM" trademark symbol is located to the right of the final 'e'.

Google™

The SIX DEGREES of Kevin Bacon

TECH EDITION



Kevin Bacon

Justin Timberlake

Investor

Is friends on MySpace with
Tom

Tom is friends with
11,827,296 people, including
Christina Milian

Christina Milian was in
Ghosts of Girlfriends Past (2009) with
Paul Cassel

Paul Cassel was in
Picture Perfect (1997) with
Kevin Bacon

Ashton Kutcher

Investor

Natalie Portman was in
Anywhere But Here (1999) with
Faran Tahir

Tells the world via
Quora that he kissed
Natalie Portman

Faran Tahir was in
Picture Perfect (1997) with

MC Hammer

Founder

Bono

Investor

Was in
The Million Dollar Hotel (2000) with
Charlayne Woodard

Charlayne Woodward
was in *He Said, She Said* (1991) with
Kevin Bacon

Wrote/performed
Can't Touch This

Can't Touch This was
the end credits song on
Hot Shots! (1991), starring
Charlie Sheen

Charlie Sheen
was married (2002-2006) to
Denise Richards

Denise Richards was in
Wild Things (1998) with
Kevin Bacon

myspace

DANCEJAM

Zaarly

skype

foursquare



Service is the new pillar of marketing



Cost of Caring



Are we adjusting the sails?

**“THE PESSIMIST COMPLAINS ABOUT THE WIND;
THE OPTIMIST EXPECTS IT TO CHANGE;
THE REALIST ADJUSTS THE SAILS.”**

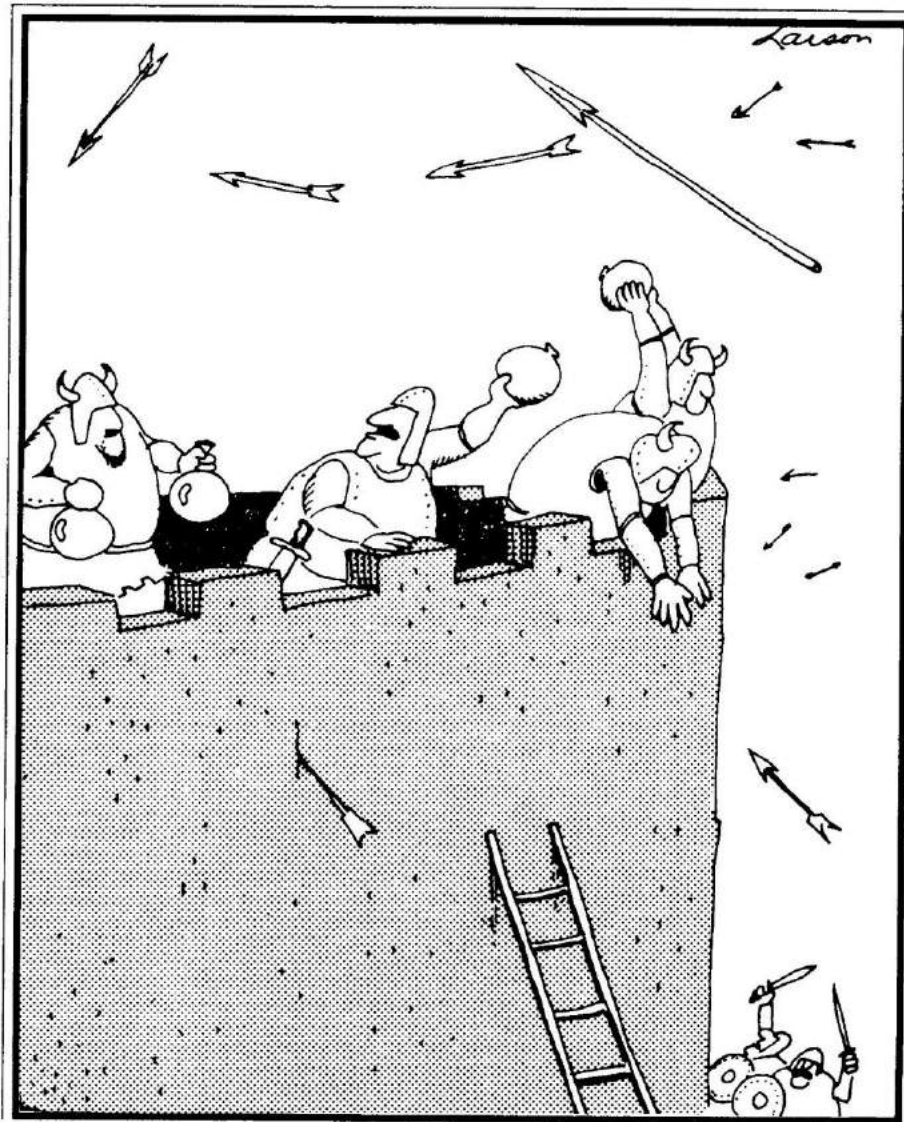
WILLIAM A. WARD



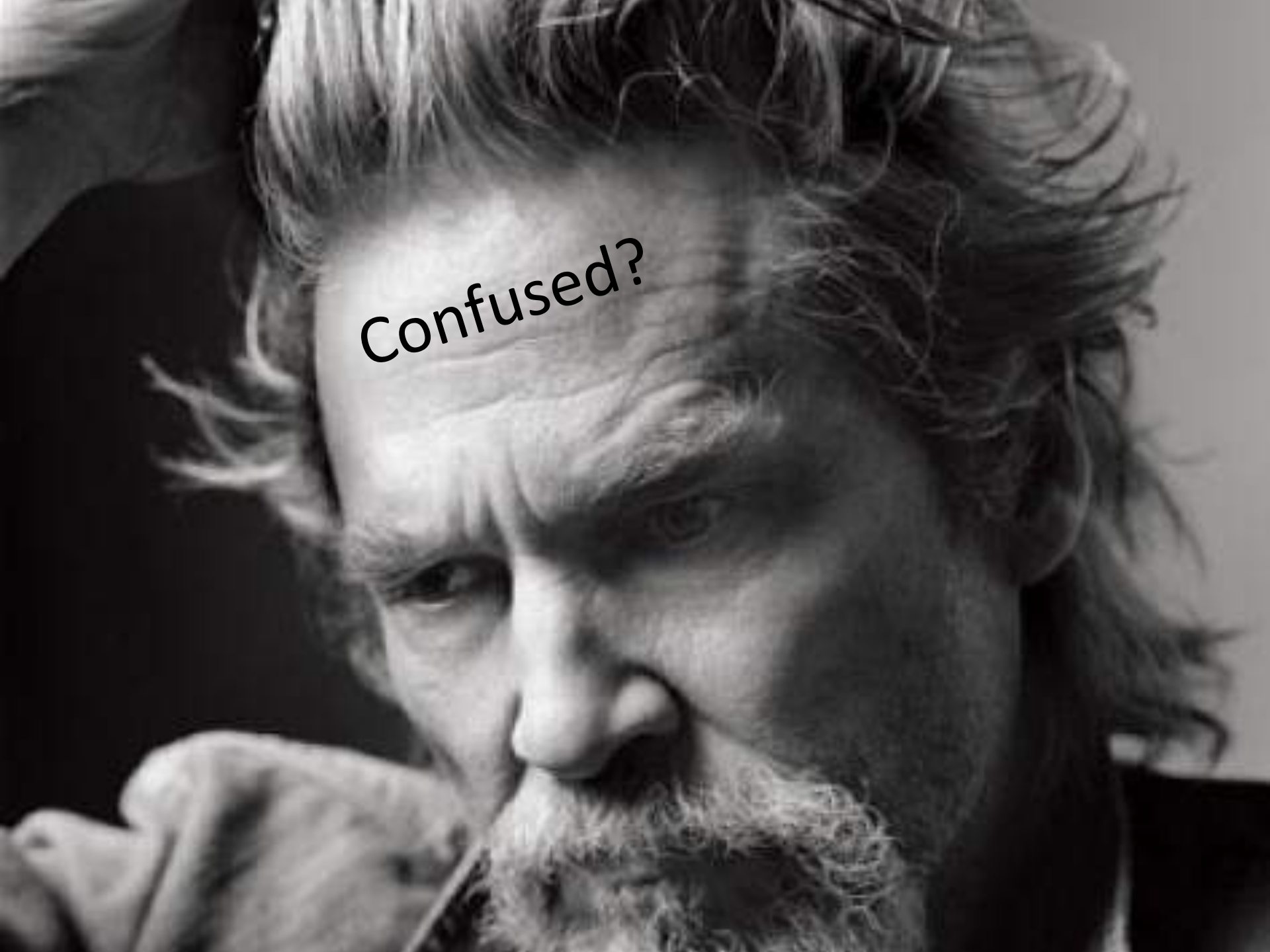
Wine and Social Media



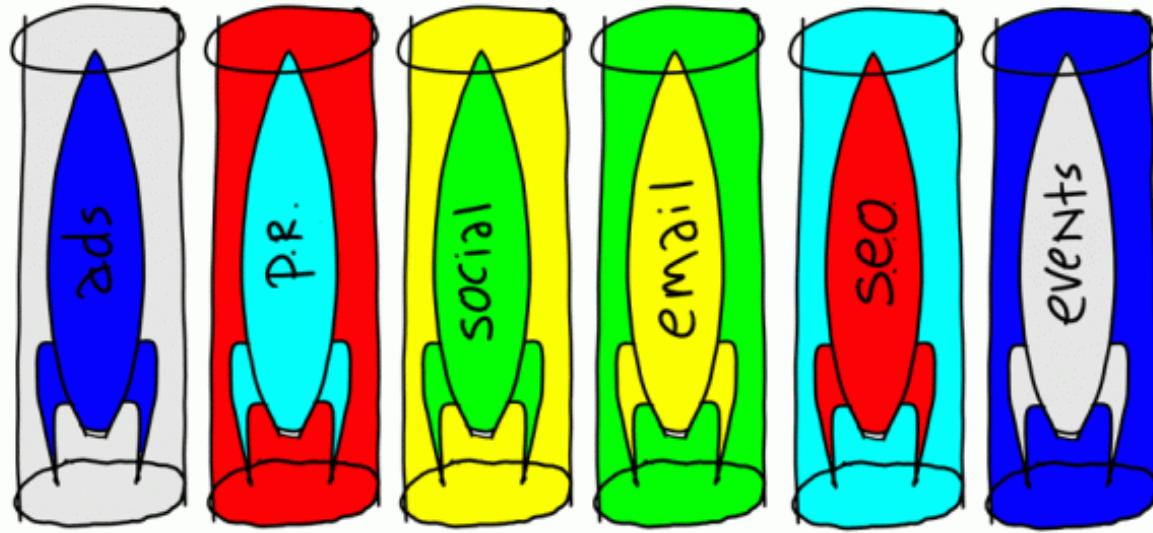
There's no holding it back



"Hot oil! We need hot oil! . . . Forget the water balloons!"



Confused?

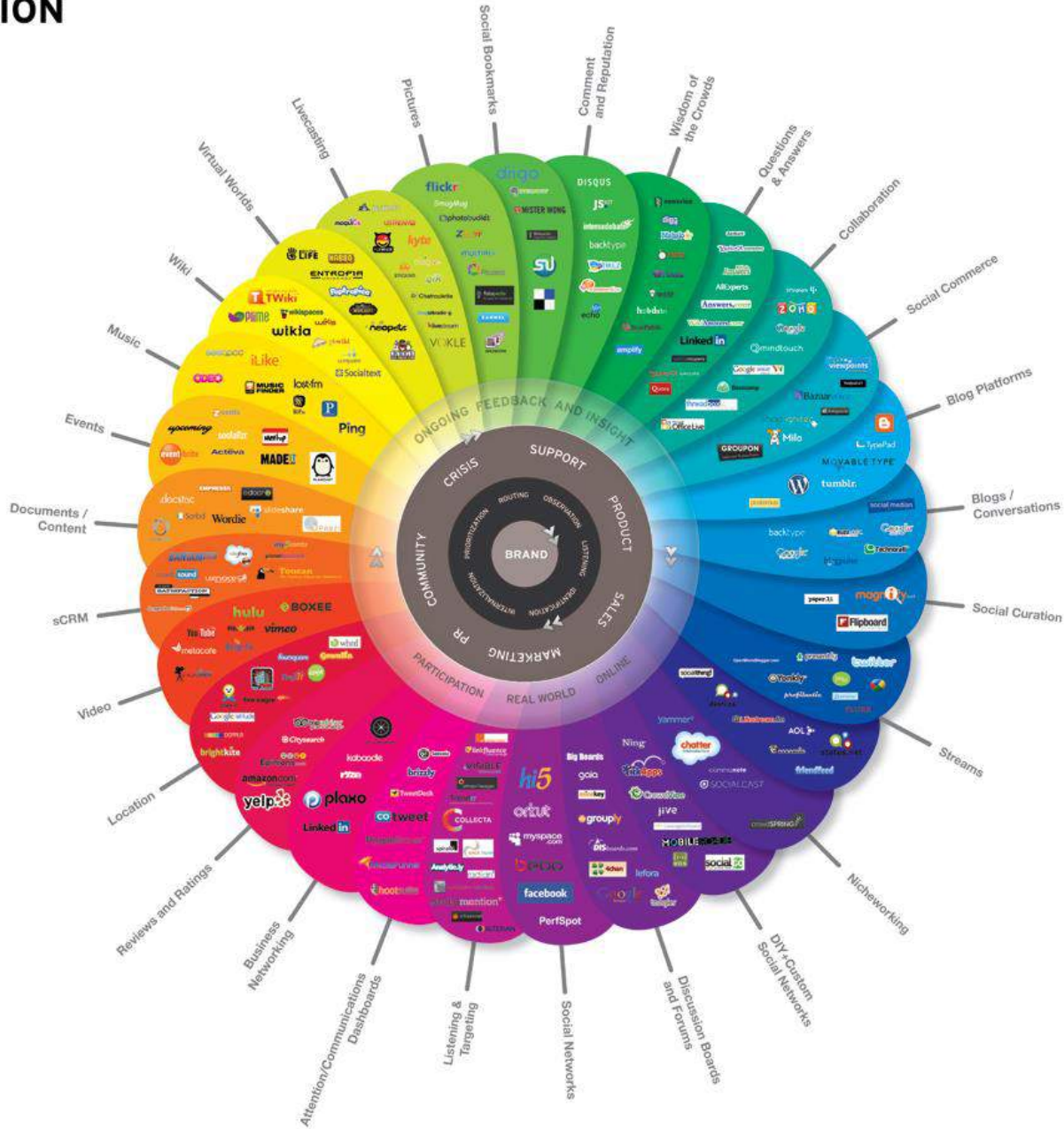


death by silo.

@gapingvoid

THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3





Wine

Social media is not the panacea.

SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, EARACHE, BACKACHE, SWELLINGS, SPRAINS, SORE CHEST, SWELLING of the THROAT, CONTRACTED CORDS and MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS and BRUISES.

It Quickly takes out the Soreness and Inflammation from Corns, Bunions, Insect and Reptile Bites.

The best External Preparation for BYCICLISTS and ATHLETES. It makes the Muscles supple and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS

Get Our Specially Prepared

PURE Rattlesnake Oil

Customer Relationships (past)



The new customer relationship



1

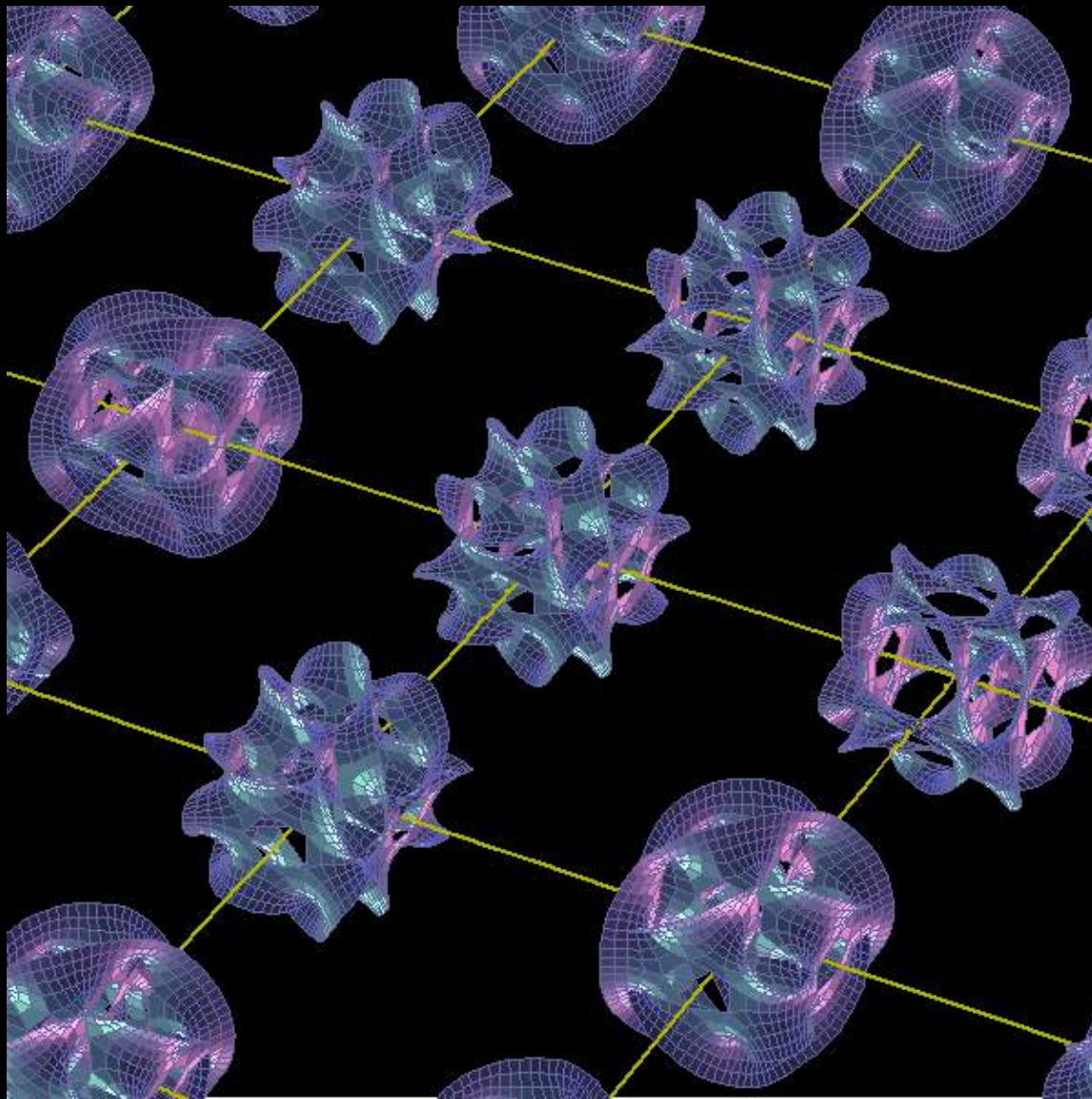


Social Media Interactions Periodic Table

0 Reach							
1 Facebook Like	2 Instagram Love	4 Google +1					
10 Share	15 RT						
20 Comment	24 Reply			26 Check-in	27 Photo	28 Tagging	29 Blog post
30 Reputation	31 Potential Reach	32 Category Context	33 Advocacy	34 Direct Customer	38 LTV	39 RFM	
40 Likes			45 Location				49 Shares

Categories in the Social Media Periodic Chart

Vanity	Gestures	Relays	Interactions	Customer Multipliers	Conversation Multipliers
--------	----------	--------	--------------	----------------------	--------------------------

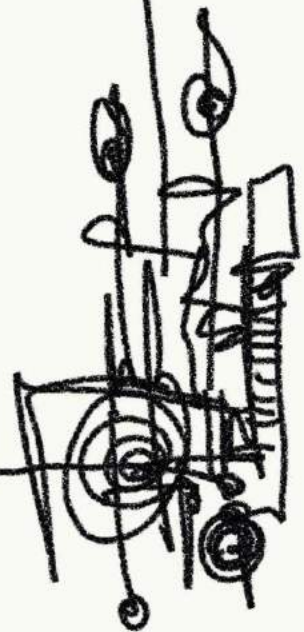


Social Media is the thin connection with customers between the strong ones.

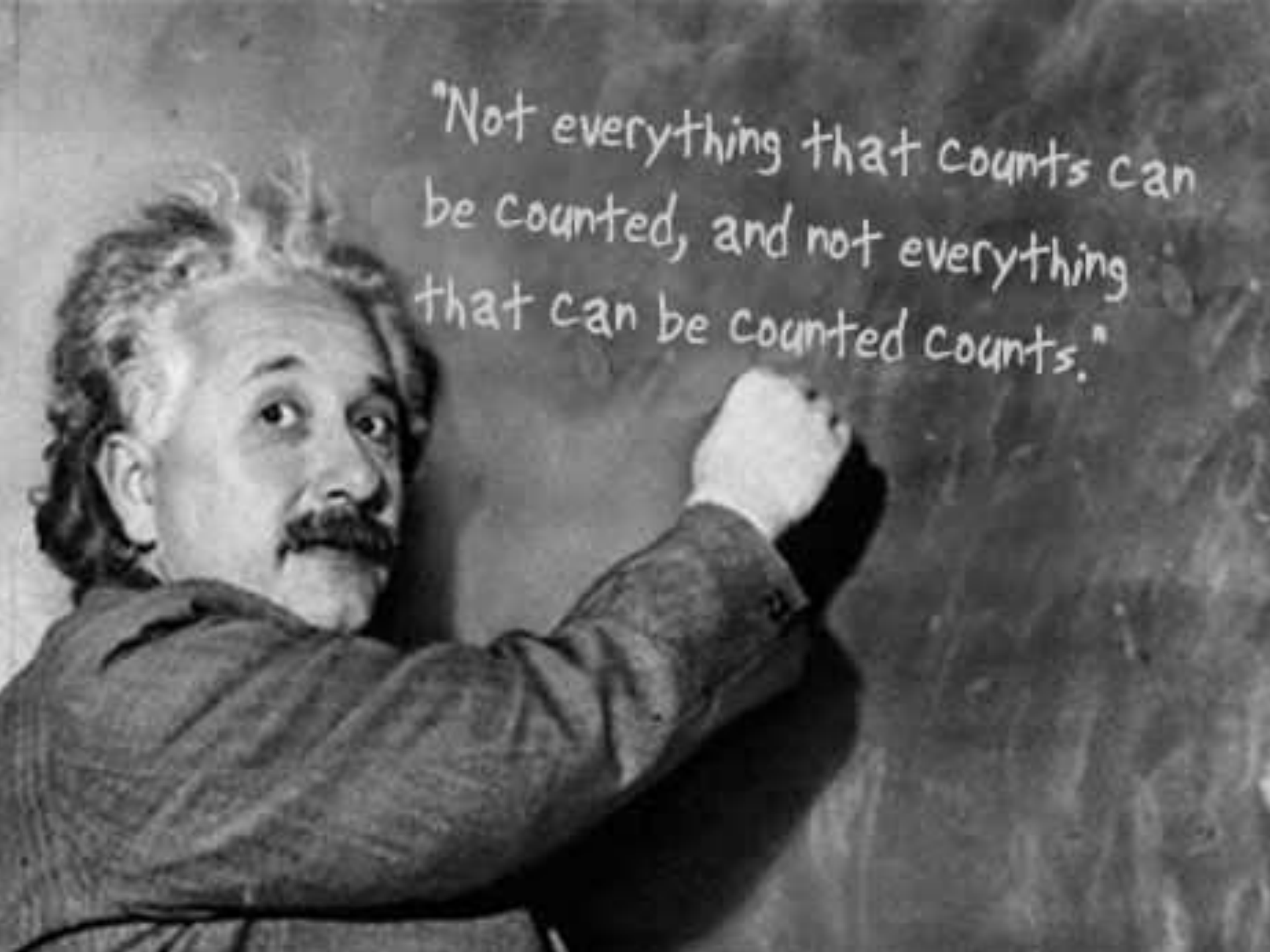
Social is a public 1:1 two-way conversation.




IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



©hugh

A black and white photograph of Albert Einstein. He is shown from the chest up, wearing a dark jacket. He has his characteristic wild, white hair and a mustache. He is looking towards the camera with a slight smile. His right arm is raised, and he appears to be writing on a chalkboard. The chalkboard is dark and has a quote written on it in white chalk. The quote is: "Not everything that counts can be counted, and not everything that can be counted counts."

"Not everything that counts can
be counted, and not everything
that can be counted counts."



"Not everything that counts can
be counted, and not everything
that can be counted

**THERE IS ALWAYS ROI
IN TALKING WITH
YOUR CUSTOMERS**

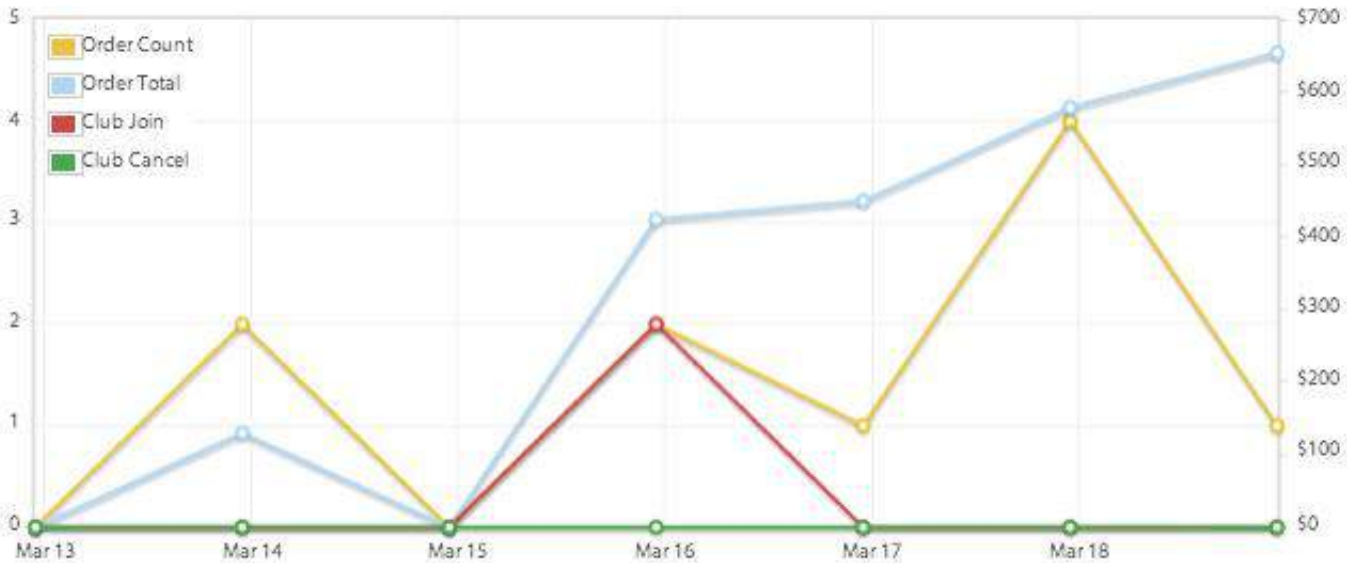
Last 7 days
Last 30 days
Last 60 days

All Customers

11,691 Total Customers
\$11,571,705 Lifetime Value
\$289 Average Order Value

Social Customers

2,400 Total Customers
\$2,920,899 Lifetime Value
\$299 Average Order Value



Top Customers

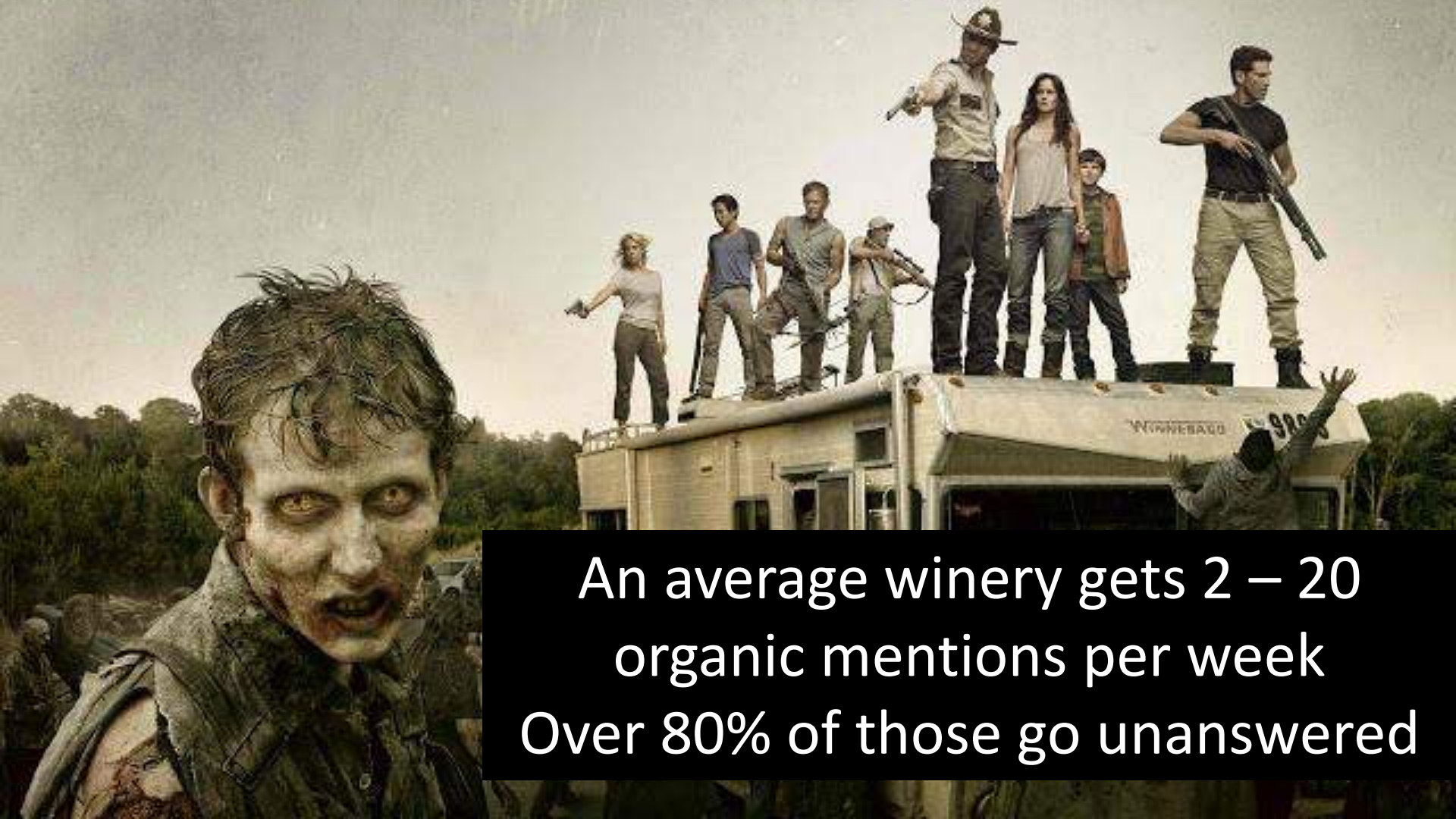
- 65**
 Avg order \$132.15
 Last order 6/30/13
- 65**
 Avg order \$180.53
 Last order 7/30/09
- 65**
 Avg order \$407.76
 Last order 10/11/09
- 65**
 LTV \$37,604.27
 38 orders
 Avg order \$989.59
 Last order 3/30/13
- 65**
 LTV \$25,631.49
 36 orders
 Avg order \$711.99
 Last order 11/16/13

#proof

“An extra half-star on Yelp reduces reservation availability by approximately 19 percentage points.” - The Economic Journal, 5 October 2011



THE WALKING DEAD



An average winery gets 2 – 20
organic mentions per week
Over 80% of those go unanswered

THERE IS ALWAYS ROI
IN TALKING WITH
YOUR CUSTOMERS

ONE DOES NOT SIMPLY



WALK INTO MORDOR



Sullivan Vineyards (@SullivanVineyards) posted a photo on [Facebook](#) (Sullivan Vineyards):



Tasting library vintages of Merlot this afternoon. "Like" if you wish you were here!

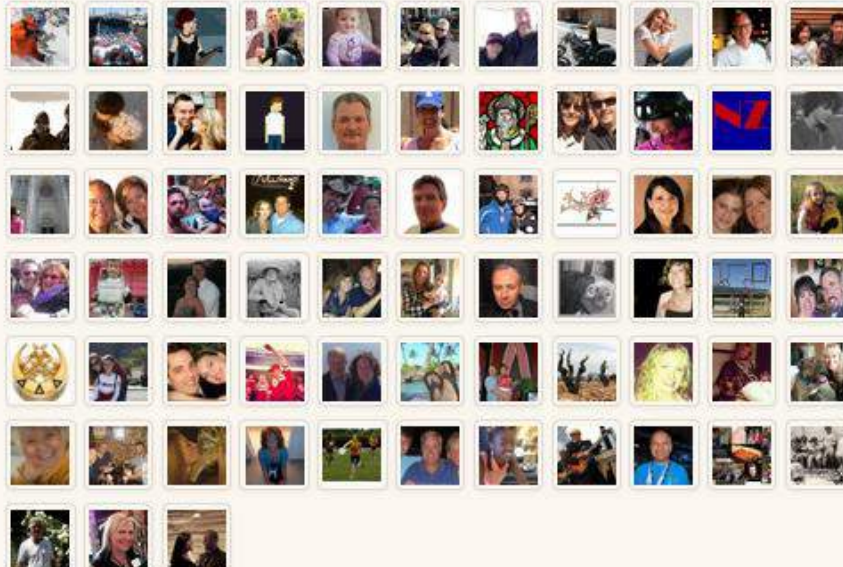


Posted 4 days ago at 1:02 pm using Facebook for... | Score: 22.5 | [Details](#) | [View post](#)

Comments 5

Likes 70

Team



Post Insights

Reach	426
Organic	382
Paid	0
Viral	45

Engaged Users	80
Photo views	8
Other clicks	40

Talking About This	71
Likes	70
Comments	7

No help articles available for this context.

[See All Articles](#)

Last refreshed 2/27/14 2:07 PM

Some hard hittin' stats



- An average of 1.5 million organic conversations about wine per day
- 450K new people talking about wine on social media every month
- In the last 5 years we analyzed 1 Billion conversations on social media and retained 60M “quality” conversations
- Over 16 million people profiled that mentioned wine 1x on SM

The new rating system



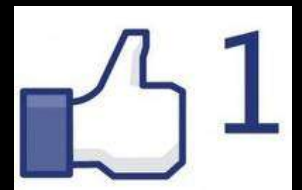
The Old Critic



The Old Critic



The New Critic



The New Critic



- ★ PINK Floyd
- ★ Rolling Stones
- ★ Woodstock
- ★ Gift Packs
- ★ Gift Cards
- ★ TJ Martell Foundation
- ★ Find a Store
- ★ Logo T-Shirt

Sort By [Display Order](#)



The Dark Side of The Moon - #1 Fan Gift Pack

**** Click on Product for More Size Options ****

★★★★★ 1 Review(s)

List Price \$64.99 / Small

1 [Add To Cart](#)

[f Share](#) [t Tweet](#) [g Share](#)
[Like](#) [f](#) 903 people like this. Be



The Dark Side of The Moon Gift Pack

**** Click on Product for More Size Options ****

★★★★★ 2 Review(s)

List Price \$54.99 / Small

1 [Add To Cart](#)

[f Share](#) [t Tweet](#) [g Share](#)
[Like](#) [f](#) 337 people like this. Be



2007 Pink Floyd The Dark Side of the Moon Cabernet Sauvignon 3-Bottle Pack

★★★★★ 7 Review(s)

List Price \$50.97 / 3-Pack

1 [Add To Cart](#)

[f Share](#) [t Tweet](#) [g Share](#)
[Like](#) [f](#) 1,992 people like this.

The New Critic

facebook Home Profile Account

Paul Mabray [Edit Profile](#)

Chief Strategy Officer at VinTank Studied Film/English at San Francisco State University
Lives in Napa, California In a relationship From Napa, California Born on November 12, 1971 [Edit Profile](#)



Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

What's on your mind?

Paul Mabray likes a link.

Wines That Rock - Products - 2006 Pink Floyd The Dark Side of the Moon Cabernet Sauvignon 3-Bottle P
www.winesthatrock.com

Hauntingly complex, the 2006 Dark Side of the Moon Cabernet Sauvignon reflects the timeless character of Pink Floyd's masterpiece album. Aromas of black currant and cherry are followed by rich flavors of cassis, toasted vanilla bean, and hints of chocolate.

[about a minute ago](#) · Like · Comment · Share

Lucy White
Super presentation today...so nice to see you in person.
8 hours ago · Like · Comment · See Friendship

Rich Reader likes this.

Rich Reader missed it. BTW... what was it about?

People You May Know [See All](#)

- Us Open Wine Championship**
363 mutual friends
[Add as friend](#)
- January T. Ford**
563 mutual friends
[Add as friend](#)

Sponsored [Create an Ad](#)

Save \$70 on Michelin
bigo.com



Buy a set of 4 Michelin Tires at Big O Tires before April 6th and get a \$70 mail-in rebate. Click here for more details.

Japanese Designed Pants
betabrand.com





Betabrand presents: Japants. Designed in Japan, produced in the US, with 50% of the proceeds donated to disaster relief. Betabrand.com

Friends (2325)


- Marc Engel**
- Jill Bernheimer Williams**
- Pia Mara Finkell**
- Andrea Johnston**
- Mawren Downer**


The New Critic

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90 personal results. 315,000 other results.

 [Napa Valley Wines from Cornerstone Cellars](#)
www.cornerstonecellars.com/
Fine Napa Valley wines from an award winning winemaker of Cabernet Sauvignon, Cabernet Franc, Pinot Noir, Sauvignon Blanc and Riesling.
[Google+ page](#) - [Write a review](#)
You shared this on Google+

 6505 Washington St Yountville, CA 94599
(707) 945-0388

[Visit our wine shop today.](#)
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Cornerstone Cellars Howell ...

[Tasting Rooms](#)
To taste is to believe and sharing our wines with you in our tasting ...

[Stepping Stone Wines](#)
The cornerstone of our Stepping Stone wines are our two ...


[More results from cornerstonecellars.com »](#)


[Contact Us](#)
Main/Tasting Room: 707-945-0388.
All questions regarding website ...

[Michael Dragutsky](#)
Michael Dragutsky, M.D. is the founder and proprietor of ...

[Cornerstone Wines](#)
Fine Napa Valley wines from an award winning winemaker of ...

[Cornerstone Cellars and Stepping Stone Cellars - Yountville, CA](#)
www.yelp.com > [Arts & Entertainment](#) > [Wineries](#)
★★★★★ Rating: 4.5 - 75 reviews - Price range: \$\$
75 Reviews of **Cornerstone Cellars** and Stepping Stone Cellars "We stopped into Cornerstone because it was nearby our hotel, dog friendly, and offered a 2 for ...

 [See photos](#)


 ©2013 Google Map data ©2013 Google


Cornerstone Cellars

[Directions](#) [Write a review](#)

Owner verified information

Address: 6505 Washington St, Yountville, CA 94599
Phone: (707) 945-0388
Hours: Wednesday hours 11:00 am–7:00 pm - [See all](#)

 You shared this on Google+



The New Critic

Great review for our friends at **Cornerstone Cellars** - <http://www.bevx.com> ...
<https://plus.google.com/.../posts/1gCpiBKv3yW>



Paul Mabray – Mar 7, 2012 – Great review for our friends at **Cornerstone Cellars** - http://www.bevx.com/bow/cornerstone_napa09 Beverage of the Week (B.O.W) | BevX.COM!

Another great fireside chat at **Cornerstone Cellars** with Google and ...
<https://plus.google.com/.../posts/YfydXib65Q>



Paul Mabray – Sep 9, 2011 – Limited – Another great fireside chat at **Cornerstone Cellars** with Google and Flowtown. Lots of great ideation, solid audience, and great wine. Wine Business Technology Fireside Chat at **Cornerstone Cellars** in ...

Dawn balloon launch at **Cornerstone Cellars** in Yountville
<https://plus.google.com/.../posts/htqgJ2o8bzs>



Craig Camp – Dec 31, 2012 – Dawn balloon launch at **Cornerstone Cellars** in Yountville

Don't miss this!
<https://plus.google.com/.../posts/AFsSwRPyd9C>



Craig Camp – Jan 21, 2013 – Don't miss this! **Cornerstone Cellars** Wine Dinner

"The Howell Mountain **Cornerstone Cellars** Cabernet Sauvignon ...
<https://plus.google.com/.../posts/ftRp18kPGDI>



Craig Camp – Dec 7, 2012 – "The Howell Mountain **Cornerstone Cellars** Cabernet Sauvignon won first place. For more than two decades, **Cornerstone Cellars** has been obsessed with making ... Hillside cabernets of Napa Valley : St. Helena Star

Great review for our clients wine. Highly recommended.
<https://plus.google.com/.../posts/XPPoXcEPphy>



Paul Mabray – Oct 18, 2011 – Great review for our clients wine. Highly recommended.

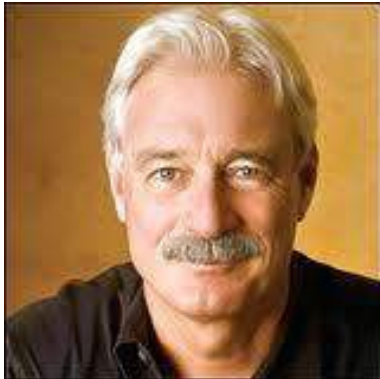
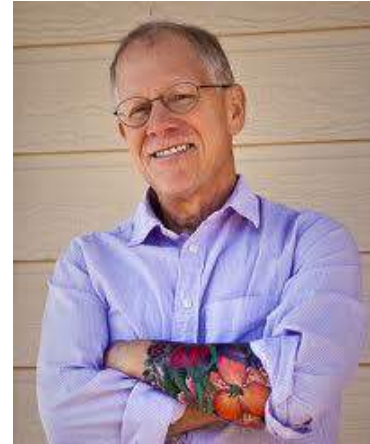
This is a great wine, by great folks. Great to see it in the press more!
<https://plus.google.com/.../posts/BGc85NjNoPS> Share

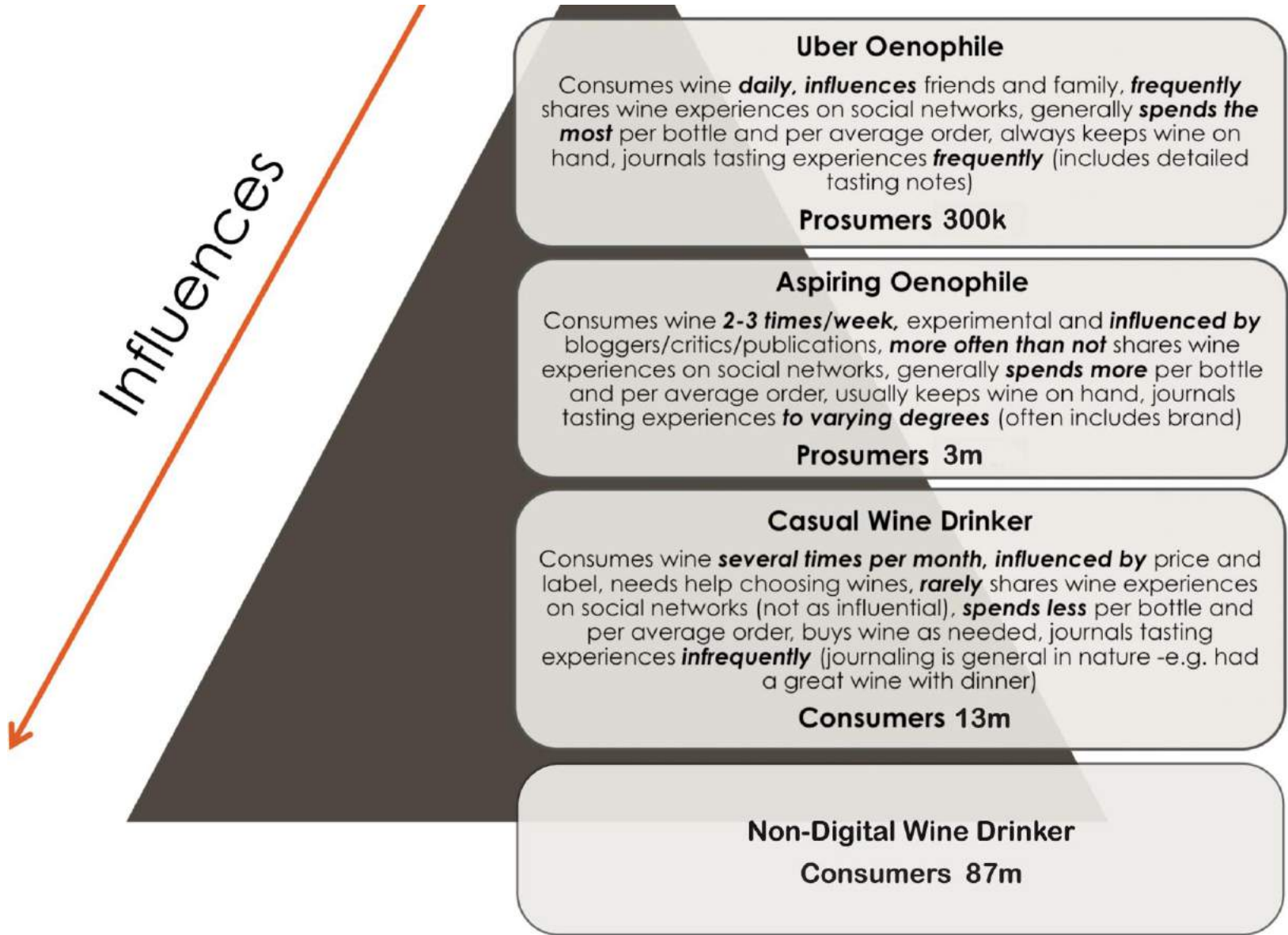


Thea Dwelle – Oct 19, 2011 – Limited – This is a great wine, by great folks. Great to see it in the press more! >>



Leaving Maybe 25 Power Critics





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Gary Vaynerchuk
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Vin65

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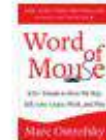
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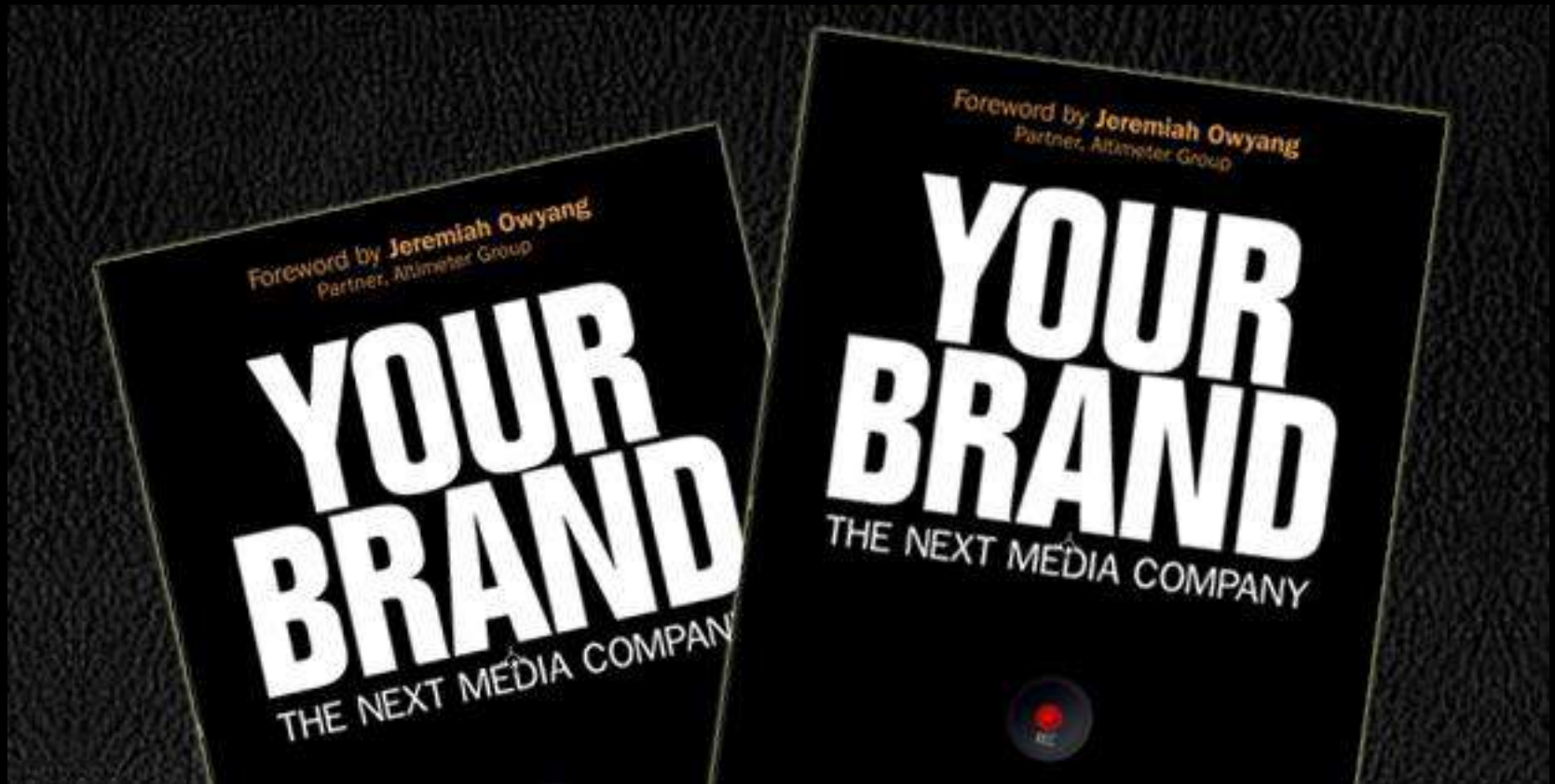
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For people under 40, 70% of the content they read online has been written or shared by somebody they know.

YOU ARE A MEDIA COMPANY



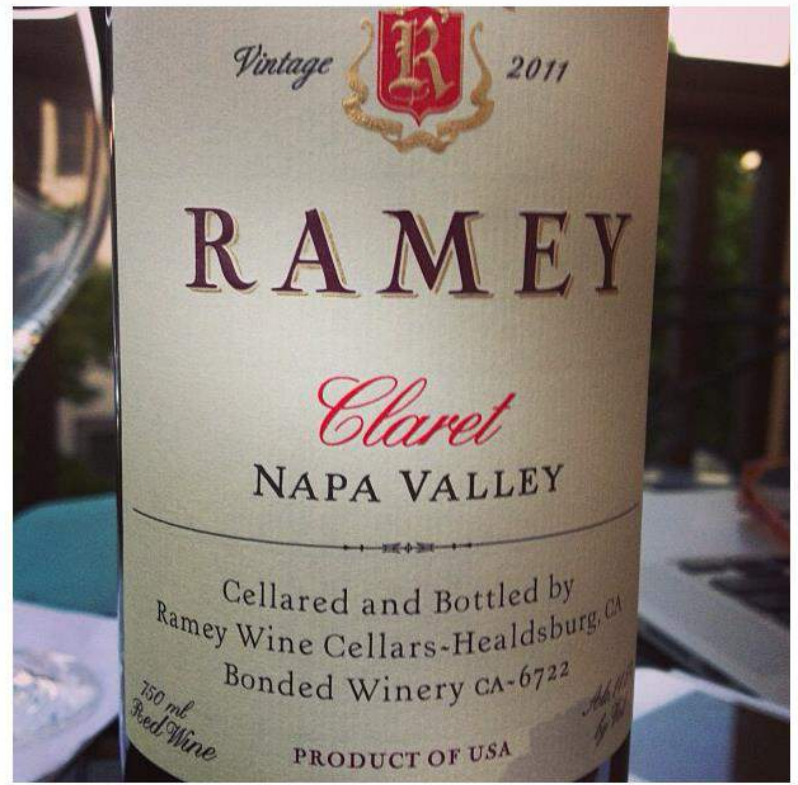
“Content will be the future of advertising, people distributing and creating content for your brand will be the barometer of your advertising success.”

Barry Schuler –
former CEO AOL/Time Warner/CEO Meteor Vineyards





johne11exlynn, ashburnwineshop, rachelvoorhees, staceysuro, krissyyny, jefmadnik, girlandcoconut, pandamac81, pdxwine, lafille_lamoto
pmabray Once again, Ramey is the tipping point for my 6 bottle discount at Whole Foods, Napa. This time claret.
rameywinecellars Thank you Paul! We are glad to be a part of you and your family's holiday weekend. Cheers!



densworth, pmabray
claywallin @pmabray influenced me on this

Liked Comment



Social media is
not one person's job;
it's everyone's job.

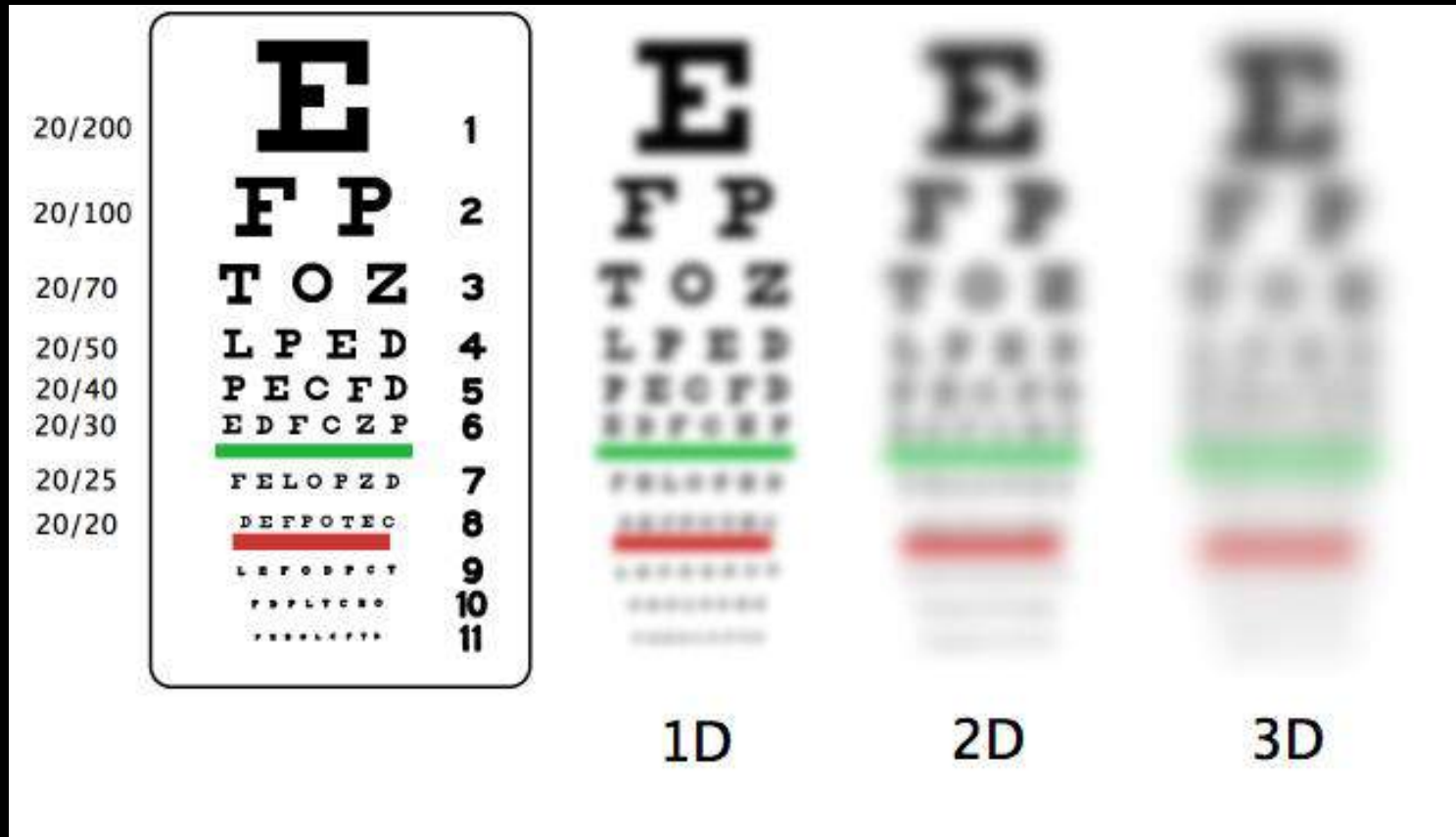
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Wine
consumers
now self
identify

Our customer interactions are myopic



I am the sum of my parts

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@pmabray



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Texture aka Context is Everywhere



 **BigBoy from Sonoma**
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drinking 1993 Charles Krug Winery (Peter Mondavi Family) **Cabernet Sauvignon**
Vintage Selection cor.kz/vEV5

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3:40 PM - 8 Sep 12 [Embed this Tweet](#)



If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends. -Jeff Bezos

Social Media & PR



Gasoline or a Fire Extinguisher





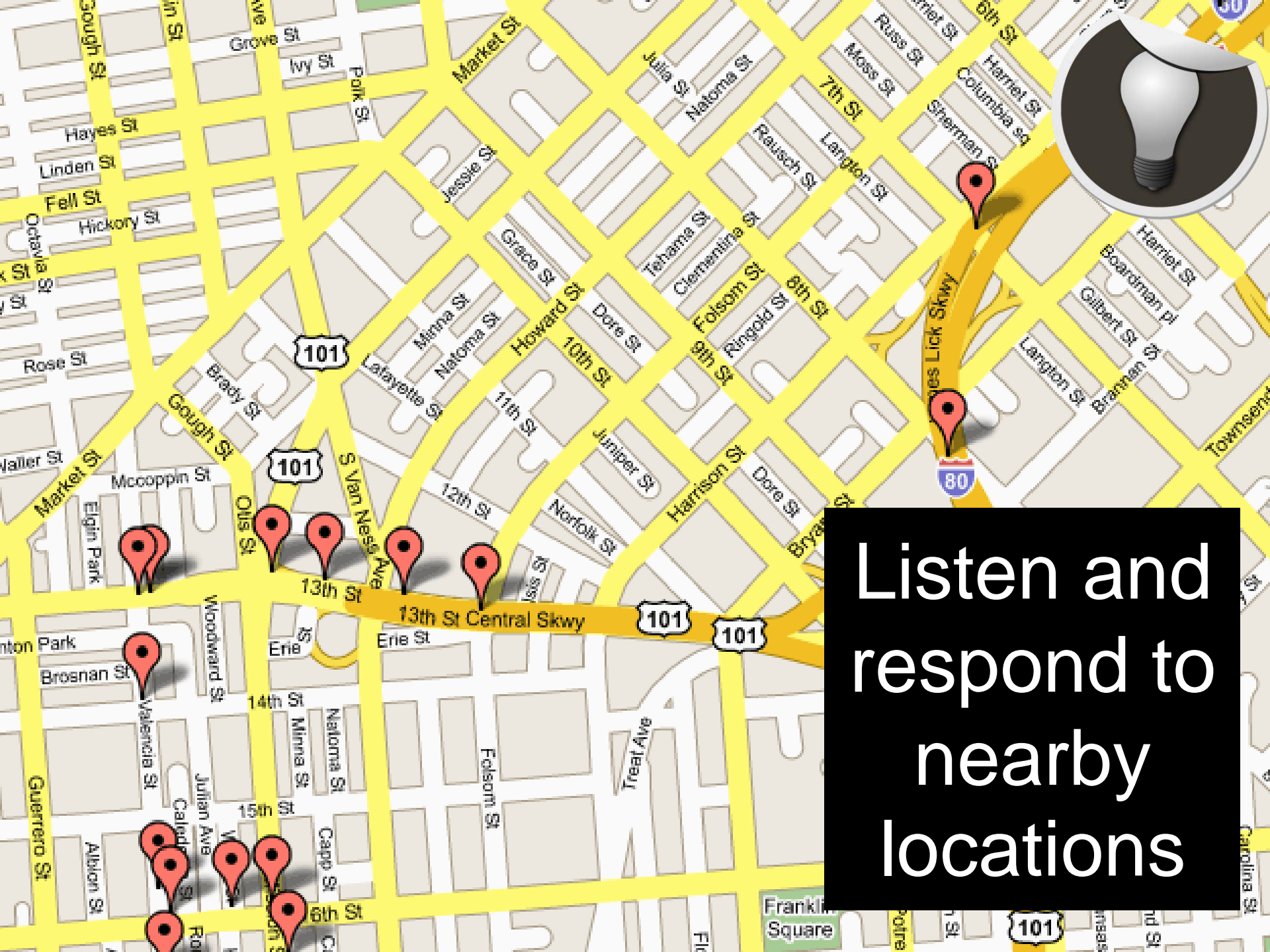
YOU MEAN TO TELL ME

**I NEED TO TALK TO MY
CUSTOMERS?**

Listen and
respond to
YOUR
customers



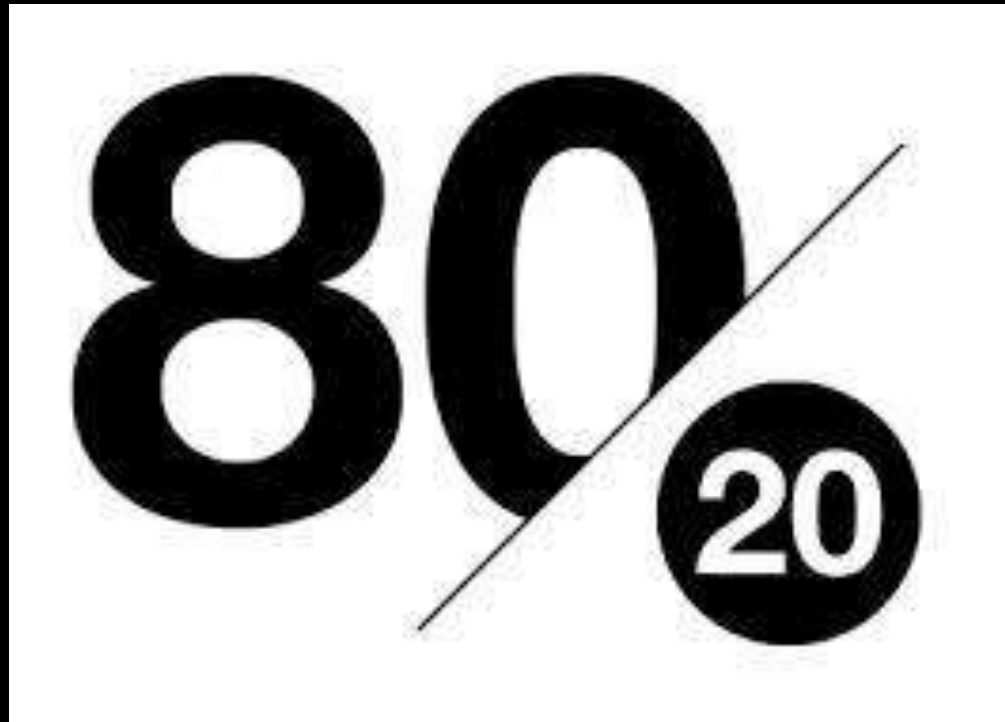
Listen and
respond to
competitor
s
customers



Listen and
respond to
nearby
locations



Follow the Pareto aka Social White Glove Treatment



Reward your customers



Trione Vineyards and Winery
Monday near Healdsburg, CA 🌿

Our wine club member of the day is Ame Van Dyke! Ame, come on in to Trione, or call or email us today to save 50% on all wine purchases!

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 Elena Darden likes this.



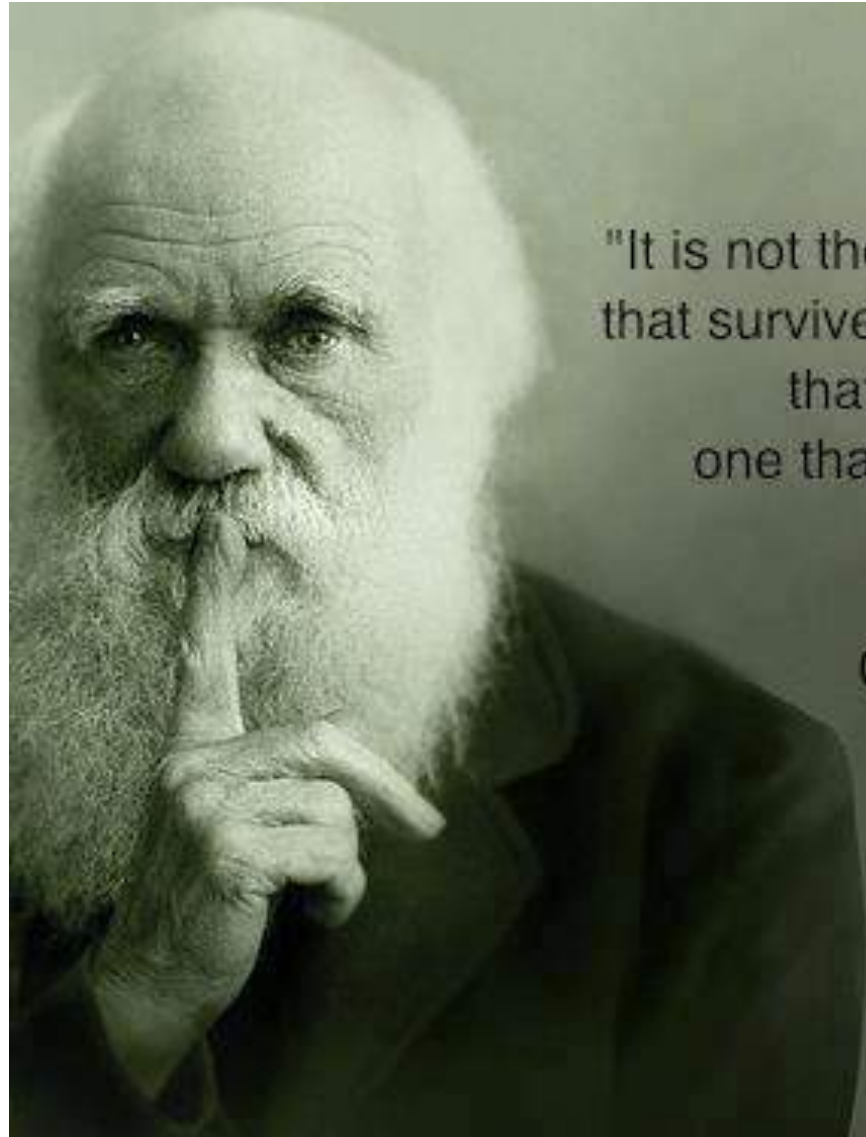
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Reward your best advocates



Coldplay fans are the best in the world. If you like Coldplay then you're obviously very intelligent and good looking and all-around brilliant.

(Chris Martin)



"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change".

Charles Darwin



THANK YOU



paul@vintank.com



@pmabray