

# NGWB Grant Final Report (FY22-23)

**Contract** #18-13-282 - NWGGA – Marketing

**Grant Amount** \$110,000.00

## Contact Information

Group: Nebraska Winery and Grape Growers Association  
Contact: Alyssa Brodersen  
Phone: (402) 761-2216  
Address: P.O. Box 10  
Milford, NE 68405  
Email: alyssa@nebraskawines.org

## Issue of Interest

The Nebraska Winery and Grape Growing industry in the state of Nebraska continues to be an underpromoted industry. Many Nebraska consumers are still not aware of the fact that grapes not only grow but thrive in Nebraska and that award-winning wines are being produced and enjoyed in the state. By promoting the industry as a category, we will strive to introduce consumers to wines and the events and activities of wineries and vineyards as a tourism attraction. The Nebraska Winery & Grape Growers Association continued to promote the industry by continuously promoting Nebraska wines to Nebraska consumers.

## Approach to Problem

NWGGA has focused marketing efforts this grant cycle on email list building and paid social media and SEO marketing ad placements, partnerships with community and statewide organizations like Visit Omaha and the Nebraska Tourism Commission to promote the 2022 Holiday TOAST Nebraska and the 2023 TOAST Nebraska wine festivals and the 2022 & 2023 Nebraska Wine Passport. Social media graphics, copywriting, ad placements and purchasing, moderation and optimization, and audience building was completed by RAAM Marketing, a subsidiary of Advanced Association Management.

## Goals/Achievement of Goals

### Email Marketing

Since early March 2021, the RAAM marketing staff has fostered a consumer-focused email list called “Nebraska Wine Fans.” Email marketing is one of the highest-converting and lowest-cost marketing strategies for NWGGA. By building this list, the NWGGA is able to:

- Market directly to a highly specific and interested group of consumers
- Gain demographic information on what markets in Nebraska are converting
- Cross-reference and upload the list to optimize sponsored ad placements on social media
- Engage regularly (weekly) with target audience through Weekend at the Winery email

### List Growth

February 2021	1,195
June 2021	6,157 (+415% from start)
June 2022	15,412 (+91.9% annual growth)
June 2023	<b>20,338</b> (+31.9% annual growth)

## Lead Generation

The emails are captured one of three ways:

- Online requests for the Nebraska Wine Passport (1,094 YTD)
- Digital passport enrollment
- Direct link sign ups on social media posts
- TOAST Ticket Purchases
- Onsite event booth QR Code
- Promotional Website Pop-Up

The highest converting lead generator is the Nebraska Wine Passport. By offering this free program in exchange for their email, NWGGA is capturing information from their target market – someone interested in wine and visiting Nebraska wineries – while simultaneously promoting traffic to the wineries. It is imperative to continue to be able to promote the passport specifically via the online sign-up link through the summer and fall of 2023. A total of 14,880 passports were printed for 2023 and to date 1,907 consumers have enrolled in the digital passport program. To date ALL but 142 passports have been disbursed since March 2023 through the online sign-up link, member wineries, NE tourism brochure locations, and locally owned Nebraska small businesses and boutiques.

## Email Engagement Rates

The data collected from the previous year is leveraged to convert new subscribers for the following year (i.e. 2022 data is leveraged to collect 2023 data). As we leverage more and more fine-tuned lists on social media ad buys, we find that we collect better quality subscribers. As email engagement rates seem to fall, we have engaged SMS direct companies for text marketing but need to ensure alcohol marketing compliance prior to engaging.

	<b>Open Rate</b>	<b>Click Rate</b>
Current Full List Average	31.8%	2.1%
2019 Initial List	27.1%	1.9%
2020 NE Wine Fans Subscriber List	30.5%	2.1%
2021 NE Wine Fans Subscriber List	31.5%	2.0%
2022 NE Wine Fans Subscriber List	42.4%	2.9%
2023 NE Wine Fans Subscriber List	34.0%	1.9%*

\*The average email open rate for all industries as analyzed by Mailchimp's 2023 report is 20.51%. The average click-rate is 2.36%. Segmented audiences may impact based on TOAST emails.

## SEO Optimization

Ad placement funds were also used for SEO optimization on Google Ads. A direct ad was placed to combat confusion due to the toastnebraska.com domain redirect.

	<b>Impressions</b>	<b>Clicks</b>	<b>Conversion</b>
2022 TOAST Nebraska Ad	13,171	1,230	9.3%
2023 TOAST Nebraska Ad	22,400	2,630	11.7%

## Social Media Marketing

Social media marketing has proven to be a highly valuable tool to market the Nebraska wine industry. A portion of grant ad placement funds were leveraged via Facebook and Instagram ads. Nebraska Wines currently manages two Facebook pages, Nebraska Wines and TOAST Nebraska Wine Festival. Lookalike audiences were created by uploading the Nebraska Wine Fans list once it intermittently throughout the year. This allows Facebook to cross-reference those that have signed up for the list and withhold marketing from them (saving funds from re-marketing to purchasers) while marketing to consumers similar to them. This has proved to be a highly effective audience building strategy.

Community engagement has been a new focus this year via social media. Community-centric posts were scheduled twice weekly to continue to engage the current Facebook audience and feature industry highlights, members, and cold-climate

grapes and wine education.

Very little has been invested in vanity metrics such as Facebook or Instagram “likes” or “follows” – the NWGGA does not and will not own the outcomes of these metrics. Rather, social media placements have focused directly on capturing emails or direct TOAST ticket sales.

### Current Demographics

The current audiences for Nebraska Wine Fans (Facebook and MailChimp) are an indicator of the interested audience we are reaching. The net cast for consumers includes:

- Consumers 21-65+ years of age (all)
- Lookalike audiences for current subscribers
- Interested in wine, beer, alcoholic beverages (some, not all met)
- Interested in concerts, festivals, bars, tailgating (some, not all met)
- Located in:
  - Nebraska
  - All surrounding states

Consumers that converted for social media and email marketing are shown on the charts below.

Impact Metrics	Reach	%	Impressions	%
2019	1,730	-	0	-
2020	86,020	+4,872%	139,700	+13,970,000%
2021	609,742	+608.8%	2,296,857	+1,544.1%
2022	1,941,431	+218.4%	6,908,613	+200.7%
2023	2,470,232	+27.2%	5,618,946	+18.6%

### Additional Projects

- **Nebraska Reds** – co-branded with Nebraska Beef Council, soft launch of digital passport program focused on bottle sales for holiday gatherings
- **TOASTShop** – expansion on TOAST shop with August ‘warehouse sale,’ expanded presence at TOAST Holiday and Spring TOAST.

### Results, Conclusions, Lessons Learned

The attached audiences for Nebraska Wine Fans (Facebook and MailChimp) are an indicator of the interested audience we are reaching and converting.

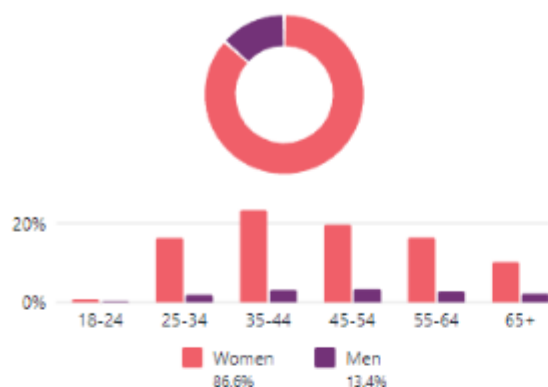
We currently are managing the email marketing subscriber list of 17,000+ and a Facebook community page of approximately 8.3k+. Overall social media reach for the 22-23 promotions was over 5.6 million impressions and reached over 2.4m people.

### Progress Achieved According to Outcome Measures

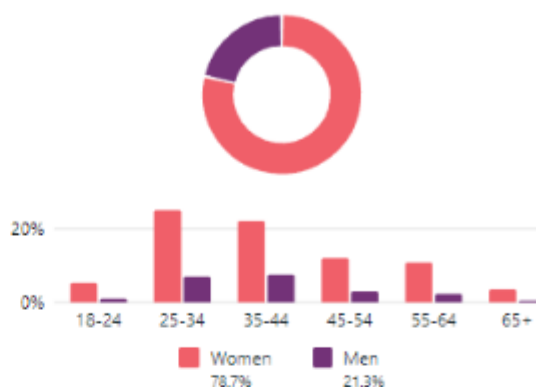
The overall promotions for the 2022-2023 year were successful and the NWGGA marketing committee and AAM/RAAM Marketing team are very pleased with our overall results. We were able to adjust and fluctuate promotions to achieve the best results which resulted a 100% disbursement of Nebraska Wine Passports. By launching and testing other new campaigns, such as the Nebraska Reds campaign and the digital passport, NWGGA is excited to see the growth and new opportunities presented in the coming years for Nebraska wine industry promotion.

## NEBRASKA WINES COMMUNITY DEMOGRAPHICS:

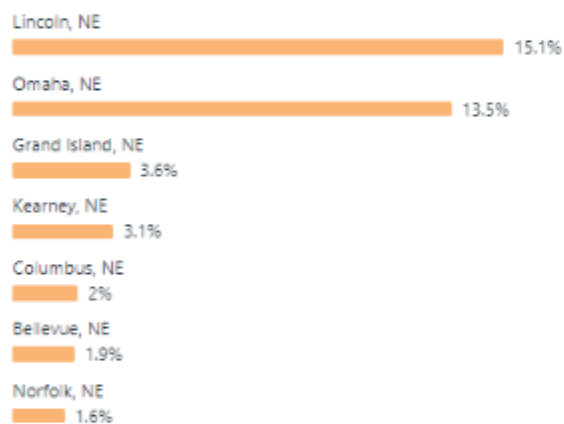
Age & gender ①



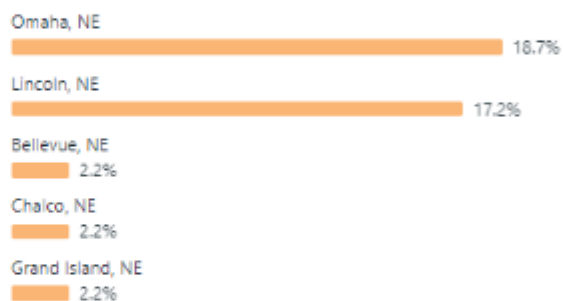
Age & gender ①



Top cities



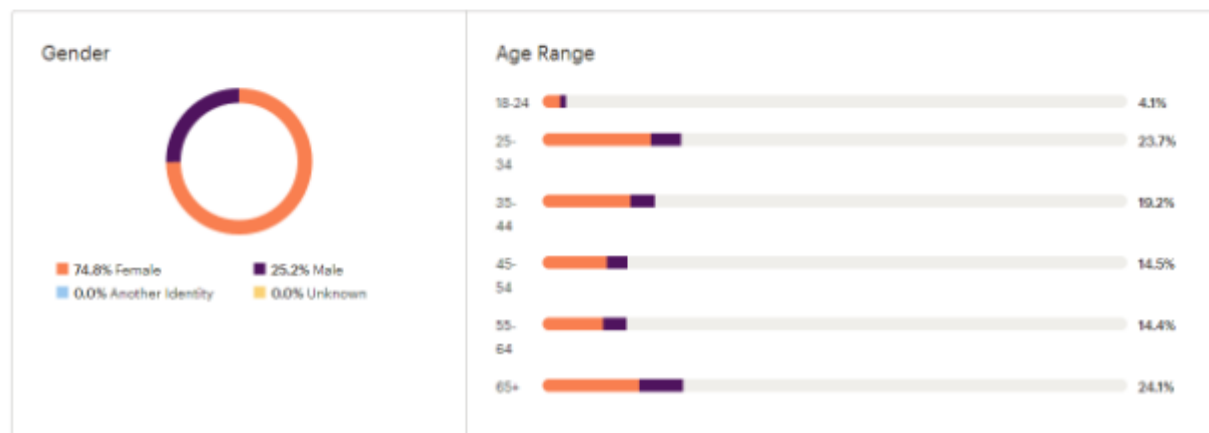
Top cities



## NEBRASKA WINE FAN MAILCHIMP DEMOGRAPHICS:

Predicted demographics

Female Male Another Identity Unknown



## Financials

Marketing	Description
<b>\$110,000.00</b>	<i>Grant Amount</i>
<b>\$70.00</b>	<i>Junto/Miletta Vista- Wine Bucks (#3162, 3163)</i>
<b>\$8,712.19</b>	<i>Passport Delivery Mileage (#3164)/Wine Bucks-Native 32 (#3172) &amp; Prairie Creek (#3181)/RAAM Mkt(#3177)/Mktg (#3189)</i>
<b>\$704.10</b>	<i>Squarespace (EFT); Mileage (#3186); Wine Bucks (#3187)</i>
<b>\$7,725.00</b>	<i>Wine Bucks &amp; BandWango (EFT, #3192, #3199, #3200, #3221)</i>
<b>\$4,420.11</b>	<i>FB Ads, NE Reds Supplies (#3239, #3233)</i>
<b>\$14,808.80</b>	<i>Wine Bucks/RAAM Marketing (#3166, #3258, #3271, #3270, #3272, #3275, #3276)</i>
<b>\$50.00</b>	<i>Wine Bucks-Capitol View &amp; Prairie Creek (#3262, 3263)</i>
<b>\$36,303.43</b>	<i>Wine Passports/Wine Bucks/FB/Mileage/Shipping (#3279, #3278, #3283, #3282, #3287, #3289, #3293, #3290, #3300)</i>
<b>\$13,766.61</b>	<i>OWH/RAAM Marketing/Merchandise (#3304, #3335, #3345)</i>
<b>\$340.84</b>	<i>NE Reds, Passport supply, MarkeTech (NWGGA CC)</i>
<b>\$21,037.51</b>	<i>Expensify - Marketing &amp; Marketing Supplies (#3394)</i>
<b>\$2,617.14</b>	<i>NRG/Broadcast House &amp; Best of Omaha (#3407, #3415) - Waiting for #3415 to clear</i>
<b>\$110,555.73</b>	<i>Total Submitted for reimbursement</i>
<b>\$ (555.73)</b>	<i>Submitted Expenses Left Over After Grant Funds</i>