

# Wine Club: much more than a mailing list, far less than an impossible dream

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*A Wine Club is not just a trendy add-on, it can be a powerful sales channel for wineries. But success requires strategy, technology, authentic relationships, and post-sale excellence. This article explores how to design and manage a Wine Club that turns visitors into loyal clients and brand advocates.*

**Let's be clear: the Wine Club is not just another trend imported from the U.S.** It's a concrete tool that can turn your visitors into repeat customers, your followers into brand ambassadors, and your winery experiences into continuous sales streams. The issue? In Italy, we often talk about it without taking action, or worse, we launch one without really knowing how to make it work.

# **First question to ask yourself: is your Wine Club designed or improvised?**

Too often, wineries open a “Wine Club” thinking a login section and a few newsletters are enough. But a successful Wine Club is a fully-fledged digital sales channel, an ecosystem driven by:

- solid and updated technology
- responsive and accurate logistics
- consistent and relevant marketing content
- flawless customer service

**And most of all: a genuine relationship with members.** Because those who join a Wine Club don’t just want deals, they want to feel like they belong to something special.

## **People join a Wine Club to buy, not just to browse**

Let’s not get it twisted: a Wine Club is not a blog. It’s a selling tool. That means it needs an editorial plan that drives purchases, targeted promotions, well-written emails, exclusive offers, and packaging that evokes emotion. **All of this while enhancing, never betraying, the winery’s identity.**

And when it comes to collecting contacts? The best entry point is the winery itself. After a great visit, with a glass in hand and a warm smile, it’s the perfect moment to say: **“Want to keep this journey going with us?”**

## **The real value lies in post-sale**

Thoughtful shipping, fast confirmation emails, accurate tracking, responsive support, **today’s buyer expects Amazon-style service**, even when ordering a case of artisanal wine. If that sounds daunting, don’t worry: there are tech tools, lean

processes, and external partners to help. But beware: **a bad logistics experience can undo months of relationship-building.**

## What do customers really expect from your Wine Club?

- A mobile-friendly, easy-to-use website
- A smooth and transparent checkout process
- Clear offers, well-designed packaging, fast delivery
- Story-driven content, not just price tags
- The feeling of being part of something unique

**Are you really delivering all this?**

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## Key points

1. **A Wine Club must be a structured sales ecosystem**, not just a login page.
2. **The real strength lies in personalized offers** and emotional engagement.
3. **Customer experience after the purchase is crucial** to long-term loyalty.
4. **The winery visit is the best moment to convert visitors into members.**
5. **Packaging, storytelling, and ease of use** define perceived value.