

Our services reach further than the wine tasting gatherings alone, enabling you to promote your wines through event planning, parties and other hospitality services.

We'll help you expand your services:

- ~ Tasting Room Development
- ~ Customer Educational Tools
- ~ Creative Marketing and Strategic Sales
- ~ Name Recognition and Branding
- ~ Bridal and Bachelorette Parties

We offer custom made:

- ~ Certificates of Membership
- ~ Wine Club Membership Cards
- ~ VIP Cards
- ~ Certificates of Adoption of a Grape Vine
- ~ Certificates of Adoption of a Wine Barrel
- ~ Entertaining Marketing Materials for Wine Tasting Events
- ~ Gift Certificates
- ~ Display Signs for promotion of Gift Certificates and Gift Cards

Marketing Recognition:

You can have your vineyard information and services listed on our website with a link to your website.

When you have that potential customer inside your business, that's the perfect time to educate them and show them what you can do for them, not only in your various wine flavors but in all the different ways you can meet their needs.

You can turn your one-time visitors into loyal patrons who return often, bringing their family and friends and ordering from you for their special events.



Bette Vandermeer
Phone: 480-201-9697
bette@vineyardconsulting.net



<http://vineyardconsulting.net/>

VANDERMEER'S

Vineyard
**CONSULTING
MARKETING
& PROMOTION**



Find the right market
Improve your customer base
Turn your one-time visitors
into Loyal Patrons



Vandermeer's Vineyard Consulting helps vineyards find the right market in an ever-changing environment. The U.S. market for wine distribution is very complex and varies with the individual tastes, traditions and cultural centers in our communities throughout the states. Business goals and events planning vary according to the cultural traditions and values of the people as well.



We teach you how to improve your customer base through enhancing your wine tasting events and offering new profitable and easy to do promotions and programs that will bring in residual income. We bring in avenues of networking, promoting your business through other types of businesses who cater to your same market. We teach the values of the importance of customer service, reaching beyond your visitor's expectations and more than meeting the needs of each guest at your gathering. We also teach multi-marketing techniques to be used to reach various market niches.

We provide marketing and educational materials designed for the comfort and entertainment of your visitors while they wait for various wines to be served. We also cover various serving methods that will help you accomplish your goals and cause your business to stand above your competition.

Vandermeer's Vineyard Consulting and Marketing provides imagination, guidance and assistance in enhancing your wine tasting room's atmosphere, providing for a more comfortable and entertaining event for your guests, with the goal of obtaining residual clientele at various professional levels.



Employee Stability: A wise employer will learn how to attract and keep good employees, because in the long run this workforce will make or break a company's reputation, and the bank. We can assist you in developing a variety of resources that best suit your individual needs.

Wine Club Memberships:

A wine club membership provides a good residual income for you while providing special VIP offers and privileges to your clients. We will walk with you through the process of setting up one and provide you with Certificates and Cards as well as tools to promote it.

Adopt A Grape Vine or a Wine Barrel: An adoption program is a great way to keep your customers interested and investing in your work and your produce. A customer pays an adoption fee for a list of privileges and product. You are provided with a good residual income through your members.

This can also be combined with your Wine Club Membership program if you wish.

