



Suggested Communication Cadences

For Wine Club

A strategic framework for winery owners, DTC leaders, and club managers to create consistent, meaningful member touchpoints that strengthen relationships, reduce churn, and drive long-term loyalty.

1. Core Monthly Cadence (for all members)

Monthly “Value Email” (1× per month)

- Purpose: Keep members engaged outside of release cycles
- Content examples:
 - Seasonal notes from the winemaker
 - Vineyard updates or behind-the-scenes snapshots
 - Member-only perks & tastings
 - Storytelling pieces about staff, vineyards, or processes
- Tone: Warm, insider-like, hospitality-forward

Optional Traffic Driver (1× per month)

Short, visually light touch promoting:

- Events
- New releases
- Limited tastings
- Reservation openings

2. Pre-Release Cadence (2–3 touchpoints)

3 Weeks Before Shipment

- Announcement email
- What’s coming + why it matters
- Billing date reminder
- Swap/upgrade/add-on opportunity

1 Week Before Billing

- “Last call to update info”
- Address confirmation
- Credit card check
- Easy links to manage membership

1 Day Before Billing

- Final reminder
- Clear billing amount & timeline
- Transparent expectations build trust

3. Post-Release Cadence (2–3 touchpoints)

Shipment Confirmation

- Tracking information
- Storage/serving suggestions
- Winemaker notes
- Personalized pairing recs

Post-Delivery Check-In (3–5 days after delivery)

- “How did everything arrive?”
- Invite feedback or questions
- Reinforces care + reduces silent dissatisfaction

Engagement Follow-Up (1–2 weeks later)

- Reinforce membership value
- Highlight upcoming events or member perks
- Encourage sharing, reviews, or club referrals

4. Quarterly Engagement Cadence

Quarterly Club Update

- New releases & vineyard news
- Member spotlights
- Exclusive content (chef recipes, cellar videos, etc.)
- Reinforces the privilege of membership

Quarterly Offers or Add-Ons

- Small batch wines
- Seasonal bundles
- Member-only early access

These “soft-touch” offers increase AOV without fatiguing members

5. Annual Cadence

Membership Anniversary Message

- Celebrate their loyalty
- Optional perk for multi-year members
- Encourages connection and reduces churn

Year-End Thank You

- Heartfelt appreciation
- Highlight member impact
- Set expectations for next year (events, releases, perks)

6. Special Cadence for At-Risk Members

Members showing churn signals (missed events, skipped shipments, decreased purchases) should receive a gentle, supportive touch:

Re-Engagement Email (as needed)

- Warm tone: “We miss seeing you.”
- Share upcoming experiences or perks
- Offer help updating preferences or billing

Optional Personalized Check-In

- Quick SMS or email from hospitality team
- Human connection often reverses churn

7. Channel Mix Recommendations

Email

- Primary communication channel
- Structured cadence with storytelling + clarity

SMS (optional)

- Best for reminders, not storytelling
- Use for billing notifications or event confirmations

POS / Tasting Room Prompts

- Remind staff to welcome members by name
- Mention their benefits or upcoming releases

Thoughtful cadence isn't about sending more, it's about sending better, at the right times, with purpose and consistent value. When members know what to expect and feel personally connected, loyalty - and retention - naturally deepen.