

Holiday Wine Sale Program Checklist

Everything a winery needs to plan, promote, and profit from the holiday season.

1. Pre-Sale Planning & Strategy

- Review last year's holiday sales performance (top SKUs, AOV, key dates)
- Forecast expected volume and identify primary goals (revenue, inventory reduction, club signups)
- Finalize holiday sale dates and durations (Black Friday, Cyber Monday, etc.)
- Select which wines/products will be promoted
- Define offer structure (tiered discounts, bundles, gift sets, shipping incentives)
- Allocate budget for marketing spend (ads, boosted posts, email tools)
- Create a promo code strategy (if needed)

2. Inventory & Fulfillment Readiness

- Audit current inventory and reorder top-performing wines early
- Confirm bottling or release dates for any new holiday SKUs
- Assemble pre-packed bundles or gift sets
- Review packaging supplies (tissue, boxes, cold packs, etc.)
- Verify shipper availability and holiday deadlines (UPS, FedEx, etc.)
- Establish a final ship date and communicate clearly across all channels
- Prepare tasting room or fulfillment staff with FAQ sheets

3. Ecommerce & POS Setup

- Schedule homepage banner and promotional product placement
- Activate/verify promo codes in POS and online store
- Add promotional products or gift sets to your ecommerce store
- Test cart experience: mobile, tablet, desktop
- Ensure all promotional details are listed clearly (discounts, shipping cutoff dates, limits)
- Enable order tracking and update automated confirmation/shipping emails

4. Email Marketing Campaign

- Build segmented email lists (past gift buyers, club members, general subscribers)
- Schedule teaser email (1-2 weeks before sale)
- Create launch email with strong CTA and clear offer
- Schedule reminder email during mid-sale
- Schedule last-chance email 48 hours before end
- Schedule post-sale thank-you email
- Set up email resends to non-openers (24-48 hours after original send)

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5. Social Media & Advertising

- Build content calendar (teasers, countdowns, product spotlights)
- Create visuals for all channels (Instagram, Facebook, stories, reels, ads)
- Plan boosted posts or paid campaigns targeting gift buyers and lookalike audiences
- Write social post copy and schedule posts ahead of time
- Encourage staff, influencers, or club members to share and tag your posts

6. In-Person & Club Member Coordination

- Train tasting room and phone support staff on sale details and shipping cutoffs
- Offer early access or exclusive bundles for wine club members
- Create club-only tasting room signage or holiday handouts
- Promote gift memberships or holiday add-on purchases during club pickups

7. Post-Sale Analysis & Follow-Up

- Review campaign results: open rates, sales conversions, best sellers
- Tag holiday buyers in CRM for future retargeting
- Send thank-you note to first-time customers
- Promote New Year or January offers as follow-up
- Use customer feedback or reviews in future promotions