



# Winery Email Marketing Best Practices Guide

Building Stronger Winery Customer Relationships  
Through Better Email Strategy

## Intro Section

Email marketing remains one of the most valuable tools wineries have for driving repeat purchases, increasing wine club retention, supporting tasting room visitation, and building long-term customer loyalty.

The most effective winery emails do more than promote products. They create connection, reinforce brand identity, and keep your winery part of the customer's lifestyle year-round.

This guide outlines practical email marketing best practices wineries can implement to create more consistent, engaging, and effective communication.

## 1. Start With Strategy, Not Just Promotions

### Best Practice

Every email should have a purpose beyond “sending something.”

### Strong Winery Email Goals

- Drive wine sales
- Increase club retention
- Promote visitation
- Build customer loyalty
- Educate customers
- Strengthen brand connection

### Questions to Ask Before Sending

- Who is this email for?
- What action should they take?
- Why does this matter to them?
- What value are we providing?

## 2. Segment Your Audience

### Best Practice

Not every customer should receive the same message. Segmentation allows wineries to send more relevant communication based on customer behavior, purchase history, and engagement.

### Important Winery Segments

- Wine club members
- Recent purchasers
- Tasting room visitors
- Event attendees
- High-value buyers
- Customers by varietal preference

### Why Segmentation Matters

- Improves open rates
- Increases engagement
- Reduces unsubscribes
- Creates a more personalized experience

## 3. Prioritize Storytelling Over Constant Selling

### Best Practice

Customers connect with stories before they connect with products.

### The strongest winery emails create emotional connection through:

- Winemaker perspectives
- Vineyard updates
- Harvest moments
- Hospitality experiences
- Team stories
- Wine education
- Customer experiences

Instead of: “New Release Available”

Try: “The Wine We Open After Long Harvest Days”

### Key Reminder

Your winery already has stories worth telling. The goal is learning how to communicate them consistently.

## 4. Write Like a Human, Not a Corporate Brand

### Best Practice

Winery emails should feel conversational, welcoming, and authentic.

### Avoid

- Overly formal language
- Long paragraphs
- Generic marketing phrases and excessive promotional wording

### Focus On

- Friendly communication
- Clear messaging
- Personality and tone
- Hospitality-driven language

Strong Winery Email Voice: Customers should feel like they are hearing from people at the winery, not an automated system.

## 5. Create Strong Subject Lines & Preview Text

### Best Practice

Your subject line determines whether the email gets opened.

### Strong Subject Lines Create

- Curiosity, Relevance, Emotion, Urgency, Exclusivity

### Winery Subject Line Examples

- The Red Wine Everyone Asked About Last Weekend
- Harvest Starts Tomorrow
- Your Club Shipment Is Ready to Customize
- What We're Pouring This Month
- A Small Release We Almost Kept for Ourselves

### Preview Text Best Practices

- Support the subject line
- Add context or value
- Keep it concise

## 6. Focus on One Clear Call-to-Action

### Best Practice

Do not overwhelm customers with too many options.

### Strong Winery CTAs

- Shop the Release
- Customize Your Shipment
- Reserve Your Tasting
- Explore the Collection
- Save Your Seat
- Read the Story

### Key Reminder

Every email should guide customers toward one primary next step.

## 7. Build Consistency Into Your Email Schedule

### Best Practice

Consistency builds familiarity and trust.

Many wineries only email during releases or promotions. Stronger customer relationships are built through regular communication throughout the year.

### Recommended Winery Email Mix

- Release campaigns
- Club communication
- Storytelling emails
- Seasonal hospitality content
- Event promotions
- Re-engagement campaigns

### Suggested Frequency

1-4 emails per month depending on seasonality and audience engagement.

## 8. Optimize Emails for Mobile

### Best Practice

Most winery customers will open emails on their phones.

### Mobile-Friendly Recommendations

- Shorter paragraphs
- Clear buttons
- Larger text
- Simple layouts
- Fast-loading visuals

### Important Reminder

If customers cannot quickly read or interact with your email on mobile, engagement drops significantly.

## 9. Use Automation to Support Customer Relationships

### Best Practice

Automation creates more consistent communication without adding more manual work.

### Helpful Winery Automations

- Welcome emails
- Post-purchase follow ups
- Reservation confirmations
- Club onboarding
- Birthday emails
- Re-engagement campaigns

### Why Automation Matters

Good automation keeps customers connected between purchases and visits.

## 10. Measure More Than Open Rates

### Best Practice

Performance should be tied to customer behavior and business growth.

### Metrics That Matter

- Open & Click Rate
- Revenue generated
- Club engagement
- Unsubscribes
- Segment performance

### Key Question

Did this email create meaningful customer action?

## 11. Re-Engage Inactive Customers

### Best Practice

Do not ignore customers who stop engaging.

Inactive customers are often easier to reconnect with than finding entirely new customers.

### Re-Engagement Campaign Ideas

- “We Miss You” emails
- Seasonal recommendations
- New release highlights
- Event invitations
- Personalized wine suggestions

### Important Reminder

Re-engagement emails should feel welcoming, not overly sales focused.

## 12. Support the Full Customer Journey

### Best Practice

Email marketing should support every stage of the winery experience.

### Customer Journey Touchpoints

- Discovery
- First tasting room visit
- First purchase
- Wine club signup
- Repeat purchases
- Long-term loyalty

**Goal:** Create connected communication that strengthens the relationship over time.

### Final Takeaways

#### Strong Winery Email Marketing:

- Creates connection
- Builds loyalty
- Supports hospitality
- Encourages repeat purchases
- Reinforces brand identity
- Keeps customers engaged year-round

**The wineries seeing the strongest long-term DTC growth are not necessarily sending more emails. They are sending more intentional ones.**