



Winery SMS Marketing Best Practices

A Practical Guide for Email + SMS Campaigns

Introduction

SMS is one of the most powerful direct communication channels available to wineries today. With open rates above 90%, text messaging allows wineries to reach guests instantly with timely, relevant updates. But with that power comes responsibility. The most successful wineries treat SMS as a high-value, permission-based channel focused on hospitality and convenience, not constant promotion.

This guide outlines best practices for building effective SMS campaigns that enhance the customer experience and drive direct-to-consumer revenue.

Part 1: Start With Permission (Compliance First)

SMS is a regulated communication channel. Wineries must obtain explicit permission before sending marketing texts.

Always Follow These Rules

1. Obtain clear opt-in consent

Examples:

- Website checkout opt-in
- Wine club sign-up form
- Tasting room POS prompt
- Reservation confirmation page

Example language:

“Yes, I’d like to receive occasional texts about events, releases, and member perks.”

2. Clearly identify your winery

Customers should immediately know who the message is from.

Example:

- Oak Ridge Winery: Your wine club shipment ships tomorrow.

3. Provide an opt-out option

Include opt-out instructions periodically.

Example:

Reply STOP to unsubscribe.

4. Respect quiet hours

Avoid sending messages:

Before 9 AM

After 8 PM (local time)

SMS should feel courteous and intentional, not intrusive.

Part 2: Use SMS for High-Value Moments

SMS should be used for time-sensitive or experience-enhancing communications.

The best-performing winery SMS campaigns focus on service and convenience, not constant promotions.

Ideal SMS Use Cases:

- Reservation Reminders
- “Looking forward to hosting you tomorrow at 2pm. Reply if you need to adjust your reservation.”
- Wine Club Notifications
- “Your Spring Wine Club shipment is processing this week. Update shipping details by Sunday if needed.”
- Release Announcements
- “New release: 2022 Estate Cabernet is now available. Club members get early access today.”
- Event Reminders
- “Tonight’s winemaker dinner starts at 6pm. We can’t wait to see you.”
- Limited Allocation Alerts
- “Only 25 cases remain of our Library Syrah. Order before it sells out.”

Part 3: Keep Messages Short and Personal

SMS works best when it feels human, direct, and conversational.

Best Practices

- ✓ Use simple language
- ✓ Keep messages under 160 characters when possible
- ✓ Personalize when possible
- ✓ Include a single clear action

Strong Example: Hi Sarah! Your club shipment is ready. Need to update your shipping address before Friday?

Weak Example: Our winery is excited to announce that our new wine release is now available and we encourage customers to visit our website to learn more about this amazing opportunity.

Too long. Too generic.

Part 4: Use SMS for High-Value Moments

Not every customer should receive the same message.

Using segmentation in OrderPort, wineries can send more relevant messages to the right audience.

Useful SMS Segments:

Wine Club Members

Use for:

- shipment reminders
- exclusive releases
- member events

High-Value Customers

Use for:

- library releases
- private tasting invitations
- allocation opportunities

Recent Visitors

Use for:

- follow-up thank-you messages
- return visit invitations
- limited-time offers

Event Attendees

Use for:

- reminders
- event-day instructions
- post-event thank you

Why Segmentation Matters

Targeted SMS: Increase engagement, Reduce opt-outs, Improve revenue per message

Part 5: Combine SMS With Email Campaigns

SMS works best when paired with email campaigns, not replacing them. Think of SMS as a high-impact reminder layer.

Effective Campaign Flow

Step 1 — Email Announcement

Full details about: release, event, promotion

Step 2 — SMS Reminder

Short prompt: Our Spring Rosé release just launched. Check your email for details or order online today.

Step 3 — Final SMS (optional)

Last call: Rosé release discount ends tonight.

Using email + SMS together improves:

Open rates, click rates, purchase conversion

Part 6: Don't Overuse SMS

SMS fatigue leads to opt-outs and lost engagement.

Recommended Frequency

Typical winery cadence:

Message Type	Frequency
Reservation reminders	As needed
Wine club updates	2-4 per quarter
Release alerts	1-2 per month
Event reminders	As needed

A good rule: If the message isn't important enough to text a friend, it probably shouldn't be SMS.

Part 7: Track Results and Improve

SMS campaigns should be monitored just like email campaigns.

Key Metrics to Watch

- Delivery Rate
- Indicates list quality.
- Click Rate
- Measures engagement.
- Conversion Rate
- Shows revenue impact.

Opt-Out Rate

If opt-outs increase:

- reduce frequency
- improve segmentation
- improve message relevance

Part 8: Hospitality-First Messaging

The most successful wineries use SMS as an extension of hospitality, not just marketing.

Great winery SMS messaging should feel like:

- a concierge reminder
- a thoughtful invitation
- a helpful heads-up

Not:

- constant sales messages
- generic promotions
- spam.

Example Winery SMS Calendar

Month	SMS Idea
January	Winter club shipment reminder
February	Valentine's tasting event reminder
March	Spring release announcement
April	Member event reminder
May	Rosé release alert
June	Summer event reminder

This creates consistent communication without overwhelming customers.

Key Takeaway

SMS works best when it is:

- Permission-based
- Relevant
- Timely
- Personal
- Hospitality-driven

When used thoughtfully, SMS can become one of the most effective DTC revenue drivers for wineries.