



Evaluation Form

What is the name of your winery or brand?

Years in business:

What is your annual case production?

How many varietals or labels do you have?

Do you have any wines that are only available direct to consumer?

What is your website address?

Do you have a blog?

If yes, what is the url?

Do you participate in social media? Which ones?

What is the size of your mailing list?

How often do you send out emails to your mailing list?

How often do you send out print mailings to your mailing list?

Do you have a wine club?

If yes, how many members do you have?

What software do you use?

- Website:

- Wine Club:

- eCommerce:

- POS:

- Blog:

-
- Accounting:

- Compliance:

How many orders do you get online annually? (those orders placed directly by the customer through your website)

Do you have any onsite events for your customers?

Do you have distribution on your wines?

If yes, what are your key markets?

Do you have a Tasting Room?

If yes, is it by appointment or open?

How many staff do you currently have? (Check all that apply)

- A couple of us do everything
 - Tasting Room
 - Wine Club
 - eCommerce/marketing
 - Compliance
-

Submit to: Karen@winedirectmarketing.com or 707-967-8912 (fax)