



Welcome to the Webinar!
Join the Holiday Conversation

Housekeeping:

#pcholidayconvo

10-15 minutes of Q&A after presentation

A Recording will be emailed to everyone

Meet the Presenters



Erica Walter
Director of Marketing Services



Kevin Coleman
Designer/Developer



Important Dates to Keep in Mind

**Black Friday & Cyber Monday -
November 28 & December 1**

Free Shipping Day - December 18th

- A one-day event held annually in mid-December
- Merchants are encouraged to offer free shipping with guaranteed delivery before Christmas.
- Register by visiting: <http://www.freeshippingday.com>

Super Saturday - December 20th

- Last Saturday before Christmas
- Targets last-minute shoppers
- One-day sales event

5 Ways to Leverage Email Marketing Data to Optimize Performance Over the Holidays

- List Hygiene
- Purchase history
- Email clicks
- Time & day of engagement
- Offer based history



The Importance of Visual Design

What makes a good design?


- Brand Trust
- Clear action items
- Simplicity for low read time

Why custom designs?


- Higher engagement with visual message
- Keeping readability high and read time low
- The ability to A/B test for more information

See the concepts in action!


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on cases of 2011 Hewitt Vineyard Estate Cabernet Sauvignon Rutherford

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SINCE 1900

Our 114 Year Celebration Continues

with 40% off

2009 Georges de Latour!

14 Hours only!

[SALE EXTENDED! CELEBRATE TODAY!](#)

When Georges and Fernande de Latour first traveled to the heart of Napa Valley in 1900, Fernande took one look at the lovely Rutherford expanse and exclaimed "beau lieu," or "beautiful place." Celebrate 114 years with us by bringing some of the beauty of the Napa Valley to your home with this special offer - we're extending our 14 hour sale ONE MORE DAY. Save 40% on 2009 Georges de Latour Private Reserve Cabernet Sauvignon!



Visit our Beautiful Place!

Join us on our Historic Tour and Barrel Tasting during your next visit to the winery. Enjoy a tour through our 100+ year old redwood tanks into our Heritage Room where a Wine Educator will guide you through your experience. Tour concludes with a Maestro Tasting of our small lot, winery only wines.

[BOOK TODAY!](#)

See the concepts in action!

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Domaine Drouhin SHOP WINE CLUB EVENTS CONTACT


SUMMER TASTING ROOM HOURS Open DAILY 11am - 4pm [Plan Your Visit](#)

Dear Friends,

Looking out across our vineyards here in the Dundee Hills, it's hard to imagine that bud break was only two months ago. Today, the vineyard is in full bloom, shoots are pushing skyward, and during this period known as set, we're getting our first idea of what the crop size might be. It's a long way to go until harvest, but with any luck, the weather of the past six months is well behind us.

Traditionally, summer is a glorious time to visit the Willamette Valley, and many of you have told us that you're planning to visit the winery soon. The good news is that we still have some of our 2013 Edition Rosé, and we've just released the 2012 Edition Limitée Chardonnay and the 2011 Edition Limitée Pinot Noir (our first Pinot Noir in the series). In addition, we've got a selection of Joseph Drouhin wines from Burgundy, to give you lots to think about.

This summer, both Domaine Drouhin Oregon and Joseph Drouhin will be participating in the International Pinot Noir Celebration, and we're excited to host a dinner for our friend Martin Foradori Hofstatter (J. Hofstatter, Alto Adige, Italy) on the Thursday before IPNC begins. We're also thrilled to be part of Plate & Pitchfork again this year, as well as several other innovative ways to celebrate food, wine and friends. And, summer Tasting Room hours are here (open daily, from 11am to 4pm) so you have more opportunities to visit and taste. We sincerely hope you do!



Cheers!
Ashley, Dyane, Grant, Shannon and Chelsea


UPCOMING EVENTS

July 24
Pre-IPNC Dinner

July 25-27
International Pinot Noir Celebration


August 23 & 24
Laurene Aerial Release Party
(Member Exclusive Event - Details coming soon!)

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CURRENT RELEASE



2013 Edition Rosé
Limited availability
[Learn More](#)




2012 Edition Limitée Chardonnay
New Release
[Learn More](#)



2011 Edition Limitée Pinot Noir
Inaugural Release
[Learn More](#)

[See All Current Release Wines](#)

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TARARA WINERY


ABOUT THE WINE SHOP VISIT VINECLUB NEWS CONTACT KILLER CLUSTER

NEWS ITEM ONE

Article text goes here, describing your latest release, newest offer or upcoming event. You can add images, which will need to be aligned to the left or the right, so the text can flow around them. Since the text area is 375px wide, images should never be larger than 200px wide.

NEWS ITEM TWO

An example of an image at 200px wide is to the right here. It's also good to realize that the image needs some space beside it so it never clashes with the text. URLs might be a bit more problematic in the tight space.



[BUY NOW](#)

NEWS ITEM THREE

This is just another article, but this one is a couple paragraphs long, and shows what a [link inline with other text](#) might look like.

Also, fonts may not display exactly the same for all users, meaning text may not wrap the same. While most mobile and web-email users will see Tarara's preferred fonts, some users may not be able to see them, and will instead see Times New Roman for headers and Helvetica for body text.

[LEARN MORE](#)

IN THIS ISSUE:

- [News Item One](#)
- [News Item Two](#)
- [News Item Three](#)

OUR WINE CLUB

Our Wine Club members benefit in a variety of ways—from exclusive events to early release offerings and special deals, you won't want to miss this membership!

[JOIN THE CLUB](#)

EVENTS

Date - Wine Tasting
Date - Birthday Bash
Date - Wine Release
Date - Open House

[VIEW CALENDAR](#)

Q&A: Kevin & Erica

We're here to help you!

blog.premiercellar.com
erica@premiercellar.com
509.207.4241