

## Bingham Family Vineyards Selects Big Thirst Marketing for Insights-Driven E-commerce Campaigns

**AUSTIN, Texas (August 24, 2020)** — [Bingham Family Vineyards](#) selected [Big Thirst Marketing](#) as its agency of record responsible for marketing programs to enhance direct-to-consumer e-commerce wine sales. The marketing agency is assisting the winery to gain deeper customer understanding to implement better targeted marketing campaigns to reach consumers with email marketing, content marketing, and digital advertising.

“With the onset of the current pandemic, we lost the ability to sell our wines at our three tasting rooms, which is where we have traditionally generated the majority of our revenue,” says Betty Bingham, director of marketing, Bingham Family Vineyards. “Individualized, in-person selling is how we’ve built our brand and wine club. It is essential that we find new ways to reach our customers with a similar personalized touch with our online presence. We choose Big Thirst Marketing as our agency partner because they are adept at growing e-commerce. They know the wine industry, they know how to use data analytics, and the Big Thirst Marketing team has valuable hands-on experience tailoring the [Commerce7](#) platform to meet unique needs. We know we made the right decision to hire Big Thirst Marketing. The first email marketing campaigns gave us an immediate **616% increase** in online sales over the same period last year. That’s a substantial ROI on our marketing spend.”

Big Thirst Marketing started its engagement with Bingham Family Vineyards with a complete evaluation of the winery’s existing sales and marketing tools, analytics, and systems to determine the best ways to optimize email and advertising campaigns to increase online wine sales.

“Bingham Family Vineyards is using some of the industry’s best e-commerce platforms and marketing tools, which gives us a head start in evaluating customer data to be able to create effective, insights-driven marketing campaigns,” says Matt McGinnis, president of Big Thirst Marketing. “We’re able to optimize the use of available data to create highly effective email and digital advertising campaigns that directly support online sales objectives in shipping, delivery, and curbside pickup.”

Using near real-time customer behavior and sales data, Big Thirst Marketing is leveraging the Customer Analysis that [WinePulse](#) is providing inside Commerce7 to identify automatically meaningful customer segments such as Best Customers, Loyal Customers, Regular Customers, Customers at Risk, Dormant Customers, and Lost Customers. This customer segmentation creates the ability to better reach customers with the right communication to enhance their experiences. Based on the customer insights, the agency establishes automated email campaigns with a system of touchpoints to nurture customer relationships, retain customers, increase chances of purchase, and grow overall sales as well as retain club loyalists.

Big Thirst Marketing further uses the customer data from WinePulse Commerce7 to implement effective digital advertising campaigns. Using data from Google Analytics, Commerce7 and WinePulse the agency plans content timing and conversion mapping with audience segmented keywords for geographically targeted campaigns to create mass awareness in distributed markets and to drive e-commerce sales.

# BIG THIRST

Marketing

## **About Bingham Family Vineyards**

[Bingham Family Vineyards](#) is a multigenerational wine growing family that promises the curious wine explorer a joyful experience through 100% Texas grown and crafted estate wines, the fullest expression of the High Plains. Since 1992, Cliff and his wife, Betty have served as pioneers in the Texas organic cotton and peanut markets and diversified their farming operations in 2003 by planting grape vines. Together with their children, the Bingham currently own or manage over 200 acres of wine grapes in the Texas High Plains American Viticultural Area.

## **About WinePulse**

[WinePulse](#) is the leading DTC Reporting solution for wineries. It includes 14 dashboards and more than 70 analytics reports to help wineries measure automatically all their DTC metrics, perform customer analysis, track goals and compare their performance against their peers.

## **About Big Thirst Marketing**

[Big Thirst Marketing](#) is a full-service agency with unquenchable passion for the beverage industry. The agency is built to help clients grow to the next level. Fostering relationships between food and beverage brands and loyal customers is what we do best. Our team of seasoned public relations, advertising, graphic design, web design, and digital media pros provides a combination of integrated marketing services and passion for the clientele industries we target. This mix of expertise and sincere appreciation for the brands we represent leads to campaigns that achieve business results.

Current and previous clients include: Ben Milam and Milam & Greene Whiskey, Bingham Family Vineyards, Celis Brewery, Delysia Chocolatier, Fall Creek Vineyards, Fast Eddie's Billiards, Little Woodrow's, Mighty Swell Sparkling Cocktails, Pedernales Brewing Co., Pedernales Cellars, Robert Earl Keen Beer, Ron Yates Winery, Salvation Spirits, Ski Shores Café, Slate Mill Wine Collective, Somms Under Fire, Spicewood Vineyards, Stone House Vineyards, Tequila 512, Texas Wine Journal, Treaty Oak Distilling, Uncle Billy's Brewery & Smokehouse, and Wedding Oak Winery.

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