



Survey results

Social media and wine in France

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What is mySocialWinery ?



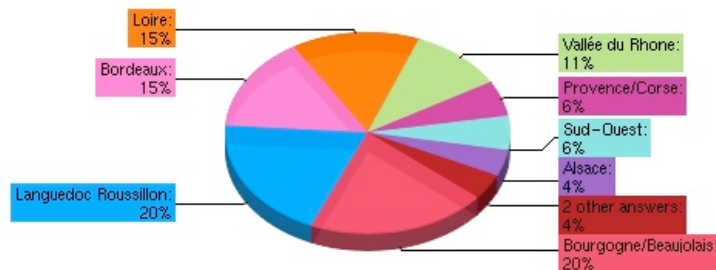
mySocialWinery is a marketing agency specialized in promoting and selling American and French wines online. We collaborate with wineries to create the best online marketing strategy for them. We are experts in two fields:

- 1- Creating innovative social media strategies
- 2- Creating websites, blogs and e-commerce solutions

For more information, please visit www.mysocialwinery.com

Participants

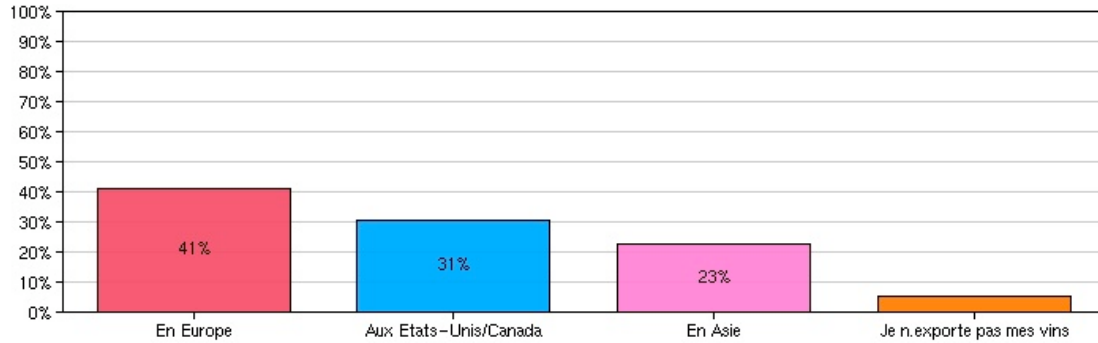
532 winemakers from France, representing the following regions:



Value	Percent %
Bourgogne/Beaujolais	20.3%
Languedoc Roussillon	19.7%
Bordeaux	15.1%
Loire	14.7%
Vallée du Rhone	10.7%
Provence/Corse	5.7%
Sud-Ouest	5.5%
Alsace	4.2%
Champagne	3.6%
Savoie/Jura	0.6%

Results

Where do you export your wines?



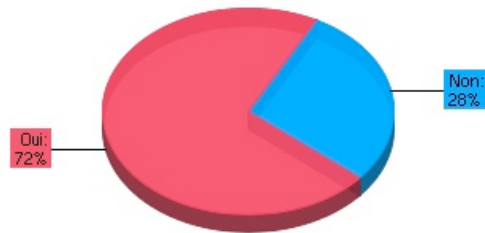
Value	Count	Percent %
In Europe	445	41%
In the United States/Canada	331	31%
In Asia	243	23%
I do not export my wines	59	5%

Do you submit samples to the following wine magazines: Wine Spectator, Wine Enthusiast, Wine&Spirits, Decanter?



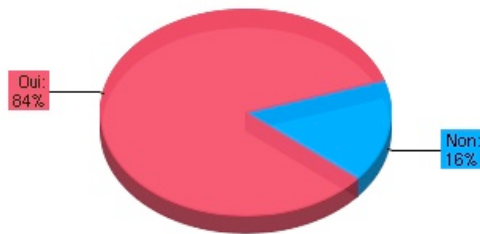
Value	Count	Percent %
No	289	56%
Yes	227	44%

Can you write and discuss in English on the internet?



Value	Count	Percent %
Yes	370	72%
No	147	28%

Do you have a website?



Value	Count	Percent %
Yes	433	84%
No	84	16%

If Yes, is your website translated in English?



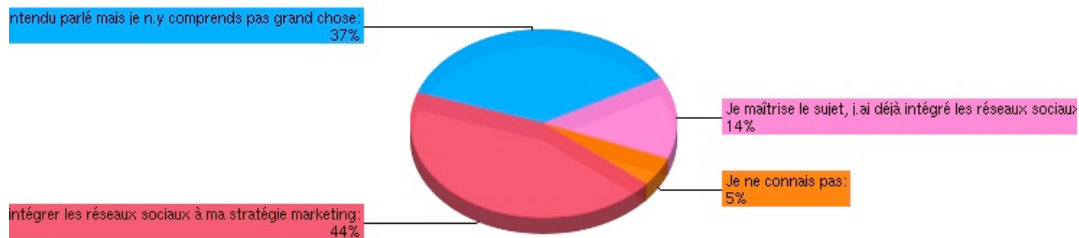
Value	Count	Percent %
Yes	297	63%
No	173	37%

Do you have a blog?



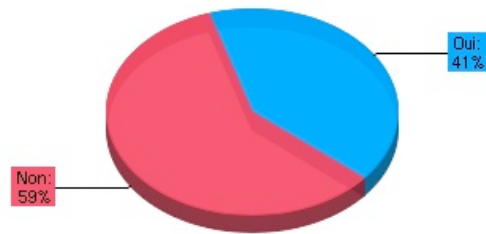
Value	Count	Percent %
No	443	87%
Yes	70	14%

Are you familiar with social networks on the internet (Facebook, Twitter, LinkedIn, Vinogusto, CellarTracker, Snooth...)?



Value	Count	Percent %
I am getting more and more familiar with those tools and I am planning to integrate them in my marketing strategy	223	44%
I've heard about them but I do not understand them	186	37%
I know those tools very well and I've already integrated them in my marketing strategy	71	14%
I've never heard of them	25	5%

Do you have a Facebook page?



Value	Count	Percent %
No	302	59%
Yes	209	41%

Do you have a Twitter account?



Value	Count	Percent %
No	459	91%
Yes	46	9%

Do you have a LinkedIn account?



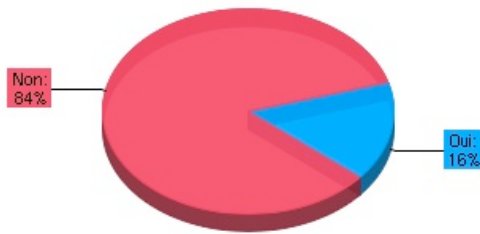
Value	Count	Percent %
No	424	85%
Yes	78	15%

Do you upload pictures of your wines and winery on the internet?



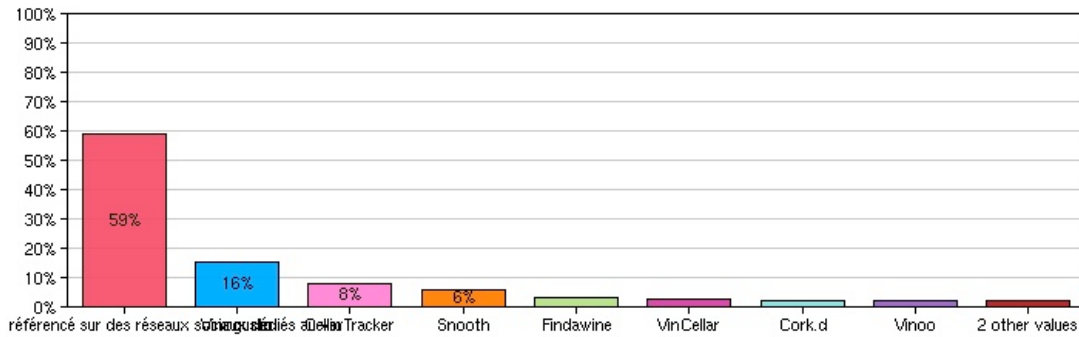
Value	Count	Percent %
Yes	324	64%
No	180	36%

Do you upload videos of your winery and vineyard on the internet?



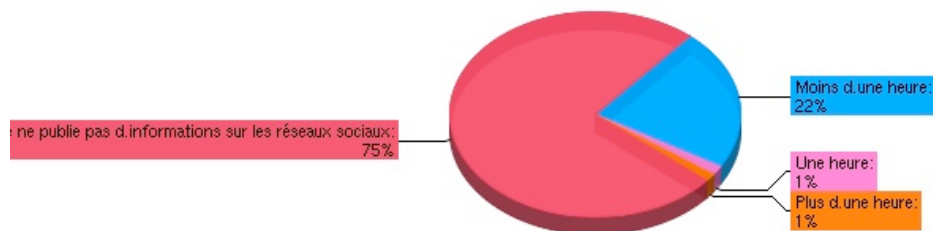
Value	Count	Percent %
No	429	84%
Yes	80	16%

Is your winery on the following wine social networks?



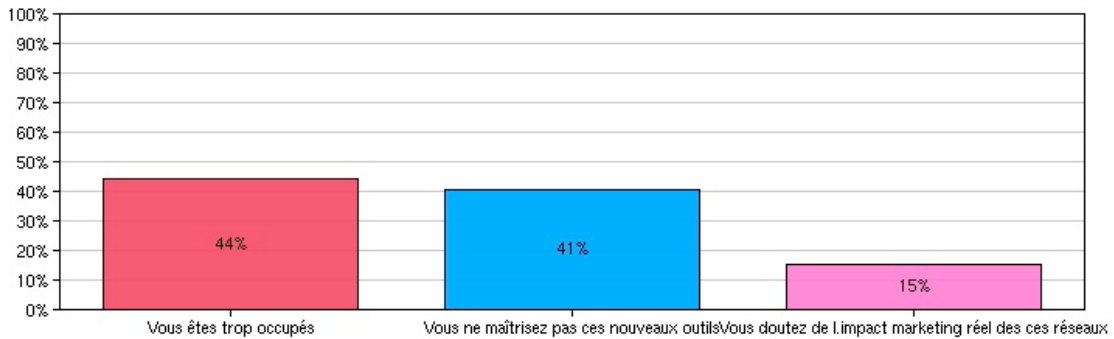
Value	Count	Percent %
My winery is not on wine social networks	372	59%
Vinogusto	98	15%
CellarTracker	49	8%
Snooth	38	6%
Findawine	19	3%
VinCellar	17	3%
Cork'd	14	2%
Vinoo	12	2%
Adegga	7	1%
Wine Everybody	6	1%

How long do you spend everyday publishing information on social networks?



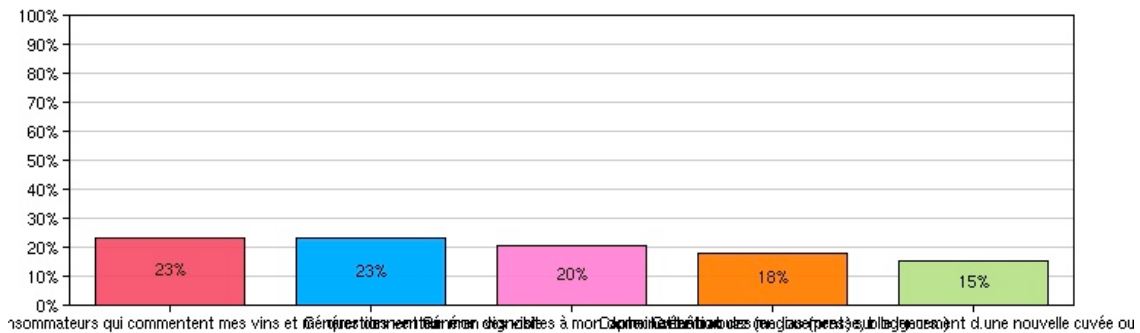
Value	Count	Percent %
I do not publish information on social networks	381	75%
Less than one hour	113	22%
One hour	7	2%
More than one hour	6	1%

If you do not publish information on social networks, what are the reasons?



Value	Count	Percent %
I am too busy	266	44%
I do not understand those tools	245	41%
I doubt of the real marketing impact of those networks	92	15%

According to you, what would be the benefits of being active on social networks?



Value	Count	Percent %
Discuss with consumers who review my wines and ask me questions about my winery	313	23%
Generate sales	308	23%
Generate visits to my winery	271	20%
Get media's attention (press, blogs)	241	18%
Create a buzz around a new wine or a new vintage	204	16%