

NEWS USA[®] case study

VIANSA SONOMA

Content marketing as a sales tool: Winery boosts orders by showing distributors news coverage in local markets

Challenge:
Viansa Winery aimed to enhance brand awareness for its products, increase channels of distribution and, ultimately, increase sales.

Solution:
Viansa collaborated with NewsUSA on a series of mat releases and radio news releases featuring its wines, monthly gift basket subscription and specialty food items.



Results & Impact:
Via NewsUSA, Viansa was able to place syndicated features about its wine and food offerings news sites across the country. Viansa's sale team shared these local news articles with regional distributors and local shops carrying their products. They showcased to these important customers how the winery was working to drive sales in that local market, and even at that particular store.

The articles were door openers to additional sales discussions, as many of its local distributors and sellers were both impressed and appreciative. Orders grew as a result.

As seen on:



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