



CASE STUDY....

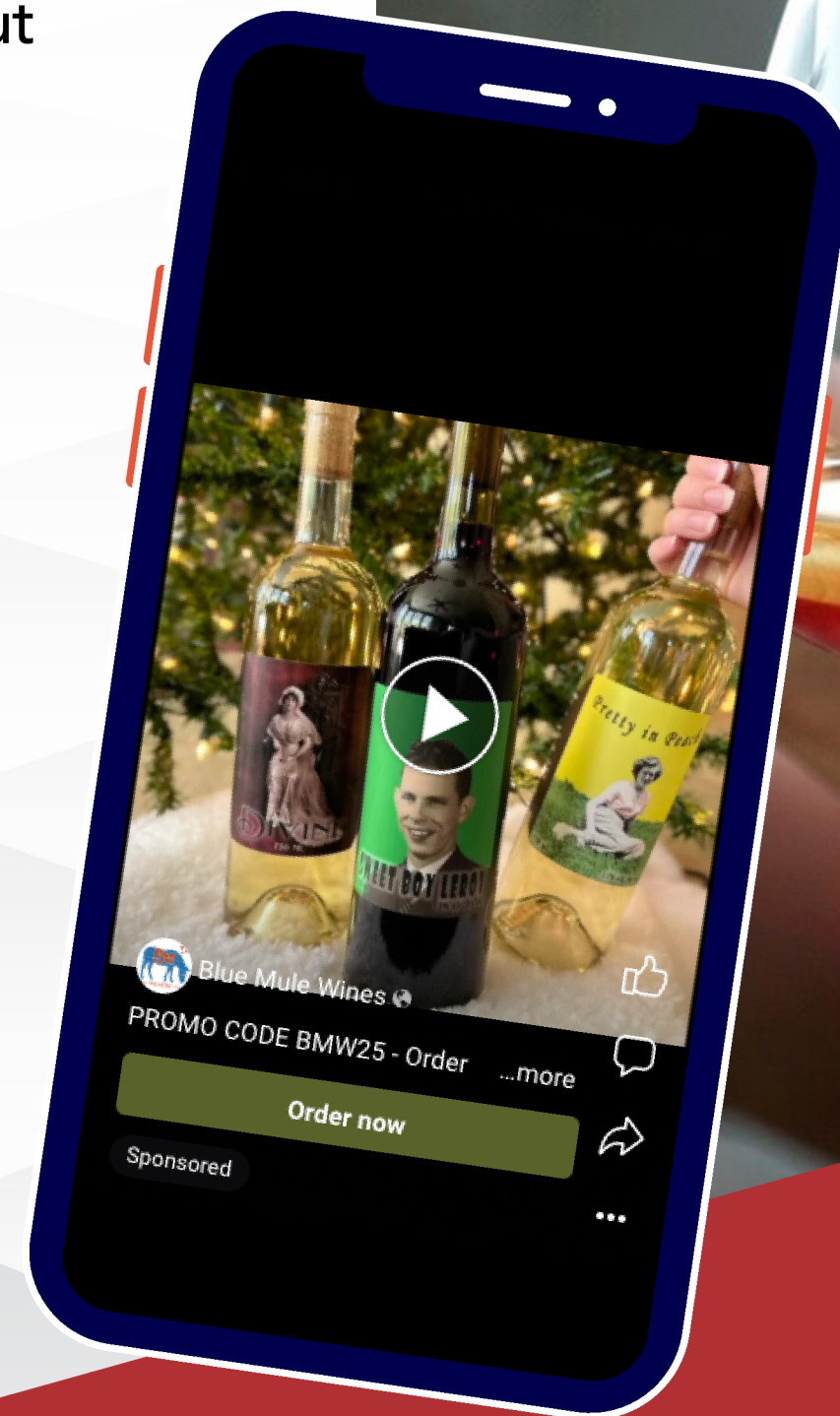
 ThriveFuelMarketing



EXECUTIVE SUMMARY

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For Blue Mule Winery, selling wine in the digital world—without cozy tasting rooms to seal the deal—called for a fresh approach. Enter ThriveFuel Marketing. Together, we crafted a bold strategy, blending creative storytelling with savvy digital marketing. In just one month, our campaign delivered 238,969 impressions and 4,124 clicks, with some ads achieving a stellar 4.23% click-through rate. This buzz didn't just stop at engagement. Our strategy brought 2,259 first-time visitors to their website, resulting in 13 direct purchases from new customers, with an average conversion value of \$70 per customer. With the right strategy, the magic of a tasting room pours into real sales—one click, sip, and purchase at a time.



THE CHALLENGE

Blue Mule Winery faced a unique challenge in the competitive Texas wine scene: turning online browsers into bottle buyers without the charm of in-person tastings. The traditional wine sales model is like a perfectly aged vintage—customers visit, savor the experience, and choose their bottles based on personal taste. Plus, many Texas wineries build their following through membership programs introduced during those memorable winery visits.

Key hurdles included:

- Bottling the essence of wine characteristics and taste profiles online
- Competing with well-established membership programs
- Overcoming the preference for selecting wine in person
- Cultivating trust in purchasing a sensory experience without the sip



DIGITAL PRESENCE **GROWTH** ::::



Facebook Campaign Performance:

- 1,304,515 total impressions
- 1,110,502 unique users reached
- 7,571 engaged clicks



Google Business Profile:

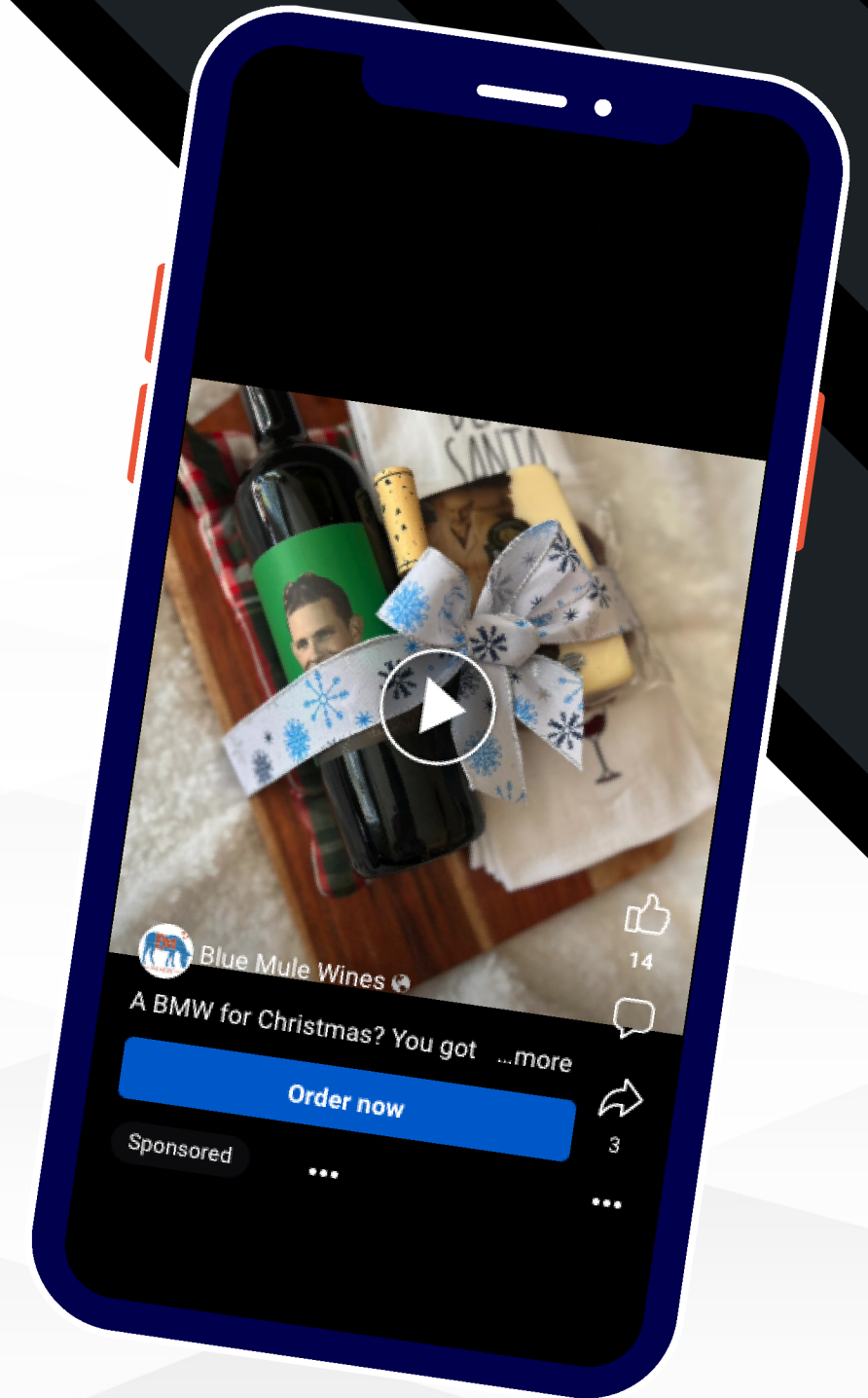
- 3,947 impressions
- 64 direct call clicks
- 599 website clicks



Instagram: Grew to 1,615 followers with consistent engagement



Achieved top local search rankings for key terms including "winery," "wine tasting," and "wine bar"



STRATEGIC **APPROACH** ::::

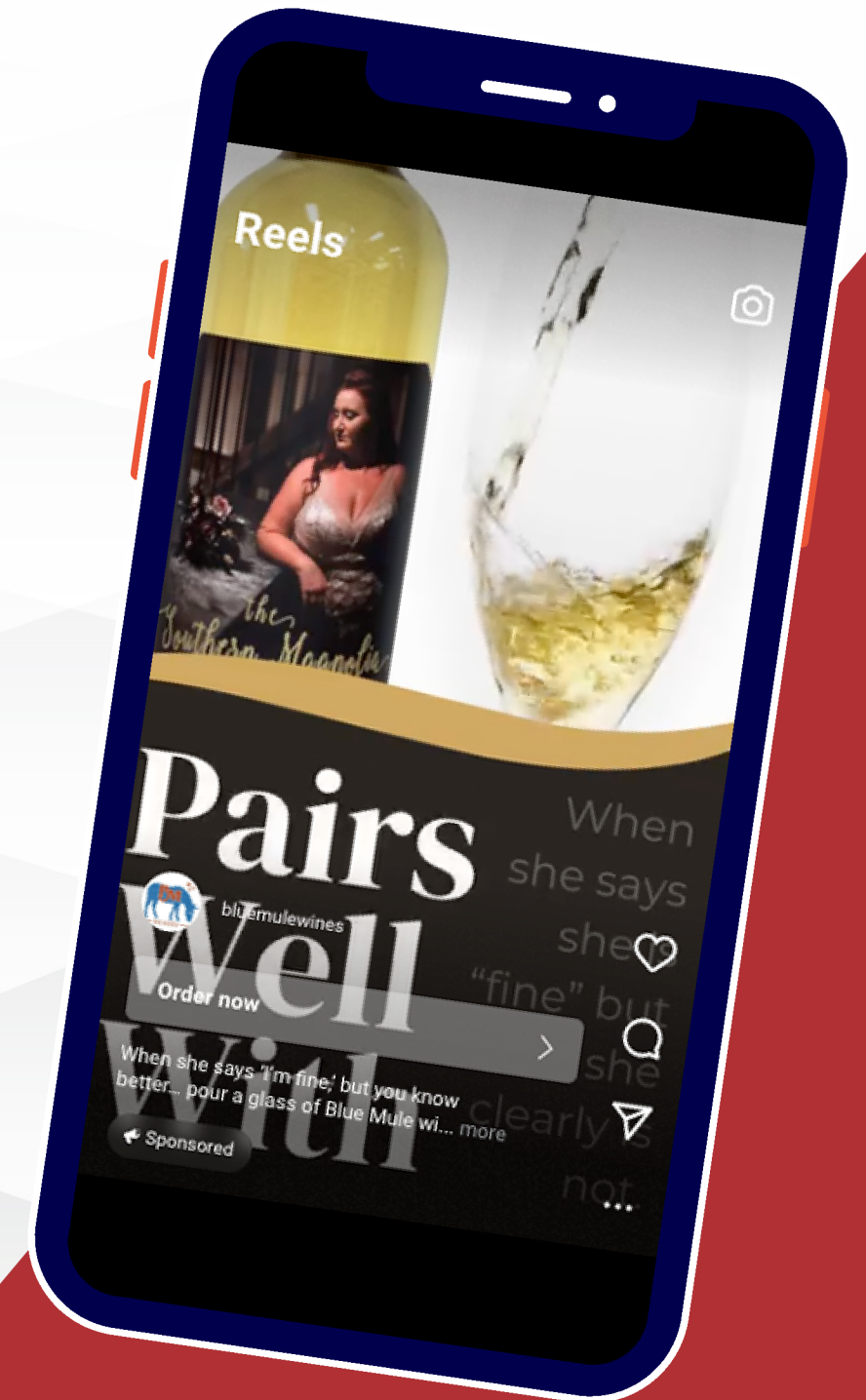
ThriveFuel crafted a multi-faceted digital strategy designed to pour the full winery experience straight into potential customers' screens, serving up a taste of the vineyard from the comfort of home.

:::: CREATIVE **STRATEGY**

Our approach was all about crafting scroll-stopping content that would uncork the essence of the wine-tasting experience, capturing it digitally with every click.

CREATIVE VIDEO **CONTENT** ::::

- Developed trend-aligned social media video content
- Created immersive programmatic video ads showcasing wine characteristics
- Utilized dynamic ad formats to tell a story



.... DEMOGRAPHICS AND **TIMING**

**Primary
Engagement**

Females

4,190 F vs 3,319 M

**Strongest
Response**

Age 65+

2,135 Engagements

**High
Engagement**

Age 35-44

1,442 Engagements

Our data revealed key audience insights:

- Primary engagement from females (4,190 engagements vs 3,319 male)
- Strongest response from 65+ age group (2,135 engagements)
- High engagement from 35-44 age bracket (1,442 engagements)

AD ENGAGEMENT **SUCCESS**::::

Our creative strategy drove exceptional engagement:



Facebook Ad Performance:

\$1.88
cost per conversion

\$0.55
average cost per click

7,571
total campaign clicks

1.11M
unique users reached

E-COMMERCE PERFORMANCE::::

The November-March E-commerce Campaign delivered:

- 249,992 impressions
- 2.13% click-through rate
- 1,018 clicks
- \$1.88 cost per conversion

Impressions

249,992

**Click-Through
Rate (CTR)**

2.13%

Clicks

1,018

**Cost Per
Conversion**

\$1.88

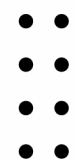
BUSINESS **IMPACT**

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The digital strategy successfully:

- Created a new revenue stream through online bottle sales
- Established a digital-first customer acquisition channel
- Achieved efficient customer acquisition costs (\$0.55 CPC)
- Built a sustainable online presence with 82.7% mobile engagement

CONCLUSION



ThriveFuel's creative and data-driven approach helped Blue Mule Winery transform the challenge of taking their in-person experience online into a **true digital masterpiece**. By crafting captivating content, fine-tuning targeted ads, and refreshing their website, we didn't just boost online wine sales—we **elevated Blue Mule's entire digital presence**.

The spike in website traffic from our efforts is poised to uncork **higher sales conversions** in future campaigns. By enhancing their online presence, we've **broadened the brand's reach and strengthened customer trust**—both in the tasting room and on their screens.

CALL TO ACTION ::::

Are you a winery owner struggling to convert online browsers into bottle buyers without relying on the familiar clink of glasses at wine tastings? Blue Mule Winery's success proves that with the right digital strategy, you can:

- Unveil the story behind your wines and let customers savor every detail
- Build trust and cultivate loyal wine lovers through online connections
- Open up new revenue streams and expand beyond the tasting room
- Outshine your competition in the ever-growing digital marketplace

Let us help you tap into your winery's full digital potential with a strategy that lets your unique experience breathe and flow straight to your customers' screens.

We'll design a digital presence that's as vibrant and unforgettable as your best bottle, capturing the essence of your winery and sharing it far and wide.

BOOK A CALL TODAY!

361-333-1898



ThriveFuel
MARKETING

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