



CASE STUDY

How we generated over 140 member signups using e-mail marketing

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OVERVIEW

Kosta Browne is a winery located in Sebastopol, California that aims to produce the finest Pinot Noir and Chardonnay wines that stand side-by-side with the best in the world.



BACKGROUND

The decision to collaborate with Wine Enthusiast stemmed from a strategic imperative to leverage the publication's authoritative voice and extensive reach within the wine and spirits community.

Wine Enthusiast's active email subscriber base of one million offers a unique opportunity to engage directly with a dedicated audience of wine lovers. This targeted email marketing capability allows for direct communication with a sophisticated audience that values high-quality content and expert recommendations.

THE CHALLENGE

Kosta Browne Winery needed to effectively reach a targeted audience of wine enthusiasts who appreciate high-quality, small-production wines.



The winery struggled to find the right platform to communicate its brand story and the unique characteristics of its limited-release wines to an audience that values craftsmanship and authenticity.

OUR COMPREHENSIVE SOLUTIONS

Wine Enthusiast developed a comprehensive email marketing campaign for Kosta Browne Winery that told the story of Kosta Browne's winemaking process and highlighted the unique qualities of their wines. By utilizing Wine Enthusiast's extensive reach and credibility, Kosta Browne was able to effectively communicate its brand story, increase awareness among an ideal audience, and drive engagement with subscribers who appreciate high-quality, artisanal wines.



SOLUTION

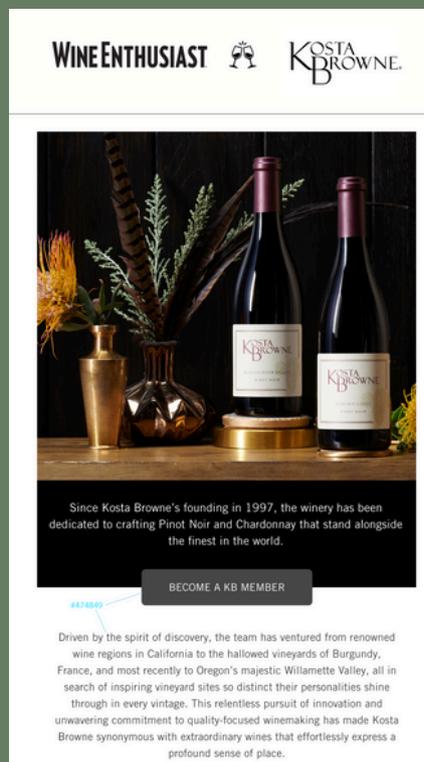
HOW IT WORKS

A super custom email template from Wine Enthusiast offers several benefits, especially for a brand like Kosta Browne Winery looking to connect with a highly targeted audience. Here are some key benefits:

Eye-Catching Design: Our custom emails feature unique graphics, color schemes, and layouts that reflect Wine Enthusiast's aesthetic, making the email more visually appealing and memorable.

Flexible Layouts: Our custom templates can be designed to accommodate various types of content, from storytelling and product showcases to educational pieces, making them versatile for different marketing objectives.

Personalization: Our emails can include personalized elements such as the recipient's name, location, or past engagement with the brand, which helps increase engagement rates and foster a stronger connection with the audience.



BEFORE



AFTER

RESULTS

Our hard work paid off with a 140 email subscribers that converted into KB members, a 6% increase email viewership, and an impressive half a million digital impressions from one single email activation.

Conversions into
Member Sign-ups

140

Impressions
Delivered

UP 6%

Total
Impressions

514,000 +

Kosta Browne Winery's collaboration with Wine Enthusiast demonstrates the power of targeted email marketing in the wine industry. By utilizing custom email campaigns tailored to Wine Enthusiast's highly engaged subscriber base, Kosta Browne effectively communicated its unique winemaking story and showcased its premium wine offerings. This approach resonated with both existing aficionados and new wine enthusiasts, enhancing brand perception and solidifying Kosta Browne's reputation as a leader in the competitive wine market.

THANK YOU!

Inspired by Kosta Browne's success story?
Get in touch with us to start your journey toward
outstanding results.



CONTACT

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