



# Bogle

## Case Study





boglevineyards

1,016 posts 10.8k followers

**Bogle Vineyards**

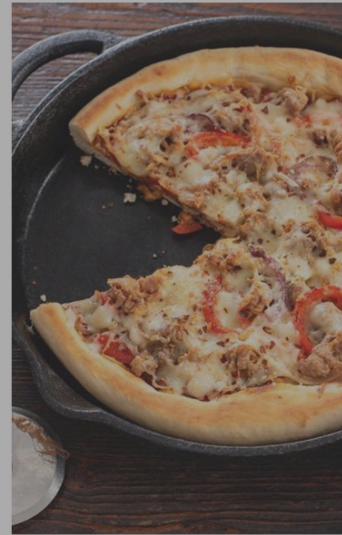
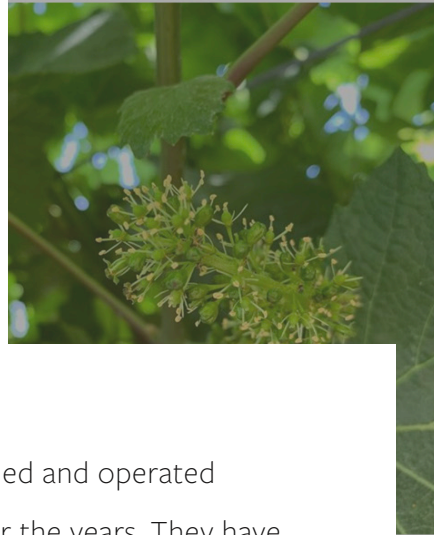
Family owned & operated  
to produce quality wines

[linkin.bio/boglevineyards](https://linkin.bio/boglevineyards)

Followed by lunelightproduction

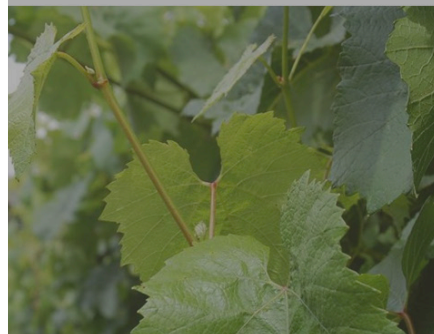
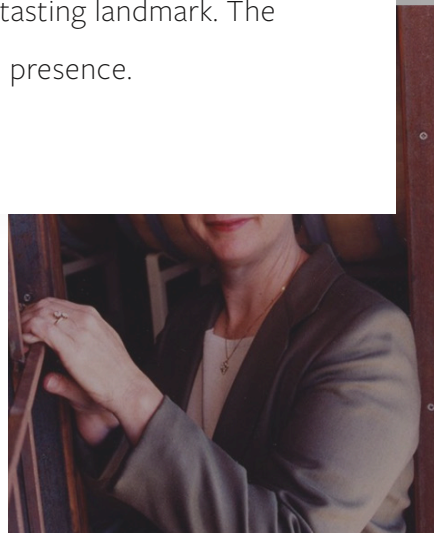
POSTS

IGTV



# The Problem

Bogle Vineyards is one of California's largest family owned and operated wineries. They have built a strong and loyal fanbase over the years. They have even helped the Clarksburg area build itself into a wine tasting landmark. The only thing left for them to establish was a strong online presence.







# What We Know About Wineries on Social Media

Consumers spend \$71 more on products of which they are fans on social media.

Social media followers are 41% more likely to recommend a brand they follow to fellow wine drinkers.

Fans are 28% more likely to continue enjoying the brand they've chosen to follow.

74% of customers rely on social networks to guide purchase decisions. Facebook is the most effective platform to get consumers talking about products.

Sources: International Journal of Wine Business Research



# Our Solution.

A strong social media presence started with killer content and regular engagement. We worked with partners to establish an ongoing strategy that would keep the Bogle brands engaged with followers.

## + High Quality Visuals

In working with the Bogle team's established partners we were able to provide creative direction based on seasons and promotions on what photos and videos should be created for social media use.

## + Strategic Messaging

All posts were drafted weeks before they went live. This gave the team a chance to review captions and consider its coordination with other marketing efforts. Each post was developed to support brand pillars or a seasonal initiative.

## + Audience Growth

Advertising helped boost the reach of all profiles. With detailed audience targeting, users outside of the developed audiences were reached with promotions and sweepstakes.

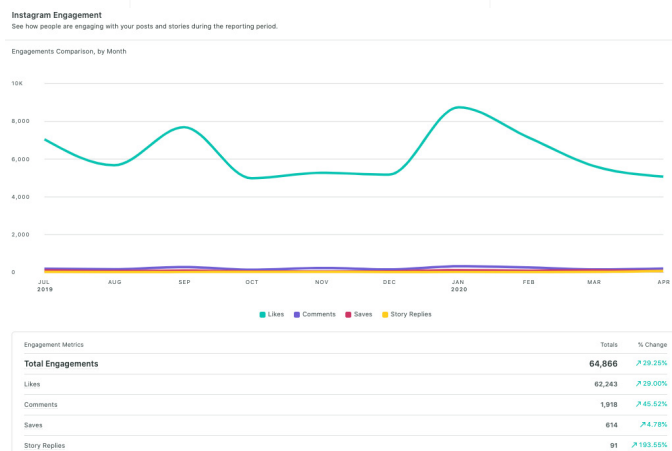
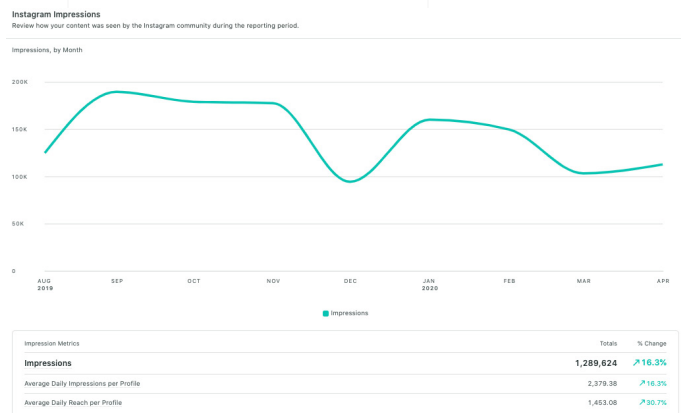


# The Results.

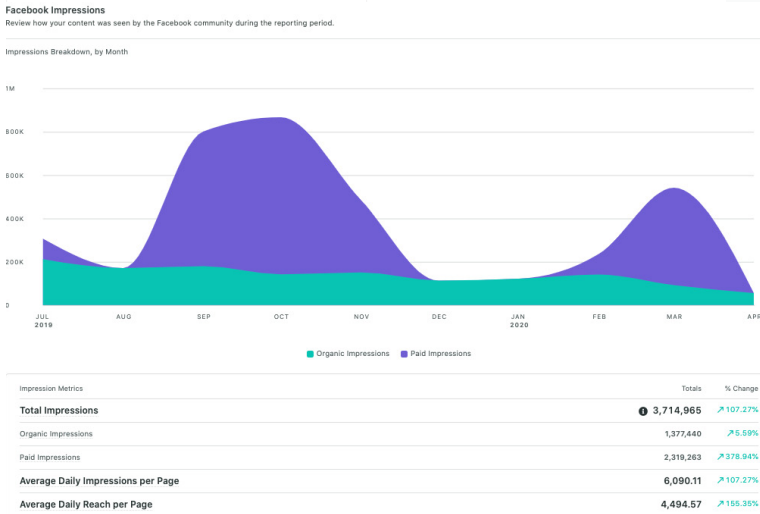


47% Increase in Total Engagements on Instagram.

80% Increase in Daily Reach on Instagram.



55% increase in Impressions on Facebook.



# Innovative Digital Marketing to Grow Your Business.

Three29 is the digital marketing & technology agency that delivers innovative digital marketing and technology solutions to grow your business. Our experience, expertise, data and insights lead us to deploy innovative digital marketing and technology solutions to accomplish your marketing KPIs and business goals.

## How We Grow Your Business

EXPERIENCE & EXPERTISE

+

DATA

=

INSIGHTS

+

INNOVATIVE SOLUTIONS

=

KPI's & BUSINESS GOALS





# You're In Good Hands.



## Ready To Get Started?

Contact Us Today

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