

STUDY ON PROMOTING WINE BRANDS ONLINE

Nicoleta CRISTACHE

cristache.nicoleta@yahoo.de

Adrian MICU

mkdradrianmicu@yahoo.com

Irina SUSANU

irina.susanu@ugal.ro

Dunarea de Jos University of Galati, Romania

The aim of the present paper is to emphasize the role and importance of social media as a powerful wine promotion instrument. The necessity of approaching this issue is justified by the fact that we live in a Google-centric world and that companies' marketing strategy as well as their content must constantly adapt to the online searching and information gathering behaviour. To this purpose, our research efforts concentrated on examining the top ten wine producers in Romania, pointing out that corporate rigor supports effective web-sites and social media accounts for wine producers. From the marketing management perspective, the development of a model to assess the web-site and social media account is highly required as it is useful for winemaking companies. From the academic perspective, it aims at identifying the correlation between the behaviour of modern consumer and the social media impact on all aspects of life.

Key words: social media, e-commerce, web 2.0 tools, construct, assessment model

1. Introduction

Wine is being inherently a social product category. Significant changes have occurred in wine industry in recent years, due to social networks, internet, increased access to information on wine and world vineyards and their supporters. Thus, wine growers can create memories with every type of wine. It is in fact, a contextual perspective. Wine is shared. The wine sector is highly important in Romania, it ranks 5th in the European wine producing countries and 11th in world ranking, the first positions being occupied by France and Italy. Most Romanian wine producers are not aware of the huge benefits provided by the online environment. Using instruments such as social networks - Facebook, Twitter, LinkedIn, etc., they can shift away from traditional methods of promoting wines to innovative methods and marketing tricks available online. Moreover, web-sites and social networks enable small wine producers to compete in a market dominated by wine industry giants and thus to allow their products to reach the end user.

Modern consumers are expecting find online all details on grapes, wines, and wineries before actually visiting a cellar or winery or buying online. Internet sales, following an ascending trend, are an excellent opportunity for traditional wine producers both to face the current economic crisis and to promote their wine brands.

The use of social media in trading is the next step in the evolution of sales, which combines the convenience and easy-to-use of social networking with the advantages of electronic shopping. It continues to gain ground globally due to the boost in online shopping through Facebook and e-mail. Moreover, it improves online shopping by providing suggestions and making comments on products from people who actually bought those products or who the user personally knows. Likewise, merchandisers can contact customers directly, thus getting a better perception of the business relationship.

Most wine producers maintain and share a wine tradition and philosophy promoted online in an attempt to determine customers to taste the result of their stories. The experience is a far cry for a mere visit to the supermarket, where the consumer is lost in the multitude of products and where can only find minimum information on the vineyard of origin, grape variety and taste.

Recent studies show that globally about 50% of vineyards and wineries all over the world have their own web-sites. It is a surprisingly low percentage, taking into account that wine producers that have web-sites see them as vital and essential promoting instruments. Many companies that do not have a web-site, do not have an e-mail address either.

The centre of gravity in wine media moves slowly. Obviously, it involves an extremely liberal definition of the word – one that includes not only news web-sites and weblogs but also interactive

technologies that emerged and developed from the static structure associated with online information access/retrieval.

Wine industry is one of the most recent industries that have adopted technologies provided by the internet. According to the founder of the Earthsite, a media agency for sustainable brands, 94% of the US vineries are promoted on Facebook, 73% on Twitter. 47% of them declare that social networks help them boost their sales and 72% sell wines on their own web-site. Wine producers can make the best of Facebook advantages through the instruments this social network provides such as: photos, relevant videos, links to blogs (of the producers or their partners), links to their own web-sites, events to which consumers can participate in, consumer surveys and enquiries.

A statistical study conducted in 2012, taken from John Witherspoon's compilation from AnythingWine on the presence of Virginia's wine producers on Facebook, showed that only 58 wine producers from Virginia had a Twitter account and only few of them actively used their accounts. (<http://anythingwine.wordpress.com/virginia-wineries-on-twitter/>)

There are two definitions for social media: (1) *social media definition 1.0* refers to the means of interaction among people such as creating a fan page on Facebook, updated once a month with information related to spectacular discounts, or sending 1-2 tweets per month; (2) *the more extended definition* refers to the large scale use of the instruments that can be accessed and used for scaling provided by the internet to attract and retain proactively the existing and potential clients. Taking into account these two above-mentioned definitions, we notice a certain *orientation towards promoting sales and an orientation towards communication and public relations* in social media pages.

In this context, we believe that some clarification might be required. First of all in order to create a Facebook page that can be used to post information of certain type, does not validate the definition on active engagement in social media. Secondly, posting an event announcement once a week about a festival held at the end of a week in wine industry, does not qualify as active engagement in social media. And most importantly, the mere answer to a wine producer's statement, in somebody else's comments does not mean active engagement in social media. Each of these above-mentioned actions is regarded as the *minimum level* of performance expected in the wine market nowadays.

Over the last five years, various types of online communication have emerged thus becoming increasingly complicated to establish which instrument better adapts for wine industry. An attempt to solve this problem is the social media division into six marketing and public relations channels, suggested by Kaplan and Haenelein (2010), who define social media "as internet applications that enable the creation and exchange of user-generated content":

People post comments regularly on wine blogs and thus they get involved in dialogues, meeting are organized for the wine bloggers in wine cellars or in other locations, wine producers send wine bottles to events organized by local wine bloggers as a result of the dialogues they got involved in, further confirmed by the huge traffic volume. On the other hand, a passive opposition regarding all these above-mentioned aspects results in failed opportunities.

Generating a buzz around a brand should not be regarded as a negative aspect by professionals or connoisseurs as people's comments on the products they purchased and tried can help the wine producer make a better wine.

Social networks and the Internet play a very important part in PR, being vital for companies to have an online reputation as "the Internet is quickly becoming the place where first impressions are formed" (Schiller, 2010). When a consumer is gathering information about a particular wine producer and notices his absence in all social networks, the reputation of that particular company is impaired, being thus eclipsed by any other wine producer among the first results, displayed with a simple Internet access.

For the wine producers who are promoted on social networks, it is very important not only to gather a lot of likes, friends or fans but also the extent to which they are connected with the user and the later posts useful comments in order to benefit of the advantages of the online page. Each and every brand in wine industry and not only, keep its fans close, through constant presence and updates.

In addition to caring for grape vine, working in wine cellars, facing the burden of bureaucracy associated to selling wines and the complexity of wine-making process, the wine producer must also have enough time to spend online. The frequency of Facebook accessing and communication must start from at least 10 to 30 minutes per day, which is rather difficult for producers that have a small family-type winery, since the management of the company is achieved with limited personnel and time. On the other hand, bigger wine producers can outsource this activity that is highly important currently.

The young generation uses social media even more and therefore companies must keep pace with this aspect. Business management dynamics has changed significantly, consequently companies must also change. However, the main advantage of family-type businesses in wine industry is that they do not face spectacular marketing campaigns but their approach rather focuses on story-telling – stories about the

history of the company, people, triumphs and challenges of each and every crop – narrated in an attractive and appropriate manner, thus attracting consumers and wine enthusiasts.

2. Research methodology

The purpose of the present study can be divided into two directions. From the *marketing management* perspective, we intent to develop a sample of sites, which can be useful for all wine producers and thus all information required by a client, can be found on their sites and also to promote efficiently their products. From the *academic perspective*, the goal is to identify the correlation between the behaviour of modern consumer and the social media impact on all aspects of life. The final purpose of this research is to identify new ways of promoting products and of identifying new markets through the virtual environment, thus supporting wine producers whose main task must include active measures through social media instruments in order to attract consumers and to boost sales. The present study is based on a comparative analysis of the stage of adoption web 2.0 tools and the presence of wide producers on social networks in Romania, after identifying the strengths on which rely, in promoting products online. At the beginning of this assessment, a ranking of the 10 most important wine producers in Romania was achieved, based on the data provided by the Ministry of Finance.. (Table no. 1).

Two assessors were involved in the conduct of research, analysing objectively wine producing companies. While one of them focused on product-oriented sites, the other one analysed the orientation towards online marketing.

Table no. 1

Characteristics of the Romanian sample

	<i>Producer</i>	<i>Date of establishment</i>	<i>CA (mil. €)</i>
R01	Murfatlar Romania	2002	33
R02	Cotnari	1992	23
R03	Jidvei	1999	22
R04	Vincon	1991	19
R05	Cramele Recas	1992	14
R06	Casa de Vinuri Zoresti	2001	13
R07	Angelli	2001	12
R08	Domeniile Viticole Tohani	2003	10
R09	Cramele Halewood	1993	9
R010	Vinexport Trade-Mark	1992	9

Source: Drawn up by the authors, based on the information provided by Ziarul Financiar and the Ministry of Finance

The assessors were given the top ten of the largest wine producers in Romania, taking into account the turnover, provided by Ziarul Financiar and the Ministry of Finance. The assessment session involved two stages for each wine-producing company: stage 1) collecting information about the company from databases that provide free public access to corporate information; and stage 2) examining websites that were found or noting the online absence and presence of wine producers on social networks.

3. The standard model of technology adoption

The present investigation is based on the model suggested by McKay and Marshall in 2004 on e-business stages of development. This model shows the benefits of e-commerce for producers regardless of their domain of activity. We applied the standard model for wine industry, trying to show the investments made, taking into account the sophistication level of industry and maturity of wine producers' web-sites that can bring further benefits. The present study does not deal with the last two levels (internal and external integration) since they are based only on strategies of attracting customers.

4. Instruments assessing wine producers' web-sites and social media accounts

The present analysis started from the model suggested by Nistorescu, Tudor; Pavel, Silvia-Mihaela; Constantinescu, Adina (2012) in the scientific paper "E-commerce – A Viable Part of Winemakers' Strategy: Study on the Content of Romanian Websites", published in *Revista Economică, Journal of economic-financial theory and practice*, ISSN: 1582-6260, Sibiu, Romania, Supplement No. 3/2012 - Marketing, Commerce and Tourism and a New Paradigm of Change, pp. 279-287, that we processed in order to use it for our purpose, eliminating the first stage that does not involve online presence and providing new characteristics to the ones presented as well as the last category of characteristics on the internationalization. The 1-13 constructs from the initial model enabled the development and

standardization of an assessment model of websites that can be useful to wine-making actors. In the first stage, the authors used the normal factor analysis called "the R method", identifying construct correlations (criterion) in the wine producers' sample, due to which web-sites were divided into two categories: (1) wine-oriented websites and (2) marketing- oriented websites. In the second stage, the construct matrix was transposed in order to apply the Q methodology, i.e. searching the correlation among subjects sharing the same criteria. Thus the authors identified six stages regarding the web-sites quality, corresponding to six maturity levels of web-sites content in wine industry. The final model is shown in table no. 2.

As a result of assessing the two samples, Romanian and French, we gave ratings using a modified Linker scale, in four stages, giving 1 for unsatisfactory response to the analysed criterion and 4 for a comprehensive answer. (see the Excel Annex)

Table no. 2

Website assessment criteria

			Criterion	Characteristic
Orientation towards the product	Static online presence	1	Contact & Info	e-mail address correspondence address, Google map
		2	About the company	history / stories about ... winery region family inheritance property and management of the company wine-maker profile
		3	Infrastructure-related information	Information related to the winery's facilities (wine storage, cellar and bottling line) gift shops
		4	Product-related information	Description of wines Wine price
		5	Information related to company's activity	Hours, winery and sightseeing tours Cellar visits
	Interactive Online	6	PR	Media updates Latest news
		7	Partnerships	Links to accommodation units Links to local restaurants Links to main attractions Links to distributors links to companies that the group belongs to
		8	Interactive functions	Sign up online for wine clubs/forums free e-mail newsletter links to producer's social networks pages (Facebook, Twitter or blogs)
		9	Feedback	Consumers' opinions Assessing quality using a Likert scale
	Cultural and educational integration	10	Educative opportunities	Matching wines to various dishes Wine tasting tips Labelling requirement at restaurants wine culture glossary of terms
	e-Commerce	11	E-commerce	Virtual wine cellars Wine accessories stores online shopping, shopping cards, payments methods, delivery dates and time
		12	Internationalization	Multiple language site External partners Foreign subsidiaries
	International presence	12	Internationalization	Multiple language site External partners Foreign subsidiaries

Source: Drawn up by the authors, based on the information provided by Ziarul Financiar, Journal Du Net and the Ministry of Finance

Our analysis goes even further, accessing Facebook pages of the producers included in the sample. As a result of the analysis and based on our experience of web-sites assessment, we managed to develop a model for assessing social media accounts, especially Facebook, of wine producers, focusing on the main sections of a classical page: *About, Photos, Timeline, Likes*. We relied heavily on the information provided by the literature of speciality when we developed our model, since in many cases the Facebook accounts did not provide too much information.

Table no.3
Model developed for assessing social media accounts (Facebook)

			Section of social media page	Criterion	Characteristic
Orientation towards promoting sales	Static presence	About	Info contact		Website, e-mail address
					correspondence address, Google map
			Basic information		Facebook signing up year Setup year Awards, Products, Prices, schedule
	Interactive presence	Chronology	Description		Brief accroche presentation of the company (mission and vision)
			Photos	Visual (photo + Video)	Updated photos albums of events, products launches, crops, wine industry
					Appearance in other people's publications/companies
					Video, commercial sports
			Our wines		Launching new wines, About young and mature wine collections, recommended consumption time for wines (which wines should be kept more time in cellars) Matching wines to various dishes Wine awards
					Posting photos showing vineyard and cellar-related activities Posts to educate fans and that provide exclusive "behind-the -scene" information.
					Posting photos with family members, children involved in various activities, special events (e.g. wedding) of the owners
			Events		Creating events on Facebook so that the fans to know when and when can meet with their favourite wine producers in exhibitions, dinners, fairs, wine tasting events
					Educative competitions for fans, who can win old wines invitations etc. which may attract their interest
			Partners		Links to accommodation units Links to local restaurants Links to the main attraction contact/links to distributors links to the companies belonging to the same group
					Matching wines to different dishes Wine tasting tips Labelling requirement at restaurants Wine culture Glossary of terms
			Feedback		Likes = number of fans
					Citations in various posts

Source: Authors' contribution

4. Data analysis and assessment

The ultimate tool for analyzing the adoption stage of the wine industry in Romania included 12 criteria of web-site assessment, according to the table no. 2.

The analysis aims at helping wine producers increase their number of online visitors and improve the opinions they read when visiting the site. These two elements lead to a continuing interaction between the visitor and wine producer, which, if managed correctly, leads to high sales.

- The first step towards the virtual universe is usually made by the wine-producing companies through its static presence in the online environment. Thus general information about the company is displayed here which does not change over time. At the same time, communication is achieved directly with the user, without expecting a response in exchange.

- *Contact & Info* section presents information related to the company's contact and of the winery, which may include address, phone number, fax, web-page address, e-mail address as well as the geographic coordinates, location using Google maps or Bing maps.

About the company section includes the history of the company and its current status, presented in such a way so that the user can find out more about that company, from its establishment up to present time. This aspect is very important since the characteristics of wine producers or owners are presented thoroughly. Wine producers' sites must promote this type of information thus allowing visitors to identify the people of personalities behind the wine.

- *Specialized information* section is dedicated to the wine-making process, maturation procedures and wine bottling techniques as well as to the tradition of the company for these activities.

- *Product-related information* reveals detailed characteristics of all the wine types included in the range, alcohol levels, additional ingredients for flavour and taste, etc.

- *Tourists Information* are related to the area in which the wine is produced and surroundings, in an attempt to make the best of the wine region in order to attract consumers as tourists by organizing sightseeing tours of the vineyard and cellar visits and tastings.

- Going further to the *inactive presence* component, we refer to the ways in which wine producers communicate with the external environment, i.e. customers, partners, collaborators.

- *PR* section presents articles in press and events whose main actor is the wine producer or exhibitions that were organized or will be organized in the future.

- *Social networks* section compiles sites and applications to which the winery is subscribed and has a page displayed for the public. Here there can be found wine industry specialized communities and also pages where photos can be posted and information related to various activities and where the wine-maker can communicate with the end-users and consumers. Mention must be made here of the available jobs that can be promoted due to social networks, taking into account the need for network administrators and web designers for these activities in order to ensure a richer online presence.

- *Feedback* section can be regarded as an individual section, where the users can comment and share opinions about wine-making industry in general, and post suggestions or complaints about their previous experiences or future plans. Alternatively, there can be a *comments* section where those who want can write their opinions.

- Another important step in the online development of the wine-making domain is represented by its integration into the community. This aspect can be achieved by sharing the knowledge and *useful advice* gathered by the winery, related to tastings, matching wine to various dishes, labelling requirement at restaurants etc. Moreover a purchase niche can be achieved by posting recipes that use the winery's wines.

- *Electronic sales* can be regarded as a worthy benefit, as it increases the comfort of the buyer who can buy his/her favourite wine from home, after analyzing all opinions. At the same time, it is a benefit for the winery as well since it increases consumers' satisfaction, thus reducing the selling staff-related costs.

- *International presence* is another important criterion for large and prestigious wineries with a long tradition. The concept of internationalization means sending products abroad to foreign consumers. In this respect the displayed pages must be also translated into at least one international language and in order to provide a better presentation to consumers, it is highly recommended the collaboration with local partners from those regions. Also the winery can open its own retail outlets abroad or can plant the vineyards that made it famous.

- Concerning the social media accounts, for our analysis we tried to deeply understand the time spent on social media, i.e. whether a formal strategy is pursued on Twitter and whether a specific plan is used to attract consumers. On the other hand, we tried to identify the

characteristics of the communication plan through social media. We chose to focus on Facebook, to the detriment of other social networks, considering the criterion of usefulness and effort required to concentrate wine producers' energy online (for the reasons explained previously) and also taking into account the marketers' frequent recommendations for the businesspeople, according to which "there should not be everywhere".

- The double analysis, both of websites and social media accounts is not pointless. Social media is an important part of any marketing strategy. It is "word of mouth" channel of 21st century. But, as we mentioned before, it is only a part of it. We do not believe that wine producers must focus on social media as the unique instrument for communication, but to integrate it in all activities from writing their Facebook account on their business cards, posters, advertisements to connecting their activities through various instruments (website, events, fairs, etc.).

- After assessing the established constructs, we designed an algorithm in the website-dedicated model that eventually enabled us to make a re-classification of the companies included in the sample.

Table no. 4
Importance given to stages of electronic business growth

Stage of adopting web 2.0 instrument	Score
• Static online presence	1
• interactive online	2
• Cultural and educational integration	3
e-commerce	4
• International presence	5

Source: The authors' concept

Our objective was to determine the level of performance in developing websites, by calculating certain scores for each sample. Thus, we designed an algorithm that involves two stages:

(1) giving rankings to the 5 established stages of online integration, taking into account the criterion of importance in achieving competitive benefits by consumers' active involvement and by increasing sales (Table no. 4).

(2) calculating an average score for every stage of adoption, based on construct interpretation.

The constructs' characteristics are equally important in developing a website, therefore these were not taken into account in our algorithm as having different shares.

Formula (1) below presents the algorithm we used in calculating the total score for the two dashboards dedicated to websites:

$$\text{Total score} = (1)$$

In the second part of our analysis, the one related to the content of social media accounts, we applied a similar procedure:

(1) by giving rankings from 1 to 3 (Table no. 5) to the constructs presented in (Table no. 3).

(2) by calculating an average score of the 13 constructs.

Table no.5
Importance given to information displayed on social media accounts

Relevance of content for achieving the competitive advantage:		
	Rating	Score
	Low relevance	1
	Medium level of relevance	2
	High level of relevance	3

Source: the authors' concept

- In the following section, we shall point out the most relevant findings.

• Results and discussion

Based on the total score that we calculated, we normalized the results to highlight the position in the wine producers ranking, dividing by 6 the resulting scores (60 is the maximum score that can be

attained and thus we decided to make a representation on a scale from 1 to 10). For the Facebook account, we notice a weaker presence in the online environment, less than half of the wine producers from Romania being present (Table no. 6). Concerning the content, we notice that no wine producer reaches a high level of relevance.

Table no. 6
Social media presence of Romanian wine producers

R01	Murfatlar România	1,15
R02	Cotnari	2,15
R03	Jidvei	2,53
R04	Vineon	
R05	Cramele Recaș	2,86
R06	Casa de Vinuri Zorești	
R07	Angelli	2,53
R08	Domeniile Viticole Tohani	
R09	Cramele Halewood	
R010	Vinexport Trade-Mark	

Source: Adaptation after the excel annex that presents the analysed dashboards

5. Analysis of the Romanian sample

Murfatlar has the best "Useful information" and "PR" sections and also a section dedicated to the latest press releases or appearances in press articles, newspaper or magazines.

Despite being the first in the Romanian wine producers rankings, *Murfatlar* is not well presented on Facebook, with only one Like page which has not been updated for several months, this aspect conveying a negative message to its consumers. This lack of interest in social interaction can influence to a greater or lesser extent the company's image thus affecting both consumers and potential consumers' opinion on the brand and sales.

Unlike the first ranked company, *Cotnari*, enjoys an active presence on social networks, updating its consumers about the events in which the company is involved. Webpage administrators post regularly photos, videos, comments related to the events where *Cotnari* won awards and medals, fair invitations, news, promoting at the same time the Romanian traditional spirit.

The Romanian wine-producer *Jidvei*, with a turnover of about €22 million focuses on product-related information, presented in a special format, providing details on the range a special wine belongs to, awards the company won, as well as tastings notes. Simply by accessing the website, it can be seen that it is a product-oriented site as well as on tradition in wine culture. Concerning its presence on online social networks, by a simple access of Facebook we can find the Romanian wine-producer *Jidvei*, promoting wine culture by inviting consumers to tastings, suggesting certain types of wine on special occasions and national holidays (1st of December – Romania's National Day, Saint Mary, Saint Andrew), wine festivals-related news and many other. When accessing the online page of a wine producer, that page is very important not to be dull and boring and updated for months or years. In this respect, *Jidvei* seems to be aware of this aspect, benefiting from direct interaction with its customers. We also notice that *Jidvei* places a great emphasis on providing detailed information on its products, without neglecting the social interaction part, keeping in touch with its consumers.

Regarding consumers' feedback, the analysed wine producers need to take measures to improve this aspect, the only site that has a forum being *Murfatlar*. This does not mean that the other wine producers ignore their consumers' suggestions or wishes as they stay in touch with them through social networks. It is the case of *Recaș Wine Cellars*, ranking 5th with € 14 million turnover and which is constantly asking for its consumers' opinion about matching wines to various dishes. They even created a separate section called "Create your own wine" and dedicated to their fans on Facebook that can create their own wine. The project is designed in such a way to arouse consumers' interest and imagination with the following slogan: "to drink wine you need a bottle, a glass and at least another person".

We also noticed an increased interest in sites internationalization, i.e. translating those sites in as many foreign languages as possible, which is a competitive advantage as those particular sites can be visited by foreign citizens that can thus understand the message conveyed through the online environment.

Another aspect we noticed when analyzing Romanian wine producers' web-pages was that they do not fully exploit the benefits of e-commerce, aspect which is supported by the fact that only one of the analysed companies sells its products online. Wine producers still adapt to the new trends in the field, thus missing the important opportunity of increasing sales.

The majority of wine producers that we analyzed do not provide direct links to social networks but this aspect does not mean their absence in the online environment. Most of them are active on one social network, usually on Facebook, permanently adding new useful information for their consumers.

The lowest score of 2.63 was recorded, as a result of our analysis, by Vinexport Trade-Mark wine producer, with a turnover of only € 9 million, whose online presence needs improvement in all criteria we considered.

6. Conclusions

As inveterate supporters of the wine-related online environment, we must mention its unpleasant side, i.e. it becomes slightly more centred on the environment than on the message, more on the technological means than on the result, which is the wine. Or, maybe, in many cases it aims at achieving an obscure human connection through which the wine is special and magic, spiritual, transcendent even, emphasizing the idea of virtual socialization. The concept of competitiveness thus involves static and dynamic components: although the productivity of a country determines its ability to sustain a high level of income, it is also one of the central determinants of its returns to investment, which is one of the key factors explaining an economy's growth potential (Mara Constantinescu, "Freedom choice of the romanian enterprises to corporate responsibility & sustainability competitiveness", vol.International Conference Rec 2013, p.19).

Even though wine generates dialogue by sharing an experience with the interlocutor, using the eyes, ears, nose, mouth, the online presence makes us think of a shallow existence, an absurd assessment of wine for an anonymous and greedy audience, who can hardly wait real time comments about appreciations and wine stories and its makers.

The present study was meant to point out new ways of promoting wine producers in the online environment as well as of identifying new types of consumers that frequently access this type of environment. In order to optimize these methods, a direct comparison was made between the first 10 wine producers in Romania ranked by the turnover they achieved in 2012, and taking into account their orientation towards product or marketing.

Although wine-making industry has adopted recently the presence in online environment, increasingly more vineries promote their products online, enjoying the benefits provided by this new marketing tool. This type of promotion can lead to internationalization of the brand, as it can be accessed in any corner of the world, therefore the company's brand awareness will be high as well. Moreover, sales increase is imminent, as a new market opens through online selling and consumers that find out about their favourite wine's characteristics, thus influencing their purchasing decisions.

Despite the technological boom in West countries, it seems that the online presence especially on social networks in wine industry is higher in developing countries, whereas in countries with long wine-making tradition are more conservative, expecting a new generation to change their trend.

The ultimate objective is the orientation towards consumers, building a permanent relationship, listening, finding and understanding their needs, this aspect being a basic marketing rule that is frequently overlooked by producers in wine-making industry.

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