

OND SALES PREP CHECKLIST

One page. Five pillars. Everything you need to build your own OND plan.

01 SOCIAL MEDIA

- ☐ Set posting cadence: weekly to biweekly through OND
- ☐ Map post themes: harvest and winemaking, then gifting and holiday purchasing
- ☐ Set the pivot date from harvest to enjoying the wines: right after harvest wraps
- ☐ Draft post ideas for each post, including media

02 TARGETED EMAIL MARKETING

- ☐ Pick 3 to 5 focus wines and the strategic reason for each (gifting fit, food pairing, surplus, next-vintage prep)
- ☐ Create email segments: past buyers of the wine, similar-wine buyers, larger end-of-year purchasers
- ☐ Draft one email per segment per focus wine

03 WINE CLUB, SHIPMENTS AND ALLOCATIONS

- ☐ Confirm shipment date and contents
- ☐ Time email pushes so members taste the wines before the holidays
- ☐ Confirm inventory, shipper positioning, compliance, packaging, and inserts

04 GIFT-GIVING

- ☐ Build curated multi-wine gift packages
- ☐ Line up local non-wine cross-promotion partners
- ☐ Create a giftable wine club membership and option on the website
- ☐ Confirm gift packaging is ready to ship

05 REMIND CUSTOMERS TO TREAT THEMSELVES

- ☐ Social media post with the treat-yourself theme
- ☐ Targeted email with the treat-yourself theme
- ☐ One broad, unsegmented send: full list, full wine club, full social
- ☐ Pick a tone: "treat yourself", "this year has been a lot", "give to yourself too"
- ☐ Schedule for mid to late December

AND WORKING SHEET

Build out your blog, social, and email plan
below.

BLOG POSTS

01	THEME	DATE
02	THEME	DATE
03	THEME	DATE
04	THEME	DATE

SOCIAL MEDIA POSTS

01	POST THEME	POST DATE
	PLATFORM	MEDIA
02	POST THEME	POST DATE
	PLATFORM	MEDIA
03	POST THEME	POST DATE
	PLATFORM	MEDIA
04	POST THEME	POST DATE
	PLATFORM	MEDIA

EMAILS

01	EMAIL THEME	TARGET SEGMENT	DATE
02	EMAIL THEME	TARGET SEGMENT	DATE
03	EMAIL THEME	TARGET SEGMENT	DATE
04	EMAIL THEME	TARGET SEGMENT	DATE
05	EMAIL THEME	TARGET SEGMENT	DATE