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

OND 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

	EMAIL THEME	TARGET SEGMENT	DATE
01			
02			
03			
04			
05			