



NAVIGATOR
Consulting Group

Internet Marketing in the Cyprus Winery Sector



1.966 bln internet users world-wide



58.4% European penetration rate



1.3 bln searches per month on Google



Over 800 mln mobile internet users



9 out of 10 internet users use social media



Over 650 mln Facebook members



1 out of every 8 minutes online is on Facebook



64% of Facebook users are a fan of at least 1 company



facebook

Google™

You Tube

This is your new business card



In order to compete online, a winery needs:

- | | |
|--|------------------------------------|
| 1. A visually attractive website | 4. A link exchange strategy |
| 2. A content management system (CMS) | 5. Facebook company page |
| 3. A website optimised for search (SEO) | 6. A customer database |

Basic Website Structure

About Us

- History
- Family (people / sub-pages)
- Technology

Products

- Red Wines
- White Wines
- Rose Wines
- Zivania
- Commandaria

Vintage Notes

Terroir

- Varieties
- Location (elevation, soil, etc.)
- Plantings

Sales

- Direct Sales
- Store Locator

News & Events

- News
- Events (exhibitions, tastings, etc.)

Awards

Cyprus Wines

- History / Tradition
- Recent Developments
- EU Standards
- Recipes / Gastronomy
- Wine & Food Pairings

Where to Find Us

- Map & Directions
- Schedule of Events
- Contact Information

Links

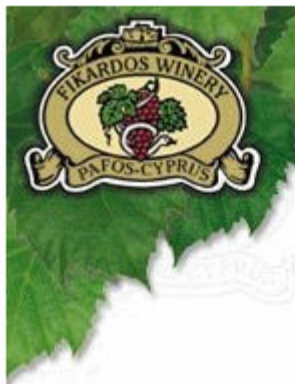
- Cyprus Wine Council
- CTO Wine Routes
- Patrick Skinner, etc.

Visual Attraction



Less text / more graphics
Friendly on the eye
Customised design

Fast to load
Easy navigation structure
Immediate user interaction



The Winery

The Wines

Distribution

Home

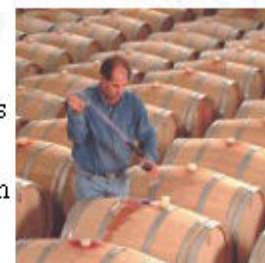
Contact Us

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FIKARDOS WINERY

Introduction

Fikardos Winery has been making quality wines since 1990. Every year enhancing the style and quality of its wines attracts a greater circle of devotees. Because of its hard work and dedication to quality wine making, today is respected as one of the Cyprus's leading wineries, with growing international recognition.



The Pafos Region



The south-western slopes of the Troodos mountains are the location for some of the finest vineyards in Cyprus. Here, long-established local grapes grow alongside famous international varieties that have been introduced successfully to Cyprus. The combination of soil (The

"Terroir"), location, altitude and climate provide superb opportunities for the winemaker to demonstrate his skills of vinification and blending.

The Fikardos Winery is located at Mesogi village, just north of Paphos town. It is a modern state-of-the-art wine-making plant, settled in an area rich with thousands of years of wine tradition.



The Grapes



The origins of Cyprus' most prolific indigenous variety, the red wine grape "Mavro" and the white "Xynisteri" are lost in the mists of time. Other old varieties, like Opthalmo, Maratheftiko, Spourtiko and Lefkada, have blossomed under the hands of today's winemakers. The



FIKARDOS WINERY

The Regional Winery of Paphos, Cyprus

Winery Visits 2011

- HOME
- ABOUT US
- WINES
- AWARDS
- VINEYARDS & GRAPES
- WINE HISTORY
- NEWS & EVENTS
- ORDER
- CONTACT

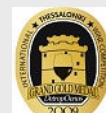


Fikardos Winery in Paphos, Cyprus, was founded in 1990 with the objective of making quality wines that fully expressed the rich culture of Cypriot grape varieties and terroir.

[READ MORE](#)



Bronze Medal
Chardonnay
du Monde



Gold Medal
Thessaloniki
Wine Competition



Gold Medal 5th
Cyprus Wine
Contest

Content Management System

1. News & Events

- 1.1 Title (text)
- 1.2 Dateline (text)
- 1.3 Content (text)
- 1.4 Photo & Gallery (image)
- 1.5 Link (html link)
- 1.6 Contact Information

2. Products

- 1.1 Title (text)
- 1.2 Content (text)
- 1.3 Photo & Gallery (image)
- 1.4 Related Products (names/links)
- 1.5 Drink with (text)
- 1.6 Technical info
- 1.7 Parent Category

3. Product Categories

- Reds
- Whites
- Rose
- Spirits

4. People

- 1.1 Name (text)
- 1.2 Description (text)
- 1.3 Photo & Gallery (image)
- 1.4 Parent Page (html link)
- 1.5 Contact Information (Email)

5. Vintage & Tasting

- 1.1 Year (numeric)
- 1.2 Content (text)
- 1.3 Photo (image)

Search Engine Optimisation

Keyword searches on search engines (Google) are the most common methods of finding information. Your site must be optimised.

**Prominence ▪ Density ▪ Proximity
Traffic ▪ Inbound Links ▪ Navigation Structure**

Cyprus holidays	37,100,000
Cyprus hotels	29,800,000
Cyprus flights	8,880,000
Cyprus Wines	2,110,000
Greek Wines	310,000
Cypriot Wines	262,000

Linking & Link Exchange



Inbound links are a key factor for search and for gaining traffic. The easiest means of getting this is posting on directories. Directories are usually free: avoid subscriptions.

**Wine Directories
Cyprus Directories**

**Cyprus Wine Products Council
Cyprus Chamber of Commerce & Industry**

**Articles
Blogs**



Facebook Company Page

Setting up a company page on Facebook is free: If you don't already have one, do it today. FB results are visible in search engines. Consolidate all addresses on a single application and invite as many "friends" as possible. 2nd stage: FB advertising.

Customer Database



Each winery has hundreds of business cards and email contacts. Consolidate on a single application and start using them!

- ✓ **Email news & events**
- ✓ **Invite to Facebook**
- ✓ **Send special offers**

Start Today!



New website with CMS: EUR 2,000
Facebook page: free
Linking: free
Email campaigns: free

The main resource you have to invest is time.
Just as it takes time to develop excellent
wine, so will it take time to develop an
excellent online marketing system

What to Plan

Small Winery

Email News	1 /2months
Directory Listing	2 /day
New Content on Site	1 /week
FB Friends	2 /day
Wine Tastings	1 /month
Winery Visits	2 /month
FB Advertisements	1 /year
Sales	1000 cases/yr

Target Cypriots, Expats in
Cyprus and Tourists





You won't get it perfect the first time



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