

✦ EMAIL + SMS MAGIC ✦

THE 1-2 PUNCH SHEET

**Amplify your message, boost online sales,
& sell more wine – everywhere.**

Here are 5 best practices to leverage email marketing and SMS marketing together to amplify your message and increase your online sales. If you've been using email and text marketing separately or one of the mediums exclusively, you are leaving money on the table!

Learn simple and powerful tactics you can employ without fancy tech skills to maximize the power of both mediums to sell more wine online and in person.

TACTIC #1: Integrate Your SMS Platform With Your POS + ESP

Tools like RedChirp, Klaviyo SMS, and Attentive offer integrations with POS systems (WineDirect, Commerce7, VinSuite, OrderPort) and top ESPs like MailChimp and Klaviyo.

Why integrate?

Cross-integration between your POS, SMS platform, and an ESP fills in customer data gaps between platforms. For example, if Klaviyo only has an email, RedChirp can pull the matching phone number from your POS and validate that it's a mobile number you can text.

This enables powerful segmentation:

- Email only
- SMS only
- Both

You'll need this for future tactics—so set it up early.



+ TACTIC #2: Optimize Your Automations

Build automated text messages directly inside your SMS platform—or embed SMS steps into your Klaviyo flows (if using Klaviyo SMS or RedChirp).

Welcome Series

- Capture SMS permissions during onboarding.
- If the welcome email isn't opened after 48 hours, send a text prompting them to check for it (include the subject line or sender).
- If the series includes an offer, send a "last call" text before the code expires.

Wine Club Membership Onboarding

- Same approach as welcome series—club members expect flawless communication.
- Use SMS nudges when they don't open or respond via email.

Birthday & Anniversary Offers

- Send a text a few minutes after the email: "Your birthday gift is waiting in your inbox!"
- Offer personal assistance selecting their gift if they don't respond or purchase from the email campaign.

+ TACTIC #3: Plan Promotions with Both Email + SMS in Mind

When it comes to promotional email offerings, don't just send a text with the same info as your email, or a dumbed down version of your email campaign. Instead, think of each promotion as an omnichannel marketing opportunity for those customers who have opted in to both email and SMS.

1. Send the full offer via email
2. Wait 1 day → send **Top Selling Point #1** via text
3. Wait another day → send **Top Selling Point #2**
4. As the offer expires → send a **Last-Call SMS**



BONUS TIP:

Consider a VIP list for text-only offers based on who responds or interacts the most with you. Let them know they're VIP as part of the text offering so they're even more likely to respond to maintain that status.



+ TACTIC #4: Elevate the Shipping Experience

Create a dedicated automated email series after wine orders are fulfilled for shipment that helps your customer know when to expect their wine, and how to prepare for their delivery.

Use email to deliver:

- Initial shipment notification
- Delivery expectations
- Prep instructions (weather, signature required, etc.)

Use SMS to:

- Remind customers if the email isn't opened
- Notify them of shipping exceptions or delivery failures
- Request delivery feedback (1–5 rating) to proactively address issues

+ TACTIC #5: Give Customers What They Want, How They Want It

By integrating your email and SMS strategy and platforms, you have more insights into what your customers respond to and when so that you can deliver more of what they want, when they want it, how they want it.

Use RedChirp + ESP data to:

- Segment based on **expressed interest** (what they say)
- Segment based on **displayed behavior** (what they actually do)
- Tag customers in your ESP for stronger marketing and retargeting
- Deliver the right message at the right time on the right channel

**EMAIL + SMS IS THE MODERN
WINERY'S MOST POWERFUL COMBO.**

Start integrating your platforms and watch your conversions climb—online and in the tasting room.

