

PROMOTIONAL ACTIVITIES CHECKLIST

Brainstorm as many ways you can think of to promote your cellar door. There's the obvious ones and the mandatory ones, but sometimes it's the slightly offbeat methods that work best.

- Stationery (business cards, letterhead, with compliments slips – all reinforce your brand)
- Newsletter
- Brochure
- Internet Presence
- Email Bulletins
- Post Cards
- Book Marks
- Tasting Guides
- Local Visitor Guide
- Local Trade/Consumer events
- National Trade/Consumer events
- Promotional Video or CD-ROM
- Press Releases
- Participation in Events
- In Store Wine Pouring/Tasting
- Familiarisation Program
- Local Visitor Information Centre Staff
- State Tourism Organisation PR Department
- Visiting Journalists Program (through Tourism Australia or State Tourism Organisation)
- Local Service Businesses
- Local Accommodation Providers, Restaurants, Tourism Attractions and Tour Operators
- Sponsorship
- Publication Inserts
- Radio Interviews
- Developing a Media Profile
- Travelling Road Show
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