



Campaign name (Subject Line)

We Have Some Exciting News in Summerland

Channel

Email campaign / Mailchimp

Goal

Announce positive winery news and keep subscribers engaged with Solvero's progress

Offer framing

News-led announcement rather than a price offer; the value is access to winery updates and a reason to stay connected.

Brand context

Solvero presents itself as a vineyard-driven, honest, site-focused winery rooted in Garnet Valley and guided by integrity in farming and winemaking.

Campaign overview

This kind of campaign works as a relationship builder: it gives subscribers a reason to pay attention without pushing hard for a sale. It fits a winery that wants to sound real, not promotional.

Business objective

Maintain interest, reinforce brand momentum, and support future conversion through trust and familiarity.

Core message

Solvero has meaningful news worth sharing, and subscribers are part of the journey.v

Analytics



35.7%
CTOR



30%
CTR



CA\$916
Revenue

Why it worked

The message feels personal and low-pressure, which suits a premium winery brand. It builds anticipation and keeps the audience warm for later conversion.