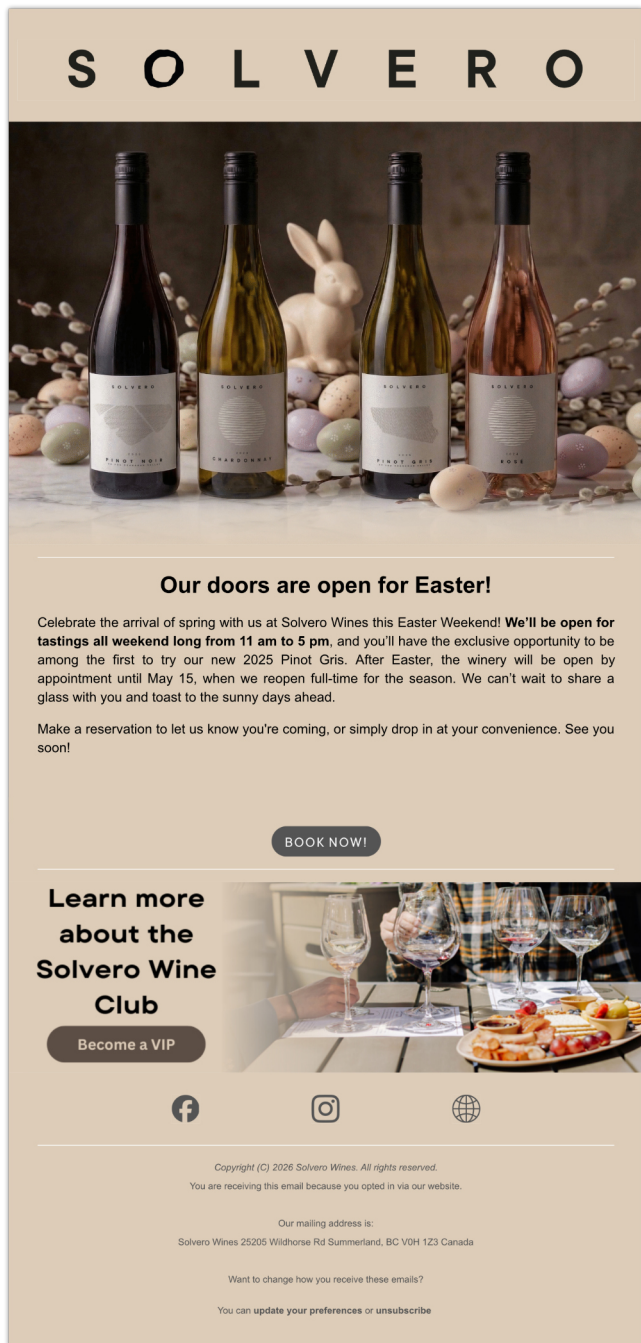




Campaign name (Subject Line)

See you on easter weekend in Garnet Valley

Channel

Mailchimp email campaign hosted on mailchimp, intended as a seasonal winery email.

Goal

Drive easter weekend visits and reservations to the tasting room.

Offer framing

Open for drop-ins and reservations over easter weekend, then by appointment until the spring celebration open house on may long weekend.

Brand context

Solvero's spring communications emphasize winery visits, tasting-room hospitality, and seasonal opening activity.

Campaign overview

Solvero wines used this email to announce its easter weekend opening and invite people to visit the tasting room. The campaign offered two simple paths: reserve ahead or drop in.

Business objective

The objective was to convert seasonal interest into real visitation during a high-intent holiday window. The message supported short-term traffic and helped promote the winery's spring hospitality push.

Core message

The email highlighted that solvero was opening its doors over easter weekend and featured its 2024 rosé as part of the seasonal offer. The tone was direct, welcoming, and practical

Analytics



50.5%
CTOR



46.8%
CTR



CA\$871
Revenue

Why it worked

The campaign worked because the cta was simple and the timing was strong. Easter weekend is a natural planning moment for outings, and the message removed friction by making both reservations and drop-ins possible.

Tere Ortiz Fuentesalba