

MEMBERS • ONE

Your Wine Club Launch & Growth Guide

This comprehensive guide details the process for launching and growing your wine club successfully, covering every step to ensure a smooth start and sustained achievement.

1) Define Your Purpose & Goals

Why it matters: Clarifying purpose is essential for aligning your club with long-term Direct-to-Consumer (DTC) growth and retention.

- Clarify why your club exists
- Document business goals (revenue, retention, loyalty)
- Define key performance indicators (KPIs to measure success)

2) Understand Your Target Audience

Why it matters: Tailoring the club to real customer behaviour is the key to increasing relevance and membership uptake.

- Segment customers (local vs online vs repeat)
- Collect preferences (wine type, visit frequency)
- Use surveys or interviews to refine insights

3) Create a Strong Value Proposition

Why it matters: Members join for unique value and experience, not just discounts.

- List exclusive wines and early access benefits
- Add experiences (events, tastings, education)
- Highlight exclusivity and unique perks

4) Create a Clear Club Structure

Why it matters: A clear structure with simple tiers and benefits reduces member confusion and drives sign-ups.

- Create membership tiers (names, features)
- Write out benefits for each tier
- Draft a simple FAQ explaining choices

5) Operational Readiness

Why it matters: Smooth, reliable operations are the foundation for a positive member experience and retention.

- Ensure inventory meets expected demand
- Verify shipping/logistics readiness
- Set up CRM or club management software

6) Sell at the Cellar Door

Why it matters: Leveraging in-person engagement at the cellar door is the most effective way to convert warm leads into committed members.

- Train staff with a consistent club pitch
- Set up QR codes/tablets for signup
- Offer on-the-spot incentives (bonus bottle, discount)

7) Build a Strong Online Presence

Why it matters: A strong online presence is where most prospects research, making it critical for generating new leads.

- Publish a dedicated wine club landing page
- Add banners/pop-ups promoting the club
- Include CTAs on purchase/thank-you pages

8) Automate Communication

Why it matters: Automation effectively nurtures leads and manages member communication without constant manual effort, ensuring consistency.

- Set up automated nurture emails (welcome, reminders)
- Segment by behaviour (visitor, buyer, member)
- Use SMS for time-sensitive prompts

9) Drive Engagement

Why it matters: High engagement directly leads to higher member retention and increased lifetime value (LTV).

- Plan exclusive content (pairing tips, interviews)
- Schedule member-only events (virtual/in-person)
- Collect and act on member feedback

10) Measure & improve

Why it matters: Data and member feedback are non-negotiable for continuous refinement, growth, and long-term success.

- Track key metrics (acquisition, retention, LTV)
- Review email/SMS performance
- Adjust perks or tiers based on feedback

Have Questions?

Contact Members One today and discover how easy it is to build subscription clubs for your business.

Phone: 08 8185 0044

Email: info@members-one.com

Website: <https://members-one.com/>

Location: South Australia