



AI PIXEL DESIGNS



WINE MARKETING SPECIALISTS

GROWING OREGON WINERIES

THROUGH MODERN MARKETING

*Helping wineries attract more visitors,
grow wine clubs, and increase
direct-to-consumer sales.*



ATTRACT MORE
Visitors



FILL MORE
Reservations



GROW STRONGER
Wine Clubs



INCREASE DIRECT
Sales

STRATEGY. CREATIVE.
TECHNOLOGY. RESULTS.

DESIGNED FOR WINERIES.
DRIVEN BY RESULTS.



A Letter From Michael Allen

Dear Winery Owner,

Oregon's wineries create more than exceptional wine—you create experiences, memories, and connections that last a lifetime.

My mission is to help more people discover and fall in love with what you've built.

With over 30 years in technology, digital strategy, and online marketing, I've seen how the way people find and choose businesses has changed.

As an avid Pinot Noir enthusiast who has been making wine at home for more than 10 years, I also understand the passion, craftsmanship, and dedication that goes into every bottle. That perspective helps me market wineries in a way that connects with wine lovers—not just consumers.

Today, most potential visitors discover wineries online long before they ever set foot on your property. That's where we come in.

At AI Pixel Designs, we combine strategic marketing, stunning creative, and the power of AI to help wineries attract more visitors, fill more tasting room reservations, grow their wine clubs, and increase direct-to-consumer sales.

Michael Allen

Michael Allen
Founder & Digital Marketing Strategist
AI Pixel Designs

WHY WINERIES?



WHY WINERIES?

Because your stories
deserve to be shared.
Because your craft
deserves to be
experienced.



WHY NOW?

The Oregon wine
industry is facing
headwinds. Smart
marketing is no longer
optional—it's essential.



WHY AI?

AI helps us create more,
faster, and smarter—
delivering better results
and more value for you.



WHY OREGON?

We live here. We love
it here. We're passionate
about helping Oregon
wineries thrive.



“

Our mission is simple:
*To help Oregon wineries
grow stronger, reach more
people, and build lasting
relationships that turn
visitors into lifelong fans.*

”



Oregon's Wine Industry Is Changing

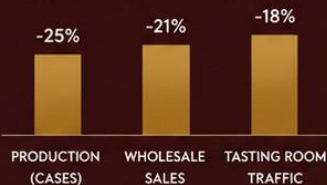
Oregon wineries are facing real headwinds—but incredible opportunities exist for wineries that embrace modern marketing and direct-to-consumer strategies.

OREGON IS HOME TO
1,000+ WINERIES
AND MORE THAN
700 VINEYARDS
ACROSS THE STATE.

OREGON WINE INDUSTRY

DECLINE

(PROJECTED 2026 VS 2025)



Source: Oregon Wine Board, 2025 Forecast

-25%

OVERALL INDUSTRY DECLINE

THE CURRENT LANDSCAPE



CONSUMER BEHAVIOR IS EVOLVING

Today's wine buyers research, compare and decide online before they ever visit.

92% of wine buyers research online first.



DIRECT-TO-CONSUMER IS CRITICAL

Wineries that grow DTC sales are more resilient and more profitable.

DTC sales outperform traditional channels.



EXPERIENCES DRIVE SPENDING

Visitors are willing to spend more on experiences, not just wine.

Average spend on experiences is 2-3X higher.



OPPORTUNITY IS REAL

Wineries that invest in smart marketing today will capture tomorrow's growth.

The wineries that adapt now will lead tomorrow.



The market is shifting. The opportunity is real.



Build your brand.
Grow your audience.
Own your customer relationships.



Drive more reservations,
more wine club sign-ups,
and more direct sales.



Win loyalty.
Increase revenue.
Build a sustainable future.



Oregon will always be a world-class wine region. Wineries that embrace modern marketing, innovation, and exceptional experiences will not just survive—they will lead.





The Modern Wine Buyer

Today's wine lovers have more choices than ever. They discover, research, and decide online—before they ever visit your winery.

“

Your customers are not just buying wine. They're buying experiences, memories, and stories worth sharing.

TODAY'S CUSTOMER JOURNEY



1. DISCOVERY

They see your winery on social media, in an ad, or through a recommendation.



2. SEARCH

They search Google, read reviews, check your location, and compare options.



3. CONSIDERATION

They read reviews, explore your website, view photos, and learn your story.



4. VISIT YOUR WEBSITE

They explore your wines, experiences, events, and plan their visit.



5. RESERVATION

They book a tasting, reserve a table, or join an event online.



6. WINE CLUB

They fall in love with your wine and join your club to stay connected.



7. LOYAL & ADVOCATE

They return, bring friends, share your winery, and become your biggest fans.



Be visible in places they scroll, search, and explore.



Show up in search results and on Google Maps.



Build trust with reviews, strong branding, and compelling content.



Make it easy to navigate, mobile friendly, and beautiful.



Remove friction. Make booking simple and convenient.



Offer value, exclusivity, and experiences that keep them engaged.



Delight every visit, ask for reviews, and encourage sharing.



EVERY TOUCHPOINT MATTERS.

We connect the dots so your online presence turns interest into lifelong customers and sustainable growth.





Why Traditional Marketing Isn't Enough Anymore

THE OLD WAY WON'T DRIVE NEW RESULTS

Consumers have changed. Technology has changed. Attention spans have changed. Your marketing needs to change—too.

“

Marketing isn't about being everywhere. It's about being where it matters.

— Michael Allen

TODAY'S MARKETING CHALLENGES



Too Much Noise

Ads are expensive. Visibility is down. Competition is up.



Short Attention

You have seconds to make an impact online.



Less Organic Reach

Social media reach is shrinking without a smart strategy.



Changing Buyers

Today's wine buyers research more and buy differently.



Outdated Websites

Slow, old websites lose 50–70% of potential visitors.



THE OPPORTUNITY IS HUGE



Increase Visibility

Be found by more people actively looking for wineries.



More Reservations

Drive more tasting room bookings and event signups.



Grow Wine Club

Build long-term relationships that grow your club.



Increase Sales

Convert attention into revenue—directly.



Build Loyalty

Create fans who return, refer, and share your story.

75%

of wine purchases start online

63%

of visitors judge a winery by their website

2-3X

more revenue from strong DTC strategies

92%

of buyers research before they visit

*Smart marketing doesn't cost more.
It just works better.*



THE BOTTOM LINE: *Wineries that adapt today will lead tomorrow.*

Let's build your competitive advantage.

LET'S GROW TOGETHER →



The Opportunity for Oregon Wineries

THE TIME TO ACT IS NOW

While challenges are real, the opportunities are even greater.

Wineries that invest in smart marketing today will be the ones capturing tomorrow's growth.

“

Wineries that invest in the right marketing today will be the ones leading Oregon's wine industry tomorrow.

— Michael Allen

WHAT'S WORKING RIGHT NOW



MOBILE FIRST

Over 70% of winery research happens on mobile devices.



VISUAL CONTENT

Photos and videos drive 650% more engagement.



ONLINE BOOKING

Wineries with online booking see 2–3X more reservations.



EMAIL MARKETING

Email delivers \$36 for every \$1 spent—the highest ROI.



COMMUNITY FIRST

People want authentic connections and local stories.

THE ADVANTAGE OF ACTING NOW



BEAT THE COMPETITION

Get ahead while others are waiting or cutting back.



BUILD LASTING BRAND EQUITY

Strong brands earn trust, loyalty, and higher revenue.



LOWER CUSTOMER ACQUISITION COSTS

Smart marketing attracts more visitors for less.



INCREASE CUSTOMER LIFETIME VALUE

Engaged customers buy more, join clubs, and refer friends.



FUTURE-PROOF YOUR WINERY

Build systems and momentum that sustain growth.

“

The wineries that embrace modern marketing today will capture more visitors, more wine club members, and more direct sales—for years to come.

”



78%

of travelers plan winery visits based on online search and reviews.



68%

of visitors say they choose a winery because of an event or experience.



55%

of wine club members spend 3X more annually than non-members.



THE BOTTOM LINE

Opportunity favors the prepared winery. Let's make sure it's yours.

AI PIXEL DESIGNS
WINE MARKETING SPECIALISTS

The Winery Growth Blueprint

A STRATEGIC FRAMEWORK FOR SUSTAINABLE GROWTH

Our proven 7-step framework combines strategy, creativity, and technology to attract more visitors, increase wine club memberships, and drive direct-to-consumer sales.



OUR 7-STEP WINERY MARKETING FRAMEWORK

1. DISCOVER



We analyze your winery, audience, and market opportunities to build a strong foundation.

2. STRATEGIZE



We develop a custom marketing strategy aligned with your goals, audience, and brand.

3. BUILD & OPTIMIZE



We optimize your website, SEO, and digital assets to ensure a seamless customer experience.

4. CREATE & PUBLISH



We create compelling content that showcases your wines, property, and story.

5. PROMOTE



We amplify your reach through social media, ads, email, and strategic partnerships.

6. ENGAGE & CONVERT



We turn interest into reservations, wine club signups, and direct-to-consumer sales.

7. MEASURE & GROW



We track performance, refine strategies, and scale what works for continuous growth.



ONE GOAL:
GROW YOUR WINERY.



MORE VISITORS

Attract the right people who will love your wines and your experience.



MORE CLUB MEMBERS

Build long-term relationships and predictable, recurring revenue.



MORE SALES

Increase direct-to-consumer sales and reduce reliance on distributors.



MORE GROWTH

Create a sustainable marketing engine that drives lasting success.



*We don't just market wineries.
We partner with you to build
a legacy that lasts.*

Your Complimentary Marketing Assessment

DISCOVER. ANALYZE. GROW.

Every winery is unique. That's why we begin every partnership with a comprehensive marketing assessment to identify opportunities, uncover growth potential, and build a custom strategy that delivers measurable results.

“

Before we recommend a strategy, we take the time to understand your winery, your goals, and your potential.

— Michael Allen
Founder, AI Pixel Designs

YOU'LL RECEIVE A DETAILED ANALYSIS OF:



ONLINE PRESENCE
Website, SEO, Google Business Profile, and overall visibility.



AUDIENCE INSIGHTS
Who your customers are, how they find you, and what influences their decisions.



SOCIAL MEDIA
Content performance, engagement, and opportunities for growth.



EVENT & SALES
Events, reservations, wine club, and DTC sales opportunities.



EMAIL MARKETING
List health, automation, engagement, and conversion potential.



COMPETITOR REVIEW
Benchmarking your winery against local competitors.

OUR ASSESSMENT PROCESS



DISCOVER

We learn about your winery, goals, target audience, and current marketing efforts.



ANALYZE

We audit your digital presence, marketing channels, and overall performance.



IDENTIFY

We uncover opportunities for growth and prioritize the highest-impact strategies.



RECOMMEND

We provide a custom action plan with clear recommendations and next steps.



PARTNER

We work together to implement, optimize, and grow your winery.



COMPLIMENTARY. NO OBLIGATION. PURE VALUE.

This assessment is our gift to you—no strings attached. You'll walk away with valuable insights you can use, whether we work together or not.



72%

of wine buyers research online before visiting a winery.



61%

of winery visitors book tastings or events online.



43%

of new wine club signups come from digital channels.



2-3x

more revenue from wineries with a strong digital strategy.



A BETTER WINERY. A STRONGER BUSINESS.

*More visitors.
More members.
More wine sold.*



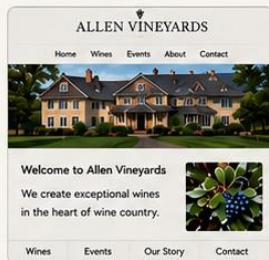
Website Transformation

Where First Impressions Become Reservations

We transform your website into a stunning digital experience that captures your winery's beauty, showcases your wines, and makes it easy for visitors to book, join, and buy.

BEFORE

Outdated. Hard to Navigate.



- ✗ Not mobile-friendly
- ✗ No online reservations
- ✗ Outdated design
- ✗ Limited information
- ✗ Poor user experience

AFTER

Modern. Engaging. Built to Convert.



- ✓ Mobile-first, responsive design
- ✓ Online reservations & wine club signups
- ✓ Beautiful visuals that tell your story
- ✓ Easy navigation & clear calls-to-action
- ✓ SEO optimized for local search



KEY IMPROVEMENTS



MOBILE-FIRST DESIGN
Beautiful experience on every device. More than 70% of traffic is mobile.



FASTER LOADING SPEEDS
Optimized performance keeps visitors engaged and improves SEO rankings.



ONLINE RESERVATIONS
Easy online booking increases tastings and reduces phone calls.



WINE CLUB SIGNUP
Simple signup forms turn visitors into loyal, recurring members.



EVENT CALENDAR
Promote events, increase attendance, and drive more winery visits.



ONLINE WINE SALES
Sell more wine online and reach customers beyond your local area.



THE RESULTS
A MODERN WEBSITE
CAN DELIVER



+128%
WEBSITE TRAFFIC
More people discover
your winery online.



+83%
TASTING RESERVATIONS
More online bookings
and fewer empty seats.



+67%
ONLINE SALES
Increase direct-to-consumer
wine sales.



+94%
WINE CLUB MEMBERSHIPS
Grow your club and build
long-term loyalty.



**A BETTER WEBSITE.
A STRONGER WINERY.**
*More visitors. More members.
More wine sold.*



WINE MARKETING
THAT POURS RESULTS.



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LET'S TRANSFORM YOUR WEBSITE →

AI PIXEL DESIGNS
WINE MARKETING SPECIALISTS

Investment in Your Winery's Growth.

FLEXIBLE SOLUTIONS. MEASURABLE RESULTS.

We don't believe in one-size-fits-all. Our strategies are built around your unique goals to increase visibility, attract more visitors, and boost wine sales—season after season.



WHAT YOU GET WITH AI PIXEL DESIGNS



STRATEGIC MARKETING PLANS

Custom strategies tailored to your winery's goals, audience, and market.



BRAND & AUDIENCE GROWTH

Build a stronger brand presence and connect with the right wine lovers.



MULTI-CHANNEL MARKETING

Engaging campaigns across web, social media, email, and local channels.



DATA-DRIVEN OPTIMIZATION

We track performance, analyze results, and refine strategies for continuous growth.



EVENT & EXPERIENCE PROMOTION

Drive attendance and create memorable experiences that turn visitors into fans.



MORE VISITORS. MORE SALES.

Our mission is simple: fill your tasting room and grow your wine club.

OUR FOCUS AREAS



Increase Wine Tasting Reservations



Grow Wine Club Memberships



Drive Event Attendance



Boost Online & In-Store Sales



Strengthen Brand Awareness



Build Lasting Customer Loyalty

THE RESULTS WE DELIVER



65%+

Increase in Wine Tasting Reservations



50%+

Growth in Wine Club Memberships



85%+

Increase in Website Traffic



35%+

Boost in Online Wine Sales



40%+

More Event Attendance



5 STAR

Average Client Satisfaction Rating

OUR APPROACH. YOUR ADVANTAGE.



Collaborative Partnership

We work as an extension of your team.



Creative Expertise

Fresh ideas that capture attention and drive action.



Proven Strategies

Tactics backed by data and industry experience.



Reliable Support

We're here for you, every step of the way.



READY TO INVEST IN YOUR WINERY'S FUTURE?

Let's create a custom marketing strategy that delivers real growth.



SCHEDULE YOUR FREE STRATEGY CALL



WINE MARKETING
THAT POURS RESULTS.



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LET'S GROW YOUR WINERY TOGETHER!
More visitors. More members. More wine sold.

AI PIXEL DESIGNS
WINE MARKETING SPECIALISTS

Proven Results. Lasting Partnerships.

REAL WINERIES. REAL RESULTS. REAL GROWTH.

We don't just deliver marketing—we deliver measurable success. Our strategies build stronger brands, loyal customers, and sustainable growth for wineries across the country.



OUR PROMISE

We combine creativity, industry knowledge, and data-driven strategies to help wineries thrive. Your success is our priority.



Strategic
Focus



Measurable
Results



Lasting
Partnerships



PROVEN IMPACT ACROSS EVERY CAMPAIGN



65%+

Increase in Wine
Tasting Reservations



50%+

Growth in Website
Memberships



85%+

Increase in Website
Traffic



35%+

Boost in Online
Wine Sales



5 STAR

Average Client
Satisfaction Rating

THE RESULTS WE HELP WINERIES ACHIEVE



MORE RESERVATIONS

Targeted campaigns that drive more tasting room bookings and foot traffic.



STRONGER CLUBS

Membership strategies that build loyalty and increase retention.



MORE SALES

Digital marketing that drives online sales and boosts revenue.



MEMORABLE EVENTS

Creative promotion that fills your events and builds excitement.



LASTING GROWTH

Data-driven strategies that deliver long-term, sustainable results.

THE AI PIXEL DESIGNS ADVANTAGE



INDUSTRY
EXPERTISE

We know wine marketing.



CREATIVE
STRATEGIES

Ideas that inspire action.



DATA-DRIVEN
RESULTS

Decisions backed by data.



DEDICATED
PARTNERSHIP

We're invested in your success.



RELIABLE &
TIMELY

On time. Every time.

WHY PARTNER WITH AI PIXEL DESIGNS?



WINE INDUSTRY
SPECIALISTS

We live and breathe the wine business.



PROVEN
STRATEGIES

Tactics that deliver measurable results.



DEDICATED
TEAM

A partner invested in your success.



MAXIMIZE ROI

We focus on growth that impacts your bottom line.



NATIONAL REACH
LOCAL TOUCH

Big-agency results with personalized service.



LET'S WRITE YOUR SUCCESS STORY

Partner with AI Pixel Designs and let's grow your winery—together.



SCHEDULE YOUR
FREE STRATEGY CALL

No obligation. Just opportunity.



EMAIL US

info@aipixeldesigns.com
We respond within 24 hours.



VISIT OUR WEBSITE

aipixeldesigns.com
Learn more about our services and results.



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THAT POURS RESULTS.



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LET'S GROW YOUR WINERY TOGETHER!
More visitors. More members. More wine sold.

Campaign Roadmap. A Plan for Success.

STRATEGIC. FOCUSED. RESULTS-DRIVEN.

Our proven roadmap ensures every step of your marketing strategy is intentional, data-driven, and aligned with your goals—delivering measurable growth every season.

OUR 7-STEP FRAMEWORK



1. DISCOVER

We analyze your winery, audience, and market opportunities to build a strong foundation.



2. STRATEGIZE

We develop a custom marketing strategy aligned with your goals, audience, and brand.



3. BUILD & OPTIMIZE

We optimize your website, SEO, and digital assets to ensure a seamless experience.



4. CREATE & PUBLISH

We create compelling content that showcases your wines, property, and story.



5. PROMOTE

We amplify your reach through social media, ads, email, and strategic partnerships.



6. ENGAGE & CONVERT

We turn interest into reservations, wine club signups, and direct-to-consumer sales.



7. MEASURE & GROW

We track performance, refine strategies, and scale what works for continuous growth.

WHAT YOU'LL RECEIVE

- ✓ A customized marketing strategy built for your winery
- ✓ Professionally designed content that tells your story
- ✓ Expert execution across the right channels
- ✓ Transparent reporting with real, measurable results
- ✓ A dedicated partner committed to your growth

KEY CHANNELS WE SPECIALIZE IN

- FACEBOOK & INSTAGRAM ADS**
Targeted campaigns that drive traffic and increase conversions.
- EMAIL MARKETING**
Nurture leads and keep your winery top of mind.
- WEBSITE & SEO**
Optimized websites that attract, engage and convert visitors.
- WINE CLUB & EVENTS**
Grow memberships and event attendance with strategic promotions.

EXPECTED OUTCOMES



MORE VISITORS

Increase traffic to your tasting room, website and events.



MORE MEMBERS

Grow your wine club and build lasting customer loyalty.



MORE SALES

Increase online & in-store wine sales with proven strategies.



STRONGER BRAND

Build a memorable brand that stands out and earns trust.



MORE EVENTS

Promote events that drive attendance and create buzz.



INDUSTRY EXPERTISE

We live and breathe wine marketing.



CREATIVE STRATEGIES

Ideas that capture attention and inspire action.



DATA-DRIVEN RESULTS

Every decision is backed by real data.



DEDICATED PARTNERSHIP

Your success is our top priority.



RELIABLE & TRANSPARENT

On time, on point, and always in your corner.



Let's turn your vision into results that last.
Together, we'll create unforgettable experiences, loyal customers, and lasting growth.



SCHEDULE YOUR FREE STRATEGY CALL
No obligation. Just opportunity.



HERE'S TO YOUR SUCCESS!
More visitors. More members.
More wine sold.



WINE MARKETING
THAT POURS RESULTS.



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LET'S GROW YOUR WINERY TOGETHER!
More visitors. More members. More wine sold.

Why AI Pixel Designs? Your Winery Already Makes Exceptional Wine.

We Help More People Experience It.



SPECIALIZED WINERY MARKETING EXPERTISE

We understand the wine industry, your customers, and what drives visits, memberships, and sales.



AI-ASSISTED CREATIVE. AUTHENTIC STORYTELLING.

We combine the power of AI with human creativity to showcase what makes your winery truly unique.



DATA-DRIVEN OPTIMIZATION

We track, test, and refine every campaign so your marketing dollars deliver measurable results.

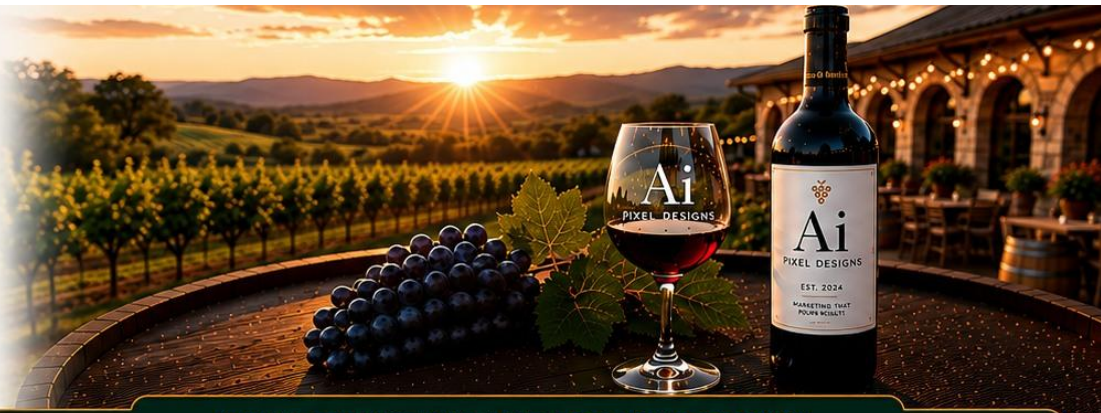


LOCAL OREGON MARKET FOCUS

We know Oregon wine country and how to position your winery to stand out and thrive.



We're not just marketers. We're your growth partners.
Your success is our success.



A FULL-SERVICE PARTNER FOR YOUR GROWTH



WEBSITE DESIGN

Beautiful, mobile-friendly websites that convert visitors into customers.



SOCIAL MEDIA

Engaging content that builds your brand and keeps your audience coming back.



EVENT MARKETING

Promote tastings, live music, dinners, and special events that fill your calendar.



WINE CLUB GROWTH

Strategies that increase memberships, retenting, and lifetime customer value.



LOCAL SEO

Be found by more local wine lovers searching for their next experience.



ANALYTICS & REPORTING

Clear reports and insights so you always know what's working and why.

“ Our goal is simple: more visitors, more members, and more wine sold—so your winery can thrive for years to come. ”



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LOCAL EXPERTISE.
PROVEN RESULTS.
LASTING GROWTH.

AI PIXEL DESIGNS
WINE MARKETING SPECIALISTS

Let's Grow Your Winery. Together.

YOUR NEXT CHAPTER IS OUR PRIORITY. ——— <—<—<

You make exceptional wine. We'll make sure the right people discover it, experience it, and come back for more.



STEP 1: DISCOVERY CALL

Tell us about your winery, your goals, and your vision for growth.



STEP 2: STRATEGY PREVIEW

We'll create a custom roadmap tailored to your winery and share how we'll drive results.



STEP 3: LAUNCH & GROW

We execute, optimize, and refine—so you see measurable growth every season.



STEP 4: CELEBRATE SUCCESS

More visitors. More members. More wine sold. Let's raise a glass to your success!



TAKE THE NEXT STEP
SCHEDULE YOUR FREE
STRATEGY CONSULTATION



BOOK A CALL

Let's discuss your goals and opportunities for growth.



GET YOUR CUSTOM PLAN

Receive a personalized strategy built for your winery.



START SEEING RESULTS

We put the plan into action and deliver measurable growth.

*Scan to
Schedule Now!*



MORE VISITORS.
MORE MEMBERS.
MORE WINE SOLD.



LIMITED STRATEGY
CONSULTATIONS
AVAILABLE

Spots fill up quickly—don't wait!

*Let's make your
next season your
best one yet.*



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REAL STRATEGY.
AUTHENTIC STORYTELLING.
MEASURABLE RESULTS.
THAT'S OUR PROMISE.





AI PIXEL — D E S I G N S —

AI SOLUTIONS THAT CAPTURE. ENGAGE. CONVERT.

Thank You



Let's Grow Your Winery Together



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