

A top 5 US Wine Retailer uses Instagram to boost sales by 4X



95%

rise in brand
awareness in Mexico

2.5

million People
reached

4X

more sales
than targeted

67%

Enhanced
revenue by 67%

Instagram Marketing boosts sales for Wine Retailer by 4X

CLIENT

Established in 1996, this American Wine retail giant controls a portfolio of around 550 acres. They are a top-notch producer of Bordeaux-style reds and are looking to expand their global footprint.

CHALLENGES

The client wanted to promote the consumption of their wine in Mexico. The company wanted to increase their Instagram revenues by 20%, boost their brand recognition and reach new consumers.

SOLUTION

Lake B2B's Instagram Marketing experts designed a marketing campaign to target the growing number of Instagram users in Mexico. A look alike audience of consumers who had already purchased at the website through Instagram was created. The look alike audience allowed the client to reach new people who were similar to existing customers.

Lake B2B worked with five different types of creative content tailor-made for the Instagram Stories format featuring wines belonging to the brand's winter promotion. "Buy Now" was used as the call-to-action button to take interested consumers to the website and increase potential sales.

The Instagram Stories campaign accounted for the sales of more than 700 bottles of wine which was 4X more than the original target. The campaign also helped to increase revenues by 67%. Additionally, there was a 95% increase in brand awareness in Mexico and 2.5 million people were reached.

"Lake B2B's Instagram Marketing efforts has created more brand awareness of our product and has lead more people to our business. We look forward to partnering with Lake B2B during our expansion to other countries as well."

Lorna Morrison, CEO

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