Content, Social Media and Growth Ideas

A PROPOSAL FOR A STELLENBOSCH WINE ESTATE

Portfolio edition: the estate's name, its people and private details have been removed

PREPARED BY ARETHA SEPTEMBER · NOVEMBER 2026

01

Where Things Stand

I wrote this proposal in November 2026 as part of my application for a marketing role at a Stellenbosch wine estate. These are the starting points I worked from, all taken from the job advert and the estate's public channels.

- The role covers social media content that captures farm life, the website and online shop, newsletters and the wine club, and events.
- Gardens, nature, harvest and collaboration posts reach the most people, while bottle-only posts reach the fewest.
- The feed mixes award graphics, bottle shots, team photos and reposts without one shared look.
- Process content performs well, and the winemaker's knowledge is a strong story to build on.
- Classical music plays in the vineyards and visitors mention it in reviews, but recent posts do not feature it.
- This proposal focuses on local visitors, wine club members, newsletter subscribers and trade buyers.

WHAT THIS DOCUMENT COVERS

Section	Topic
02	What the content data shows
03	Content ideas and how I would create them
04	Tracking what works
05	Sign-ups, feedback and the welcome email
06	Growing trade
07	What is working for other estates
08	A consistent, cohesive and elevated look
09	Additional ways I can contribute

02

What the Content Data Shows

I looked at the estate's Instagram and Facebook posts from November 2024 to October 2026 to see what has been working and what has not.

These results are based on what is publicly visible. The full analytics for every post are in Meta Business Suite, so the true picture is available to the team.

WHAT HAS WORKED

Theme	Post	Date	Result
Gardens	Floral garden invite (collab with a design school and the local tourism body)	Mar 2026	20,555 views, 458 likes
Olive oil, process	Olives in hands, explained in Afrikaans	Jul 2026	16,530 views, 0 comments
Creator collab	Collab with a local food creator	Apr 2025	10,134 views
Giveaway	Voucher giveaway	Jul 2026	9,576 views, 45 comments (the most of any reel)
Gardens	Quiet beauty of the gardens	Mar 2026	6,889 views
Harvest and people	Harvest team picking	Jan 2025	4,903 views
Harvest and people	Sorting tables	Feb 2026	3,684 views; 94 reactions on Facebook
Creator collab	Collab with a lifestyle creator	Oct 2026	3,259 views, 30 comments
Wildlife (photo)	A wild cat on the farm	Jun 2026	224 likes*
Nature (photo)	"Nature at work" water carousel	May 2026	166 likes*

WHAT HAS HAD THE LEAST ENGAGEMENT

Theme	Post	Date	Views
Bottle only	White wine bottle shot	Aug 2026	399
Wine day	A national varietal day	Aug 2026	394
Scenery, no story	Morning clouds over the vineyards	Sep 2026	365
Bottle only	Bottle shot with a book club caption	Aug 2026	330
Bottle only	Red wine bottle shot	Jul 2026	267
Thank-you post	Thank-you after a visit	Aug 2026	192

HOW TO BUILD ON EACH THEME

Each idea named in this table is explained in full in Section 03.

Theme	What the numbers say	How to build on the theme
Gardens and nature	Highest reach on reels and photos	A monthly Garden Diary of what is flowering, and an Estate Residents series about the animals on the farm
Olive oil and process	Second-best reel, but no comments	A process series with English subtitles and a question in the caption
Harvest and people	Steady 3,000 to 5,000 views; strongest on Facebook	A series of short portraits of the people who make the wine, called The Heartbeat of the Estate, and farm footage narrated by the winemaker
Collabs	Three of the top nine reels	Regular collabs, budget allowing, plus guest reshares
Giveaways	The most comments	Experience prizes aimed at a local audience
Bottle and wine-day posts	Lowest views, 192 to 399	A series called From Vine to Glass, which shows the making first and the bottle last
Range highlights	No reels in them	Fill each highlight with its From Vine to Glass episodes

* Likes are hidden on about 168 older photo posts, so photos can only be ranked from 2026.

The highlights at the top of the Instagram profile list the wine ranges but do not yet show them in video. Highlights are the fastest way for a new visitor to understand the estate, the harvest and the wines at a glance, without scrolling the feed.

03

Content Ideas and How I Would Create Them

An overview of content ideas and how each can be carried out on a cellphone. Each one builds on a theme from the data.

THE FEELING BEHIND THE CONTENT

A small example of the feelings each product can sell, and some of what that could look like on screen.

Product	The feeling	What it could look like on screen
Flagship blend	Belonging: a place and a story you retell when you pour it	The estate, the people, the music in the vines, then the bottle
Everyday range	The exhale: the 6pm glass that marks work as over	Golden hour, a table outside, a first pour
Sparkling (MCC)	The occasion: a reason to gather	Glasses meeting, a garden table, laughter off camera
Olive oil	The gathering: the board everyone reaches for before the meal starts	Hands, bread, a shared table, the slow harvest and pressing

01 The Heartbeat of the Estate

Short portraits of the people who make the wine: the vineyard team, the cellar hands and the tasting room hosts.

- **How I would shoot it:** the zoom lens for candid work shots, close-ups of hands, one slow-motion moment and a line of natural sound.
- **Format:** a 20 to 30 second reel, plus a photo carousel with a two-line story about each person.
- **Engagement:** an "Ask our cellar team anything" Story sticker, answered in the next reel.

02 From Vine to Glass

One series per range, where the bottle only appears in the last three seconds. Each episode is one stage: pruning, flowering, harvest, sorting, barrel or amphora, bottling, and the glass.

- It fills each range's highlight with reels, so a new visitor understands each range in a minute.
- Bottle-only reels currently have the lowest views: the red wine reel (267), the book club reel (330) and the white wine reel (399). This series gives each bottle a story first.
- It builds across a full year, so each season adds an episode.

New ways to show the bottle itself:

- **Where it began:** the bottle photographed in the vineyard block or beside the barrel it came from.
- **The pour:** a slow-motion pour, the cork, condensation on the glass.
- **One bottle, three moments:** a carousel of the same wine at lunch, at sunset and by the fire.

- **Part of a scene:** the bottle on a table with hands, food and people, never alone.

I know this is not easy to portray in an engaging way. A lot more ideation is needed to showcase bottle-only shots and posts creatively, so that they are engaging and on trend. I would spend more thorough time ideating for this particular piece of content.

03 The Winemaker's Voice Over Farm Footage

I film the process, and the winemaker adds their knowledge by voice. This keeps the winemaker at the centre of the content without taking much of their time.

- **Option one:** I send the winemaker the edited video, so they know what it is about, and they record a voiceover for it.
- **Option two:** I give the winemaker a short script guide with questions to answer, and the recordings are used across new and different videos.
- Example questions: "Why amphora?", "What does a cool night do to Chenin Blanc?", "How do you know when to pick?"
- Audio from older videos can be cut into new edits and educational pieces.
- One 20-minute recording session a month can give us four to six posts.

04 The Soundtrack of the Vineyard

Baroque and early Classical music plays in the vineyard, winery and cellar. Visitors praise it in reviews, but recent posts do not feature it specifically.

- **Reels:** vineyard and garden moments with the music as the real sound, alongside birds, bees and the waterfall.
- **The story:** a short series explaining why the music is played, drawing on the music page of the website.
- **Music for posts:** real Baroque pieces from Meta's free Sound Collection, which are safe for a business account to use.
- **At home:** a playlist guests can listen to after their visit (see Section 05).

05 Fun Fact Friday

A carousel people save: one fact on the first slide and the explanation on slides two to four.

- **Topics:** the music in the vines, the estate's history, the wildflowers between the rows, the story behind each wine range, how amphora works, why oak barrels are used, how the soil shapes the wine, and the conservation work.
- **Engagement:** a true-or-false Story quiz the day before.

06 Estate Residents

A recurring cast: the estate cat, the wild cats, bees, dragonflies, butterflies, birds and any other resident animals.

- **How I would shoot it:** the zoom lens and close-up mode, early in the morning.
- **Engagement:** "Name the resident" or "Spot the resident" Stories. A wild cat photo is the best-liked photo on the profile.

07 Behind the Shot

Three seconds of the setup, then the finished photo. The setup shows the phone on a tripod, the glass, and any reflectors or other props used.

- It makes a bottle image worth watching, because people stay to see the result.

08 Garden Diary

What is flowering this month, posted on a Thursday with an invitation to visit that weekend.

- **Format:** a slow walking reel plus a five-photo carousel, with plant names in the caption.
- It gives locals a fresh reason to come back each month. Two of the top five reels are about the gardens.

09 Collabs, Guests and Moments

This depends on the budget and on how the marketing manager approaches collaborations.

- **Creator collabs:** chosen for a local audience. Three of the top nine reels are collabs.
- **Guest reshares:** when a guest tags the estate in a Story, we can reshare it to our own Stories, and compile the best into a weekly round-up.
- **"Your Visit":** a monthly carousel of the best guest photos, shared with each guest's permission and credited.

10 Olive Oil as a Hero Product

The olive oil reel is one of the most-viewed posts, which shows that viewers enjoy process content. It had no comments.

- **Series:** harvest, pressing, bottling, then cooking and sharing.
- **Subtitles:** where a video is explained in Afrikaans, English subtitles let more viewers follow along and join in the comments.
- **Products to consider:** depending on the engagement and growth of the olive oil content, we could test new products and ask the audience about their interest in them. Examples are an olive oil and wine gift set, and tasting sets across the olive oil range, released for a special event, day or occasion. These are ideas and suggestions for further down the pipeline.

11 Giveaways

The giveaway reel drew the most comments of any reel. I would build on giveaway ideas that connect with the audience and result in visits and wine club memberships, using previous successful giveaways or new ideas. This is one suggestion:

- Make the prize an experience at the estate, such as a tasting for four, which appeals mostly to locals.
- Entry is a comment that answers a question, such as "Who would you bring?"
- The newsletter sign-up is offered as an optional extra.

12 Golden-Hour Carousels with Classical Music

Five to seven photos from the last hour of light, set to one Baroque piece.

- **Themes:** "Sunday at 6pm", "After the pickers go home", "The garden in November".
- Carousels with music also appear in the Reels feed, so they reach further than a single photo.

13 Awards in One House Style

One template with the same fonts and placement, and a real photo of the wine behind the score.

- **Instagram and Facebook:** the celebration.
- **LinkedIn:** the same award written for trade buyers, with the vintage, score and critic.

IDEAS FOR A LATER STAGE

These two take more planning to get right, so I would develop them once the ideas above are running.

14 A Wine for Every Moment

Relating each range to a mood, a season or a time of day. I would start with photos, then move to video for each range and the sparkling wines. The aim is original ways to tell a story about each wine, since bottle-only posts have had little traction.

15 This or That, and What We're Pairing This Week

Every two weeks: two wines or two moments side by side, with a Story poll, and the result shared as a short reel. Pairings can be moments as well as food, such as a book club, a braai or a game night. What is possible depends on what is accessible on the farm.

04

Tracking What Works

How I would measure results across Meta Business Suite, Mailchimp and LinkedIn.

META BUSINESS SUITE (INSTAGRAM AND FACEBOOK, FREE)

What to track	What it tells us
Views and reach per post	Which themes travel beyond current followers
Saves and shares	The strongest sign that content is valued
Average watch time on reels	Whether the opening seconds hold attention
Comments and Story replies	Which posts start conversations
Link clicks and profile visits	Which posts send people towards the website
Audience age, gender and top cities	Who the audience is, and how local it is
Best times	When followers are online, for scheduling

MAILCHIMP

What to track	What it tells us
New subscribers and where they came from	Whether events, the tasting room QR code or the website bring the most sign-ups
Click rate	Which topics and wines people act on
Unsubscribes per send	Whether the frequency or content needs adjusting
Sales from each email	Available if the online shop is connected to Mailchimp
Each audience separately	Newsletter subscribers and wine club members behave differently

What can be tracked in Mailchimp depends on the plan the team uses and whether the online shop is connected to it.

LINKEDIN PAGE

What to track	What it tells us
Follower job roles and industries	Whether trade buyers, sommeliers and retailers are following
Impressions and clicks per post	Which trade content lands
Page visitors	Interest after awards, trade events or press
Competitor comparison	LinkedIn's built-in tool compares follower growth and posts against other estates

TYING IT TOGETHER

- **Tagged links:** each link in a bio, Story, email or QR code carries a small tag, so the website can show which channel sent each visitor.
- **Reporting:** I can report monthly or every two weeks: the top three posts, the weakest three, new subscribers, website visits from social media, and at least one thing to try next month based on the data.
- **Review rhythm:** check weekly, report monthly, and adjust the content plan each quarter.

05

Sign-Ups, Feedback and the Welcome Email

An additional, digital way to gather feedback and grow the newsletter and wine club, alongside signing guests up in person.

At events, I would help on the day, capture content, and make it easy for guests to share feedback and join the newsletter. Guests can do this in person with the team or by scanning a QR code, whichever they prefer.

How the QR code works

A QR code is a link in picture form. Mailchimp gives every sign-up form its own web link, and that link becomes the QR code. A guest scans it, fills in the form on their phone, and their details go straight into Mailchimp.

Mailchimp adds a label, called a tag, to each person automatically, such as "Tasting room" or "Summer event". Each place gets its own QR code, so we always know where a subscriber joined. The tick boxes on the form then sort people into the two audiences: newsletter subscribers and wine club members.

This gives us another way to gather feedback and sign-ups. We will continue to gather both in person too. The QR code is an additional option that speeds up the process, stores everything automatically and sends an immediate welcome email. It also suits guests who prefer to give feedback and sign up digitally. If a Mailchimp form is not an option, a Google Form can be used in the interim.

WHAT THE FORM ASKS

Field	Type	Required
First name and email	Text	Yes
I'd like to hear about	Tick boxes: farm news and events, or the wine club	Yes
How did you find us?	Drop-down: friend or family, Instagram, Facebook, Google, a restaurant or shop, an event, driving past, other	Optional
What did you love, or what could we do better?	Short text box	Optional
I am 18 or older and agree to receive emails	Tick box	Yes

All answers are stored on that person's record in Mailchimp, including the drop-down answer.

A guest who only wants to leave feedback should be able to do so without subscribing. The form's thank-you page can also invite happy guests to leave a public review on Google, TripAdvisor or Facebook.

IN PERSON OR BY QR CODE

Guests choose. The team can still sign someone up in conversation, using the same form on a phone or tablet, so every sign-up lands in one place either way.

THE WELCOME EMAIL

- **Newsletter subscribers:** a thank-you, what to expect (farm news and events, once or twice a month), and, as a suggestion, a 10% off code for one bottle of wine from the everyday or flagship range at checkout.
- **Wine club members:** a separate welcome that explains their benefits and how the club works.
- **The code:** one code set up in the online shop, limited to one bottle from those ranges and to one use per customer.
- **Dependent on the plan:** automatic emails are only included on some Mailchimp plans.

Backup: a monthly export from Mailchimp into a spreadsheet.

Data use: the form needs one line saying how the email address will be used and that people can unsubscribe at any time. The website would also benefit from a privacy page, which is a suggestion for the web agency.

Newsletter topics: these are best planned with the team, based on upcoming events, farm life, social media content and who each newsletter is for. I would develop these once I know the audience and the estate well.

"Which of Our Wines Are You?" Quiz

- **How it works:** five or six multiple-choice questions about taste and occasion, such as "Your ideal Saturday?" or "Crisp or rich?" The result suggests one to three wines across the ranges, with a link to each in the shop.
- **Version one, Instagram Stories:** quiz and poll stickers, which are free and quick to test.
- **Version two, a web quiz:** built with a free online form builder, such as Tally. A form builder turns a set of questions into a simple web page, with no coding, and shows each person a result based on their answers. The quiz is linked from the bio, the newsletter and the tasting room QR code, with an optional newsletter sign-up at the end.
- **On the website itself:** a suggestion for the web agency later, based on success and engagement.

The Soundtrack of the Vineyard Playlist

- **What:** 10 to 15 Baroque and early Classical pieces, in the style played in the vines.
- **Where:** it can start on one platform, such as Spotify, and then become available on others, such as Apple Music and YouTube Music, so guests can continue the experience at home. We can also gauge which platform guests prefer through social media, the newsletter and in person.
- **Format:** one overall playlist to start, and one per range later if it proves popular.
- **How people find it:** a QR code on the tasting room tables, in the welcome email and in a Story highlight.

06

Growing Trade

Ideas to help grow trade, on social media, on LinkedIn and beyond them.

Who trade buyers are: restaurant owners and sommeliers, bottle store and retail buyers, hotel and lodge managers, and the distributor's own sales team.

1. A trade content kit

A ready-made folder that the distributor's sales team and stockists can use without having to ask for anything. It is shared privately by link and is not posted publicly.

Item	What it is
Bottle photos	Each wine on a clean background, plus a few styled shots for menus and websites
Short clips	15-second videos per range that a restaurant or shop can post
Tech sheet	A one-page fact sheet per wine: vintage, grape, tasting notes, awards and food pairing
Shelf talker	A small printed card that clips to a shop shelf below the bottle, with a score or one-line description and a QR code to the wine's story
Menu descriptions	Two-line descriptions a restaurant can paste onto its wine list

The website already has a brand resources folder with logos, pack shots, tasting notes and vintage information packs. Short clips, shelf talkers and menu descriptions can be added to this folder to help with trade growth and sales.

2. "Where to find us" posts

A monthly post featuring a local restaurant or shop that stocks the wines, tagged so they can reshare it. The emphasis is on local trade growth. I would ask each local stockist first, or refer the idea to whoever in the team works directly with stockists. Tagging stockists also puts us in front of their customers, and a "Stockists" highlight on our profile keeps the posts easy to find.

3. The winemaker's "how to sell it" videos

About 60 seconds per wine: what makes it different, who it suits and what to pair it with. The winemaker only needs to answer the questions on camera. In effect, these turn some of the tasting notes into video. They can go privately to the distributor's sales team and restaurant staff, and a shorter cut can be posted on social media. I am not sure how this is currently done with local stockists.

4. LinkedIn for trade

One or two posts a week: awards in the house template, new vintage releases, the winemaker's harvest notes and trade events. Tagging the distributor puts the estate in front of their followers.

5. Making it easier for the distributor to feature the estate

The distributor's Instagram currently features other estates in its portfolio, several through collab posts. I am not sure what the estate's current arrangement with the distributor is, so these are ideas to discuss:

- Create reels aimed at stockists and sales, and tag the distributor.
- Invite the distributor as a collaborator on selected posts, as other estates do.
- Send the distributor finished, ready-to-post content, which they can choose to feature.

WHAT THE DISTRIBUTOR'S INSTAGRAM SHOWS

- About 18 posts a month since July 2026.
- Most posts are its own wine education pieces, with a median of 15 likes.
- 11 of its 72 posts since July 2026 are collab posts, where someone else publishes the post and adds the distributor as a collaborator.

Collab post	Published by	Date	Views	Likes
South Africa's old vines (reel)	The distributor, with a heritage vineyard project	Jul 2026	3,887	206
Chef visit, with another estate as collaborator (photos)	A food and wine school	Sep 2026	Photos*	155
Celebration reel	Another estate in its portfolio	Oct 2026	5,015	151
The distributor's trade fair, with another estate as collaborator (photo)	A wine creator	Aug 2026	Photo*	81

* Instagram only shows view counts on reels, so photo posts have likes only.

These collab posts received five to fourteen times the distributor's usual likes, and they show that it accepts collab posts from the estates it represents.

WHAT TO POST PUBLICLY AND WHAT TO KEEP PRIVATE

Good to post	Keep private
Awards and scores	Trade prices and price lists
Where to find the wines	Discounts, deals and order volumes
New vintages and harvest updates	Sales figures and stock levels
The winemaker's knowledge	Limited allocations
Trade events attended	Buyer names or relationships without their permission
Stockist features, with permission	Anything internal to the distributor

07

What Is Working for Other Estates

A quick overview of collaborations, reels and events that have been working for a few estates in the local wine industry.

- **Jordan Wine Estate:** Stellenbosch Kloof, Stellenbosch.
- **Kleine Zalze:** Stellenbosch.
- **Waterkloof:** Somerset West.

For comparison, the estate's median reel receives about 1,000 to 1,400 views. Over the past year the median is 3,013 for Jordan, 3,463 for Kleine Zalze and 1,374 for Waterkloof.

Estate	Reel	Date	Views	Why it worked
Jordan	"We checked in with our winemaker": a humorous cellar update	Jun 2026	341,000	The winemaker's personality, a trend format and one clear joke
Jordan	"A perfect day at Jordan" with Secret Cape Town, listing each experience and its price	Mar 2026	15,900	A local guide's audience, plus practical details people save
Kleine Zalze	A chicken stew recipe with a food creator, with wine alongside	Jul 2026	131,000	Wine shown as part of a meal, with a question that drew comments
Kleine Zalze	Heritage Feast 2026 in Pretoria, as a sponsor	Sep 2026	50,900	An event partnership that reached a new city and audience
Kleine Zalze	Drink Chenin Festival 2026, with the Chenin Blanc Association	May 2026	38,000	A shared post across several estates for one event
Waterkloof	Chef Bertus Basson on the winter menu and a tasting lounge offer	Jun 2026	17,400	A well-known face and a specific offer with a price

WHAT THIS SHOWS

- Five of the six are collab posts. Reach comes from sharing someone else's audience.
- The single biggest reel is a winemaker being himself. We can think of more creative ways to showcase the estate's winemaking and the winemaker's knowledge that work around a busy schedule.
- Food, events and clear offers travel further than bottle shots.

08

A Consistent, Cohesive and Elevated Look

How I intend to create a more consistent, cohesive and elevated look for social media posts shot on a cellphone.

These are my guidelines. They will be refined through trial and error until we get the results we want.

1. How I shoot

- Natural light where possible, ideally early in the morning or in the last hours before sunset. This will not always be possible, so quality comes first.
- Slow, steady movement, holding each shot for 5 to 10 seconds.
- Exposure and focus locked, so the brightness does not flicker.
- Slow motion for details only.

2. One edit style and no filters

- Brightness, warmth and contrast are adjusted by hand, to the same settings each time.
- Calm cuts and the same pacing across videos.

3. One type style

- Two fonts that suit the logo, chosen once and used on every platform.
- The same size and placement, with short on-screen text.
- Logos, graphics and design elements come from the estate's existing marketing graphics folder, so everything stays on brand.

4. A signature sound

- Baroque and early Classical pieces from Meta's free Sound Collection, or the estate's own sounds: birds, water and the cellar.

5. Grid covers

- Each reel gets a chosen cover image and title, so the profile reads as one feed.

6. What goes where

Platform	Format	Use it for
Instagram Reels	Vertical video, 15 to 45 seconds	Process, people and gardens: reaching new people
Instagram posts and carousels	Portrait photos, up to 20 slides	Fun facts, golden-hour sets and awards: content people save
Instagram Stories	Vertical, visible for 24 hours	Polls, quizzes, guest reshares and daily farm moments
Instagram highlights	Saved Stories	One per range to start, plus Stockists and Events
Facebook posts	Photos or video with a longer caption	Events, awards, harvest news and reviews
Facebook Reels and Stories	The same vertical video	Shared from Instagram in one step
LinkedIn posts	One image, a short video or a document carousel	Trade: awards, new vintages and the winemaker's notes
TikTok	Vertical video	A possible later step, with approval, once the main platforms are consistent

7. Content pillars

These are suggestions, not fixed rules: ideas for what each pillar could cover and what it is for.

Pillar	What it could cover	Purpose
Gardens and nature	Garden Diary, Estate Residents, conservation	Reach
People and the winemaker	The Heartbeat of the Estate, voiceovers, harvest	Trust
The wines	From Vine to Glass, fun facts, awards	Understanding the ranges
The experience	Tastings, the music, events, olive oil	Visits and sales
Community	Collabs, guest reshares, stockists, shared moments	Belonging and word of mouth

8. A one-page brand guide and Canva Brand Kit

- **The Guide:** logo use, colours, the two fonts, edit settings, shot guidelines, caption tone and what to avoid.
- **The Canva Brand Kit:** the logo, colours and fonts stored once, so every template starts on brand.
- **Templates:** awards, fun facts, event announcements, Story covers and reel covers.
- **Why it matters:** anyone in the team can create a post that looks like the estate.

9. How I will plan, film and review content

- First, thoroughly learn the estate's social media platforms, the products, the audience, farm life, the team and the events.
- Then plan content monthly, film weekly and review results monthly.
- Schedule Instagram and Facebook posts in Meta Business Suite, and LinkedIn posts with LinkedIn's own scheduling tool. Both are free.
- The focus now is consistency and engagement on Instagram, Facebook and LinkedIn.
- Once I know the industry and the estate well, content can be planned a year ahead.
- TikTok could be considered three to five months in, with approval, for harvest, process, nature, conservation and olive oil content.

10. Tools and equipment

iPhone 16 Pro tool	What it does	Where it is strongest
Three lenses (0.5x, 1x, 5x)	Wide views, people and distant subjects	Gardens, wildlife, harvest
Macro	Sharp detail from about 2 cm away	Grape skins, bees, olives, cork
4K slow motion	Smooth, sharp slow motion	Pouring, sorting tables, picking
Cinematic mode	A blurred background with adjustable focus	Bottle and glass, people at work
Action mode	Steadies walking shots	Walking the vineyard rows
Time-lapse	Turns hours into seconds	Mist lifting, a room being set
Long Exposure	Makes moving water look silky	The waterfall and dams
Audio Mix	Cleans up voices and reduces wind noise	Short spoken clips outdoors

I am not sure what additional equipment and software the team already has. Useful extras that cost little are a small tripod with a phone clamp and a clip-on microphone. Editing is done in CapCut or Canva. CapCut offers more variety in editing and transitions, so a combination of both will be helpful. I can start with Canva Pro.

09

Additional Ways I Can Contribute

Beyond content, I can research and suggest improvements to the website and to how the estate is found online. Some of this I can do in house, and some would be suggestions for the web agency.

1. Understanding how people use the website

Analytics show whether social media, newsletter and QR code traffic ends in a result.

The aim is to track and make the most of what already exists on the website and what visitors already interact with. It also shows which changes or updates can be made in WordPress to give visitors a better experience and to make sure each journey is completed:

- Signing up for the newsletter.
- Joining the wine club.
- Purchasing wine.
- Booking a visit.

Seeing where people click, and where they drop off in each journey, shows what to improve within the current website.

The first step is to find out from the web agency which analytics are currently being used on the website. The tools in the table below can be set up in house.

Tool	Cost	What it shows
Google Search Console	Free	Which searches bring people to the site, and which pages appear on Google
Google Analytics	Free	Where visitors come from, which pages they view and where they leave
Microsoft Clarity	Free	Recordings and heatmaps of where people click, scroll and get stuck
Bing Webmaster Tools	Free	The same as Search Console, for Bing and the AI tools that use it

2. What I can do in house and what to suggest to the web agency

In house	Suggest to the web agency
Set up the tools above, monitor them and report on them	Confirm which analytics are already in use, and share access
Write page titles and descriptions for search results	Add the structured data that helps Google and AI tools read the site
Write image descriptions (alt text)	Give the homepage a main heading about the estate
Update product descriptions and wording	Add a privacy page that explains how email addresses are used
Add tagged links to posts, emails and QR codes	Remove old test pages from search results

3. Being found: SEO, AEO and GEO

- **SEO (search engine optimisation):** appearing higher on Google for searches such as "wine tasting Stellenbosch".
- **AEO (answer engine optimisation):** being the answer when someone asks a question, in Google's answer boxes or by voice.
- **GEO (generative engine optimisation):** being named when someone asks an AI tool, such as ChatGPT, to recommend a wine farm.

Search engines and AI tools both decide what to show by reading a website and judging how trustworthy it is. Four things improve all three at once:

What helps	Why it matters	Example
Clear page wording	Pages that use the words people search for are easier to match to a search	A tasting page that says "wine tasting in Stellenbosch", with opening hours and prices
Up-to-date information	Recent, accurate content is favoured over old content	Current vintages, events and blog posts
Reviews	Many good, recent reviews signal a trusted place to visit	Google, TripAdvisor and Facebook reviews
Links from trusted websites	Each link acts as a recommendation from that website	See below

What I can do in house, in WordPress:

- Research the words people search for, and use them in page titles, headings, product descriptions and captions.
- Write the short description that appears under each page in search results.
- Add descriptions to images, which also helps visitors who use screen readers.
- Keep information current: vintages, prices, opening hours and events.
- Write short question-and-answer sections for key pages, which answer engines and AI tools draw on.
- Keep the Google Business Profile up to date and respond to reviews.
- Request links from the distributor, stockists, tourism websites and the press.

What would need the web agency:

- Structured data, which is code that labels the estate, its wines, opening hours and reviews for search engines.
- Page speed and mobile performance.
- Changes to the page templates, such as the homepage's main heading.
- Removing old test pages from search results, and technical settings that control how search engines read the site.

4. Links from trusted websites

When a respected website links to the estate's website, search engines treat it as a vote of confidence. The more relevant and respected the website, the more the link counts. These links are called backlinks.

- **The distributor:** a link from the estate's page on the distributor's website to the estate's own website.
- **Wine routes and tourism websites:** an up-to-date listing with a link.

- **Stockists and restaurants:** a link from their wine list or "our suppliers" page.
- **Press and awards:** asking writers and competitions to link to the estate when they mention it.

This also supports trade, because buyers who search for the estate, or for a wine style, find it more easily.

5. Reviews

- The estate's Facebook and TripAdvisor reviews are strong. Both are worth highlighting in posts, Stories, the newsletter and possibly on the website.
- Google reviews matter most for local searches and maps, so the QR code thank-you page can point there too.
- Other review websites can be considered later, based on where guests already look. Examples are Trustpilot, HelloPeter and Vivino, which is used for rating wines.

6. Research using AI

I can use AI tools to compare the estate's search visibility with competing estates: which search words each one ranks for and who appears first. The results come back as a simple table.

This shows which words to use in page titles, product descriptions, image descriptions and captions, which I can update in house. It also shows which larger changes are worth suggesting to the web agency, such as new pages or technical fixes. AI can gather this kind of data in other ways too, such as summarising reviews or comparing competitors' content.

Free tools that provide this data:

- **Google Search Console:** the searches the estate already appears for.
- **Google Trends:** how interest in a search term rises and falls through the year.
- **Google Keyword Planner:** how often a term is searched each month.
- **Ubersuggest and Semrush (free versions):** a limited number of competitor and keyword checks each day.
- **AnswerThePublic (free version):** the questions people ask about a topic.

Thank you for your time.

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