



**MOD WINE CO.**

**CLIENT  
SUCCESS  
STORIES**

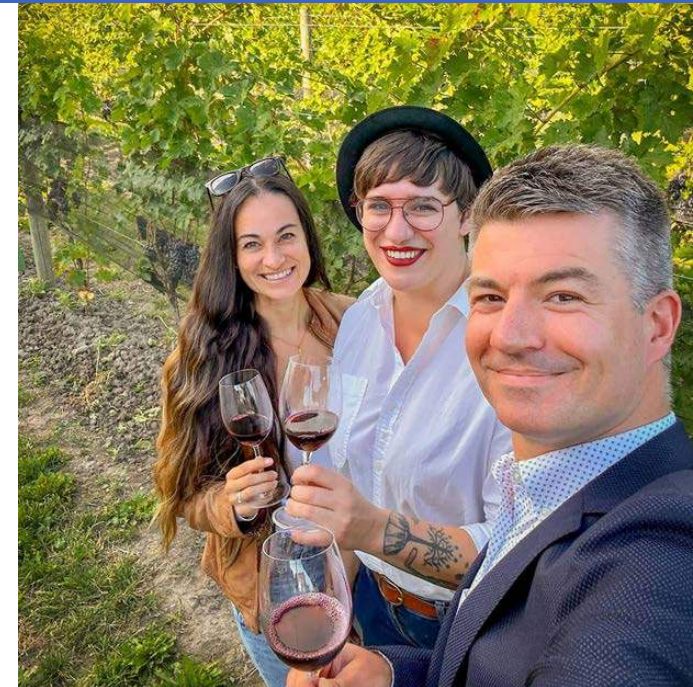




# WHO WE ARE

As an award-winning agency with over a decade of experience in both the wine industry and digital marketing, we understand that every vineyard, every vintage, and every shared glass has a unique story to tell—stories that are just the beginning of creating unforgettable brand experiences.

Specializing in brand management, content creation, and developing sales-driven strategic plans and partnerships, our mission is to elevate brands in the wine industry through inclusivity, innovation, and digital transformation. We aim to empower both established wineries and emerging labels by crafting immersive experiences, telling captivating stories, and providing the support and expertise needed for sustainable growth and deeper audience connections.



**Hello!**

**We're Bex, Nat & Adam!**





# SOME OF OUR CLIENTS



perenelle



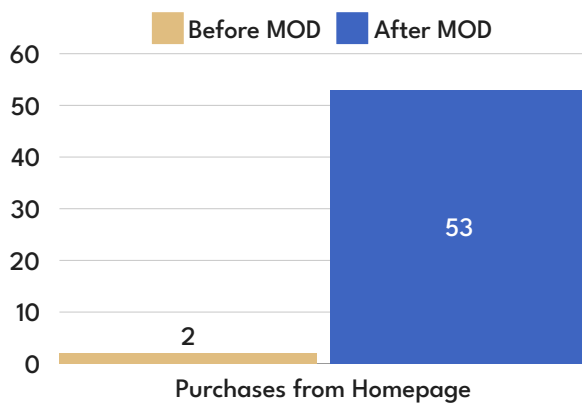


# 1 CLIENT SUCCESS STORY

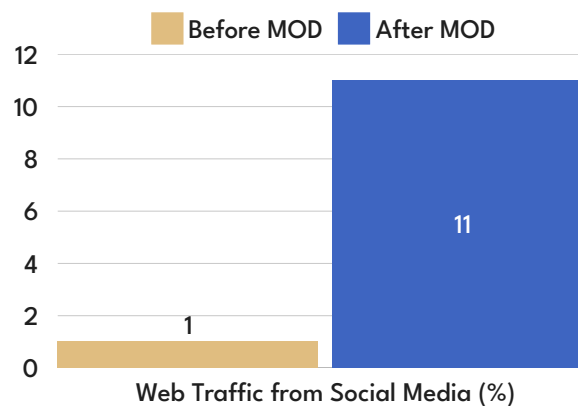
By combining a conversion-focused website redesign, dedicated social media management, email marketing, and a strategic sales plan, in only 6 months we...



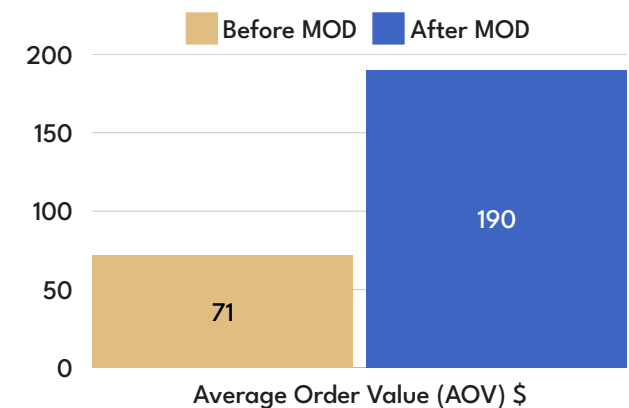
Increased the 6-month sales average on the homepage from **2** to **53** sales.



Increased web traffic directly from social from **1%** to **11%**



Increased (AOV) from **\$71.49** to **\$189.69** (165% increase)



...CONT'D →



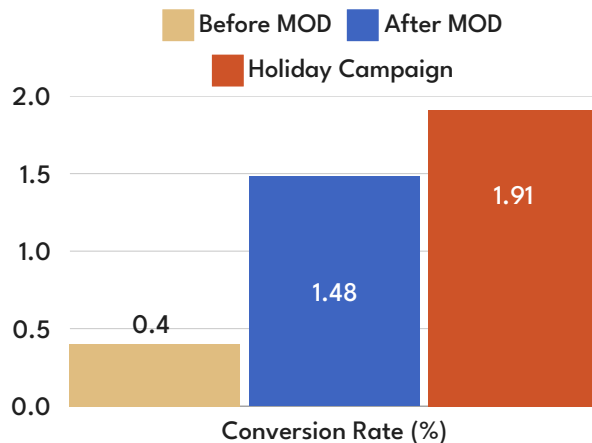


# 1 CLIENT SUCCESS STORY CONT'D...

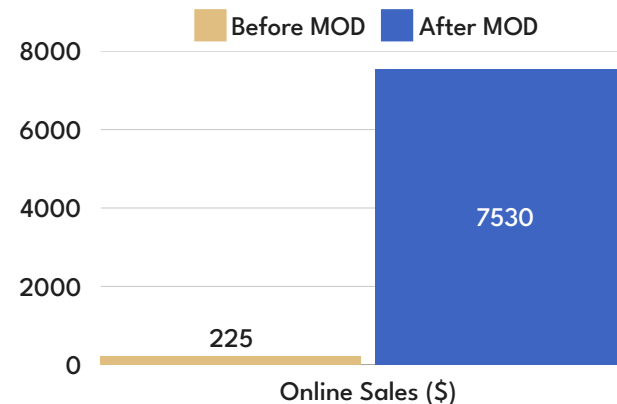
By combining a conversion-focused website redesign, dedicated social media management, email marketing, and a strategic sales plan, in only 6 months we...



Increased conversion rate from **0.4%** to **1.48%**, with a holiday campaign conversion rate of **1.91%**



Increased total online sales from **\$225** to **\$7530** compared to same 6 months in the previous year





## 2 CLIENT SUCCESS STORY

### Donnelly's Pub (@donnellyspub)

Donnelly's Pub has been partnering with Mod Wine Co. for over 18 months to enhance its social media presence and engagement.

We were brought on board to revitalize and manage Donnelly's stagnant Instagram and Facebook accounts with the goal of increasing visibility, boosting engagement, and attracting more patrons to the pub, especially for their paid live music events.

### OUR ROLE

Content Creation & Scheduling: We craft detailed content calendars to promote Donnelly's shows, food specials, and events, ensuring a consistent and engaging online presence.

Event Coverage: We capture high-quality photos and videos at events to highlight Donnelly's vibrant atmosphere and create compelling social media posts.

Paid Ads Management: We design and manage paid ad campaigns for Facebook and Instagram to promote their flagship live music shows.

Community Building: We write engaging captions and interact with followers, responding to comments to build and engage their community.

Performance Analysis: We track and analyze social media metrics to refine strategies and improve engagement.

Strategic Development: We use research and performance data to develop strategies that boost social media outreach and attract more patrons.



# THE RESULTS

Our partnership has led to a noticeable increase in social media engagement, a strong and growing follower base, an increase in online sales, and an increased awareness of Donnelly's Pub within the community.

By focusing on creating dynamic and engaging content, Mod Wine Co. has successfully contributed to making Donnelly's Pub a more prominent and appealing destination for both new and returning patrons, and has become the go-to destination for Blues music in the Southern Ontario Region.

## NOTABLE WINS

11.3%



Increase month-over-month in IG follower growth (IG avg. monthly growth rate = 1.69%)

720%



Increase in online ticket sales for live music shows. There has also been a significant increase in the number of musicians who request to perform, further driving traffic and exposing new audiences to the space



Achieved account monetization for Facebook through consistent posting of high-quality content, creating a new source of revenue for the business

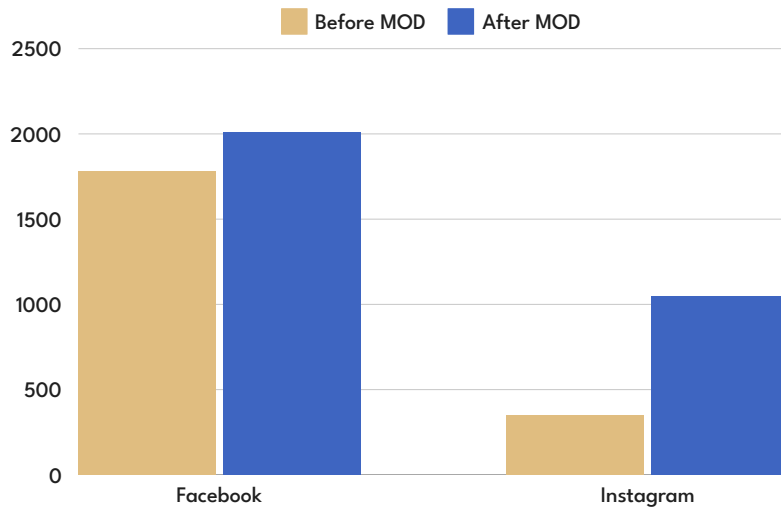


Average content engagement rate is higher than ALL 6 of their direct competitors

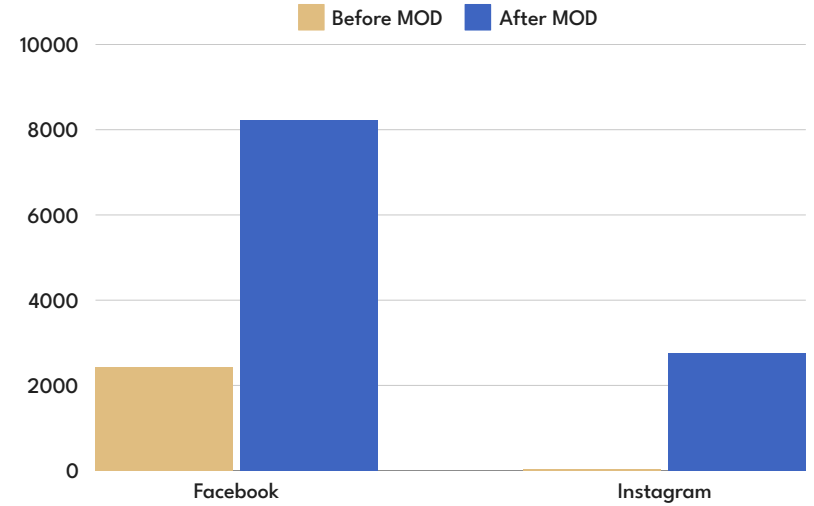




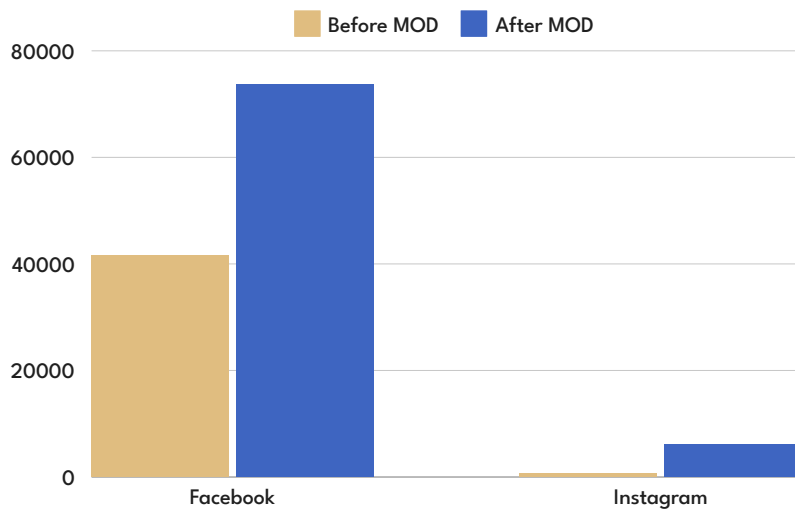
## Follower Growth



## Content Interactions



## Account Reach



## IN ONE YEAR WE CREATED...

**838** Pieces of Content

**450,000+** Impressions

**6.44** Avg. Post Engagement Rate

**8.55** Avg. Reel Engagement Rate





# 3 CLIENT SUCCESS STORY

## perenelle (@perenellewines)

In the first 9 months since we launched the brand...

### ON SOCIAL

**73** Pieces of Content

**20,000+** Impressions

**12.8** Avg. Post Engagement Rate

**14.3** Avg. Reel Engagement Rate

**45%** Link in Bio CTR to website to purchase





# 4 CLIENT SUCCESS STORY

## MW CELLARS (@mwcellars)

In the first 6 months since we launched the brand...

### ON SOCIAL

**182** Pieces of Content

**88,000** Impressions

**10.9** Avg. Post Engagement Rate

**7.5** Avg. Reel Engagement Rate

**51%** Link in Bio CTR to website to purchase

### RECENT AD RESULTS (in just 6 Days)

**25,000+** Reach

**802** Clicks to Website

**\$0.28** CPC

**6,000** Video Plays

**7,500** Engagements





# CONTACT US

If you have any further questions or would like to work on a tailored proposal for your specific needs, please contact any of us at the following:

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