# vinCreative

You create the wine, we create the experience

VinCreative is 100% Australian Owned, Manufactured and Supported delivering the first 'truly' unified 'Direct to Consumer' solution designed to cater for the unique needs of Winery, Brewery and other Consumer Packaged Goods companies.

vincreative.com

# Our platform provides seamless 'end to end' functionality including:

## Website
Manage your site inhouse to save costs and get a faster response

## Mobility
Seamless creation of content for phone, tablet and desktop devices

## Google
Search engine optimisation tools and google map integration

## Ecommerce
Product catalogue, shopping cart with freight provider integration

## Finance
Manage payments, discounts and gift certificates from customers and resellers

## Sales
Capture new prospects, manage sales activities and view pipeline reports

## Marketing
Segment lists and quickly send targeted newsletter campaigns to increase sales

## Wine Club
Online and cellar door registrations, payments and automated renewal billing

## Automation
Streamline your marketing, sales, delivery and support processes

## Self Service
Customer self service login to manage personal data, payments and support requests

## Reporting
Utilise prebuilt business reports for real time customer, member, sales and marketing

## Database
Single database of all Contacts, Activities, Documents, Sales and Transactions

## Content Website

- Smartphone, tablet and desktop access
- Create and manage the content contained on the front end website in-house
- Search Engine Optimisation tools
- Create unlimited Web Forms and Surveys
- Manage navigation and 'calls to action'
- Social Media integration
- Manage goal tracking for website visitors #
- News, Blogs, Media Releases
- Downloadable Resource Library
- Google Invisible reCAPTCHA technology

## Contact Management

- Manage staff, club members and contacts
- Access person "cards" with history of transactions, club history, event attendance, follow-ups, notes and documents
- Segment people by industry, role, categories and location
- Manage businesses and their key contacts
- Customer "Self Service Login" to update personal details, stored credit cards and access transaction history

## Newsletter Management

- Professional newsletter templates
- Drag and Drop editor for simple responsive newsletter creation
- Dynamic list filtering to member type, event or experience registrations, past product purchases, target market segments, preferences or interests
- Automatic unsubscribes for permanent delivery failure to minimise blacklisting
- Campaign statistics with emails opened, link tracking, bounces and unsubscribes

## Product Management

- Create unlimited products and manage stock for
- Consumer packaged goods (CPG)
- Memberships
- Events and Experiences
- Gift Certificates
- Images, Video and other digital assets)
- Related products, new releases and special offers
- Categorise by Type, Varietal and Region
- Tasting and Technical Notes
- Shipping via most major freight companies
- Ecommerce freight status workflow with Picking Slip printing

## Wine Club Management

- Membership with flexible terms and automated rebilling
- Online or Cellar Door signup with data collection of demographics, preferences and interests
- Create, expire, cancel or renew members
- Search by payment status, type and membership plan
- Member Login to update wine club subscriptions
- Membership cancellation surveys

## Event and Experience Management

- Manage attendees, cancellations, tickets, invoices
- Create follow-ups, notes and upload documents
- Member discounts globally or per plan
- Setup multiple early bird rates with % or $ discounts
- Manage automated notifications / reminders
- View number of tickets purchased and the amount of revenue acquired from ticket sales
- View recent registrations and the number of tickets purchased by each individual

## Marketing Campaigns and Sales Automation

- Create 'conversion goals' and track results
- Create landing pages with data collection #
- User Validation of data collected to reduce 'bot' submissions #
- Automatic CRM lead creation with stored goal/s #
- Lead tracking, sales activities and follow-up workflows
- Segment email lists by goal, user category and purchase data

## Customer Relationship Management (CRM)

- Activity management for calls, meetings, tasks and notes
- Upload forms, policies and procedures
- Powerful Data Mining Capabilities
- Manage Resellers and their discount plans*
- Staff profiles and permission management
- Support Tickets to manage customer issues and complaints

## Finances and Debtor Management

- Manage staff, club members and contacts
- Access person "cards" with history of transactions, club history, event attendance, follow-ups, notes and documents
- Segment people by industry, role, categories and location
- Manage businesses and their key contacts
- Customer "Self Service Login" to update personal details, stored credit cards and access transaction history

## Reporting

- Real time 3600 view of all business data
- Access to system reports with powerful data mining capability
- Export reports to CSV for offline access
- View current and expired member subscription reports
- Sales Reports by product type, product category, person type, region and other segmentation data
- Custom report creation upon request*

## Administration

- Impersonate Users and Staff for support
- Merge duplicate People or Business records
- View Newsletter bounces and unsubscribes
- Audit Trail to track staff changes and updates

## Integrations

- Automated Email archiving against CRM user records*
- RoundCube 'Webmail' integration with Mail Merge*
- Automated email opt-out for Spam Act 2003 compliance
- Xero, Quickbooks and MYOB integration*
- Moodle Online Learning API Integration*

*Additional fees may apply  # Roadmap delivering in Q1/Q2 2018