

# Kingston Public Relations Strategies: Facebook and LinkedIn

# Facebook Strategies

- Facebook should be used strategically to reach *consumers* within our direct target audience.
  - Verify Facebook account
- Based on market research, a majority of American tourists traveling to Chile are *30-45+*. Interested in an *authentic Chilean experience* but not those that are physically demanding or difficult to navigate.
  - Likely to have more disposable income that can go towards joining to Old Corral Wine Club
- Content: Products, Event Announcements and Recaps, Wine Club
  - Visuals: Use same *engaging photos/reels* from Instagram (the Salon, products, staff, guests,etc)
  - Copy: *Informative* but as brief as possible (include details and descriptions) and include emojis
  - Inviting language: Lean into the *intimacy* that Kingston can offer by using words such as 'you' and 'our.'

# LinkedIn Strategies

- LinkedIn should be used strategically for *professional development* and *network growth* with other businesses.
  - Include a professional biography with basic information about KFV, link to website and socials
  - Connect with local *businesses and corporations in the region* (tourism companies, agricultural companies, etc)
  - Grow the potential for *collaboration opportunities*
    - Potentially advertise the vineyard as a space for *corporate events/meetings* or for local businesses to host collaboratively with Kingston
  - A good place to advertise internship or employment opportunities
- Content: Products, Event Announcements and Recaps, Wine Club
  - Visuals: Focus on the *premium experience* of Kingston with candid photos of guests and the grounds of the winery
    - Questions to answer through LinkedIn presence: What can KFV offer to other businesses in the event of a collaboration? Using the grounds? Private wine tasting for a company staff? Using their ingredients in a food-wine pairing event?
  - Copy: More *detailed* than social media with information about the wine itself and the experiences offered at Kingston. Still using inviting language such as '*you*' and '*our*' to maintain intimacy.

# Event Announcement Copy

## Facebook:

Kingston Family Vineyards invites you to join us on Saturday, July 6th, from 12 PM to 6 PM for a special Independence Day celebration at our winery! Enjoy a guided vineyard tour, old-fashioned American barbecue with a Chilean twist, and bottomless barrels of wine. This event is perfect for tourists, expats, and our Chilean neighbors to celebrate together, even while far from home. With family-friendly activities to keep children entertained, it's fun for all ages. Tickets are \$75 per adult and \$20 per child, with children 6 and under admitted free. To RSVP or for more information, please email [info@kingstonvineyards.com](mailto:info@kingstonvineyards.com). Come raise your glass with us! 🎉



## LinkedIn:

Join us on July 6th at Kingston Family Vineyards for a post-July 4th celebration! Indulge in a diverse selection of wines and savor the flavors of a classic American barbecue. This is more than just a tasting—it's an evening of networking with fellow wine enthusiasts while enjoying the breathtaking vineyard scenery. Whether you're looking to expand your professional network or simply unwind with great wine and food, this event is not to be missed. Tickets are \$75 per adult and \$20 per child, with children 6 and under admitted free. To RSVP or for more information, please email [info@kingstonvineyards.com](mailto:info@kingstonvineyards.com). Come raise your glass with us!

# Wine Announcement

## Facebook

Unveil the elegance of our Tabiano Pinot Noir. 🍷 With rich notes of cherry and a smoky finish, this wine can stand on its own or enhance any meal. Whether you have the experienced palette of a wine connoisseur or are just beginning your wine journey, Tabiano is sure to make an impression. ✨ Swirl your glass and discover the layers of flavor in every sip. 🍷 🍒



## LinkedIn

At Kingston Family Vineyards, we specialize in crafting exceptional Pinot Noir. Our Tabiano Pinot Noir features notes of cherry and a distinctive smoky finish. While the Casablanca Valley is traditionally known for white wines, we are pioneering the introduction of cool climate reds to the region. Visit us to experience the unique flavors that distinguish our vineyard. Join us in uplifting innovation and excellence in winemaking!

# Wine club

## Facebook

Discover the exquisite flavors of Chilean wines by joining the Kingston Family Wine Club. 🍷

As a member, you'll receive hand picked selections delivered to your doorstep, offering a taste into Chilean culture in the comfort of your home. Elevate your wine experience and indulge in the rich heritage of Chilean wine.



## LinkedIn

At Kingston Family Vineyards, we value quality consumer experience and even better products. Join our Kingston Family Wine Club to unlock unique benefits. Enjoy advanced shipments of our newest wines, special discounts and even invitations to our exclusive members-only events. Come connect with a dedicated community of fellow wine lovers to take your wine passion to a new level.

Visit our website and join the club now at [Kingston Vineyards - Homepage New - Club](#)