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CONTENTS

1. Introduction.....	4
1.1 Hypotheses and Research Questions	5
2. Defining Marketing and Its Importance in Contemporary Business	6
2.1 The evolution and development of marketing.....	6
2.2 The Indispensable Role of Marketing in Contemporary Business.....	9
2.3 Digital Marketing and Its Importance in Business Managing.....	11
3. Wine Marketing Definition and Tools	13
3.1 Unveiling the Toolkit: Wine Marketing Tools Online and Offline	15
4. Research Methodology	17
5. Data Presentation and Discussion.....	23
6. Conclusions and suggestions.....	82
7. Summary.....	87
Bibliography.....	88
Annex.....	94

1. INTRODUCTION

The current world is extremely dynamic and has fast-changing tendencies. The world population has experienced dramatic changes in everyday life, basic concepts, common knowledge definitions and moral principles and foundations. 2020 became a “black swan” and an activator of changes for all areas of activity, accelerating not only the transformation of industries, but also changing the interests and preferences of customers in every sphere, including wine consumption and wine marketing. Accordingly, this year 2023 also greatly influenced wine marketing and its main trends. Marketing has changed more in the last 3 years than in the previous 50 years.

Current purchasers consume wine but introduces a new standard of consumption compared to the previous generation. They prefer information/ recommendations obtained through friends and familiars; give less attention to geography as a quality factor and brands are important as well as prizes and competitions medals. With strong aesthetic sense, they value the image/ design of labels. Aware of the new legislation and the health, they value the percentage of alcohol contained in the drink, verifying a preference for wines with lower alcohol content and organic wines also are highlighted (for health and environmental reasons). (Bousquet, 2023)

Wine was always a key export and a vital sustenance available to rich and poor alike. Today, Hungary is a significant wine producer globally with a total of 22 wine regions and 63,000 hectares of planted vines. Hungary is one of Europe’s most intriguing historic wine-producing countries, but it remains a blank spot in the world’s wine map for many wine-lovers. The country is in the unique position of being one of the oldest winemaking countries, yet it is still re-introducing itself to the world.

Like any product in this world, wine sales and consumption also need marketing. Marketing is important for wine for several reasons. First, wine is a product that people are passionate about. They want to know about the different types of wine, how to pair it with food, and what the best vintages are. Second, good wine is an expensive product, and people want to be sure they're getting their money's worth. They want to know that the wine they're buying is of good quality and that it will taste good. Finally, wine is a perishable product, so it's important to get it into the hands of consumers as quickly as possible. Marketing can help to create demand for wine and get it into the hands of consumers quickly.

If 2020 only emphasized the role of digital marketing as one of the areas of modern marketing, then in 2023 we are already seeing separate categories in digital marketing that have proven their effectiveness, Return on Investment and are gaining momentum as separate promotion tools.

New marketing trends of the modern world have been implemented in all spheres of the business activities, including wine business. The wine market is an extremely promising industry in European Union. Wine sales are reasonably at a quite high level, despite the coronavirus epidemic in 2020. Moreover, the epidemic has become an incentive to increase online sales, motivating new manufacturers, and buyers to online sales. The wine industry recognizes the increasingly relevant role of digital marketing as a valuable and appropriate tool to reach consumers.

1.1 Hypotheses and Research Questions

In this paper, analysis of online wine marketing in Hungary will be demonstrated. Since there are 22 wine regions, 2 wineries will be selected from every region, marketing techniques and principles will be analyzed. Wine consumers will be questioned as well about online wine marketing and its successful/unsuccessful retailing manners. The following hypothesis is proposed:

Hypothesizes:

H1: Digital wine marketing can fully replace “offline” wine marketing in European Union.

H2: It is more beneficial for wineries to have online/digital marketing from economic and socially responsible perspective rather than offline marketing.

H3: The most wineries use both offline and online marketing tools.

Research Questions:

- Do all wineries follow the trend of online marketing?
- Do most of wineries in Hungary invest into online platform development?
- What is the most popular social media platform of online wine marketing in Hungary?
- Which wine region follows online trends the most?

2. DEFINING MARKETING AND ITS IMPORTANCE IN CONTEMPORARY BUSINESS

2.1 The evolution and development of marketing

The evolution of marketing is a fascinating journey that spans centuries, adapting to societal changes, technological advancements, and shifting consumer behaviors. From humble beginnings rooted in basic trade to the sophisticated, data-driven strategies of today, marketing has continually transformed to meet the demands of an ever-changing landscape.

Traditional Marketing Roots:

Marketing's origins can be traced back to ancient civilizations where merchants engaged in barter systems and basic advertising. The industrial revolution in the 18th and 19th centuries marked a significant shift, with the rise of mass production and the need for businesses to differentiate their products (Sticker & Rolf & Mueller & Sumner, 2007).

The Era of Mass Media:

The 20th century witnessed the dominance of mass media, including newspapers, radio, and television. This era shaped marketing with the advent of advertising agencies and the birth of iconic brand campaigns. Businesses focused on reaching a broad audience through these centralized channels.

Digital Revolution and Rise of Online Marketing:

The late 20th century saw the emergence of the internet, altering the marketing landscape forever. The accessibility of the World Wide Web allowed businesses to establish a global presence. Email marketing, search engine optimization (SEO), and the development of websites became crucial elements.

Social Media and Personalized Engagement:

The 21st century brought about the explosion of social media platforms, transforming how businesses connect with consumers. Social media's interactive nature fostered direct engagement and led to the rise of influencer marketing. Businesses began tailoring messages to specific demographics, emphasizing personalization.

Data-Driven Marketing and Analytics:

With the increasing prevalence of digital technologies, the focus shifted to data-driven insights. Advanced analytics tools enabled marketers to gather, analyze, and leverage vast amounts of consumer data. This shift allowed for more targeted and personalized campaigns, enhancing overall marketing effectiveness.

Mobile and Video Dominance:

The ubiquity of smartphones and high-speed internet led to a surge in mobile marketing. Video content, facilitated by platforms like YouTube and social media, became a primary medium for conveying messages, providing marketers with new creative opportunities.

Artificial Intelligence and Automation:

The present era is witnessing the integration of artificial intelligence and automation in marketing. Machine learning algorithms enable predictive analysis, personalized recommendations, and automated processes, contributing to efficiency and precision in campaign management.

The Future of Marketing:

As we look to the future, marketing continues to evolve with emerging technologies. Virtual and augmented reality, voice search, and immersive experiences are poised to shape the next phase of marketing innovation. The emphasis on ethical and sustainable practices is also gaining prominence, reflecting the evolving values of consumers.

In this dynamic journey, marketing has evolved from its primitive forms to a sophisticated, multi-channel discipline. The key to success lies in the ability to adapt to emerging trends, understand consumer preferences, and leverage technology to create meaningful connections in an increasingly interconnected world (Guilbeault, 2018).

The evolution of marketing into online marketing can be traced through several key milestones that reflect the growth of the internet and digital technologies:

1. Emergence of the Internet (1990s):

The internet became widely accessible in the 1990s, marking the beginning of the digital era. As more people gained online connectivity, businesses started recognizing the potential of reaching a broader audience through this new medium.

2. Website Development and Email Marketing (Late 1990s - Early 2000s):

Businesses began establishing an online presence through websites, providing information and services to a global audience. Simultaneously, email marketing emerged as an effective way to communicate with customers, sending promotional messages and newsletters.

3. Search Engines and SEO (Late 1990s - Early 2000s):

With the rise of search engines like Google, businesses saw the importance of being visible in search results. Search Engine Optimization (SEO) became a critical aspect of online marketing, focusing on optimizing websites to rank higher in search engine results pages.

4. Social Media Explosion (Mid-2000s - 2010s):

Social media platforms, such as Facebook, Twitter, and later Instagram and Pinterest, gained popularity. This shift allowed businesses to engage with audiences on a more personal level, fostering brand loyalty and enabling targeted advertising.

5. Rise of E-commerce (Late 1990s - 2000s):

E-commerce platforms started proliferating, providing businesses with the opportunity to sell products and services directly to consumers online. This shift marked a significant transformation in how businesses conducted transactions and marketed their offerings.

6. Mobile Revolution (2010s):

The widespread adoption of smartphones further transformed online marketing. Mobile apps, responsive websites, and location-based services became integral, enabling businesses to connect with consumers on the go through targeted advertising and personalized content.

7. Data Analytics and Personalization (2010s - Present):

The availability of advanced analytics tools allowed marketers to gather and analyze vast amounts of data. This data-driven approach led to more personalized and targeted marketing strategies, enhancing user experience and increasing the effectiveness of campaigns.

8. Video Content Dominance (2010s - Present):

The prevalence of high-speed internet and improved technology facilitated the rise of video content. Platforms like YouTube and later TikTok became powerful channels for marketers to convey their messages creatively and engage audiences visually.

9. Emergence of Influencer Marketing (2010s - Present):

Social media influencers gained prominence as individuals with substantial online followings collaborated with brands for promotional activities. Influencer marketing became a popular strategy to reach and influence specific target audiences.

10. Artificial Intelligence and Automation (Present):

The integration of artificial intelligence (AI) and automation has further revolutionized online marketing. Machine learning algorithms enable marketers to analyze data, personalize content, and automate repetitive tasks, improving efficiency and targeting precision (Bousquet, 2023).

The development of online marketing reflects the adaptation of traditional marketing principles to the opportunities presented by the internet and digital technologies. It continues to evolve as technology advances, consumer behaviors change, and new platforms emerge.

2.2 The Indispensable Role of Marketing in Contemporary Business

Marketing, at its core, transcends the conventional notion of selling products or services. It encapsulates a strategic approach aimed at understanding customer needs, creating value, and delivering solutions that resonate with the target audience. From product development to customer engagement, marketing permeates every facet of an organization's operations. (Bozzay, 2021)

Brand identity is a potent asset in today's competitive marketplace. Marketing serves as the architect, meticulously crafting and disseminating the narrative that defines a brand. Consistent messaging, visual aesthetics, and brand positioning create a unique identity that sets an organization apart, fostering trust and loyalty among consumers (Moorman & Rust, 1999)

In an era of globalization, marketing is the compass guiding businesses as they navigate diverse markets. Strategic market research, segmentation, and targeted campaigns enable organizations to enter new markets seamlessly and expand their footprint. Effective marketing transcends geographical boundaries, connecting products and services with a global audience.

Customer-centricity is not just a buzzword; it is a fundamental principle that underscores successful marketing strategies. Through personalized communication, feedback mechanisms, and customer support, marketing builds and nurtures relationships. In an age where customer experience is paramount, effective marketing fosters loyalty and advocacy.

Marketing is the engine propelling revenue generation and organizational growth. Through lead generation, conversion optimization, and retention efforts, marketing initiatives directly impact the bottom line. A well-executed marketing strategy not only attracts new customers but also maximizes the lifetime value of existing ones. (Dougherty, 1990)

The digital revolution has reshaped consumer behaviors and market dynamics. Marketing serves as the vanguard in adapting to technological advancements. From leveraging social media platforms to harnessing big data analytics, marketing ensures that organizations remain agile and responsive to the evolving landscape (Kotler & Mindak, 1978).

In fiercely competitive markets, effective marketing is the differentiator. It's not merely about having a superior product; it's about communicating that superiority persuasively. Through positioning, differentiation, and innovation, marketing strategies empower organizations to rise above the noise and capture the attention of discerning consumers.

As marketing wields considerable influence, ethical considerations become paramount. Responsible marketing practices uphold transparency, integrity, and societal well-being. Ethical marketing not only builds trust but also contributes to the long-term sustainability of both the brand and the industry (Cooper, 1979).

In conclusion, the indispensable role of marketing in contemporary business is crucial. From shaping brand identity to driving revenue and navigating the complexities of the digital era, marketing is not merely a department; it is the heartbeat of organizational success. As this thesis unfolds, subsequent chapters will delve into specific aspects, methodologies, and case studies that illuminate the intricate dynamics of effective marketing strategies.

2.3 Digital Marketing and Its Importance in Business Managing

Online marketing, also known as digital marketing, refers to the strategic use of internet-based channels and platforms to promote and advertise products, services, or brands. It encompasses a broad range of activities, including website optimization, search engine marketing, social media marketing, email marketing, content marketing, and online advertising. The primary goal of online marketing is to reach and engage a target audience through various online channels, driving brand awareness, customer acquisition, and conversions in an increasingly digital and interconnected world (Hanssens & Pauwels, 2016)

Online marketing, also known as digital marketing, plays a pivotal role in the success of businesses in the digital age. Its importance stems from various factors that contribute to the dynamic and competitive nature of the online landscape.

1. Global Reach:

Online marketing enables businesses to reach a global audience. Through websites, social media, and other digital channels, businesses can connect with potential customers worldwide, breaking down geographical barriers.

2. Cost-Effectiveness:

Compared to traditional marketing methods, online marketing is often more cost-effective. Platforms like social media and email allow businesses to engage with their audience at a fraction of the cost of traditional advertising channels.

3. Targeted Advertising:

Online marketing allows for precise targeting based on demographics, interests, and behaviors. This targeted approach ensures that marketing efforts reach the most relevant audience, increasing the likelihood of conversion.

4. Measurable Results:

Digital marketing provides detailed analytics and metrics, allowing businesses to measure the effectiveness of their campaigns in real-time. This data helps in assessing what works and what needs improvement, enabling businesses to make informed decisions.

5. Interactivity and Engagement:

Through social media, blogs, and other online platforms, businesses can interact with their audience in real-time. This engagement builds relationships, fosters trust, and allows for direct communication, creating a sense of community around the brand.

6. 24/7 Availability:

The online realm operates 24/7, providing businesses with the opportunity to be accessible at all times. This continuous availability enhances customer service, facilitates online transactions, and caters to a global audience across different time zones.

7. Brand Visibility and Awareness:

Online marketing enhances brand visibility through various channels, including search engines, social media, and email. Consistent online presence increases brand awareness, making it more likely for potential customers to choose a familiar brand when making purchasing decisions.

8. Adaptability and Flexibility:

The digital landscape is ever evolving, and online marketing allows businesses to adapt quickly to changes. Whether it's adjusting ad campaigns, updating content, or adopting new technologies, businesses can stay agile and responsive.

9. Competitive Edge:

In a world where consumers are increasingly turning to online resources for information and shopping, businesses that invest in effective online marketing gain a competitive edge. Being visible and engaging online is essential for staying relevant in the market.

10. Data-Driven Decision Making:

Online marketing provides valuable data that can guide strategic decisions. By understanding consumer behavior, preferences, and engagement patterns, businesses can refine their approach and tailor their marketing efforts for optimal results (Kotler, 1972).

In essence, online marketing is indispensable for businesses aiming to thrive in the digital era. Its multifaceted approach not only broadens the reach of businesses but also allows for targeted, measurable, and adaptable strategies that contribute to sustained growth and success.

3. WINE MARKETING DEFINITION AND TOOLS

Wine marketing is the art and science of promoting wineries and their products to a target audience. It encompasses a range of strategies designed to build brand awareness, cultivate customer loyalty, and ultimately drive sales. In this competitive landscape, effectively marketing your wine requires a deep understanding of consumer preferences, industry trends, and the unique characteristics of the product.

Here are the core principles that guide successful campaigns, delve into the essential resources available to wineries, and highlight the key elements that differentiate wine marketing from its broader counterpart:

1. The Essence of Wine Marketing: Beyond the Bottle:

Wine marketing transcends the simple act of selling bottles. It's about crafting a compelling narrative that captures the essence of your winery, its story, and the passion behind each vintage. Unlike marketing a generic product, wine marketing emphasizes:

- **Storytelling:** Wineries use marketing to weave a story that connects with consumers on an emotional level. This narrative could encompass the history of the vineyard, the winemaking philosophy, or the unique terroir that shapes the grapes.
- **Building Relationships:** Wine marketing fosters long-term relationships with customers. Engaging with them through events, tastings, and social media fosters a sense of community and loyalty.
- **Sensory Experience:** Since consumers can't physically experience the wine through marketing materials, effectively conveying taste profiles and characteristics is crucial. Vivid descriptions and evocative visuals play a vital role in enticing people to try your product.
- **Targeted Approach:** The wine market caters to diverse palates and preferences. Wine marketing requires a targeted approach to reach the right audience with the right message. This can be achieved through specific channels, highlighting varietals, or emphasizing styles that resonate with distinct consumer segments (Paliwoda & Vrontis, 2008).

2. Resources to Fuel Your Wine Marketing Journey

Navigating the world of wine marketing requires a well-equipped toolkit. Here are some essential resources wineries can leverage:

- Industry Publications: Stay abreast of current trends and insights by subscribing to industry publications like Wine Business Monthly, SevenFifty Daily, or The Somm Journal.
- Wine Marketing Associations: Connect with fellow wine marketers and gain valuable knowledge through organizations like the Wine Institute or the Wine Market Council.
- Digital Marketing Tools: Utilize social media platforms like Instagram and Facebook to showcase your winery and connect with potential customers. Explore email marketing services like Mailchimp or Constant Contact to nurture leads and build relationships.
- Wine Education Resources: Invest in educating your marketing team about the intricacies of wine. Resources like the Wine & Spirits Education Trust (WSET) offer comprehensive courses that enhance understanding of varietals, regions, and winemaking techniques (Getz, 2000).

3. Distinctive Nuances: Wine Marketing vs. General Marketing

While sharing core principles with general marketing, wine marketing possesses distinct nuances:

- Focus on Sensory Experience: Wine marketing heavily emphasizes conveying the sensory experience of the wine. Descriptive language and high-quality visuals depicting color, texture, and aroma play a crucial role.
- Emotional Connection: Wineries leverage storytelling to build emotional connections with consumers. Evoking a sense of place, heritage, or craftsmanship can differentiate your brand.
- Understanding Varietals and Styles: Wine marketing requires a strong understanding of grape varietals, regional styles, and winemaking techniques. This knowledge allows for targeted communication and effective product differentiation.
- Regulations and Laws: Wine marketing is subject to specific regulations and legal restrictions. Understanding labeling requirements, advertising limitations, and responsible consumption messaging is crucial (Paliwoda & Vrontis, 2008).

By harnessing the power of effective marketing strategies and leveraging the available resources, wineries can unlock their full potential and achieve success in the ever-evolving world of wine.

The following chapters will delve deeper into specific marketing tactics, explore successful case studies, and provide practical guidance for crafting a winning wine marketing strategy.

3.1 Unveiling the Toolkit: Wine Marketing Tools Online and Offline

Wine marketing thrives on a strategic blend of offline and online tools. Each approach offers unique advantages to connect with your target audience and build a lasting brand presence.

Offline marketing strategies foster a sense of connection and allow consumers to experience your brand in a tangible way. Here are some key tools:

- Events and Tastings: Organize wine tastings, vineyard tours, or educational workshops. These events provide a platform to showcase your wines, connect with potential customers, and build relationships.
- Partnerships: Collaborate with local restaurants, bars, or gourmet shops to host wine pairing dinners, offer special promotions, or participate in farmers' markets.
- Public Relations: Develop relationships with media outlets to secure press mentions, reviews, and features in local publications or wine blogs.
- Branded Materials: Invest in high-quality marketing materials like brochures, tasting sheets, and informative point-of-sale displays to leave a lasting impression. (Getz, 2000)

The online world provides a vast landscape to connect with a global audience. Here are some essential digital tools:

- Website: Develop a user-friendly website that showcases your winery's story, highlights your wines, and facilitates online purchases.
- Social Media Marketing: Utilize platforms like Instagram, Facebook, and Twitter to share captivating content, engage with your audience, and run targeted advertising campaigns.
- Email Marketing: Build an email list and nurture leads through engaging newsletters, special offers, and personalized communication.
- Search Engine Optimization (SEO): Optimize your website content and online presence to improve search engine ranking and ensure potential customers can easily find you online.
- Influencer Marketing: Partner with relevant wine bloggers, social media influencers, or industry experts to reach a wider audience and leverage their credibility. (Beverland, 2000)

For maximum impact, integrating offline and online marketing tools is crucial. The art of wine marketing lies in selecting the right tools from your extensive toolbox and blending them to create a powerful and effective strategy. Wine marketing is not a one-time effort. It's an ongoing process that requires continuous learning, adaptation, and refinement.

4. RESEARCH METHODOLOGY

Understanding winery's website effectiveness is crucial in today's competitive online marketplace. This research methodology outlines a framework for analyzing wineries' websites/social media pages and identifying areas for improvement.

There are 22 wine regions presented in Hungary:

- | | |
|---------------|------------------------|
| ✓ Eger | ✓ Neszmélyi |
| ✓ Tokaji | ✓ Nagy-Somlói |
| ✓ Etyek-Budai | ✓ Móri |
| ✓ Badacsony | ✓ Mátrai |
| ✓ Zalai | ✓ Kunsági |
| ✓ Villányi | ✓ Hajós-Bajai |
| ✓ Tolnai | ✓ Csongrádi |
| ✓ Szekszardi | ✓ Bükk |
| ✓ Soproni | ✓ Balatonboglári |
| ✓ Pécsi | ✓ Balatonfüred-Csopaki |
| ✓ Pannonhalmi | ✓ Balaton-felvidéki |

The following map demonstrates all wine regions that were taken for the analysis.

Picture 1. Wine Regions in Hungary

(Source: <https://tastehungary.com/journal/guide-to-hungarian-wine-regions>)



One winery was taken from each region to be analyzed. Totally, 22 websites were examined. Some limitations were faced, unfortunately. Since many websites do not have English translation, they were excluded. However, in some wine regions only Hungarian websites were presented this is why I translated them myself for the analysis.

The methodology that was used for this study is document analysis, which will demonstrate how well-developed online platforms of each winery. Official websites, social media pages will be analyzed and evaluated based on the score from 1 to 3, where 1 stands for poor performance, 2 stands for good or average performance, and 3 stands for excellent or great performance.

The following 12 indicators were taken into consideration:

- ✓ Website Interface
- ✓ Languages
- ✓ Social Media Channels
- ✓ Contact Information and Responsiveness
- ✓ Content and Information
- ✓ Product Presentation
- ✓ Customer Reviews and Ratings
- ✓ Pricing and Discounts
- ✓ Membership or Subscription
- ✓ Shipping and Delivery
- ✓ Mobile Functionality
- ✓ Customer Support

The following wineries and their websites were examined:

Table 1. Websites of wineries from each wine region in Hungary

(Source: Own Research)

	Winery Region	Winery Name	Webiste
1	Eger	Kovács Nimród Winery	https://kovacsnimrodwinery.hu/ https://www.facebook.com/share/aMQGDEmZFd36ip8Q/?mibextid=LQQJ4d https://www.instagram.com/kovacsnimrodwinary?igsh=N3kwMDRhdnA2MWY1
2	Tokaji	Hímesudvar winery	https://www.himesudvar.hu/

			https://www.facebook.com/share/KcHVtNg9Sq65rgMx/?mibextid=LQQJ4d https://www.instagram.com/tokajhimesudvar?igsh=MWgxcXJ4Y3FhdzJwMg==
3	Etyek-Budai	Etyeki Manor Vineyard	https://etyekikuria.com/ https://www.instagram.com/etyekikuria?igsh=MTV2b3dyanUybTJwNw==
4	Badacsony	Laposa Domains	https://www.laposa.hu/ https://www.facebook.com/LaposaBirtok/ https://www.instagram.com/laposabirtok/
5	Zalai	The Dóka Éva Winery	https://www.dokaevapinceszet.hu/ https://www.facebook.com/dokaevapinceszet/ https://www.instagram.com/dokaevapinceszet?igsh=c2I1dDkyaWs2Mzdh
6	Villányi	The Bock Winery	https://pince.bock.hu/en/boraszat
7	Tolnai	Tűzkő Winery	https://tuzkobirtok.hu/ https://www.facebook.com/tuzkobirtok https://www.instagram.com/tuzkobirtok?igsh=MTVraGZoeG44dXJqbg==
8	Szekszardi	Takler	https://www.taklerkuria.hu/
9	Soproni	Jandl Winery	https://www.jandl.hu/ https://www.facebook.com/pince.jandl
10	Pécsi	Schunk Cellar	https://schunkpince.hu/ https://www.facebook.com/SchunkPince
11	Pannonhalmi	Pannonhalma Élmeny	https://apatsagipinceszet.hu/ https://pannonhalmifoapatsag.hu/
12	Neszmélyi	Hilltop Winery	https://hilltopborbirtok.hu/ https://www.facebook.com/share/2uiDrxcN5bvp5XLU/?mibextid=LQQJ4d https://www.instagram.com/hilltop_borbirtok_etterem?igsh=cGdoeXRjdnN4ano2 https://www.tiktok.com/@hilltop_borbirtok?_t=8IRObNn6krw&_r=1

13	Nagy-Somló	Fekete Winery Somlo	https://feketepincesomlo.hu/en/ https://www.facebook.com/share/jtW4rcknQYE5Gio/?mibextid=LQQJ4d https://www.instagram.com/fekete_pince_somlo?igsh=MWM2bHhoemE0aGFkbw==
14	Móri	Bozóky Winery	http://www.bozoky-pinceszet.hu/ https://www.facebook.com/share/a1x7Q1Hk6y3uRGVU/?mibextid=LQQJ4d https://www.instagram.com/bozokypinceszet?igsh=cTFkbzY4NHhkN3M4
15	Mátrai	Dubicz Winery	https://dubicz.hu/ https://www.facebook.com/share/5HCVEk94zeNZ8QHs/?mibextid=LQQJ4d https://www.instagram.com/dubiczbor?igsh=MXJxczVlOXMwNW90cw== https://www.youtube.com/channel/UC2rDPNBJqlIP589mVO2_v9g
16	Kunsági	Frittmann	https://www.frittmann.hu/eng/ https://www.facebook.com/share/3qQ2nbCVHmAaktQx/?mibextid=LQQJ4d https://www.instagram.com/frittmannboraszat?igsh=MxNvdnV3aW53bnVobg==
17	Hajós-Bajai	Koch Vineyard	https://www.kochboraszat.hu/ https://www.facebook.com/share/y5E2Dm9HeqR8qcrG/?mibextid=LQQJ4d https://www.instagram.com/kochboraszat?igsh=ZXRmMjUyZjg1OG9k https://www.youtube.com/channel/UC-awUQ8r6-4Sag-lCeDm3ug https://twitter.com/Koch_Boraszat
18	Csongrádi	Ungerbauer Cellar	https://ungerbauer.hu/ https://www.facebook.com/share/HLSs5QKET4fvbGxe/?mibextid=LQQJ4d
19	Bükk	Anna Cellar	https://www.annapinceszet.hu/

			https://www.facebook.com/share/r1NjBsACRqfatvqp/?mibextid=LQQJ4d https://www.instagram.com/annapinceszet?igsh=MTljN292cDN6ZWQzdA== https://www.tiktok.com/@annapinceszet
20	Balatonboglári	Vineyard Bujdosó	https://bujdosos.com/
21	Balatonfüred- Csopaki	The Figula Winery	https://figula.hu/ https://www.facebook.com/share/f8pYaRBzYhEyotuD/?mibextid=LQQJ4d https://www.youtube.com/user/figulapinceszet https://twitter.com/i/flow/login?redirect_after_login=%2Ffigulapinceszet https://www.instagram.com/figulapinceszet?igsh=Nmw0bjFndW5lZWWh1
22	Balaton-felvidéki	Palffy Cellar	https://palffypince.hu/ https://www.facebook.com/share/Tc9t5DoY2yt43Lg5/?mibextid=LQQJ4d https://www.instagram.com/palffykoveskal?igsh=cnV0cGZ2Njh1dmJ6

Overall, there are 12 indicators to measure effectiveness of the winery online platform, covering the most essential parts of the digital wine marketing. The maximum points a website may collect from the document analysis is 36 and the minimum is 12 points. Zero point as possible measurement is not considered. 12-18 points stands for poor online marketing performance, 18-24 points – average or good marketing performance, and 30-36 points – excellent or great marketing performance.

Additionally, comparing methods were used as well. Considering that document analysis is based on certain qualitative evaluation, it is not hard to measure performance of each winery and to

identify winery with the highest score. Such a winery may serve as an example for other cellars and vineyards to follow in order to improve marketing tools and methods.

5. DATA PRESENTATION AND DISCUSSION

In the following chapter, I will be analyzing every winery based on the document analysis.

1. Kovács Nimród Winery

Table 2. Kovács Nimród Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website presents a clean and professional look with a focus on high-quality visuals. Navigation appears straightforward.			✓
Languages: Only English language is available. No other foreign languages are presented.		✓	
Social Media Channels: There is Facebook page. Posts are regular, nice pictures are presented. The page has almost 7k followers. Instagram page though is forgotten. There is only 1 post made in 2018 with only 92 followers. Winery is putting more efforts to FB account. Despite that there is YouTube channel with 14 posted videos, Twitter Account, Google Account and other social media channels.			✓
Contact Information and Responsiveness: Contact data is presented in full content, mentioning several phone numbers, fax, email, address, map and working hours.			✓
Content and Information: The website focuses on showcasing the winery's terroir (unique characteristics of their location), award-winning wines, and the wine tasting experience. Content seems informative but could be expanded upon to provide deeper details about the winemaking process, grape varieties, and food pairing suggestions.			✓

Product Presentation: Kovács Nimród Winery website showcases wines well visually but lacks depth. Detailed descriptions, awards, and winery story would create a more informative and engaging product presentation.		✓	
Customer Reviews and Ratings: Kovacs Nimrod Winery website lacks customer reviews, which could build trust and influence buying decisions. Considering social media (FB, IG), third-party platforms (TripAdvisor), or quotes showing some positive feedbacks in the comment section adds trust and credibility.		✓	
Pricing and Discounts: The Kovács Nimród Winery website doesn't explicitly display pricing information for their wines. This could be a barrier for potential customers who want to make informed purchase decisions.	✓		
Membership or Subscription: The Kovács Nimród Winery website doesn't show any evidence of offering memberships or subscriptions. This suggests they likely don't have such programs at this time.	✓		
Shipping and Delivery: Kovács Nimród Winery website doesn't provide information on shipping and delivery. This is a gap for customers who might be interested in purchasing from outside the winery's immediate location.	✓		
Mobile Functionality: The Kovács Nimród Winery website appears mobile-friendly. This means the website adjusts its layout and content to offer a good user experience on smartphones and other mobile devices.			✓
Customer Support: The Kovács Nimród Winery website offers a contact form as a method for customer support. This allows visitors to reach out with inquiries, but it might be beneficial to consider adding other options like Live chat and FAQ section.		✓	

Overall, marketing of Kovács Nimród Winery equals 26 points.

Here are some overall recommendations for the Kovács Nimród Winery website:

Product Presentation: To include detailed descriptions for each wine (grape varietals, tasting notes, pairings); To highlight awards and accolades; To craft a winery story to connect with customers.

Customer Reviews & Trust: To encourage reviews on social media (if applicable); To list the winery on platforms like Tripadvisor; To consider including positive testimonials on the website.

Pricing & Transparency: To clearly display wine prices on the website; To promote any discounts or special offers.

Shipping & Delivery: To provide information on shipping options and costs (if applicable).

Customer Support: To consider adding a phone number for direct contact; To explore implementing a live chat feature; To develop a comprehensive FAQ section.

Additional Recommendations: To integrate social media links for better engagement; To consider a blog section with informative wine content.

By implementing these suggestions, the Kovács Nimród Winery website can create a more informative, engaging, and user-friendly experience for potential customers.

2. Hímesudvar winery

Table 3. Hímesudvar Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Menu with multiple languages, wine info, online shop, contact details. Welcoming tone with focus on Tokaj wines. The website creates a welcoming atmosphere with phrases like "GYERE! SHOP! DROPS! TOKAJ!" and highlights positive reviews from Lonely Planet.			✓
Languages: The website likely offers Hungarian as the default language, with at least ten additional languages available: English, German, Polish, Japanese, French, Spanish, Korean, Russian, Italian,		✓	

and Chinese. This suggests the winery caters to a broad international audience. However, clicking to a particular language, the audience are not able to scroll the entire website in chosen language. Only particular information is presented in a chosen language.			
Social Media Channels: The Facebook page of the winery has more than 5K followers and Instagram account has 1.3K followers for now. The posts are made regularly, pictures are nicely taken. Historical aspects, guests' reviews are posted to social media.			✓
Contact Information and Responsiveness: The website likely includes contact information such as the winery's address, phone numbers, and email address, which indicates a willingness to receive inquiries electronically and potentially respond that way			✓
Content and Information: Content covers winery history, awards, wine tasting info (if offered), and Tokaj wine details. Online shop lets browse and buy wines. Additional sections include news, blog, and testimonials. Overall, it promotes Tokaj wines and the Hímesudvar winery experience.		✓	
Product Presentation: Tokaj wines take center stage with details like tasting notes and pairings. They likely use high-quality images and an online shop with browsing options. Details on design specifics are limited without directly viewing the website. No video content and winery's owner information is presented.		✓	
Customer Reviews and Ratings: Customer reviews likely not a main feature. They showcase testimonials but focus more on winery info and promoting their wines. On social media channels there are not many reviews as well.	✓		
Pricing and Discounts: All the prices are indicated in the section of "Shop" on the website. The wines that were sold out were also mentioned so the audience does not feel confused. Discounts are also presented to special types of the wines with "On Sale" mark.			✓

Membership or Subscription: The Hímesudvar winery website likely doesn't offer membership or subscription programs. The focus is on direct sales through the online shop, with the possibility of browsing and purchasing individual bottles or gift boxes.	✓		
Shipping and Delivery: While purchasing the wine, website offers two options, which are “Ship Order” and “Pick Up in Store”. Shipping is chargeable and picking up from the store is free of charge. This is very comfortable for customers to decide themselves.			✓
Mobile Functionality: Website operates nicely on mobile mode and is friendly to any mobile functionalities because none of the sections were missed on mobile mode.			✓
Customer Support: Even though the website includes contact details like address, phone number, and email address, which allows contacting them directly for support. Nevertheless, there is no Live Chat or FAQ section.		✓	

Overall, Hímesudvar Winery scored 28 points.

Here are some recommendations for the Hímesudvar winery website based on my analysis:

Highlight Customer Reviews: While the website mentions positive reviews, showcasing them more prominently (e.g., dedicated testimonials page) could build trust with potential customers.

Consider a Membership Program: A membership program with exclusive discounts or early access to new vintages could incentivize repeat purchases and customer loyalty.

These are general suggestions, and the best course of action might depend on the winery's specific goals and target audience.

3. Etyeki Manor Vineyard

Table 4. Etyeki Manor Vineyard

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Simple website, likely focused on selling wines. Text-based with pictures, easy to navigate. Overall user-friendly for browsing products.		✓	
Languages: English version is available only. However, it is necessary to mention that all the tabs are translated in a detailed way.		✓	
Social Media Channels: Etyeki Manor Vineyard has got Facebook page with 20K followers, regular posts, interesting description and fascinating pictures. Vineyard has also Instagram page with 4K followers, posting stories and posts, having highlights with essential data. Additionally, vineyard has Youtube Channel with short videos of their guests and owners' experience.			✓
Contact Information and Responsiveness: Contact information is presented in a very accurate way because it is separated to different departments as contacts for wedding organization, events organizations, marketing & PR department, WebShop orders department – all separately. It eases understanding of the audience.			✓
Content and Information: Audience is not overwhelmed with information on the website but at the same time having access to all essential part of data. Etyeki Manor Vineyard also describes in a detailed way packages and table reservation process, which positively influence product presentation concept. Collaborations are presented			✓
Product Presentation: Grape varieties are Listed for each wine, allowing customers to understand the type of grape used. Content covers events that are connected to wine festivals and venues, news and blog, the website also			✓

represents brochure representing history and wine information. There is also information about the team working in Etyeki Manor Vineyard.			
Customer Reviews and Ratings: Unfortunately, neither on the website, not on social media channels reviews are not presented. Though, on every post audience leave likes but no comments.	✓		
Pricing and Discounts: Pricing policy is very well constructed because Etyeki Manor Vineyard suggest PDF brochure as menu representing prices for all types of wine and meals that might be combined with drinks. Discounts are provided as well for customers having loyalty status. No information if some wine is sold out. However, PDF format of menu is very comfortable to use.			✓
Membership or Subscription: Etyeki Manor Vineyard website suggests loyalty program, which is chargeable, however, the customer can purchase the discount that is provided only for loyal customer.			✓
Shipping and Delivery: Shipping Information is also presented in a separate tab, mentioning range of price depending on the quantity of purchased wine bottles. The data is clear and presented in an understandable way.			✓
Mobile Functionality: Vineyard website appears mobile-friendly. This means the website adjusts its layout and content to offer a good user experience on smartphones and other mobile devices.			✓
Customer Support: As on many other websites, for customer support there is only contact information presented on the website. It allows direct contact, however, there is no Live Chat or FAQ section.		✓	

Overall, Etyeki Manor Vineyard scored 31 points.

Here are some recommendations for Etyeki Manor Vineyard website based on my analysis:

Live Chat: To consider adding a live chat feature to provide real-time support to customers. This allows for quick resolution of inquiries and a more interactive experience.

Chatbots: To implement a chatbot to answer frequently asked questions (FAQs) and guide users towards relevant resources.

Encourage Reviews: To incentivize customers to leave reviews and ratings by offering discounts or loyalty points.

Language: To implement more language options so wider variety of foreigners could access and get familiar with the content of the website.

By implementing these recommendations, websites can improve customer experience, build trust, and reach a wider audience. Prioritizing customer communication and feedback can significantly impact your brand image and overall success.

4. Laposa Domains

Table 5. Laposa Domains Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Clean and organized layout with distinct sections for easy navigation. It uses elegant visuals reflecting the winery's brand. Images of vineyards and the winemaking process are presented as well. Website has a clear navigation bar at the top or on the side for easy access to key sections like "Webshop," "Gastro Estate," and "About Us."			✓
Languages: The website originally is represented in Hungarian. English is presented on the website as well. The content inside every tab is also correctly		✓	

translated into English. However, except for English, there are no other languages presented.			
Social Media Channels: Facebook page has an impressive number of subscribers, which is 42K followers. Posts are made regularly with wonderful pictures and interesting descriptions. Important to mention that Laposa Domains leaves contact details after every post because they advertise their posts so random audience could easily contact winery. Even though Instagram page has got the same content, it also contains highlights with necessary data such as prices, location and etc.			✓
Contact Information and Responsiveness: Full address of the winery is presented, including orientation points of Budapest. Additionally, separate email addresses, phone numbers for each departments are indicated. Working hours are also there.			✓
Content and Information: Winery history detail the winery's founding year, its founders or family history associated with the winery, and any significant milestones or achievements over time. Information about Laposa Birtok's philosophy on winemaking, the grape varieties they focus on, and their overall approach to crafting their wines. Details about the winery's vineyards, their location, the specific terroir (combination of soil, climate, and topography) that influences their grapes, and potentially the different vineyard sites they own or manage.			✓
Product Presentation: High-quality photos showcasing the winery's restaurant ambiance, food presentations, and the wines themselves. Information on any on-site activities or experiences offered, such as wine tastings or tours that include food pairings. The "Gastro Estate" section prioritize showcasing the dining experience rather than in-depth wine information.		✓	
Customer Reviews and Ratings:	✓		

Website does not prioritize customer reviews and ratings. Even though customers often leave reviews in the comments section of posts in social media, there is not much of feedback over there, only couple friendly comments.			
Pricing and Discounts: The price is displayed next to the wine name, description, or image. Discounts are indicated from the very beginning for wines that are on sale. Menu is separated into several sections that make it very comfortable for audience to differentiate and identify the desire product. There is also menu with meals included and indicated price for entire package, which influences good for purchasing customer behavior.			✓
Membership or Subscription: The page mentions receiving a 5% discount on purchases at any of their catering establishments and a 10% discount for takeaway wine purchases and webshop orders. Enrollment involves a one-time registration process. Customer fills out a form with his/her details and submit it. Upon successful registration, customers send a virtual loyalty card via email.			✓
Shipping and Delivery: The website offers several ways of shipping and delivery after putting the product to the bucket, the final price includes delivery costs automatically, so the customer does not need to calculate it manually. Moreover, the website asks for the delivery address right after the ordering process. So the process of shipping and delivery is constructed well.			✓
Mobile Functionality: The website is built with responsive design principles, meaning the website layout automatically based on mobile functionality. It is mobile-friendly.			✓
Customer Support:		✓	

"Contact Us" section includes an email address and a phone number for reaching customer service directly. Support is also reachable via social media channels as Direct Messages in Instagram or Messenger in Facebook. However, there is no live chat or FAQ presented on the website.			
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Overall, Laposa Domains scored 31 points.

Based on the analysis of Laposa Birtok's website and current website best practices, here are some recommendations for improvement:

Multilingual Support: To consider offering the website in multiple languages (as German and other languages). This can increase accessibility and attract a wider audience.

Customer Reviews and Ratings: To implement a system for customers to leave reviews and ratings on wines or the winery experience. This builds trust and helps potential customers make informed decisions.

Mobile App (Optional): To develop a mobile app (if resources allow) that allows users to browse wines, order online, and potentially access loyalty rewards.

Live Chat Support: To implement a live chat feature during business hours to provide real-time assistance to customers with questions or concerns.

Comprehensive FAQ Section: To create a detailed FAQ section addressing common customer inquiries about products, shipping, orders, visiting the winery, and loyalty program details.

5. The Dóka Éva Winery

Table 6. Dóka Éva Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface:			✓

Modern and visually appealing layout based on snippets from search engines, high-quality images showcasing the winery and its products. A mix of text content detailing the winery, its wines, and accolades. Basic navigation menu to access different sections of the website. Includes high-quality video content. A user-friendly website designed for browsing information about the winery and its wines.			
Languages: The website is on default in Hungarian language. There is an option to switch the interface to English language. However, there are no other languages represented. All the tabs are well translated to English, the text has no gaps of translation.		✓	
Social Media Channels: Social Media Channels of Dóka Éva Winery include Facebook page and Instagram Account. Usually, wineries have the same content posted in FB and IG, but Dóka Éva Winery differentiates different segment of audience in FB and IG posting different content on both pages. Posts are regular, description is sapid. The process of production is demonstrated, soil, owners of the winery, events – the content is various, which makes it interesting. FB page has 5K followers, IG account has 620 followers. Even though, the quantity of followers is not big, but the point that posted content is different makes the entire picture very advantageous.			✓
Contact Information and Responsiveness: Except for address and phone number, the website offers to fill out the form and leave customer's contact data so the winery may contact audience themselves. Website also offers to leave the question in advance so Dóka Éva Winery can get prepared to provide detailed reply. This idea increases direct contacts with customers and collects rich database.			✓
Content and Information: The Doka Estate Winery website likely focuses on content related to the winery itself and its wines. Descriptions of the wines they produce,			✓

including grape varieties, tasting notes. History and background of the winery. Details about the vineyard location and characteristics. The website also reflects information about wine region and its features, which creates nice storytelling.			
Product Presentation: Since website design uses minimalistic style and most of the pictures are black-and-white, nevertheless, product presentation does not suffer. Moreover, different tabs are designed differently. The tab with wine ordering has got colorful pictures. For every type of wine there is PDF description with detailed prices, wine composition, alcohol percentage, aging and etc.			✓
Customer Reviews and Ratings: As in many other cases, there is no tab as “Reviews” or “Feedback”. Neither in IG, not in FB any comments are presented.	✓		
Pricing and Discounts: Since the website provides PDF format of pricing policy, no discounts might be presented via email. Probably through direct sales The Dóka Éva Winery might give some discounts (assumption). Even though the prices are presented clearly, no pricing techniques are reflected.		✓	
Membership or Subscription: No membership or subscription policy is reflected on the website, unfortunately.	✓		
Shipping and Delivery: The website does not have any information of shipping or delivery. All the extra data should be requested via the application form, which makes it more difficult for customers because of time management. Also it is necessary to consider that winery is not able to provide instant connection back all the time so the customer might already lose interest or get the same information from competitors.	✓		
Mobile Functionality:			✓

The website is mobile-friendly and easily supports functionality via mobile version.			
Customer Support: Even though contact information as phone number, email and address is presented, any extra data should be requested via application form, which makes the reply proving time longer and it might influence customer choice negatively.		✓	

Overall, the Dóka Éva Winery scored 27 points.

Here are some recommendations for the Doka Estate Winery website based on the analysis made:

Multilingual support: To consider adding popular languages like French, German, or Chinese to cater to a wider audience.

Customer reviews: To incorporate a system for customers to leave reviews on the website. This builds trust and social proof.

Shipping information: Provide clear details about shipping costs, timelines, and policies.

Search functionality: Implement a search bar to allow visitors to easily find specific wines or information.

Discount policy: To include discounts due to seasonality/membership or loyalty program so the pricing techniques are various.

6. The Bock Winery

Table 7. Bock Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Simple and straightforward layout focused on showcasing products. Large banner image likely featuring the winery or vineyard. Clear navigation menu for easy access to different sections. Basic navigation			✓

allows browsing different sections. "Shop" functionality is integrated for online wine purchases.			
Languages: While the website defaults to Hungarian, audience can conveniently switch it to English, German and Polish. The websites is oriented friendly to foreigners and focus not only for domestic market but also for international markets.			✓
Social Media Channels: Unfortunately, The Bock Winery does not focus on social media activities. Even though there is Facebook page indicated on the website, however, in reality this FB page does not exist. So winery has no other online marketing tools except for the website.	✓		
Contact Information and Responsiveness: The website offers contact information on a dedicated "Contact" page. This page includes address of the winery, phone number for contacting them, email addresses for inquiries for different departments, which makes it much easier knowing which department the customer is addressing. Moreover, there is an application form to request to be contacted by winery that might be fulfilled if customers have extra question.			✓
Content and Information: Primarily focused on their wines, with categories like red, white, rosé, etc. Product listings include images, names, and brief descriptions. Additional sections exist for winery information as history, location, winemaking philosophy, owner family story.			✓
Product Presentation: The website prioritizes presenting their wine selection clearly. Uses high-quality images to showcase the wines themselves, including vineyard scenes. Product listings include wine names, brief descriptions highlighting key characteristics or grape varieties, prices are displayed alongside the wines.			✓

Customer Reviews and Ratings: The website does not incorporate a system for customer reviews. Moreover, since there is no social media activity, there is no space to leave any feedback except for emailing the winery directly.	✓		
Pricing and Discounts: The Bock Winery has open policy with prices and demonstrates the prices for all types of wines right after the description. Moreover, discount policy is also reflected on the website, which means that winery uses pricing techniques demonstrating products on sale.			✓
Membership or Subscription: Unfortunately, no membership or subscription or loyalty program is provided on the website.	✓		
Shipping and Delivery: After choosing the product website offers the audience to fill in the application form with address, proving delivery services. There are also options to indicate different address from your bank card if the wine serves as a present.			✓
Mobile Functionality: Bock website is mobile-friendly, following modern trends, reflecting the same functionality on mobile as on the laptop.			✓
Customer Support: Even though the website offers a few ways to reach their customer service team: email and phone, still the website doesn't currently offer live chat support or a Frequently Asked Questions (FAQ) section, these other options should help you connect with their team.		✓	

Overall, The Bock Winery scored 29 points.

Here are some recommendations for the Bock Winery website based on the analysis:

Customer Reviews: To consider incorporating a system for customers to leave reviews on the website. This builds trust, social proof, and helps potential customers with their buying decisions.

Social Media Integration: To include links to the winery's social media profiles to connect with potential customers on those platforms and to develop social media channels.

Membership and Subscription Policy: To develop membership policy offering customers discounts/special offers or any other features that can help customers feel special and appreciated.

By implementing these recommendations, the Bock Winery website can enhance user experience, potentially increase sales, and create a more comprehensive online presence for the winery.

7. Tűzkő Winery

Table 8. Tűzkő Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Website has a clean and minimalist layout focused on content, high-quality visuals are used prominently to showcase the winery and its wines, navigation is available through a menu and buttons for accessing different sections.			✓
Languages: Commendably, the website offers two language options: Hungarian and English. This caters to a wider audience and allows international visitors to explore the winery with ease.		✓	
Social Media Channels: Tűzkő Winery has Facebook and Instagram Accounts. While FB page has around 3K followers and regular posts with nice description, there are few likes on all of the posts. The content presented in IG differs from Facebook, which is good because it means that winery understands that different audience follow social media channels. IG account has about 1.2K followers but few likes and no comments as well.			✓
Contact Information and Responsiveness:	✓		

Unfortunately, there is no particular tab for contact information on the website, so the customer needs to scroll down the page to check the minimum information presented as address, phone number and email address with small font.			
Content and Information: <p>The website delves into the winery's rich history, highlighting its philosophy and any prestigious awards or accolades it has received. Visitors can expect to learn about the specific wine region and the grape varieties Tüzkő Birtok specializes in.</p> <p>Engaging text content is complemented by captivating images showcasing the winery's picturesque setting and the meticulous winemaking process.</p>		✓	
Product Presentation: <p>Products are presented well, nice pictures, there is enough of description. Wines are separated into groups as classics, rarities and icon. However, the website make pretty difficult to achieve the description for a particular wine bottle because the website makes the customer download RAR format file simply to get acquainted with product.</p>		✓	
Customer Reviews and Ratings: <p>As for many other wineries' websites, there is no focus on customer reviews and ratings. Social media does not reflect any information on it as well. TripAdvisor does not cooperate with the winery because Tüzkő is not presented there.</p>	✓		
Pricing and Discounts: <p>Unfortunately, it is not that easy to get the pricing for a particular bottle of wine because once the customer is on the tab with products, audience is made to download RAR format file that contains further information of pricing. However, the process itself takes much time and the customer might choose competitor website with clear and transparent pricing policy instead.</p>	✓		
Membership or Subscription:	✓		

Unfortunately, no membership or subscription policy is presented. Loyalty program is absent as well.			
Shipping and Delivery: There is no information about shipping and delivery presented on the website because it is even impossible to add the product to the bucket. Probably, customers need to make order via phone call.	✓		
Mobile Functionality: Even though the website is mobile-friendly, however, the interface is constructed the way it takes a lot time to download the entire page on mobile.		✓	
Customer Support: As on many other websites, Túzkő does not focus on customer support. Poor contact information is provided. No live chat, no FAQ chat, no comments.	✓		

Overall, Túzkő Winery scored 20 points.

Here are some recommendations for the Túzkő Birtok Winery website based on the analysis:

Multilingual Content: While the website already offers Hungarian and English, consider adding additional languages to cater to a wider international audience.

Pricing Policy: To clearly display pricing information on website, ideally on product pages themselves.

Delivery and Shipping: Create a dedicated "Delivery & Shipping" section on the website. This makes it easy for visitors to find all relevant information in one place.

Customer Support: Develop a comprehensive Frequently Asked Questions (FAQ) section. This can address common inquiries about ordering, delivery, returns, product information, or winery tours.

8. Takler

Table 9. Takler Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website is poorly constructed, unfortunately. It does not reflect all the tabs; a lot of information does not appear. No clear navigation and intuitive interface. Audience would feel lost and confused on the website.	✓		
Languages: Unfortunately, the website is on default in Hungarian language and there are no other languages represented on the website.	✓		
Social Media Channels: The Takler Winery has got Facebook page with almost 10K followers, which is pretty impressive. Posts are regular with high-quality pictures and videos. Few likes and comments for the posts but it is common practice. Instagram page has the same content as Facebook page with almost 2K followers and few likes as well. The webpage also suggests Youtube channel, however, the button does not work.		✓	
Contact Information and Responsiveness: There is no particular tab for contact information on the website, a customer needs to scroll down the page where he/she can find phone numbers (with no separation for departments), address and emails.		✓	
Content and Information: Even though, there are tabs for accommodation, restaurant, wine products themselves, but the information is not reflected at all. By clicking to any option, no data appears. The website is full of bugs and errors, unfortunately.	✓		
Product Presentation: Since the Takler winery website is not built in a proper way, there is no product presentation at all. The content to be analyzed.	✓		
Customer Reviews and Ratings:	✓		

No customer reviews and ratings are presented on the website. On social media pages only few general comments, which do not reflect any feedback from customers.			
Pricing and Discounts: Sadly, no pricing policy is presented. Audience is not able to check neither products, not the prices. Probably only through calls/emails (direct communication).	✓		
Membership or Subscription: No membership and subscription policy is presented, no loyalty program as well.	✓		
Shipping and Delivery: Since it is impossible to check the product itself, it is also impossible to check if there is shipping and delivery option.	✓		
Mobile Functionality: The website is mobile-friendly, some tabs that are not reflected via laptop, become visible with mobile mode.			✓
Customer Support: Even though there is direct contact information, but as on many other websites no live chat and FAQ questions.		✓	

Overall, the Takler winery website scored 17 points.

Here are some recommendations that might help the Takler winery online marketing:

Website Update: To focus more on updating the website with computer mode, not only mobile-friendly since a lot of customers might miss the information.

Functionality of the website: To remove broken/missing features from the site as it is misleading and confusing.

Phone Numbers: While the website likely displays phone numbers, to consider adding multiple contact lines for different departments (e.g., reservations, restaurant inquiries) to streamline communication.

Guest Reviews & Feedback: Encourage guests to leave reviews on the website or social media platforms. Respond to both positive and negative feedback in a professional and helpful manner.

9. Jandl Winery

Table 10. Jandl Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Laptop interface misses a lot of pictures and information withing tabs. However, mobile version of the website perfectly reflects all the data. Evaluating full (computer) version of the website, interface misses and skips much data. However, mobile version is easy to navigate, nicely built and has got wonderful view.		✓	
Languages: The website has got only Hungarian language and reflects all the information in Hungarian only.	✓		
Social Media Channels: Jandl Winery has got only Facebook page with almost 1K follower. However, the last post was made on 2 nd of May 2021, which means that no one manages social media channels, missing big audience opportunities.	✓		
Contact Information and Responsiveness: Even though there is no particular tab with contact information, at the bottom of home page contact data is represented – Google map, phone numbers and an email.		✓	
Content and Information: The "A család és a borászat (The Family and Winemaking)" section delves into the Jandl family's rich history and deep-rooted winemaking tradition. The website likely highlights the importance of the local terroir in shaping their wines. The "Boraink (Our Wines)" section takes center			✓

stage, showcasing the winery's selection. The "Szolgáltatásaink (Our Services)" section provides details on any services offered by the winery			
Product Presentation: High-quality images likely take center stage in showcasing their wines. Imagine captivating close-up shots of the Jandl wine bottles. The elegant design and subtle details can entice visitors with a sense of quality and craftsmanship. Images extend beyond just the bottles themselves. Picturesque landscapes showcasing the Jandl vineyards bathed in sunlight can create a sense of place and connection to the origin of the wines.			✓
Customer Reviews and Ratings: The website prioritizes presenting information about the winery's history, wines, and services. Customer reviews are not be a central element of their strategy.	✓		
Pricing and Discounts: There is no explicit mention of pricing or discounts displayed directly on the product pages or any dedicated section, unfortunately.	✓		
Membership or Subscription: The website does not have any membership or subscription policies, as well as loyalty program.	✓		
Shipping and Delivery: There is information that winery has delivery options but within one sentence and nothing else. Unfortunately, it is even impossible to purchase the wine through the website with/without delivery.	✓		
Mobile Functionality: The website functionates much better on mobile mode rather than laptop regime, focusing on digitalization through mobile phones.			✓
Customer Support: Unfortunately, except for contact information, there is no customer support presented.	✓		

Overall, Jandl website marketing scored 20 points.

Responsive Design is Key: To avoid building separate websites for desktop and mobile. Instead, to prioritize responsive design. This ensures the website adapts its layout and content to different screen sizes, offering an optimal viewing experience on computers, tablets, and smartphones.

Multiple Contact Channels: To consider adding a live chat feature (if resources allow) on the desktop version of the website. This allows visitors to get immediate answers to questions, particularly helpful for those with time-sensitive inquiries.

Transparency Builds Trust: By openly displaying pricing information, Tűzkő Birtok can build trust with potential customers. Knowing the price range upfront allows visitors to make informed decisions without needing to contact the winery directly.

Benefits of Membership Programs: Membership programs can incentivize repeat business and build stronger relationships with customers.

Benefits of Customer Reviews: Customer reviews can act as social proof, building trust with potential customers who rely on peer recommendations before making a purchase.

10. Schunk Cellar

Table 11. Schunk Cellar Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website prioritizes a classic and elegant aesthetic with a focus on high-quality visuals and clear presentation. A prominent hero section showcases a captivating slideshow of images featuring the Schunk family, their vineyards bathed in sunlight, and close-up shots of their inviting cellar.			✓
Languages: The website offers content in two languages: Hungarian and English. The website utilizes a language toggle feature. However, the website		✓	

doesn't seem to automatically detect your location and adjust the language accordingly.			
Social Media Channels: Schunk Cellar has got only Facebook page with 1K followers. The posts are made regularly with real pictures of awards, events, participation in different activities. Likes and comments are presented, even though not often. Nevertheless, it is obvious that audience is real, not robotically collected.		✓	
Contact Information and Responsiveness: A dedicated "Contact" section is present on the website. This section include: email address, phone number and map with collaboration of Google maps, which is very convenient for customers. No separate email addresses for different department though.		✓	
Content and Information: Hero Section showcases captivating visuals featuring the Schunk family, vineyards, and cellar; the winery section includes details the Schunk family's history and their winemaking heritage; photo gallery reflects nice and cozy pictures of wine production. Tab of "Our Wines" demonstrate awards that Schunk Cellar has received, which gives any customer trust and credibility of the cellar.			✓
Product Presentation: There is a breakdown of product presentation for wines. The website doesn't have an integrated online store for directly purchasing wines. The emphasis appears to be on providing informative content about the wines rather than directly facilitating online sales. "Our Wines" section features a list of the various wines Schunk Winery produces. Even though there is information about wines but there is no function of purchasing wines.		✓	
Customer Reviews and Ratings: There is no dedicated section for customer reviews. The website prioritizes showcasing awards and recognition received by Schunk	✓		

wines, potentially leveraging them to build trust and credibility instead of relying on customer reviews.			
Pricing and Discounts: The website doesn't explicitly showcase pricing information for any of their wines because there is no option of online purchasing the product.	✓		
Membership or Subscription: There isn't a membership or subscription program offered directly on the website, unfortunately.	✓		
Shipping and Delivery: Since there is no opportunity for online purchasing, no shipping and delivery information presented as well.	✓		
Mobile Functionality: The website is not mobile friendly, reflects computer mode only.	✓		
Customer Support: The website doesn't prominently display customer support options, except for contact information.		✓	

Overall, Schunk Cellar scored 21 points.

Here are some recommendations based on the analysis:

Responsive Design: To ensure the website utilizes responsive web design principles. This allows the website to automatically adjust its layout and content to display optimally on various screen sizes, including smartphones and tablets.

Improved Customer Convenience: To implement webshop into the website because it allows customers to purchase wines directly from the winery, offering greater convenience and potentially increasing sales.

Increased Trust and Credibility: Positive customer reviews can act as social proof, building trust with potential customers who rely on peer recommendations before making a purchase.

Displaying Prices Directly: the most straightforward approach is to display prices directly on the website. This can be done on individual product pages for each wine, or potentially in a categorized price list.

11. Pannonhalma Élmény

Table 12. Pannonhalma Élmény Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The Pannonhalma Archabbey, which encompasses the Apátsági Pincészet (Apátság Winery) prioritizes a classic design with a focus on clear information and high-quality visuals. A horizontal navigation menu positioned at the top of the website provides access to key sections - Főoldal (Home), A Monostor (The Monastery), Szerzetesség (Monastic Life) etc.			✓
Languages: Apátsági Pincészet (Apátság Winery): two languages supported - Hungarian and English. Pannonhalma Archabbey: primary and the only language is Hungarian.		✓	
Social Media Channels: Pannonhalma Élmény winery has got Facebook page only having almost 6K followers. Posts are made regularly with nice pictures from events, about wines, team working in the winery, events and activities. Likes and comments are also presented, which means that followers are active.		✓	
Contact Information and Responsiveness: There is no dedicated tab for contact information so the customer needs to scroll down the page till very bottom where he/she will find short contact information as phone number, one common email and address. There is no data on contacts anymore.		✓	
Content and Information: The website offers a variety of content categorized into different sections as History and Significance - details the founding, development, and cultural importance of the Pannonhalma Archabbey. Monastic Life			✓

provides information about the Benedictine monks residing in the Archabbey, their traditions, and their daily routines. Tourism (Hungarian and English) offers valuable information for visitors, as opening hours and ticket information for visiting the Archabbey, details about available tours and programs etc.			
Product Presentation: The "Turizmus" section briefly mentions Apátságí Pincészet as part of the attractions or experiences available at the Archabbey. This includes mentioning winery tours or tastings, but the details are not extensive. While Apátságí Pincészet Website offers a comprehensive presentation of their wines as A complete list of their bottled wines, including red, white, and rosé varieties.		✓	
Customer Reviews and Ratings: The websites for both Pannonhalma Archabbey and Apátságí Pincészet don't have a dedicated customer review section.	✓		
Pricing and Discounts: The websites for Pannonhalma Archabbey and Apátságí Pincészet don't directly display pricing information for either visiting the Archabbey or purchasing wines from the winery	✓		
Membership or Subscription: Neither the website for Pannonhalma Archabbey nor the website for Apátságí Pincészet offer a subscription or membership program.	✓		
Shipping and Delivery: Neither the website for Pannonhalma Archabbey nor the website for Apátságí Pincészet explicitly describes a shipping and delivery section for products.	✓		
Mobile Functionality: The website supports full functionality with mobile usage.			✓
Customer Support:	✓		

The websites for Pannonhalma Archabbey and Apátsági Pincészet don't offer extensive customer support options directly on their websites, except for direct contact information.			
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Overall, Pannonhalma Élmény winery scored 22 points.

Based on the analysis of the websites for Pannonhalma Archabbey and Apátsági Pincészet, here are some recommendations for improvement:

English Translation Consistency: The Pannonhalma Archabbey website offers an English version, but some sections might have limited translations. Ensuring consistent and complete English translations across all sections would improve accessibility for international visitors.

Wine Presentation on Archabbey Website: While the focus is on the Archabbey, a dedicated section briefly highlighting Apátsági Pincészet and its wines could be beneficial. This could include information about winery tours, tastings, or links to the winery's website.

Clear Shipping Information: A dedicated "Shipping & Delivery" section outlining shipping options, costs, and estimated delivery times would be helpful for potential customers, especially those considering international purchases.

Live Chat Support (Optional): Implementing a live chat support feature could offer real-time assistance to website visitors, potentially improving the customer experience.

12. Hilltop Winery

Table 13. Hilltop Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website for Hilltop Borbirtok has a modern and user-friendly interface. The website utilizes a clean and minimalist design aesthetic. This makes the website visually uncluttered and allows the focus to be on the high-quality images showcasing the property and its offerings.			✓

The website prominently features high-resolution photographs that capture the beauty of the location, the restaurant's ambiance, and the delicious food.			
Languages: The website's primary language is Hungarian. No other options are presented.	✓		
Social Media Channels: Hilltop Winery has got all modern social media channels, which are Facebook, Instagram and TikTok. On every page Hilltop posts stories, highlights, posts are regular, there are many likes and comments, which means that audience is real and not robotic generated. The posts are really interesting – events, activities, restaurant dishes and other.			✓
Contact Information and Responsiveness: Contact Information is presented at the bottom of the page with email addresses, phone numbers of different departments so a customer can choose the necessary department and contact directly. This is very comfortable for audience. Working hours are also indicated. There is an option to fill out the application form as well so winery can contact customer.			✓
Content and Information: The website's content information is focused on promoting Hilltop Borbirtok as a destination for relaxation, good food, and a connection with nature. The content provides visitors with the necessary information to make informed decisions about booking accommodation, enjoying the restaurant, or simply learning more about the property.			✓
Product Presentation: While not presenting products in a typical online store format, the Hilltop Borbirtok website effectively utilizes visuals and descriptions to showcase the property's offerings: comfortable accommodation, delectable cuisine, and a relaxing atmosphere. This approach aims to			✓

entice visitors to experience Hilltop Borbirtok rather than simply purchase individual items.			
Customer Reviews and Ratings: The website for Hilltop Borbirtok does not have a dedicated customer review section. However, comments on social media reflects customers' positive reviews and feedback, which gives trust to potential visitors.		✓	
Pricing and Discounts: Prices are indicated openly and transparently for every wine type, restaurant dish and menus. Moreover, there is an option to purchase gift certificate for someone, which is also pricing technique. Unfortunately, there are no discounts provided, maybe while direct sales only.			✓
Membership or Subscription: There is subscription option as to become VIP-Hilltop participant. With such subscription, discounts can be provided. The customer can fill out the form online through the website.			✓
Shipping and Delivery: There is no information about shipping and delivery option because Hilltop is oriented to invite customer directly. So opportunity to purchase wine online is absent on the website.	✓		
Mobile Functionality: Website perfectly functionates with mobile version, reflecting all the tabs properly.			✓
Customer Support: Contact information and requestion form to be contacted by winery – all that is presented on the website as per customer support. No FAQ or live chat options.		✓	

Overall, Hilltop Winery scored 30 points.

Here are some recommendations for Hilltop BirBortok based on the analysis:

Start with Key Languages: Based on the analysis, to prioritize adding the most relevant languages for their target audience. This might include English for international visitors or German for tourists from neighboring countries.

Adding Webshop: A webshop allows guests to purchase products directly from Hilltop Borbirtok, potentially including: Gift certificates for stays or dining experiences; Local crafts, wines, or specialty food items from the region; Branded merchandise like hats, t-shirts, or souvenirs featuring the property's logo. A webshop allows guests to plan ahead and purchase these items before or after their stay, enhancing convenience.

Improve Existing Contact Form: To consider adding features to the contact form, such as drop-down menus for selecting inquiry categories (reservations, billing, etc.) or file upload options for sharing documents.

Live Chat: Adding a live chat function allows visitors to get real-time assistance with questions or booking inquiries. This can be particularly helpful during peak booking seasons or for simple questions.

13. Fekete Winery Somló

Table 14. Fekete Winery Somló Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Visual design is elegant and modern, the website utilizes a clean and professional aesthetic with a focus on high-quality visuals. A large banner image across the top of the webpage showcases a breathtaking panoramic view of the Somló vineyards, the winery building, or rows of ripening grapes.			✓
Languages: The website's core content is primarily in English and Hungarian. Translation is well developed, all tabs are properly translated.		✓	

Social Media Channels: <p>Even though Fekete Winery Somló has got Facebook and Instagram page, they haven't indicated them on the website. Even though the posts are made regularly, with live pictures, description in Hungarian and English at the same time. There are likes and comments from visitors and colleagues.</p>		✓	
Contact Information and Responsiveness: <p>There is dedicated tab for contact information, where Fekete Winery Somló demonstrates integrated map, address, phone number, GPS, tax number, billing address. There is also application form if the customer would like to be directly contacted by the winery.</p>			✓
Content and Information: <p>About Us section provides a comprehensive overview of Fekete Winery Somló as the winery's history, detailing its founding and journey; information about the Fekete family's dedication to winemaking; the winery's philosophy on grape varieties grown, the terroir of the Somló region influencing their wines, and their winemaking techniques.</p>			✓
Product Presentation: <p>'Wines' section showcases Fekete Winery's wine selection. Each wine has a corresponding high-quality image featuring the bottle and potentially the vineyard in the background. Each wine has a description of wine type (red, white, rosé) and name; grape varietal used; basic characteristics (dry, sweet, etc.); tasting notes describing the wine's aroma, flavor profile, and mouthfeel. Website also offers PDF format document for more detailed view.</p>			✓
Customer Reviews and Ratings: <p>As for many other websites, Fekete Winery Somló does not have any tab/section with customer reviews. However, social media channels may serve as source of customers' feedback.</p>		✓	
Pricing and Discounts:	✓		

Unfortunately, there is no webshop and possibility for online wine purchasing. Winery focuses on direct sales. This is why shipping and delivery options are impossible as well. The winery clearly indicates the addresses of the shops, where it is possible to buy the wines.			
Membership or Subscription: No membership and subscription policies are indicated on the website. Perhaps, via direct sales.	✓		
Shipping and Delivery: No shipping and delivery options due to absence of webshop.	✓		
Mobile Functionality: The website layout is responsive, meaning it adapts to different screen sizes (desktops, tablets, smartphones) for optimal viewing on any device.			✓
Customer Support: As for many other websites, there is no function for customer support, except for direct contact information and social media direct messages.		✓	

Overall, Fekete Winery Somló scored 26 points.

Here are some recommendations to the winery based on the analysis:

Wines - Pricing and Availability: To consider including pricing information for the wines directly on the website, even if online sales are not offered. This transparency can be helpful for visitors planning their winery visit and budgeting for purchases.

E-Commerce: If online sales are planned in the future, implement a secure e-commerce platform for purchasing wines directly from the website.

Visit Us - Booking System: To explore integrating an online booking system for tours and tastings. This allows visitors to schedule their visits conveniently and avoid potential disappointment upon arrival, especially during peak seasons.

Interactive Features: Explore adding interactive features to further engage visitors. This could include a 360° virtual tour of the winery or the vineyards.

Additional Languages (Consider Future Needs): Depending on their target audience, Fekete Winery Somló might consider offering the website in additional languages besides English and Hungarian. German, Polish, or Czech could be relevant choices for tourists visiting the Balaton region.

14. Bozóky Winery

Table 15. Bozóky Pincészet Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website has a more basic design aesthetic compared to modern websites with a focus on functionality over flashy visuals. The website's layout is static, meaning the page elements remain fixed and does not adapt to screen size changes. Responsive design, common in modern websites, is absent.		✓	
Languages: The Bozóky Pincészet Winery website offers only two languages: Hungarian and English. However, all the tabs and information inside every tab is well translated to English language.		✓	
Social Media Channels: The website itself does not indicate any social media channels of the winery. Nevertheless, I found Facebook and Instagram page. Facebook page has 1 post only, which was made in 2011 and Instagram account has none posts, meaning that winery does not focus on social media channels at all.	✓		
Contact Information and Responsiveness: The Bozóky Pincészet Winery website contains dedicated tab for contact information, where it is represented address, email address and phone numbers of owners (individually). Map is also represented on the website. No separate departments contact info is presented.		✓	

Content and Information: <p>The website contains a section detailing the winery's history, family traditions, and winemaking philosophy. The website showcases awards and recognition received by Bozóky Pincészet for their wines. It is nice that winery demonstrates wine making process as well. Unfortunately, there are some tabs that remain empty. Probably they are still being developed (ex. 'connected links', 'topicalitys'.</p>		✓	
Product Presentation: <p>Unfortunately, the tab 'Our Wines' is empty, not reflecting anything, which makes the process of getting acquainted with wine products impossible.</p>	✓		
Customer Reviews and Ratings: <p>The Bozóky Pincészet (Winery) website does not have a dedicated customer review section. Social media also contains no information since no posts and updates there.</p>	✓		
Pricing and Discounts: <p>Even though the section of 'Our Wines' is empty, prices are indicated in the tab of 'Hospitality' presenting 2 scales of pricing and prices for accompanying snacks. No discounts are reflected. It is also noticeable that prices were changes because the website reflects some prices with different font and size even. Visitors might notice that and develop mistrust.</p>	✓		
Membership or Subscription: <p>No membership or subscription policy is available.</p>	✓		
Shipping and Delivery: <p>Since it is impossible to purchase wine online, no shipping and delivery option is available as well. Only direct sales focus.</p>	✓		
Mobile Functionality: <p>The website is not mobile regime friendly.</p>	✓		
Customer Support:		✓	

Except for contact information, no other customer support functions are presented.			
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Overall, the Bozóky Pincészet Winery website scored 17 points.

Here are some recommendation for the Bozóky Pincészet Winery based on the analysis:

Modernize Design: To consider a website redesign with a more modern and visually appealing aesthetic. This can involve using high-quality images and a user-friendly layout that adapts to different screen sizes (responsive design). To finish developing empty tabs.

Consider Customer Reviews: To explore implementing a customer review section, potentially with an option to moderate reviews before publishing. This can build trust and social proof for the winery.

E-commerce Functionality: Since the winery sells directly to consumers, to consider adding an e-commerce section for online wine purchases. This can be a new revenue stream, but would require additional website development and secure payment processing.

Multilingual SEO: If targeting specific international markets, research relevant keywords and implement multilingual SEO (Search Engine Optimization) strategies to improve website ranking in search results for those languages.

Social Media Channels: To focus on social media channels together with webshop on the website. To integrate social media buttons for Facebook, Instagram. This allows visitors to easily share winery information or reviews on their social networks.

15. Dubicz Winery

Table 16. Dubicz Winery and Vineyard Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface:			✓

A large banner image at the top of the website or a prominent image gallery displaying captivating visuals of the winery's scenery, facilities, or the winemaking process is used. The website utilizes a muted color scheme with pops of color to create a sense of elegance or reflect the local environment, even though it still looks bright but within one style.			
Languages: The Dubicz Winery and Vineyard website offers only two languages: Hungarian and English.		✓	
Social Media Channels: The Dubicz Winery and Vineyard nicely understands the importance and influence of social media channels in the modern world. Dubicz has Facebook, Instagram and Youtube accounts, having regular posts, high-quality pictures and videos, demonstrating wine making process, events, activities, team and etc.			✓
Contact Information and Responsiveness: The website contains dedicated tab for contact information with pictures of every team member and separate contact data for every of them. This is very trustworthy. Working hours, address and possibility to leave the message in the application form is also available. At the bottom of the page general contact information is indicated as well.			✓
Content and Information: The website prioritizes showcasing the winery itself, its wines, and the unique experiences it offers visitors. Details about tours of the winery facilities, including cellar visits, and combination experiences like "Wine Tasting Combined with Experience Painting". Information about the winery's wine tasting options, including types of tastings offered, pricing, and reservation details. Information about the winery's location, its vineyards, and the grape varieties grown are included. A section detailing the winery's history, family traditions, and philosophy of winemaking.			✓
Product Presentation:			✓

The wines are categorized based on factors like grape varietal (e.g., Chardonnay, Pinot Noir), style (e.g., dry, sweet), or even their collection names (e.g., Premium, Sárhegy). Each wine likely has a short description in both Hungarian and English. The English descriptions provide basic details like grape varietal, style, awards, alcohol percentage and etc. The website also offers food pairing, which is very comfortable for a visitor and beneficial for winery to increase sales.			
Customer Reviews and Ratings: Even though there is no dedicated tab/section for customer review and rating directly on the website, there are many feedbacks on social media channels that are available to anyone. Positive reviews, comments and likes are shared on every platform.		✓	
Pricing and Discounts: Since webshop is not presented on the website at all, meaning online wine purchasing is impossible, no prices and discounts are represented.	✓		
Membership or Subscription: The Dubicz Winery and Vineyard website does not offer membership or subscription options.	✓		
Shipping and Delivery: Since webshop and online wine purchasing is unavailable, no shipping and delivery option is available as well.	✓		
Mobile Functionality: The website is mobile mode friendly and easily supports all the tabs and functionalities via mobile.			✓
Customer Support: The website does not offer any customer support except for direct contact information and application form to leave the message.		✓	

Overall, the Dubicz Winery and Vineyard website scored 27 points.

Here are some recommendations based on the analysis:

E-commerce Enhancements: To consider displaying prices for wines, wine tastings, and experiences directly on the website. This allows for easier comparison and booking decisions without needing to contact the winery for each option.

Online Booking System: Explore implementing an online booking system for wine tastings, tours, and experiences. This allows visitors to easily schedule their visits and manage reservations directly on the website.

Live Chat Option: To consider adding a live chat functionality for real-time customer support, particularly during peak business hours. This can address basic inquiries and improve accessibility for international visitors who might hesitate to call internationally.

Highlight Special Offers: More prominently display information about seasonal promotions, discounts, or special events on the website and social media platforms. This can attract new customers and encourage repeat business.

Multilingual Social Media Engagement: Maintain active social media pages (Facebook, Instagram) with engaging content in both Hungarian and English. To utilize these platforms to showcase the winery's atmosphere, events, and promotions to a wider audience.

16. Frittmann

Table 17. Frittmann Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The visual interface of the Frittmann Borászat website prioritize functionality and basic information delivery over modern design trends that emphasize rich visuals and user interactivity. Images are used prominently to showcase the winery and its wines. The website's layout is static, meaning the page elements remain fixed.			✓
Languages:		✓	

The Frittmann Borászat website reflects 2 languages – Hungarian (as primary) and English. All tabs and information are well translated. Even though there are no other languages are represented.			
Social Media Channels: The Frittmann Winery represents Instagram and Facebook pages. The posts are regular with high-quality pictures, highlights, contact information. Instagram page has more than 3K followers but few likes for every post. Facebook page has around 13K followers but more likes than Instagram page. The Frittmann winery shows wine types, activities, events. Posts are also bilingual, which is very comfortable for foreign visitors.			✓
Contact Information and Responsiveness: There is separate dedicated tab for contact information demonstrating address, opening hours, separate emails for different departments, which is very comfortable for a visitor to contact particular service directly. Social media links are also represented. The Frittmann winery also offers accommodation and represents this offer in a nice way with pictures and description.			✓
Content and Information: Website provides a brief overview of the winery, its history, and family traditions. Information about the winery's vineyards and grape varieties grown are included. A section with news articles or updates from the winery is present showing medals and awards that winery has received, which is very trustworthy.			✓
Product Presentation: A list of the winery's wines is included and contain wine name, basic description as grape varieties and basic characteristics, images of the wine itself.			✓
Customer Reviews and Ratings: Unfortunately, there is no separate tab for customer reviews and ratings on the website. However, social media posts reflect comments and likes,		✓	

which might be good indicator to understand positive attitude from audience toward winery.			
Pricing and Discounts: All the prices are clearly represented for wines and wine tasting service. Option to ‘add to cart’ is there as well. However, no discounts are showed. Also ‘sold’ wines, which are not available to purchase at the moment is reflected on the website as well. However, while purchasing the wine, there is an option to apply coupon that further on decreases the price. That is pricing technique, which may be considered as discount options.			✓
Membership or Subscription: No membership option. However, there is an option of subscription to be updated of news and offers from the winery. The application form for subscription is at the bottom of the page.		✓	
Shipping and Delivery: Shipping option is automatically reflected while ordering the wine. Price of shipping is included into common price, which is very comfortable for customer. Clear and transparent policy about shipping charge is trustworthy.			✓
Mobile Functionality: The website operates with mobile regime as perfect as on with laptop functionality.			✓
Customer Support: Even though there is no dedicated customer support functionality, direct contact information is presented, so a visitor may address questions directly.		✓	

Overall, the Frittmann Winery website scored 31 points.

Here are some recommendations to the website based on the analysis:

Consider Live Chat: If resources allow, to explore adding a live chat functionality for real-time customer support in English and Hungarian during peak business hours. This can be particularly helpful for international visitors hesitant to make international phone calls.

Loyalty Program: To consider a loyalty program that rewards repeat customers with points or discounts on future purchases. This can be more straightforward to manage and understand for both domestic and international customers.

Wine Clubs: To explore establishing curated wine clubs where members receive periodic shipments of Frittmann Borászat wines, with options for different varietal preferences or price points. This caters to international customers who might appreciate the convenience of home delivery, but consider offering clear communication about any potential shipping costs or limitations.

Prioritize Key Languages: Instead of including multiple languages at once, to consider a phased approach. Focus on translating core content (winery introduction, wine list, contact information) into the most important languages identified through your market research.

17. Koch Vineyard

Table 18. Koch Vineyard Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website has a clean and uncluttered aesthetic, prioritizing functionality over flashy visuals; relies on images of the winery, vineyards, wine production process, and bottles of wine to showcase its offerings; though advanced animations, interactive elements, or elaborate multimedia components is absent, still the interface looks very nice.			✓
Languages: The website does not have a language switcher tool, a common element that allows users to choose their preferred language. All text on the webpage, from menus to content sections, is exclusively in Hungarian.	✓		

<p>Social Media Channels:</p> <p>Social Media Channels include Instagram account, Facebook page, Youtube channel and Twitter. All of the channels are indicated on the website, which is very comfortable for visitors to follow and share the profiles. IG account has almost 3K followers, posts are regular, having stories, highlights, contact information. Facebook page has 12K followers with the same content. The description of every post is in 2 languages – Hungarian and English. Youtube channel has 7 videos with 10 followers. It is necessary to mention that Koch winery takes into consideration the importance of digitalization and social media importance very much.</p>			✓
<p>Contact Information and Responsiveness:</p> <p>There is dedicated tab for contact information with the map (cooperation with google map), phone numbers, email for different departments, which is very comfortable for visitor to contact necessary service directly. QR code is also presented on the website providing contact information.</p>			✓
<p>Content and Information:</p> <p>Comprehensive Content - the website's core content, including detailed information about the winery's history and philosophy; descriptions of vineyards and grape varieties; the winemaking process; accommodation options; news and updates are comprehensive and up-to-date. The content is rich and plentiful.</p>			✓
<p>Product Presentation:</p> <p>The wines are presented in a list format, with each wine having its own dedicated section. The name of each wine is prominently displayed. Short descriptions about the wines include grape varietal, wine style, basic characteristics (dry, sweet, etc.). Website also mentions the locations and contact information of offline shops for direct sales. Except for wine presentation, Koch present grape juice products as well.</p>			✓
<p>Customer Reviews and Ratings:</p>		✓	

Unfortunately, there is dedicated tab for customer review and feedback, however, taking into consideration well developed social media channels, it is easy to get all the feedbacks from there.			
Pricing and Discounts: All the prices for products are indicated clearly with transparent policy, which is very comfortable and time saving for website visitors not to contact winery about prices. Unfortunately, there are no discounts presented on the website.		✓	
Membership or Subscription: There is no membership program but there is subscription option while purchasing any of the products. The website offers to subscribe to be updated on events, new offers, new coming outs of the products.		✓	
Shipping and Delivery: Shipping option is available while online product purchasing. Moreover, as a nice bonus, the website reflects minimum sum of order to get free delivery.			✓
Mobile Functionality: Website perfectly functions through mobile phone and reflects all the tabs as through the laptop.			✓
Customer Support: Even though there is no dedicated tab or section for customer support, contact information and social media channels are the sources to send requests or ask question.		✓	

Overall, Koch Vineyard scored 30 points.

Here are some recommendations to Koch Vineyard based on the analysis:

Live Chat Option: If resources allow, to explore adding a live chat functionality for real-time customer support in English and Hungarian during peak business hours. This can be particularly helpful for international visitors hesitant to make international phone calls.

Loyalty Program: To consider a loyalty program that rewards repeat customers with points or discounts on future purchases at the winery or through authorized distributors. This can be more straightforward to manage for both domestic and international customers.

Tiered System: To create a loyalty program with tiers based on purchase amount. As customers move up the tiers, they can unlock increasing discounts on future purchases. This rewards repeat customers and incentivizes higher spending. / Point System: To implement a point system where customers earn points for every purchase. These points can be redeemed for discounts on future purchases. This is a straightforward system that encourages repeat business.

18. Ungerbauer Cellar

Table 19. Ungerbauer Cellar Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The Ungerbauer Családi Pinceészet website interface offers a clear and user-friendly experience. The website utilizes a color scheme that reflects the winery's branding or the natural elements associated with winemaking (e.g., earthy tones, reds, or greens). The layout is responsive, adapting to different screen sizes (desktops, tablets, smartphones) for optimal viewing on any device.			✓
Languages: Unfortunately, there is only Hungarian language presented on the website. No English or any other foreign languages are available.	✓		
Social Media Channels: Out of Social Media Channels, Ungerbauer Cellar prefers Facebook only, which has few followers (389 followers) and with the last post made in August 2023. That proves that cellar does not focus on social media power. Even though Twitter page is also indicated on the website, the link does not lead to any Twitter page. Unfortunately, it was not developed well.	✓		

Contact Information and Responsiveness: <p>There is separate dedicated tab for contact information, where visitors see the map, working hours, email address, phone numbers. The contact information is not separated to different departments but general contact data. No application form is presented to be contacted by the cellar itself is presented as well.</p>		✓	
Content and Information: <p>Comprehensive Content: the website's core content, providing detailed information about the winery's history and family traditions; the winemaking process; descriptions of their vineyards and grape varieties; details about the grapevine nursery (Szőlőiskola) and purchasing options are most comprehensive and up-to-date.</p>			✓
Product Presentation: <p>The website features high-quality images showcasing the winery's wine bottles. Basic descriptions include short descriptions about the wines include grape varietal used, wine style (red, white, rosé), basic characteristics (dry, sweet, etc.) Nevertheless, the information is limited, could have included richer description.</p>		✓	
Customer Reviews and Ratings: <p>The Ungerbauer Családi Pinceészet (Ungerbauer Family Winery) and Hungarian winery website trends, the website likely does not have a customer reviews option. Many Hungarian wineries prioritize direct sales and tastings at the winery rather than online sales.</p>	✓		
Pricing and Discounts: <p>The website doesn't explicitly display pricing or announce discount policies since it does not focus on e-commerce.</p>	✓		
Membership or Subscription: <p>Unfortunately, the website doesn't offer membership or subscription programs.</p>	✓		
Shipping and Delivery:	✓		

Sincere there is no opportunity for online product purchasing, no shipping and delivery option is presented as well.			
Mobile Functionality: The website is mobile-friendly and operates perfectly through mobile regime.			✓
Customer Support: Even though there is no dedicated customer support functions, direct contact information may serve as support to address questions and requests.		✓	

Overall, Ungerbauer Cellar scored 21 points.

Here are some recommendations to the Ungerbauer Cellar based on the analysis:

Dedicated "Shop" Section: To create a user-friendly "Shop" section showcasing the wines available for online purchase.

Clear Shipping Information: To display a dedicated page outlining shipping costs, delivery zones, and estimated turnaround times. Offer multiple shipping options (e.g., standard, express) with clear pricing.

Live Chat Option: To explore adding a live chat functionality during peak business hours to answer customer inquiries in Hungarian and English in real-time. This can be particularly helpful for international customers hesitant to make international phone calls.

Targeted Email Marketing: To develop targeted email marketing campaigns in Hungarian and English to promote online wine sales. Announce new vintages, special offers, or limited-edition wines.

Social Media Integration: To utilize social media platforms like Facebook and Instagram to showcase the wines, promote online sales, and engage with customers in Hungarian and English.

Focus on English/German/Polish/Austrian: Since English is the most common second language globally, prioritize providing high-quality English translations for core website content. To implement other languages for foreign visitors convenience.

Table 20. Anna Cellar Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: The website prioritizes a clean and uncluttered aesthetic, focusing on functionality with a touch of elegance. High-quality visuals showcasing the winery, vineyards, wine production process, and bottles of wine would likely be prominent. The website utilizes a color scheme that reflects the winery's branding or the natural elements associated with winemaking (e.g., earthy tones, reds, or golds).			✓
Languages: The Anna Pincészet website offers a limited languages option – Hungarian only.	✓		
Social Media Channels: Unfortunately, it is obvious that the Anna Cellar does not focus on social media channels a lot. Even though there is Facebook page, it has only 605 followers and not regular posts (approximately once a month). The description is in Hungarian language only. Though pictures represent wine making process. The same content is represented in Instagram with only 74 followers.		✓	
Contact Information and Responsiveness: There is separate tab for contact information presenting general address, email and phone number without separation to different departments. Also the application form is reflected if visitors would like to be contacted by the cellar itself.			✓
Content and Information: The website's core content, providing detailed information about the winery's history and philosophy; the vineyards and grape varieties grown. Descriptions of their wines, including production methods;			✓

tasting notes. A brief introduction to the winery, its history, and its approach to winemaking. Information about events.			
Product Presentation: The wines are presented in a list format, with each wine having its own dedicated section. Short descriptions about the wines include grape varietal used, wine style (red, white, rosé), basic characteristics (dry, sweet, etc.). Detailed information about the winemaking process specific to Anna Pincészet's wines, or tasting notes with specific flavor profiles, are provided.			✓
Customer Reviews and Ratings: The Anna Pincészet website does not have a customer review and rating. It is also impossible to find any feedback on social media channels because of the little quantity of followers.	✓		
Pricing and Discounts: Anna Pincészet prioritizes selling wines directly at the winery during tastings or visits. In this case, they might quote prices verbally based on the specific wine and quantity requested by the customer.	✓		
Membership or Subscription: The Anna Pincészet website does not offer membership or subscription programs.	✓		
Shipping and Delivery: Unfortunately, there is no shipping and delivery program presented on the website.	✓		
Mobile Functionality: The website perfectly functionates through mobile version.			✓
Customer Support: Even though there is no dedicated customer support section, still there is contact information so visitors can address their questions and requests directly to the cellar.		✓	

Overall, Anna Cellar scored 24 points.

Here are some recommendations to Anna Cellar based on the analysis:

Additional Languages: depending on Anna Pincészet's target markets, to explore translating the website into other languages besides English. German or languages spoken in neighboring countries might be relevant if they have a significant customer base in those regions.

Displaying Prices on the Website: If Anna Pincészet decides to offer online wine sales, displaying prices directly on the website can improve customer experience and purchasing confidence. This eliminates the need to contact the winery for every pricing inquiry.

Prioritize Instagram: Since high-quality visuals are crucial for wine marketing, prioritize creating a captivating Instagram presence. Showcase stunning images of the winery, vineyards, winemaking process, and enticing bottle shots.

Social Media Reviews: To encourage customer reviews on your social media platforms (Facebook, Instagram). Respond to positive reviews graciously and address negative feedback professionally. This can demonstrate customer care and build trust.

20. Vineyard Bujdosó

Table 21. Vineyard Bujdosó Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Visual design is simple. The website prioritizes a clean and uncluttered aesthetic, focusing on functionality.		✓	
Languages: Bujdosó Vineyard offers Hungarian and English languages interface. However, after switching to English language, it is obvious that not all the information is well translated to English language so the visitor still misses some parts on data from the website.		✓	
Social Media Channels:	✓		

Even though there are links indicated on the website for social media channels, all of them are empty leading to the home page of website. So no social media channels are developed.			
Contact Information and Responsiveness: There is dedicated tab of contact information, where phone number, email and address are indicated. There is also application form may be fulfilled by visitor so vineyard can contact audience directly. However, it is seen that there are some bugs on the website that are needed to be fixed.		✓	
Content and Information: A brief company history highlighting its founding and journey; the company's mission statement outlining its goals and values; information about the company's areas of expertise in wine processing. 'Gallery' tab does not work appropriately, not reflecting anything but giving FB link that does not exist.		✓	
Product Presentation: There is short description of the wines, describing varieties of every type of wine, aging, grapes. Not much information about the product, unfortunately.	✓		
Customer Reviews and Ratings: There is nothing about customer reviews or any feedback. No social media channels to check as well.	✓		
Pricing and Discounts: Since there is no webshop on the site, it is impossible to check prices or discounts of the winery. Vineyard probably concentrates on direct offline sales more.	✓		
Membership or Subscription: No membership or subscription option is presented on the website.	✓		
Shipping and Delivery: No shipping and delivery option is presented on the website.	✓		
Mobile Functionality:			✓

The website is mobile friendly and operates perfectly through mobile phone.			
Customer Support: Even though there is no separate section for customer service, still website reflects contact information so the visitor may address questions or requests directly.		✓	

Overall, Vineyard Bujdosó scored 19 points.

Here are some recommendations to Vineyard Bujdosó based on the analysis:

Certifications and Awards: If Bujdosó has certifications or awards related to quality, sustainability, or safety standards, prominently display them on the website to build trust with potential customers.

High-Quality Images and Videos: Invest in high-resolution visuals that showcase the quality and variety of your nut products. Consider including lifestyle imagery featuring people enjoying the nuts in various settings. Short recipe videos demonstrating how to use their products could also be engaging.

Interactive Features: Explore interactive features like 360-degree views of your processing facilities or selection tools to enhance user engagement.

Multilingual Options: While the website prioritizes English and Hungarian, depending on Bujdosó's target markets, consider offering additional language options (e.g., German for neighboring European countries).

Social Media Integration: Integrate social media buttons or feeds to allow users to share content and connect with Bujdosó on social media platforms.

21. The Figula Winery

Table 22. Figula Winery Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface:			✓

A large banner across the top of the website showcases a breathtaking panoramic view of the vineyards, the winery, or rows of ripening grapes. The website layout is responsive, meaning it adapts to different screen sizes (desktops, tablets, smartphones) for optimal viewing on any device.			
Languages: The website is available in two languages – Hungarian and English. The translation is well done for all the tabs.		✓	
Social Media Channels: Figula has very well-developed social media channels, which include Facebook, Instagram, Twitter, Youtube. Every account posts regular updates. Some videos on Youtube channel has 58K views, which is very impressive. Instagram page has almost 3K followers, while Facebook page has around 19K followers. Description of the posts are in English and Hungarian, very convenient for foreign visitors.			✓
Contact Information and Responsiveness: Contact information has dedicated page, including full legal information - very trustworthy, GPS location, opening hours, even info for parking. Email address and phone is different depending on department. There is also available application form if a visitor wants to be contacted by the winery directly. Integrated map is also present.			✓
Content and Information: Section ‘Our Winery’ provides a comprehensive overview of Figula Pincészet: the winery's history, detailing its founding and journey; the Figula family's legacy and their passion for winemaking; information about the winemaking philosophy, grape varieties grown, and the terroir of the Balaton region influencing their wines. Gallery tab is full of high-quality interesting pictures of the visitors, wine making process awards and events.			✓
Product Presentation:			✓

<p>‘Services’ tab describe different types of services that winery offers as guest house, event venue, wine tasting, wedding events with pictures and short descriptions. The section of ‘Wineshop’ directly leads to purchasing wines. Every wine has picture and short description of grape variety and tasting notes, alcohol percentage and etc.</p>			
<p>Customer Reviews and Ratings:</p> <p>Even though there is no dedicated section for customer reviews, social media channels perfectly demonstrates positive audience attitude toward the winery.</p>		✓	
<p>Pricing and Discounts:</p> <p>All the prices for each wine are clearly reflected on the website. While purchasing the wine, the website automatically counts if there is discount for this wine or no, very comfortable.</p>			✓
<p>Membership or Subscription:</p> <p>There is subscription option, which allows the visitor to be updated of news, new offers and etc. There is also an option to create an account on the website, which makes it more convenient for audience.</p>			✓
<p>Shipping and Delivery:</p> <p>Shipping is presented on the website automatically while purchasing the product. Also not only shipping address but also invoicing address is asked.</p>			✓
<p>Mobile Functionality:</p> <p>The website perfectly functionates through mobile phone and nicely reflects all the tabs.</p>			✓
<p>Customer Support:</p> <p>Even though there is no separate customer support section, but there at the bottom of the page ‘Right of Withdrawal’ and ‘Terms’ that are being still developed. If the winery finishes developing these sections, customers could check them independently. For now, audience can use contact information.</p>		✓	

Overall, the Figula Winery scored 33 points.

Here are some recommendations for the website:

'Terms' & 'Right of Withdrawal' sections: To finish developing these sections. Ensure the terms and conditions comply with all relevant Hungarian laws and regulations concerning online commerce, consumer rights, and data privacy (General Data Protection Regulation - GDPR). Consider consulting with a Hungarian lawyer specializing in these areas.

Market Research: Conduct market research to identify Figula Pincészet's target demographics beyond Hungarian speakers. This will help prioritize which languages to offer alongside Hungarian and English. Popular tourist languages spoken in the Balaton region (German, Polish, Czech) might be a good starting point.

Live Chat: Consider implementing a live chat feature on the website during business hours for real-time customer support (especially if targeting international audiences who might prefer this method).

22. Pálffy Cellar

Table 23. Pálffy Cellar Analysis

(Source: Own Research)

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: Visual Design is simple and clean, the website utilizes a clean and uncluttered aesthetic with a focus on functionality. The background features a muted light brown color, and the text is displayed in a dark brown color. A banner image with a slideshow effect takes up most of the above-the-fold section. The slideshow features images showcasing the winery, the vineyards, and possibly images of the winemaking process or tastings.			✓
Languages: The website's core content is entirely in Hungarian.	✓		
Social Media Channels:			✓

Pálffy website represents Facebook, Instagram and Twitter pages. While Instagram account has around 2.3K followers with regular (not often though) posts and Hungarian descriptions, highlight and contact information, Facebook page has richer content and posts are made more often with 5.9K followers. Twitter account is same as Instagram. It is seen that Pálffy focuses on Facebook page more, though not forgetting of other social media channels.			
Contact Information and Responsiveness: There is dedicated tab for contact with general address, email and phone number, not having separate contact information for different departments. Though tab 'Kapcsolat' has also got policy of confidentiality and general conditions and rules, which is very convenient.			✓
Content and Information: The website offers a brief introduction to Pálffy Pince as historical background of the winery and a basic overview of their winemaking philosophy. Pálffy also describes soil and territory, how the grapes are being cared by owners, environmental aspects.			✓
Product Presentation: Wines are presented with clear high-quality picture, type of wine, volume of the bottle, territory of where the grapes were grown, alcohol percentage. The website also offers other matching types of wines.			✓
Customer Reviews and Ratings: Unfortunately, there is no separate dedicated tab or section for customer review and ratings. However, social media activities may represent some of the feedback of customers, though there are not many likes and comments.		✓	
Pricing and Discounts: Prices are clearly and transparently reflected for every type of wine. Discounts are also presented on the website. Moreover, there is an option			✓

of coupon activating while purchasing. 'On Sale' products are indicated as well. Pálffy uses pricing techniques very well.			
Membership or Subscription: Unfortunately, there is no subscription or membership presented on the website. Though coupons might serve as loyal program for visitors since they might be provided via direct sales.		✓	
Shipping and Delivery: Shipping and delivery option is available while purchasing the product. The website automatically counts charge for shipping service, which is very comfortable for visitors.			✓
Mobile Functionality: The website layout is responsive, meaning it adapts to different screen sizes (desktops, tablets, smartphones) for optimal viewing on any device.			✓
Customer Support: Unfortunately, as for many other websites, there is no customer support option. However, social media channels may serve as support. Also direct contact information helps visitors to address their questions/requests.		✓	

Overall, Pálffy Cellar scored 31 points.

Here are some recommendations to Pálffy Cellar, made based on the analysis:

Services Offered: If Pálffy Pince offers winery tours, tastings, or event hosting options, dedicate a section to these services as different tour packages and what they include, types of tastings available and the wines featured.

English Translation: Consider offering an English translation of the website to reach a wider international audience. Ensure the translation is accurate and conveys the same information effectively.

Customer Reviews Integration: While directly integrating customer reviews on their website might be a future step, it requires technical development.

Live Chat (Possible): To explore adding a live chat feature during business hours. While this might require additional resources, it can provide real-time support for website visitors, particularly for international audiences who might not be comfortable with phone calls.

As the results, I would like to present the following table:

Table 24. Results of Wineries' Analysis

(Source: Own Research)

12 – 18 points (Poor online marketing)	19 – 24 points (Average online marketing)	25 – 30 points (Good online marketing)	31 – 36 points (Great online marketing)
Bozóky Winery (17) Takler Winery (17)	Vineyard Bujdosó Anna Cellar Ungerbauer Cellar (21) Pannonhalma Élmény (22) Tűzkő Winery (20) Jandl Winery (20) Schunk Cellar (21)	Dubicz Winery (27) Koch Vineyard (30) Fekete Winery Somló (26) The Dóka Éva Winery (27) Bock Winery (29) Hímesudvar Winery (28) Kovács Nimród Winery (26)	Pálffy Cellar (31) Figula Winery (33) Frittmann Winery (31) Hilltop Winery (30) Etyeki Manor Vineyard (31) Laposa Domains (31)

The table above proves that the most of the wineries are doing either average or good online marketing. Few are doing poor marketing and pretty many wineries are well acquainted with great online marketing.

6. CONCLUSIONS AND SUGGESTIONS

To conclude, I would like to present some general recommendations to all wineries in Hungary that were faced the most during the analysis:

Prioritize User Experience:

- Clean and modern design: Create a website with a user-friendly interface that is easy to navigate on all devices (desktops, tablets, smartphones).
- High-quality visuals: Showcase the beauty of the Hungarian countryside, the winery itself, and the winemaking process with high-resolution images and videos.
- Clear and concise information: Provide essential information in a well-organized manner, avoiding excessive text blocks.

Content Strategy:

- Compelling winery story: Tell the story of your winery, highlighting its history, winemaking philosophy, and what makes it unique. Offer content in both Hungarian and English to reach a wider audience.
- Detailed wine information: Present each wine with an appealing image, a descriptive text including grape varieties, tasting notes (possible), and awards received (if applicable).
- Visitor experience focus: Promote the experiences you offer, such as tours, tastings, and event hosting options. Include clear information on booking procedures and pricing (possible).

Enhancing Accessibility:

- Multiple languages: While Hungarian is important, consider offering an English version of the website to cater to international visitors. Explore additional languages like German, Polish, or Czech depending on your target audience.
- Mobile-friendliness: Ensure the website is responsive and adapts seamlessly to different screen sizes for optimal viewing on mobile devices.

- Customer support options: Provide multiple ways for customers to reach you, including a contact form, email address, and phone number. Consider live chat features during business hours for international audiences.

Search Engine Optimization (SEO):

- Optimize content: Use relevant keywords throughout your website content to improve search engine ranking and website visibility.
- Local SEO: Optimize your website for local Hungarian searches, especially if you target domestic tourism.
- High-quality backlinks: Build high-quality backlinks from other relevant websites to improve your website's authority and ranking.

Additional Considerations:

- Customer reviews: Encourage satisfied customers to leave reviews on your website (possible future implementation) or established platforms like Google Maps.
- E-commerce (Possible): If you sell wines directly, consider implementing a secure e-commerce platform for online purchases.
- Social media engagement: Maintain an active presence on social media platforms like Facebook and Instagram to connect with potential visitors and showcase your winery.

Based on my research, the proof of my hypotheses is as follows:

Table 25. Hypotheses Proof

(Source: Own Research)

	Hypotheses	Proof (True/False)
H1	Digital wine marketing can fully replace “offline” wine marketing in European Union.	False. Based on the analysis, European consumers still value the experience of visiting a physical store to browse and select wines. They can examine the bottles, get recommendations from salespeople, and learn more about the wines before they buy. Wine tastings and other in-person events are a powerful way to promote new wines and build brand loyalty. People can try the wines, meet the winemakers, and learn more about the product

		<p>in a social setting. So, while digital marketing is a great way to reach wine consumers in Hungary, it can't completely replace offline marketing channels. The best approach is likely a combination of both.</p>
H2	<p>It is more beneficial for wineries to have online/digital marketing from economic and socially responsible perspective rather than offline marketing.</p>	<p>True. Digital marketing campaigns can be significantly cheaper than traditional offline methods like print advertising or billboards. This is especially true for smaller wineries. With digital tools, wineries can target their advertising to specific demographics and interests, leading to a higher return on investment. Digital marketing allows for better tracking and measurement of campaign performance. Hungarian wineries can see what's working and adjust their strategies accordingly. The internet opens up wineries to a global audience, something that's much harder to achieve with offline marketing. Wineries can easily showcase their sustainable practices (organic farming, water conservation) through digital channels, appealing to environmentally conscious consumers. However, there are still some reasons why offline marketing shouldn't be completely abandoned like building relationships: in-person events and interactions can foster stronger relationships with customers and distributors; sensory experience: digital marketing can't fully replicate the sensory experience of wine tasting, which can be important for some consumers. Overall, digital marketing offers a more economically and socially responsible approach for wineries, especially when combined with some strategic offline elements.</p>
H3	<p>The most wineries use both offline and online marketing tools.</p>	<p>True. Both methods have strengths and weaknesses. Offline marketing excels at creating a sensory experience and fostering relationships, while online marketing offers wider reach, targeted advertising, and cost-effectiveness. Using both allows wineries to connect with a wider audience and cater to different</p>

		customer preferences. Consumers often use a combination of online and offline channels during their buying journey. They might research wines online and then visit a winery for a tasting, or vice versa. By having a presence in both spheres, wineries can ensure they're visible at every touchpoint. Wineries in Hungary can leverage online marketing data to understand their target audience and tailor their offline marketing efforts accordingly. For example, if they see a high level of online interest in a particular wine, they might host a tasting event to promote it further.
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Answering research questions:

- Do all wineries follow the trend of online marketing?

No. While online marketing offers significant advantages, it's not a one-size-fits-all solution in Hungary. There are national trends for online wine marketing as strong online growth: Hungary has a high internet penetration rate and a growing online wine market; this makes online marketing an attractive option for many wineries. Also, digital savvy consumers: Hungarian consumers, especially younger generations, are increasingly comfortable shopping online, including for wine. However, some Hungarian wineries might not fully embrace online marketing because of traditional focus: some established wineries might have a strong focus on traditional marketing methods like wine festivals, local partnerships, and word-of-mouth reputation; limited resources: smaller wineries might not have the budget or expertise to develop and manage a comprehensive online marketing campaign; target market: wineries catering to a more local or niche market might find offline marketing more effective in reaching their target audience. Overall, many wineries likely use a hybrid approach, combining online and offline marketing strategies based on their resources, target market, and brand identity.

- Do most of wineries in Hungary invest into online platform development?

Yes. While online marketing is on the rise in Hungary, investing in a full-fledged online platform development might not be the most common approach for most wineries, especially smaller ones.

However, most of the wineries prioritize aspects of online marketing like social media presence. Some of the websites focus on the direct sales, nevertheless they develop platform as well to promote and attract visitors. Most wineries in Hungary have at least a basic online presence through website and social media.

- What is the most popular social media platform of online wine marketing in Hungary?

Facebook is currently the most popular social media platform for online wine marketing in Hungary. Facebook gives high user penetration - Facebook boasts a massive user base in Hungary, making it a great platform to reach a wide audience. Wineries can use Facebook Ads to target their ideal customers based on demographics, interests, and online behavior. Also Facebook allows wineries to share updates, host events, and interact with customers directly through comments and messages. Additionally, many Hungarian consumers are already familiar and comfortable using Facebook, making it an easy platform to integrate into their marketing strategy. While other platforms like Instagram or TikTok are gaining popularity for wine marketing, especially for showcasing visuals, Facebook currently offers the best combination of reach, targeting capabilities, and engagement features for Hungarian wineries.

- Which wine region follows online trends the most?

Balatonfüred-Csopak, Etyek-Budai, Badacsony, Kunsági, Balaton-felvidéki – these are top 5 of wine regions with the best online wine marketing. Wineries from these wine regions has scored the highest points (31-33 points out of 36). The wine regions of Balatonfüred-Csopak, Etyek-Budai, Badacsony, Kunsági, and Balaton-felvidéki are embracing online marketing trends due to a combination of factors, including shifting consumer preferences, technological advancements, a competitive landscape, the desire for global reach, data-driven insights, adaptability, collaboration, government support, and inspiration from successful examples. By effectively utilizing online marketing, these regions are positioning themselves for continued growth and success in the dynamic global wine market.

7. SUMMARY

The research paper analyzes online wine marketing trends in Hungary.

The world is rapidly changing, impacting consumer behavior and marketing strategies. Digital marketing has become increasingly important, especially in the wine industry. Since Hungary is a significant wine producer with a rich history and online wine sales are growing, driven by internet penetration and tech-savvy consumers, wineries in Hungary are adopting digital marketing for various reasons, including brand awareness, customer engagement, and sales growth.

The study analyzed online presence of wineries from 22 regions in Hungary.

Three hypotheses were proposed:

1. Digital marketing can't fully replace offline marketing in Hungary (False)
2. Online marketing is more beneficial for wineries than offline marketing (True)
3. The most wineries use both offline and online marketing tools (True)

Research questions explored the extent of online marketing adoption by Hungarian wineries.

Key Findings:

- Not all wineries fully embrace online marketing due to factors like traditional focus, limited resources, or niche markets.
- Most wineries likely use a hybrid approach, combining online and offline strategies.
- While full-fledged online platforms are less common, most wineries have a basic online presence through websites and social media.
- Facebook is the dominant social media platform for wine marketing in Hungary due to its high user base, targeted advertising, and engagement features.
- Wine regions like Balatonfüred-Csopak, Etyek-Budai, Badacsony, Kunsági, and Balaton-felvidéki are leading the adoption of online marketing trends.

Overall, online marketing is playing an increasingly important role in the Hungarian wine industry. Wineries are adapting their strategies to reach a wider audience and cater to evolving customer preferences in the digital age.

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ANNEX

Document analysis to analyze the wineries websites:

Indicators	1 - Poor	2 - Good	3 - Great
Website Interface: <ul style="list-style-type: none"> - Overall user interface of the website - Navigation is intuitive for finding information about the wine 			
Languages: <ul style="list-style-type: none"> - The website is available in several languages for foreign customers 			
Social Media Channels: <ul style="list-style-type: none"> - The winery has Facebook page, Instagram, TikTok - The website is organized due to modern trends and follows marketing techniques 			
Contact Information and Responsiveness: <ul style="list-style-type: none"> - There is clear contact information of connecting to winery's employees (phone number, email) - Percentage of responses by contact information with relevant information on customers' questions 			
Content and Information: <ul style="list-style-type: none"> - The website provides detailed information about wine, including tasting notes, origin, and grape variety - There are articles or blog posts providing insights into the world of wine 			
Product Presentation: <ul style="list-style-type: none"> - Wine products are well-presented with clear images and descriptions - Website offers virtual tasting experiences or videos 			

Customer Reviews and Ratings: <ul style="list-style-type: none"> - Customer reviews are prominent and they influence owner's decisions - There are options to leave reviews and how trustworthy these reviews seem 			
Pricing and Discounts: <ul style="list-style-type: none"> - Pricing information is easily accessible for each wine - The website provides discounts, promotions or bundle details 			
Membership or Subscription: <ul style="list-style-type: none"> - The website offers membership or subscription services - There are benefits that members/subscribers may receive 			
Shipping and Delivery: <ul style="list-style-type: none"> - The website is transparent regarding shipping costs and delivery time - There are also options to express or schedule delivery time 			
Mobile Functionality: <ul style="list-style-type: none"> - The website functions on mobile devices as well - The mobile experience is comparable to desktop version 			
Customer Support: <ul style="list-style-type: none"> - There is contact customer support manager for any issues - There is a live chat feature or an easily accessible FAQ section 			

Overall, there are 12 indicators to measure effectiveness of the winery online platform, covering the most essential parts of the digital wine marketing.

The maximum points a website may collect is 36 and the minimum is 12 points. Zero point as possible measurement is not considered.

12 – 18 points	19 – 24 points	25 - 30	31 – 36 points
Poor online marketing	Average online marketing	Good online marketing	Great online marketing

List of Tables:

Picture 1. Wine Regions in Hungary

Table 1. Websites of wineries from each wine region in Hungary

Table 2. Kovács Nimród Winery Analysis

Table 3. Hímesudvar Winery Analysis

Table 4. Etyeki Manor Vineyard

Table 5. Laposa Domains Analysis

Table 6. Dóka Éva Winery Analysis

Table 7. Bock Winery Analysis

Table 8. Tűzkő Winery Analysis

Table 9. Takler Winery Analysis

Table 10. Jandl Winery Analysis

Table 11. Schunk Cellar Analysis

Table 12. Pannonhalma Élmény Winery Analysis

Table 13. Hilltop Winery Analysis

Table 14. Fekete Winery Somló Analysis

Table 15. Bozóky Pincészet Winery Analysis

Table 16. Dubicz Winery and Vineyard Analysis

Table 17. Frittmann Winery Analysis

Table 18. Koch Vineyard Analysis

Table 19. Ungerbauer Cellar Analysis

Table 20. Anna Cellar Analysis

Table 21. Vineyard Bujdosó Analysis

Table 22. Figula Winery Analysis

Table 23. Pálffy Cellar Analysis

Table 24. Results of Wineries' Analysis

Table 25. Hypotheses Proof

Table 26: Document analysis to analyze the wineries websites