

Top Player Analysis

Wine cellar

Business Objective: Convert instagram users into followers and after, clients.

1) Generally, What Kind Of People Are We Targeting?

- Men or Women? 50-50%
- Approximate Age range? 30-60 years old
- Occupation? 40% of them are working classic 9-5 job, and 60% of them are more professional
- Income level? 40% 600-900 euro, 60% 1200+ euro
- Geographic location? Athens/ Greece

2) Where are they now ?

a. On their phone or searching for a wine cellar near them on google.

b. Viewing the web page (their search is Wine Cellar Near Me)

c. Current State

- What are they afraid of?

In a cellar, people are “afraid” that they will have to spend a lot of money, if they want to get a good wine or whiskey.

They are afraid of unprofessionalism.

They are afraid that they will not understand a lot of things about wine and because of that they won't experience the beauty of the wine

They are afraid that the staff won't be able to serve them due to lack of time, and as i said before they will not understand a lot of things so they can decide.

- **What are they angry about? Who are they angry at?**

1) They are angry because they visited a cellar in the past which was very expensive and they couldn't buy anything.

2) They are angry because the staff at the cellar was very unprofessional.

Reviews from Google: I visited the store when there were 3 employees at the cash register and no customers. All 3 ignored my existence, I asked where the wines were and they directed me upstairs. I was waiting for an employee to follow me to serve me instead I asked 2 times if it was easy to be served because the upper floor had hundreds of wine labels...but to no avail! So I left without buying anything.

“Very good professional”. A guy comes in, asks for beer, does whatever he wants and ends up charging me an extra €3. Of course I saw it after I left because I got distracted from the scene and paid by card. And he has done it to the whole company many times.

- **What are they embarrassed about?**

Most of those who visit a cellar get embarrassed when they buy a wine to drink with their friends and the wine is of bad quality.

d. Dream State

- **Who do they want to impress?** They want to impress:

1) Their friends with a good unique wine on a friday night.

2) Their loved ones in a family meeting, homemade food and a good wine.

3) Usually they want to impress their boss from the job or an agency CEO by giving them wine or whiskey as a gift.

A good, unique wine usually shows how successful a man is. (So a person who buys

the wine automatically becomes a high value man/ woman, in the eyes of others).

- **How would they feel about themselves if they were living in their dream state?**

When they buy a good wine they feel like they are more successful than their friends, Colleagues, etc. It is a similar feeling like when you buy more expensive clothes like POLO etc. It makes a high value man/ woman.

3)What do I want them to do?

1) See our instagram profile

2) See our post

3) Follow

4) Visit us

5) Decide to buy

4)What do they need to feel/see to do that?

1) Professionalism

2)They need to feel that they are welcomed, so they can trust the

3) They need to see that the staff has knowledge

Values, Beliefs, and Tribal Affiliations

- **What figures or brands in the industry do they respect and why?**
They respect and like the bigger and more expensive cellars because it gives them status.
- **What trends in the market are they aware of? What do they think about these trends?** There is no specific trends in a niche like this but there are some things that get a lot of attention:
 - 1) Woman
 - 2) information that everyone can relate to (e.g if you steak for dinner today, what wine you consider trying)
 - 3) backstage videos
 - 4) Wines that are 300 years old
 - 5) Old wine cellars
- **What “tribes are they a part of? How do they signal and gain status in those tribes?**
 - 1) Usually the “tribe” they are part of are people who like to show to others their success and in general they are high value men / women.
Moreover a lot of them are listening the same kind of music (classic music)
 - 2) They gain status when they have knowledge about the wine (in those tribes)

Basic Avatar



Name: Alex (the left one)

Background Details

He is 32 years old, born in Athens (Greece) and had a love with wines since he was 17. Also he makes around 20.000 - 25.000 / Year (He works real estate agency)

Day in the life:

Alex wakes up around 7:30 AM. After a quick stretch and a glance at his phone to check for any urgent messages, he heads to the kitchen to make himself a breakfast—scrambled eggs, toast, and a fresh cup of coffee. As he eats, he reviews his schedule for the day on his tablet, noting a couple of property showings and a meeting with a new client.

By 8:30 AM, Alex is dressed and ready to start his day. He sits down at his home office desk and opens his laptop. His first task is to check his emails and respond to inquiries from potential buyers and sellers. He also goes through voicemails, returning calls and setting up appointments.

Around 9:30 AM, Alex spends some time researching the latest market trends and new property listings in his area.

At 11:00 AM, Alex heads out to his first appointment of the day—a meeting with a couple looking to sell their home. He discusses the current market conditions, suggests a competitive listing price, and outlines a marketing strategy to attract buyers. They agree on a plan, and Alex takes some initial photos of the property.

By 12:30 PM, Alex is back in his car, eating a quick sandwich he picked up on the way. He drives to his next appointment, a property showing for a young family interested in a three-bedroom house in a quiet neighborhood. He arrives early to open up the house, turn on the lights, and make sure everything looks perfect.

After the showing, Alex has some time before his next appointment, so he returns to his office to handle paperwork. He prepares a contract for a client who's making an offer on a property and ensures all the necessary documents are in order. He also updates his listings on various real estate platforms, making sure each property is accurately described and has high-quality photos.

At 3:30 PM, Alex heads to a local coffee shop to meet a new client who's looking to buy their first home. They discuss their needs, budget, and preferred neighborhoods. Alex offers some initial suggestions and schedules a few property tours for later in the week.

By 5:00 PM, Alex is back at his office. He spends the next hour following up with clients, providing feedback from showings, and negotiating offers. He also spends some time on social media, posting updates about new listings and engaging with his followers.

As the day winds down, Alex takes a moment to review his achievements and plan for the next day. He sets reminders for any unfinished tasks and organizes his calendar.