



Wine and Marketing Professionals Gather for New Newsletter

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Heavy hitters in the wine and marketing game come together in a new newsletter from Wine Marketer.

PR9.NET March 28, 2008 - Chester, PA. – WineMarketer.com has recently started a newsletter that focuses on wine Search Engine Optimization, Search Engine Marketing, and conventional Marketing. Industry professionals from both the wine and marketing worlds have signed on to be regular presenters of various topics as the newsletter moves forward. Now up and running, WineMarketer.com hopes to bring together top minds in the field and share their expertise, while prompting discussions and debates on their website forums.

"This is a really special project, and I'm excited about it" says Mark Spangler, Founder of WineMarketer.com and VP at ClassicWines.com. "There is no shortage of newsletters out there, but this one really behaves as an authoritative resource for anyone interested in wine and marketing. The newsletter has already got some great writers, and more are slated to go."

Two writers who have contributed to the newsletter include Tom Wark and Mitch Tarr. Tom Wark is a name familiar to anyone involved in the online wine industry, especially in regards to interstate wine shipping laws. Wark is the driving mechanism behind The Specialty Wine Retailers Association, a group of individuals and companies concerned with the state of wine shipping laws.

When asked why he decided to become a member of the Wine Marketer Newsletter, Wark replied, "More than anything I liked the motivation of the folks behind the Wine Marketer Newsletter as well as quality of the fellow writers." And as to what he thought he could contribute, "My expertise is in wine public relations and communications and I'll be focusing on very specific and simple tools marketers can immediately employ to help move their business forward."

Mitch Tarr is CEO of ZinMarketing.com and an email marketing specialist. He has been assisting costumers with online marketing since 1998. When asked why he joined the WineMarketer.com team, he replied, "I wanted to participate in the Wine Marketer Newsletter because I believe that a newsletter is a terrific way to keep your brand name in front of your readers. If there is valuable content there, you build up a solid readership by sending a periodic newsletter." And as to what he would contribute, "I am an evangelist for the proper use of email marketing to help retain existing customers and to acquire new ones. I'll be writing about how to use email properly and handle problems like spam and deliverability."

Mark Spangler intends to present articles by these authors and other specialists on a weekly basis. "We're focused on quality of content for this newsletter, and hope to generate interest and conversation for each topic. By having a weekly release, we can stay on topic of the hottest issues in the industry."

Wark echoes Spangler's sentiment. "There are only a few sources for good, solid wine-related marketing information. The addition of another source of information that helps folks can only be welcomed, particularly as the tools of the trade change and evolve so rapidly."

Current guest editors include highly-regarded industry professionals: Paul Mabray, CEO of Inertia Beverage Group; Brian Pasch, CEO of Pasch Consulting Group; Tom Wark, Owner of Wark Communications; Mark Spangler of WineMarketer.com and ClassicWines.com; Mitch Tarr, CEO of Zin Marketing; Rob Rubin, CEO of R&R Wine Marketing.

Investigate the newsletter here - <http://www.winemarketer.com/wineseo/>.

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Classic Wines is committed to providing a website designed to fulfill all your wine needs. Check us for wine prices, wine ratings, and new videos.

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