

# OHIO STATE UNIVERSITY EXTENSION



**Maps & Apps Case Study**  
*from the Ohio Direct Marketing Team*  
This case study was prepared for the 2013 Maps & Apps Program,



**Gervasi Vineyard & Italian Bistro**  
1700 55th Street NE, Canton, OH 44721  
<http://www.gervasivineyard.com>

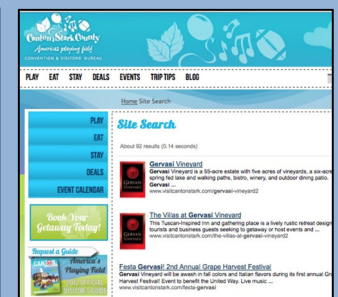
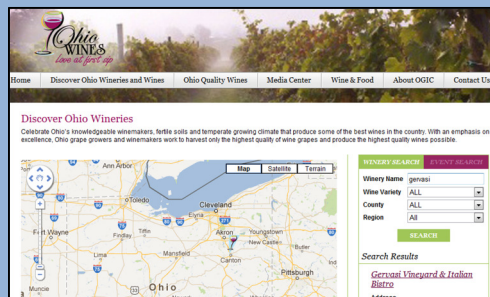
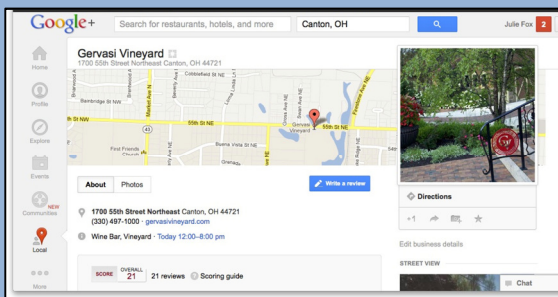
## Business & Marketing Overview

The Gervasi Vineyard is a Swaldo family project that integrates their traditional Italian heritage with great food and wine and a beautiful 55-acre property. Customers can enjoy the Bistro, Tasting Bar, Marketplace, Villas, Cucina Culinary and Wine Education Center and private space for corporate meetings or special events. Tours of the five acres of vineyards, crushing house, winery and cellar are also available by reservation. Launched in 2010 and expanded throughout the years, Gervasi Vineyard is marketed as a memorable destination - providing an environment where people can escape and celebrate life, while also enjoying elegant rustic Italian fare and wine. Sales manager, Jeff Hicks, reported that they will be expanding wine distribution now that they have had their first significant harvest and a new Crush House is under construction.



## Internet Maps

Gervasi attracts both local residents and tourists who are interested in wine, food and special events, such as weddings. They have a Gervasi Vineyard presence on Google and MapQuest. They have a Bistro at Gervasi Vineyard presence on Yahoo Local and Yahoo Travel. It does not appear that they have claimed their business listing on Bing yet. Gervasi participates in cooperative programs with the Ohio Grape Industries Committee (OGIC), which promotes industry-specific maps focused on food, wine and tourism. For example, they are included in Discover Ohio Wines and Ohio Wines on the Go, powered by GeoTour. They have good visibility on their local Convention and Visitor's Bureau website, [www.visitcantontark.com](http://www.visitcantontark.com).



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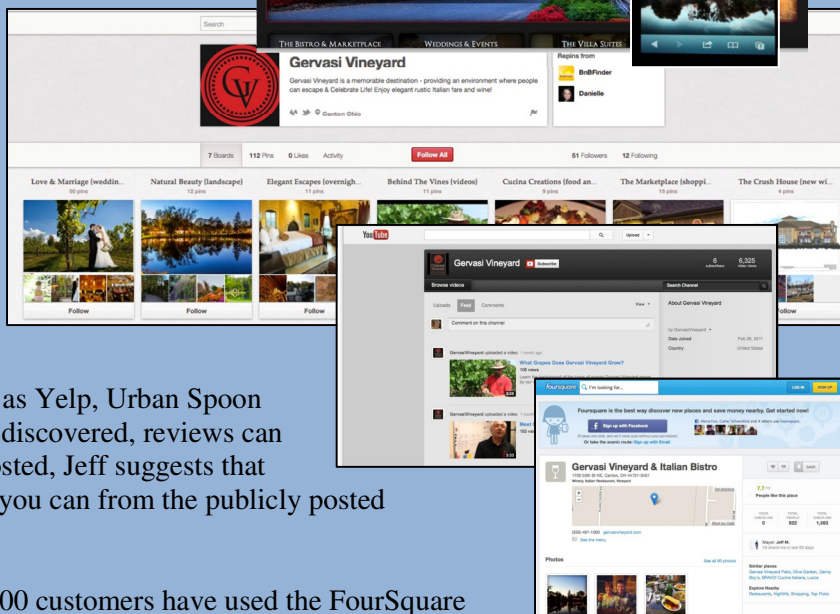
<http://go.osu.edu/MapsAndApps>

## Mobile Web Presence

Gervasi works with Vin65 to host their website. While their current mobile website was developed using DudaMobile, a mobile website creation platform that makes it easy to turn existing websites into mobile optimized sites, Gervasi explored mobile website improvements and will continue to make decisions based on return on investment

## Mobile Apps

On social media apps, Gervasi took what they learned from the national wine marketing conference, License to Steal, and started with a Facebook presence which has already generated almost 13,000 Likes. They built on that with a Twitter account and a YouTube Channel. This past year, one of their employees got actively engaged with Pinterest, which helps them reach specific audiences, including brides.

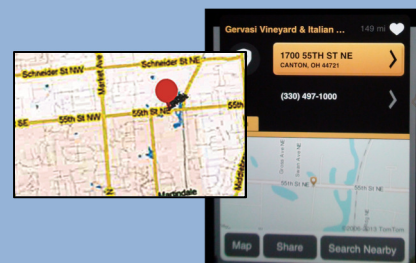


Gervasi customers posted comments on sites such as Yelp, Urban Spoon and Trip Advisor. As most small businesses have discovered, reviews can be positive or negative. When a harsh review is posted, Jeff suggests that you try to put your emotions aside and learn what you can from the publicly posted comment.

Gervasi staff was surprised to learn that nearly 1,000 customers have used the FourSquare app to check-in. The Bistro at Gervasi is included in the Open Table app used by consumers to find a restaurant and make reservations. Gervasi is exploring the addition of their own mobile app.

## GPS Points of Interest

Customers do not seem to have any challenges using their GPS devices or GPS apps to find Gervasi. While the correct coordinates seem to be included in many programs, Gervasi is not always designated as a Point of Interest (POI).



## Other Traditional & Social Media Marketing

Gervasi Vineyard customers include a core group of wine enthusiasts, corporate event planners and brides. To help customers find them, they include directions on their website. They continue to use print ads in very targeted magazines. They monitor customer lead sources. For example, Google search is a primary source linking them to brides. They build relationships with meeting planners and will be hosting open houses for them in the coming year. They have WiFi Internet access for customers on the property. They also have a GV club and email list to stay in touch with customers. They use Constant Contact for their email communications with GV members and continue to explore emerging opportunities, such as QR codes, location based marketing, mobile commerce, geocaching and social media. Jeff suggests reaching out to your industry by attending meetings, networking with similar businesses and reading relevant publications like he does with Vineyard and Winery Management magazine, <http://www.vwmmedia.com>.

