



# Nashville Flying Dress

## Marketing Strategies

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# QUINCEAÑERAS

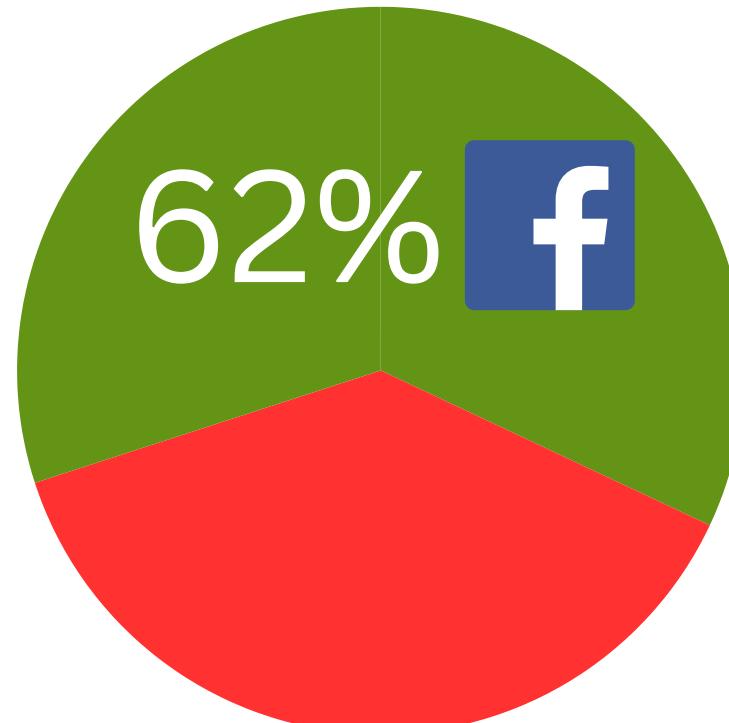


A screenshot of a website window showing a Quinceañera package deal. On the left is a black and white photo of a woman in a long, flowing gown. To the right is a white box containing a crown icon and the text "QUINCEANERA PACKAGE". Below it is a list of items and their prices: \$650 - QUINCEANERA DRESS, \$100 - SHOES & TIARA, \$300 MAKE-UP & HAIR, and \$50 - GIANT STUFFED ANIMAL. A note at the bottom says "bundle deal: \$999".

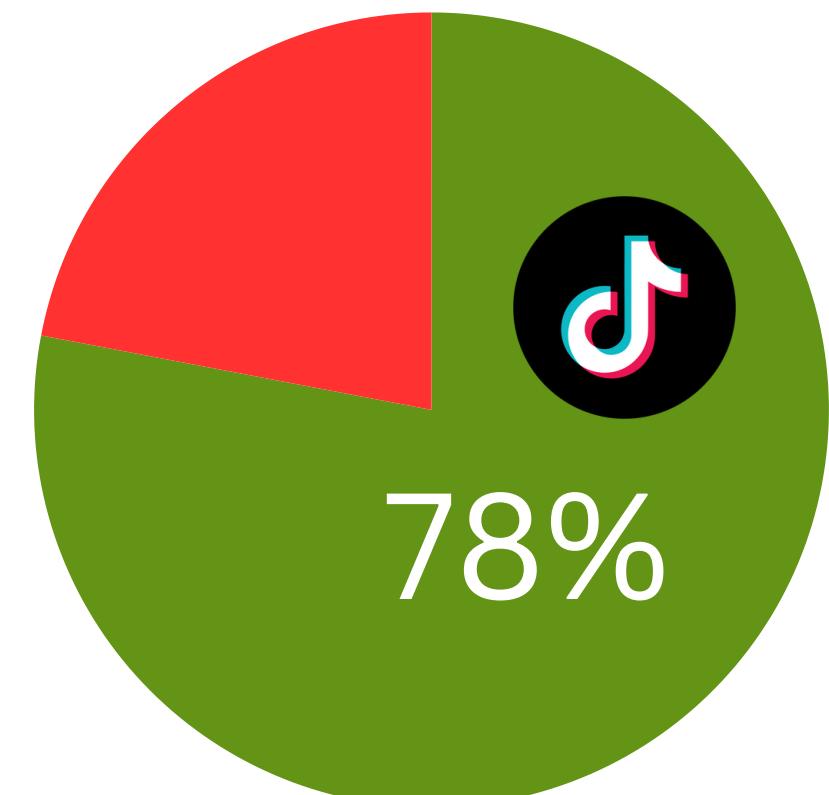
## 1. QUINCEANERA PACKAGE

## 2. SOCIAL MEDIA ADVERTISING

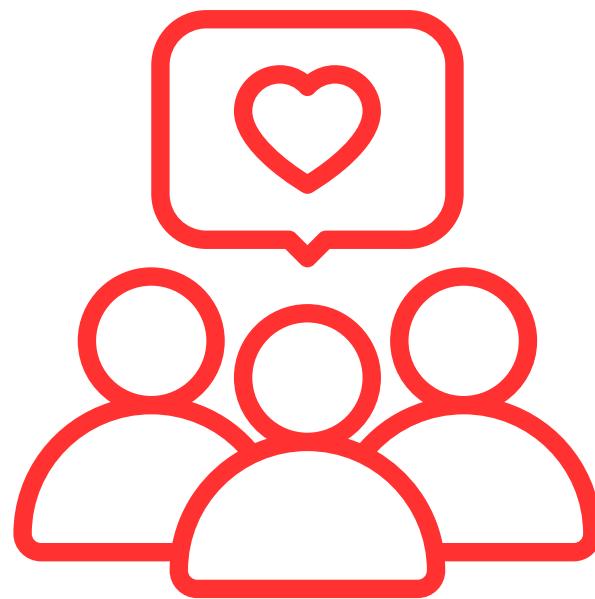
*Facebook Users 25-54  
per Heard Digital*



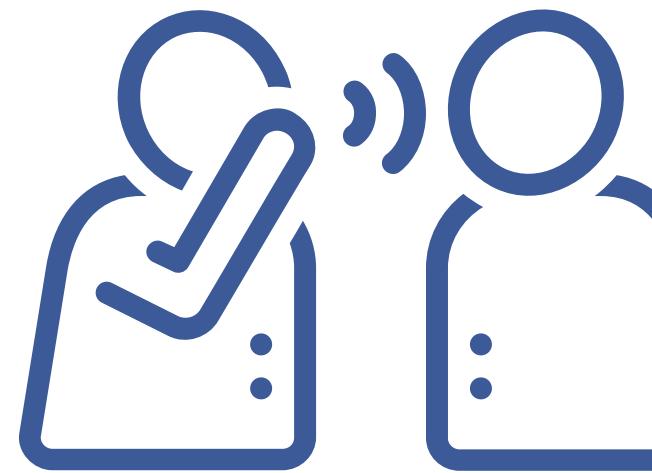
*TikTok Users 12-15  
per Sprout Social*



### 3. REFERRAL PROGRAM



**18% more loyal than customers acquired by other means.**

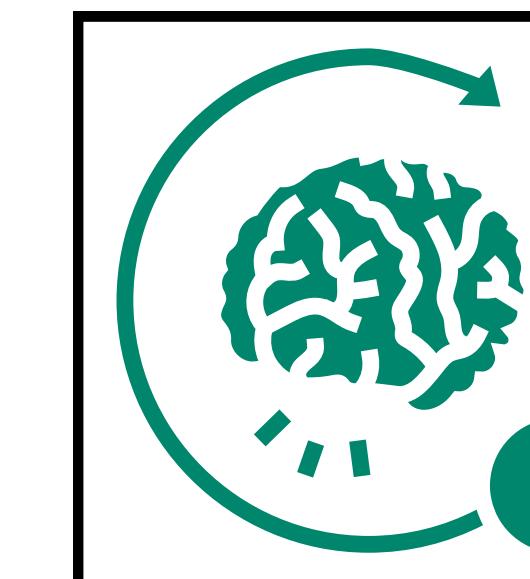


**4 times more likely to refer more customers to your brand**



**Have a 37% higher retention rate.**

### 4. ADVERTISE AT LOCAL BUSINESSES



**Print marketing has a 70-80% higher recall rate than digital advertising**

# Weddings & Destination Planners

## 1. Offer Discounted Rates for Destination Planners

Beyond Memorable Wedding Package



**FEATURES**

- Wedding organization and personal touch of on-site wedding coordinator
- Welcome cocktail party (one hour private event)
- Rehearsal dinner (two hour event)
- Symbolic ceremony\* (private event)
- Preparation and ironing of the couple's wedding day attire
- Beach pergola or wedding gazebo drapery
- Bouquet(s) and/or boutonniere(s) for the wedding couple
- White-linen covered chairs for guests
- Shoe check station provided for ceremonies held on the beach
- Wedding reception (three hour private event)
- Sweetheart table for the wedding couple with upgraded linens, and seating for two
- Sound system with speaker and microphones\*
- Delectable buffet with choice of variety of cuisine options\*
- Private bar with bartender
- Dessert station and couple's choice of wedding cake
- Sparkling wine and fresh fruit for the wedding couple and their parents in the suite, upon arrival (up to three rooms)
- 20% off spa treatments for wedding couple and their parents (up to six people; Spa boutique purchases not included)

**SELLING PRICE**

\$7,500 USD (from 50 to 79 guests)

\$11,999 USD (from 80 to 100 guests)

## 2. Attend TN Bridal and Wedding Expo

*According to the CEIR*



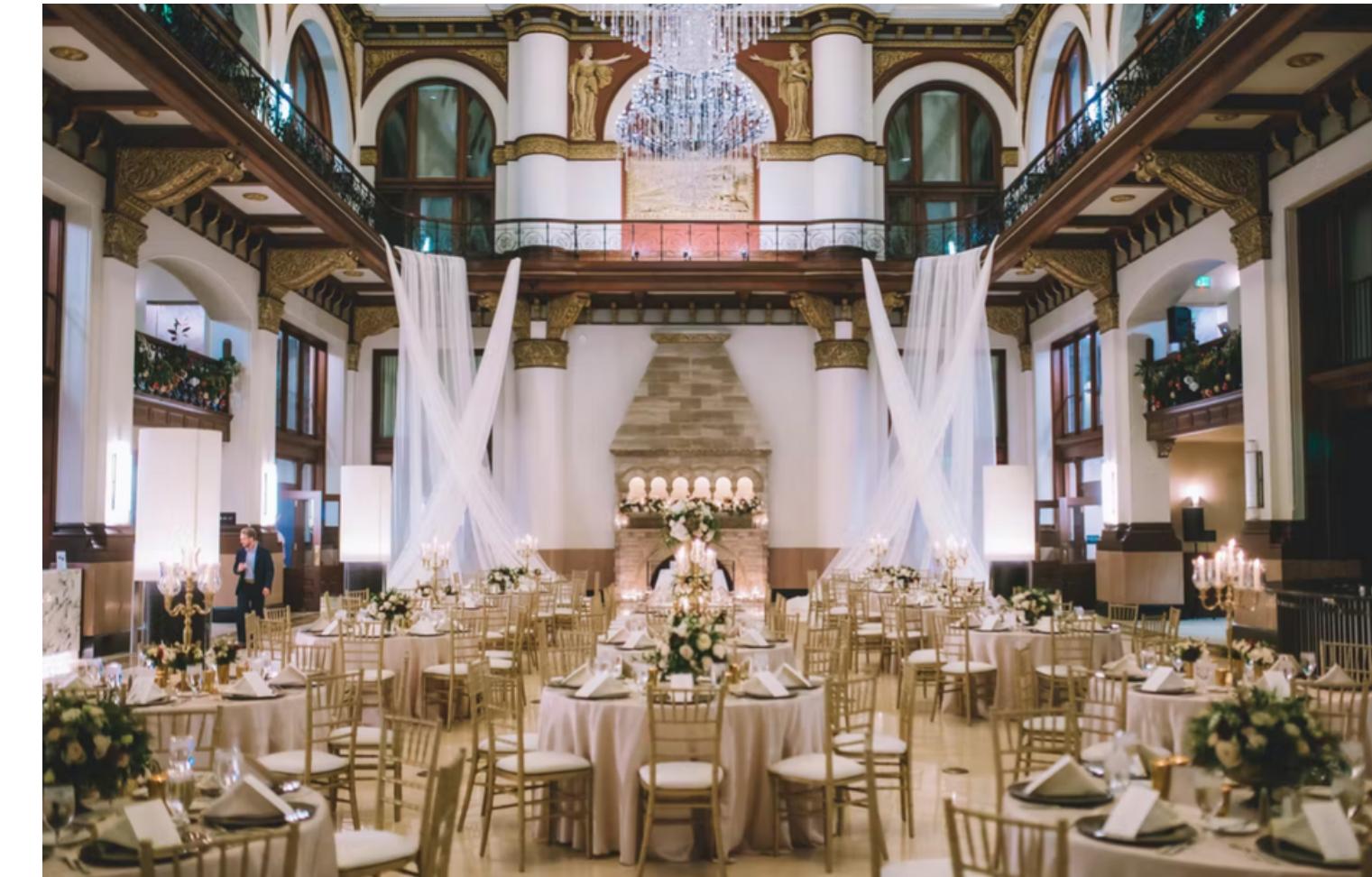
*of all expo attendees represent a new prospect and potential customer for exhibiting customers.*



### 3. Local Wedding Venues



*The Loveless Bar Nashville, TN*



*Union Station Nashville Yards*

**businesses with bundled  
offerings are**



**more likely to outperform  
competitors**

### 4. TikTok Content

# bacheloretteparty  
209.7K posts



# bacheloretteparty  
29.5K posts



# bridalshowerideas  
19.2K posts



# bachelorettepartyide...  
15.2K posts



# Mobile Consumers

## Design a Van With a Visually Appealing Exterior

A visually appealing mobile van will offer your clients a unique and memorable experience, setting you apart from other traditional photographers.



## Design a Van With a Functional Interior

Creating a van with a fully functional interior will allow Nashville Flying Dress to reach mobile consumers without the need to go to a brick-and-mortar location. Inside the van, there could be an area to view the dresses, a desk to make quick alterations, and a computer to set up appointments.

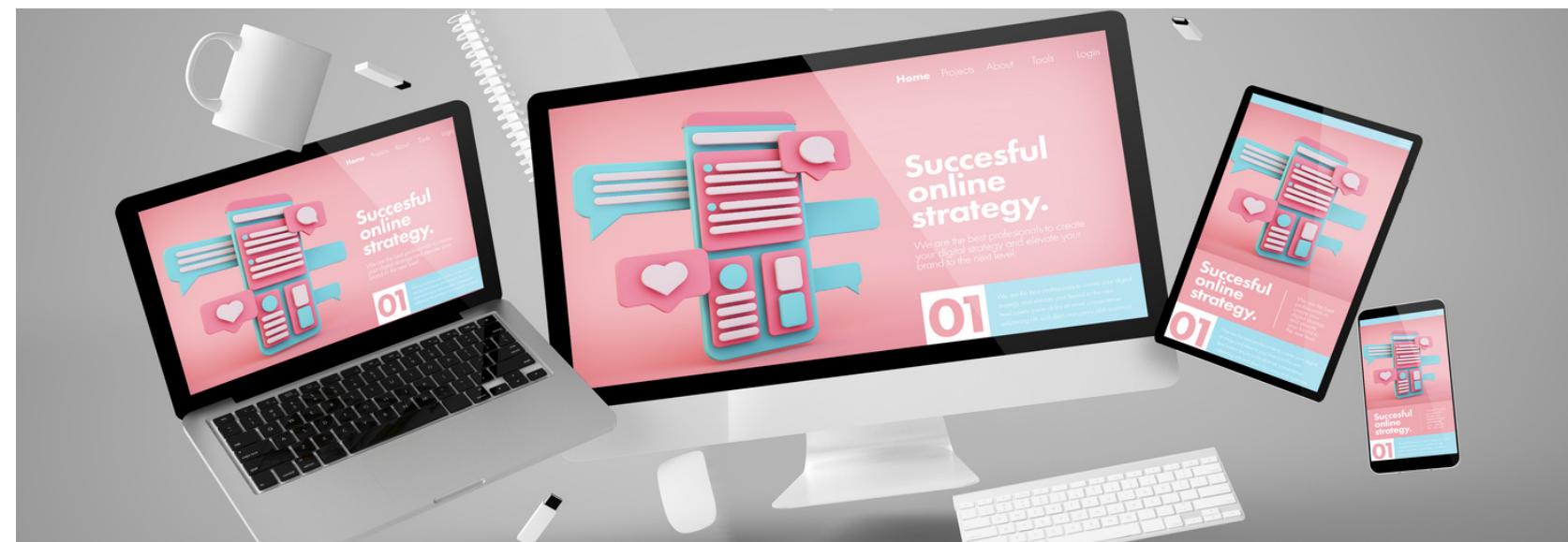


# Mobile Consumers

## Market the Mobile Service on the Nashville Flying Dress Website

By having the Nashville Flying Dress van as a main feature on the website, mobile consumers can view the experience they receive when booking an appointment.

It's important for small businesses to have an online presence, especially in today's digital age.



## Attend Pop-up Shops and Local Events

The number one priority for building a small business is building a strong connection with your customers. This company will need strong connections with the Nashville community if they want longevity, and a mobile van will make it much easier to interact with the community. You can gain relationships, gather feedback, and build a loyal customer base.



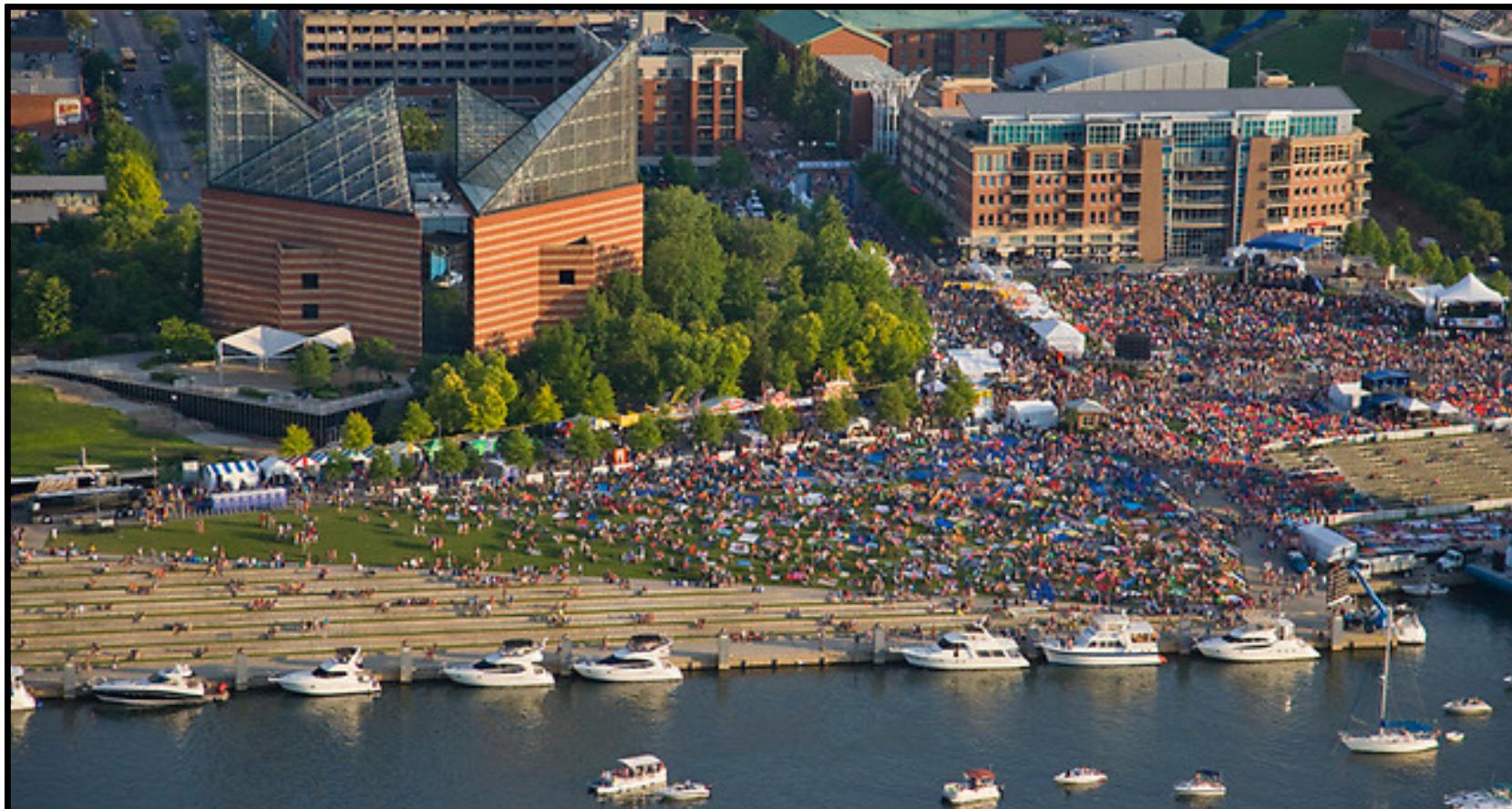
# Chattanooga

## Live Photoshoot and Booth

Having a Booth set up to show pictures from Nashville and some taken earlier in the day

\$50 – 250 per hour for a model.

Permit to be in the park \$100-500.



## Blog Content Creation

**434%**

increase in search rankings through blog promotion

Hiring a writer can cost  
\$50-100/hr.

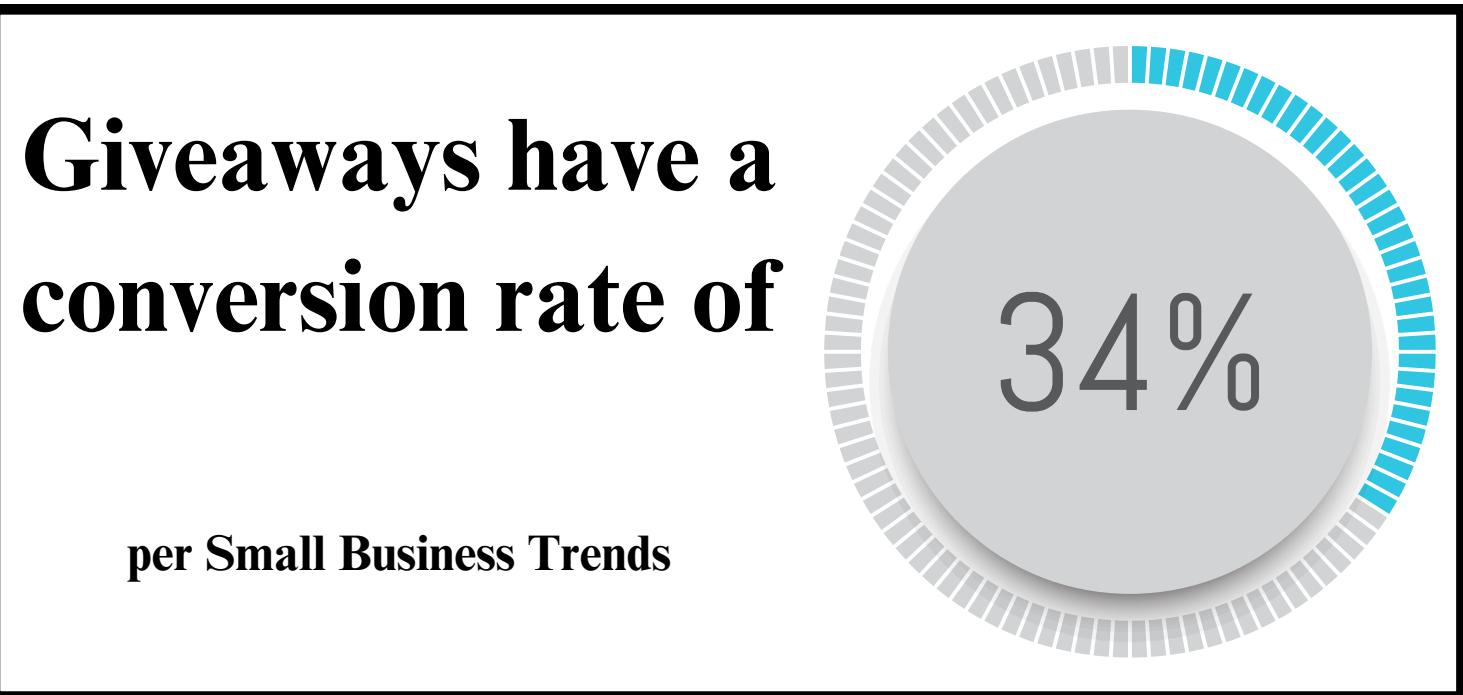
33%

of US travelers use travel blogs for travel advice

61%

of Americans spend 3 times more time-consuming blog content than emails.

# Hosting a Giveaway

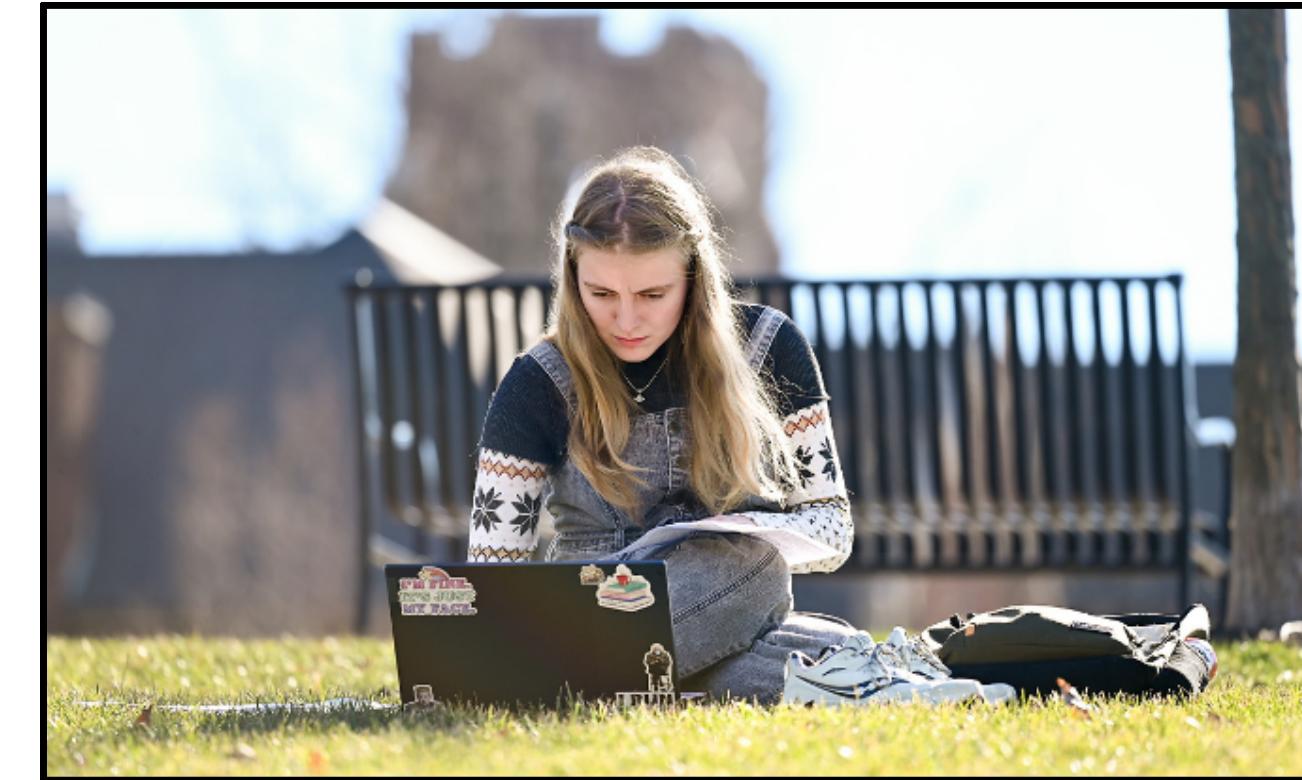


- Generating excitement
- Receive 64% comments
- 3.5x more likes



# Work with the University of Tennessee at Chattanooga

Photos shared by UTC social media



Showing involvement in the Community