

Nashville Flying Dress

Marketing Strategies

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Quinceanera's



Mobile Consumers



Chattanooga



Destination
Wedding Planners



Works Cited

I. Quinceañeras

Quinceañeras are a traditional and culturally significant celebration in Hispanic communities, often big parties to celebrate when a girl turns 15. Families invest significantly in planning and hosting Quinceañera events, including professional photography sessions to capture the experience.



Nashville Flying Dress has the potential to provide a unique photography service during the event. This service stands out from ordinary dress rental and photography services due to the availability of visually captivating flying dresses and additional services that could be included in the package.

The average cost of a Quinceañera dress ranges from \$700 to \$1000. Many families are already willing to pay a premium price to get a unique dress for the celebration. According to a study by Quinceañera Report, over half a million Quinceañera celebrations take place in the US annually, with an average total cost of \$21,781. Also, unlike graduations or weddings, which are seasonal, Quinceañeras happen year-round. With these factors in mind, Quinceañeras are an ideal market for Nashville Flying Dress.

In recent years, Quinceañeras celebrations have shifted to incorporate more modern themes. Families strive to twist the traditional celebration to stand out or suit the celebrant's interests or personality better. Nashville Flying Dress has the opportunity to market to these customers and provide them an opportunity to celebrate this once-in-a-lifetime experience with a dress and photoshoot that will be remembered for years to come. We have determined 4 tactics to market towards Quinceañeras.

Item	Estimate
Church fee	\$ 500.00
Bible, rosary	\$ 50.00
Crown, necklace or ring	\$ 100.00
Party venue rental	\$ 500.00
Food and service	\$ 1,400.00
Beverage and bartenders	\$ 300.00
Party rentals	\$ 200.00
Cake	\$ 100.00
Dress	\$ 500.00
Shoes and accessories	\$ 100.00
Photographer	\$ 500.00
Photo album	\$ 50.00
Videographer	\$ 250.00
Choreographer	\$ 250.00
DJ and lighting	\$ 1,000.00
Entertainment/activities	\$ 500.00
Invitations	\$ 150.00
Reception decorations	\$ 400.00
Quince bouquets	\$ 150.00
Guest book and card box	\$ 50.00
Hair	\$ 50.00
Makeup and nails	\$ 75.00
Limo	\$ 300.00
Party favors	\$ 100.00

1. Offer a Quinceañera package on the Nashville Flying Dress website.

Service packages help solve this problem by giving the prospects something more tangible to justify their purchase decision. Packages “productize” your service and remove psychological barriers that prevent prospects from buying. -Ben Rendle

The Quinceañera package may include a specialized dress, tailored for the celebrant. The photoshoot duration can remain the same as a usual Nashville Flying Dress session. The package can be customized with additional add-ons. Some of the add-ons that we have proposed include high-heeled shoes and a fancy quinceañera tiara, which are traditional elements in Quinceañera celebrations. Another option could be a giant stuffed animal. And finally, a make-up or hair artist could be added on to the shoot, showing up an hour early to ensure the celebrant looks their best. The make-up and hair artist could also give the celebrant a unique look to match the flying dress, using the same color eye shadow as the dress, etc.

COST

The proposed budget for the modification of a Quinceañera dress into a Nashville Flying Dress is \$2000, with two color options available – white or red. In Nashville, Tennessee, the standard hourly rate makeup artists charge is \$22.25, according to ZipRecruiter. However, the cost may increase to \$50 per hour if we factor in travel and special event expenses.

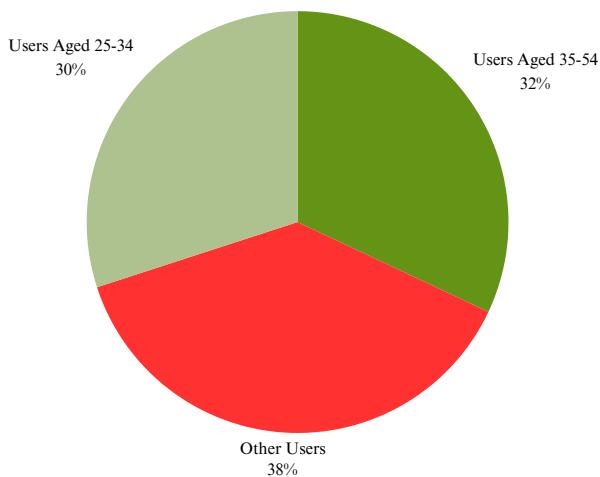
REVENUE

To reach a break-even point on dresses costing \$2000 each, eight customers are required at the current Nashville Flying Dress pricing. However, pricing the Quinceañera package at \$1000 would reduce the number of customers required to make back the \$4000. The add-on of a make-up and hair stylist would cost Nashville Flying Dress about \$150, so \$150 would be made in profit.

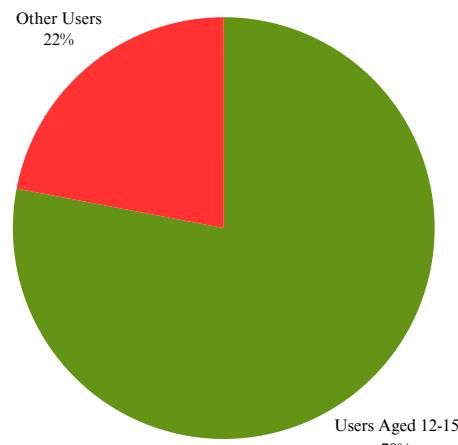
2. Social Media Marketing

Because of its visually appealing nature, Nashville Flying Dress could reach Quinceañeras's target market through social media marketing. This has two sides: the parents hosting the party and the celebrant. We have identified that Facebook and Instagram ads are the most effective way to reach parents who are planning a party for their 14-year-old celebrant. Many parents who have children aged 14 will be above the age of 27. Therefore we have determined that TikTok is the best way to reach the younger target audience. The content on each platform should be tailored to that application. For example on Facebook, the ads may be more image-based, similar to the visual we have shown above. The prices should be clearly stated for the Quinceañera package. However, on TikTok, a short, high-quality video with lots of color would be more suitable and appealing to children, in hopes that they will share the content with their families.

Facebook Users By Age per Herd Digital



TikTok Users By Age per Sprout Social



The hashtag “Quinceañera” has 3.1 billion views on TikTok, while videos showcasing Quinceañera dresses have gained 165 million views. With this in mind, there is a clear market for Nashville Flying Dress to promote their brand, with hopes that children aged 14 will share these ideas with their parents and peers. Other hashtags that could be used are “Quinceanera planning” or “Quinceañera ideas.” A study by SproutSocial found that Instagram posts with at least one hashtag receive 29% more interactions than those without. Posts with 11 or more hashtags have the highest interactions with 79%.



TikTok requires a minimum budget of \$500 per campaign, with a minimum daily budget of \$50 at the campaign level and \$20 per day at the ad group level. The average cost for 1,000 impressions is \$5.

According to WebFX, the minimum budget for a Facebook ad is \$1 per day for campaigns billed by impressions, but some recommend a minimum of \$5 per day for more aggressive campaigns. The average cost per click across all campaigns is \$1.01.

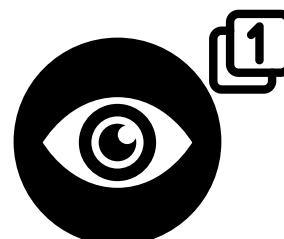
Nashville Flying Dress could start a basic campaign on these platforms with \$1000 dollars, \$500 for each platform. After observing the 30-day results, alterations could be made to the hashtags and demographic settings.



REVENUE

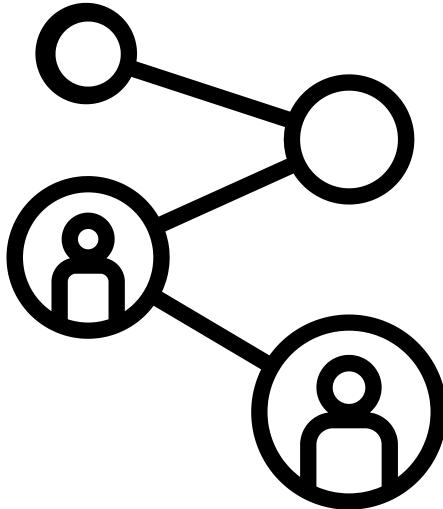
According to Web FX’s research, it has been observed that an average of 100,000 impressions can be generated by a \$500 investment in TikTok ads. On Instagram, if \$500 is spent a total of 495 clicks can occur.

It should be noted that these numbers do not guarantee sales. However, with this in mind, the chance of making a single sale is high. If this customer bought the complete Quinceanera package, the entire cost of the social media campaign would be covered.



3. Referral Program

Many in attendance at a Quinceañera are family and friends of the celebrant. Often, children from the daughter's grade will be around the same age and may have an upcoming birthday. Parents of the attendees will often have to drop off their children who are 15 because the legal driving age in Tennessee is 16. Considering these factors, a referral program is a great way to market to potential customers.



In order to receive the referral discount, applicants must apply by including the name and email of the customer who referred them. Using this method, Nashville Flying Dress can directly contact customers and can establish a foundation for future communication.



COST

The discount could be simply \$100 off the Quinceañera package. This would cut into profit.

52%

52.2% of US small businesses say that referrals are their most successful marketing tool.
per Insider Intelligence



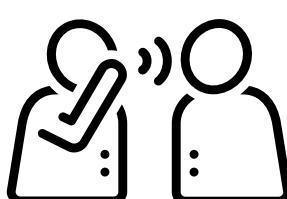
REVENUE

Losing \$100 of profit may seem high however, the chances that the customer would return for another special occasion or refer another customer are much higher.

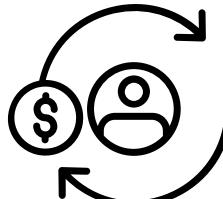
According to Harvard Business Review, referred customers are...



18% more loyal than customers acquired by other means.



4 times more likely to refer more customers to your brand

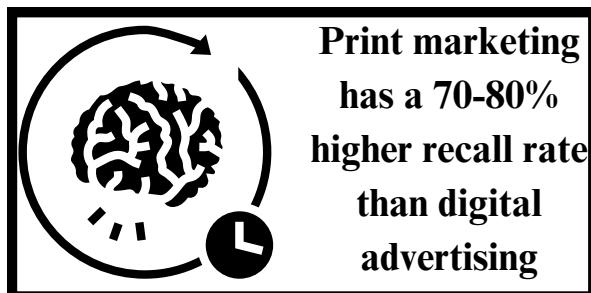


Have a 37% higher retention rate.

4. Advertise at Local Hispanic Businesses

In Tennessee, 1,688 Hispanic-owned businesses were reported in 2021, these places serve as good advertising space for Nashville Flying Dress to promote their Quinceañera package. In doing so, Nashville Flying Dress has the potential to find an audience that is already familiar with Quinceañera traditions. Family and friends are also more likely to recommend the brand. This can strengthen the brand's visibility and create a cultural connection with the community.

We've determined that the best way to achieve this would be through print advertising. Nashville Flying Dress could create printout posters showcasing their Quinceañera dresses and services. Although print advertising has decreased in popularity due to digital, it remains an effective way for small businesses to reach their target market.



With this in mind, print marketing could be a very successful campaign for Nashville Flying Dress. Given the importance of visual appeal for Nashville Flying Dress, print ads could attract potential customers who are already thinking about Quinceañera planning for their celebrant's 15th birthday. Seeing the ad in person may influence them to scan the QR code to learn more.

According to Gitnux: 56% of consumers find print marketing to be the most trustworthy type of marketing. This higher rate of trust can be in favor of Nashville Flying Dress due to the high price point.



“print marketing is the most trustworthy type of marketing”



To print 1000 copies of a promotional flyer 8.5x11 on matted cardstock, it would cost \$550 on [nextdayflyers.com](https://www.nextdayflyers.com)

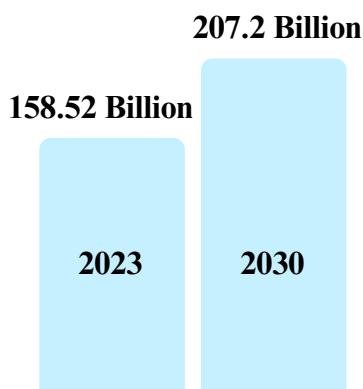


REVENUE

The sale of one Quinceañera package would cover the cost of the posters and would even fund an additional 1000 copies

II. Mobile Consumers

Mobile businesses in Nashville have always had an edge over your traditional brick-and-mortar facilities. Nashville is one of the biggest growing cities in the nation, and a mobile van would allow Nashville Flying Dress to adapt to the changing customer demographic by bringing Flying Dresses directly to where the target audience lives. This flexibility will ensure that the brand can reach all customers in the 615 area, as well as accessibility and the ability to enhance brand visibility.



According to Maximise Market Research, the van business market will grow to 207.2 Billion dollars by 2030. This making it a very opportune time for Nashville Flying Dress to get in on the action.



A van that showcases a Nashville Flying Dress on the exterior would capture the attention potential customers. It would also advertise that the service is mobile and convenient which may lead to even more potential sales.

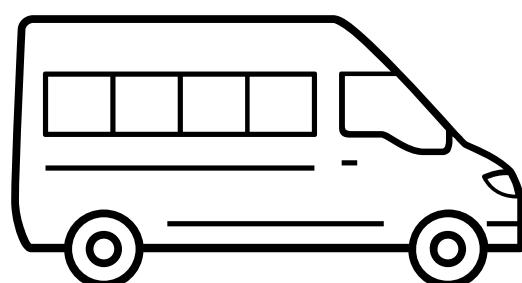


If you want to maintain a luxury feel, you should consider purchasing a Mercedes van, which will cost you around \$12,000. Additionally, you may want to add a graphic wrap to your van to make it stand out from others. This will cost you an additional \$2,500 to \$3,500.

1. 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. You will be able to catch the attention of the people of Nashville and driving around in a mobile fashion boutique will certainly capture the eyes of people nearby. This distinctive differentiation will help you stand out and be more innovative and creative.

96%
of viewers believe mobile advertising is more successful than any other form of conventional outdoor advertising
per Ginger Media Group



2. 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, a computer to set up appointments and bookings, a fridge to store beverages, a heavy-duty outdoor fan to cool off customers and also create the flying dress effect and a changing tent, which could be set up outside for efficient dress fittings. If the van was efficient enough, a fitting and photoshoot could even take place the same day, allowing for a quick turnaround in sales.



For a basic DIY remodel of the interior of a van, you would need to budget approximately \$2,500. In addition, a suitable mini fridge would cost around \$270, a power generator would cost \$900, an outdoor fan would cost \$300, and a proper changing tent would cost approximately \$140. This brings the total to: \$4110

3. Market the Mobile Service on the Nashville Flying Dress Website

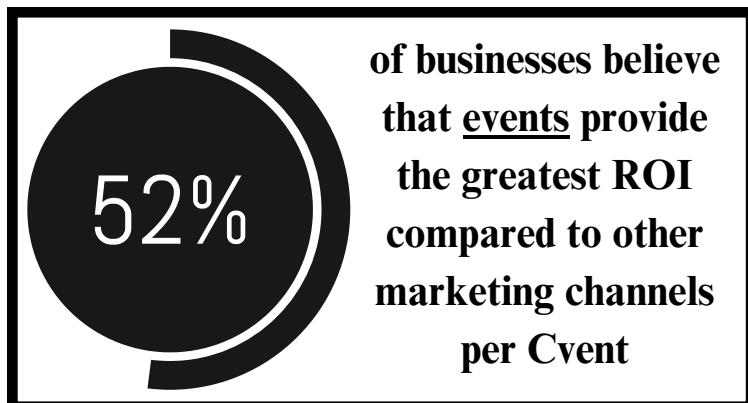
By having the Nashville Flying Dress van as a main feature on the website, mobile consumers can view the experience they receive when booking an appointment. It's important for small businesses to have an online presence, especially in today's digital age. If mobile consumers could view the van ahead of time, it might incentivize them to book an appointment or even approach the van at a public event.



COST
A custom small business website can cost anywhere from \$100-\$10,000. We think that Nashville Flying Dress should spend around \$2000 to create a good website where viewers can have a walk through tour of the van

4. 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 you 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. Also, you can collaborate with local businesses, and artists which can help strengthen and grow your customer base. This community-focused approach will help you build a reputation in Nashville, that can also leach into other big cities, such as Atlanta. Hundreds of festivals and markets occur annually in the Middle Tennessee area. Going to just a few of these per season will allow Nashville Flying Dress to expand their market and also generate sales.



COST

Nashville, Tennessee has a transient vendor license fee of \$100 for temporary sites within the city limits. The average vendor fee for events varies, however, we suggest Nashville Flying Dress commits \$4000 to this cost.

**TOTAL
REVENUE**

A good budget you would need to go through with this plan would be around \$17,500 - \$22,500. This includes the van, remodeling, website building, and event fees. You must gain around 20-25 bookings before you reach your break-even point.



III. Chattanooga

Chattanooga is the fourth largest city in Tennessee located in the southeast corner of the state. It is surrounded by The Smokey mountains and the Tennessee river. Which can lead to beautiful views and great backgrounds for pictures. Chattanooga was in Forbes top 50 places to travel in 2023 which included places like Botswana, Vancouver Island, and Cyprus.

Chattanooga is a good target market for Nashville Flying Dress because of its rapid growth which is expected to only increase throughout the years. According to Regional Planning Agency Executive Director Dan Reuter, the Chattanooga Region will go from just over 371,000 residents to 505,000 by 2070. We have determined 4 tactics to market Nashville Flying Dress towards Chattanooga



1. Live Photoshoot and Booth

The photoshoot can be near the Walnut Street Bridge on the side with the Tennessee Aquarium or it could be set up in Coolidge Park. When people walk by and see what is going on, you can inform them about your business and set up a date to do a photoshoot right there with them.



Riverbend Festival in Chattanooga



COST

\$50 – 250 per hour for a model. Permit to be in the park \$100-500.

You can also have a booth set up that shows pictures of when you did some photoshoots in Nashville, photos of different locations you plan on having some photoshoot at, and showing some of the photos you did today with the model.

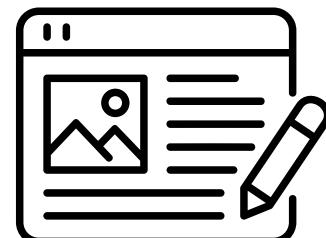


REVENUE

More exposure from passersbyers and people interested in setting up an appointment. One sale could cover the cost of the park permit.

2. Blog Content Creation

Blog Posts are a growing industry that can be used to find good travel spots. A blog increases your chances of ranking higher in search by 434%. People use blogs as a good way to find what Chattanooga has to offer and fun/unique things to do in the city. Nashville Flying Dress could create blog posts about Chattanooga and the culture of dress photography. The blog could also focus on Chatanooga's cultural aspects while promoting Nashville Flying Dress services. Cultivating a community of readers could help Nashville Flying Dress solidify itself as part of the community.



434%

increase in search rankings through blog promotion

33%

of US travelers use travel blogs for travel advice

61%

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



COST

To hire a writer for this blog it may cost \$50-\$100/hr. Content could also be written by the business owner. A partnership with Chattanooga Tourism Co. could help with advertising costs and result in higher reader count



REVENUE

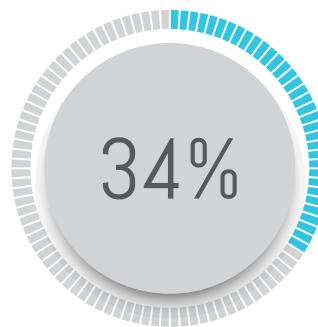
although no direct profit may be made through the blog, increase in visibility and local support will almost guarantee sales for Nashville Flying Dress

3. Host a Giveaway

Nashville Flying Dress could post about their upcoming expansion to Chattanooga and ask what some great spots in the area are for photographs. The person who provides the best location is eligible to receive a free Nashville Flying Dress photoshoot. It must include a picture of the area and be suitable for someone to stand in a flying dress. This is a great tactic for Nashville Flying Dress to generate excitement about their brand coming to Chattanooga. It is also a great way to obtain location scouting for free and build community engagement.

Giveaways have a conversion rate of

per Small Business Trends



By hosting this giveaway Nashville Flying Dress provides a way for their advertising to go beyond its current audience. Each entry posted almost guarantees that the account's followers will at least view the photos and their purpose. As the contest gains momentum and participants share their entries, Nashville Flying Dress taps into networks that may not have been previously reached, expanding its reach and potentially attracting new customers

Small businesses everywhere have seen great success rates regarding Instagram giveaways. We believe that Nashville Flying Dress could receive positive results, especially considering the novelty of its service. In a study done by Tailwind contests hosted on Instagram received 64x more comments and 3.5x more likes than normal uploads

COST

\$500 for the free photoshoot



REVENUE

Although no profit is directly made, the promotion for the business is invaluable



An example of a potential giveaway announcement

4. Work with the University of Tennessee at Chattanooga

The University of Tennessee at Chattanooga is a major university there. Working with college students and having them talk about your business can be an excellent opportunity. You can show off the dresses and help future students with photography. This can lead to students wanting to have a photo taken in a dress. The university could spread the photos on their social media showing the students' photos, but it will also include what you helped them with and provided them with what they photographed. This can lead to more partnerships down the road and the ability to see future photographers you could want to work with in the future.



Photo From UTC Photography



COST
Cost of you time
working with
students



REVENUE

Advertisement from UTC page
and earns Nashville Flying
Dress a good reputation for
being involved in the community

IV. Weddings and Destination Planners

Destination Planners are often hired to plan and coordinate a wedding in a location away from the client's home state or even country. With Nashville's recent tourism surge, the city has become an attractive destination for such celebrations. Nashville Flying Dress could succeed in marketing itself to Destination Wedding Planners as an option for a unique photography session. New and modern experiences have become a growing trend during wedding celebrations, and Nashville Flying Dress has the opportunity to provide that experience. The Destination Planners could pitch the flying dress photoshoot as an option for their client's celebratory occasion. We have determined four tactics to reach Destination Wedding Planners.



1.Offer Discounted Rates for Destination Planners

By providing Destination Planners a discount when booking one of their clients Nashville Flying Dress will be able to gain more customers who already pay for the experience before they arrive. Another positive is the customer will be from out of town so standard locations that may be boring to locals will be a novelty to them.

COST

A discounted rate of \$100 would cut into profits but would be enough to entice Destination Planners to use the service.



REVENUE

Increased customer frequency, some customers will post their photos due to the special occasion which will drive online engagement further.

An example of a wedding package where Nashville Flying Dress may be featured

2. Attend TN Bridal and Wedding Expo

TN Bridal and Wedding Expo is an annual event for wedding planners, couples, and others to find professional wedding services. Nashville Flying Dress could find great success in attending the event by creating a visually stunning booth and networking with Destination Wedding Planners. They could even have a model showcase one of the dresses live.

COST

TN Bridal and Wedding Expo charges \$1,395 for premium booth.

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 fitting of the couple's wedding day attire
- Beach pergola or wedding gazebo drapery
- Bouquet(s) and/or boutonniere(s) for the wedding couple
- White or 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)

- Complimentary access to the spa's lounge area for the wedding couple and their parents on one day or stay (up to six guests, time and day must be confirmed with the spa manager)*
- Complimentary room for one member of the wedding couple the night before the wedding (based on availability)*
- Romantic sundown service for the wedding couple the evening of the wedding
- Romantic breakfast in bed with mimosa the day after the wedding (based on availability)
- Late checkout for the wedding couple (based on availability, until 3PM)
- Free anniversary nights
- Every fifth room free (up to ten complimentary rooms)
- One complimentary upgrade for every ten paid rooms
- \$100 in resort coupons per guest
- Private group check-in

SELLING PRICE

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

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

According to the CEIR



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

REVENUE

Potential appointments made at the expo or brand exposure are limitless.

3. Local Wedding Venues



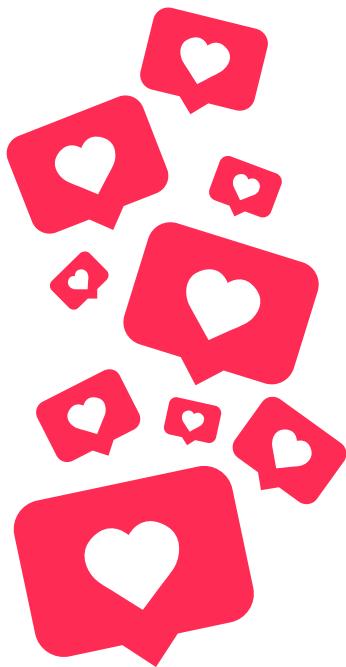
Nashville Flying Dress could approach local wedding venues to advertise the flying dress experience to bachelorette parties or bridal showers. The pitch could be a collaboration with the wedding venue to develop a bundled package that would offer both the venue rental and a Nashville Flying Dress photo shoot. According to Fast Capital, businesses with bundled offerings are 20% more likely to outperform competitors. By connecting itself to a respected venue, Nashville Flying Dress has the potential for customers to take the service more seriously. Similar to a referral or cosign.

\$ COST

Finding the right venue to create a bundled package would be the hardest part of this tactic. If the right one is found, only a small fee could be paid to the venue. Or, the venue would allow the service to be added on to a preexisting bundled deal that would already be created. Overall Nashville Flying Dress would lose about \$100 a customer due to the discount.

4. TikTok Content

Nashville Flying Dress could create short-form content to showcase the flying dress service, bridal shower, and bachelorette party content. By creating an online community centered around the target market, Nashville Flying Dress could develop a strong connection with its customer base while also creating self-advertising for its local audience. Videos containing “Bridal Shower Ideas” have 14.9 million views on TikTok. Other searches, such as “Bachelorette Parties,” have 34.5 million views. These numbers are only rising, showing that online content is a great way for potential customers to view and share your brand.



\$ COST

Making content is free, but if Nashville Flying Dress wanted to do an ad campaign as previously mentioned, the cost would be about \$500.

\$ REVENUE

The revenue earned from this tactic would be the increase of customers who would take advantage of the bundled deal.



\$ REVENUE

Using tags like Nashville, and Nashville Bachelorette Parties would recommend videos to a local audience who would be more likely to book a flying dress appointment.

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