
Herd House

1 University Park Drive
Nashville, TN 37204

BNA - Strategic Social Media Plan

16 April 2020

EXECUTIVE SUMMARY:

Herd House is honored to have the opportunity to partner with BNA in extending their brand through the launch of merchandise and creating “Better Nashville Apparel.” The following proposal outlines various ways that we propose BNA can strategically use social media to achieve their sales goals for the online merchandise store. It lays out various strategies and tactics that will promote sales.

The strategies and tactics focus on using paid social media advertisements, traditional advertisements, organic social media posts, unique hashtags and influencer partnerships. The proposal also provides additional suggestions that aren’t related to social media. These are suggestions that the Herd House team thought of while planning out social media strategies. They include tactics like traditional in-airport advertising and using BNA’s owned media to promote the merchandise. Though not all of these tactics may be necessary, we believe that the implementation of any of these additional suggestions will be beneficial and lead to even greater success.

OBJECTIVE:

To create a strong social media presence for BNA merchandise in order to achieve BNA’s sales goals. We plan to achieve our breakeven estimate within the first year of the shop’s launch and plan to begin generating profits in the years following.

OVERALL GOALS:

1. Triple the awareness of BNA’s online merchandise store during the three months leading up to the launch.

2. Market BNA's merchandise on social media platforms and generate at least enough sales from these platforms to break even within one year after the launch.
3. Generate an increase of 15% in number of followers and overall consumer levels of engagement on BNA's social media platforms within the next year.
4. Establish the BNA brand as one of the top 10 most recognizable names for Nashville merchandise within a year of the launch.

KEY PUBLICS:

Tourists

According to the Nashville Convention & Visitors Corporation, 16.1 million people visited Nashville last year. Tourists will be one of the primary key publics that we plan to target with our social media campaign. This includes visitors who travel to Nashville for bachelorette parties, concerts, vacations, etc. Creating an appeal to a souvenir market for tourists could help draw attention to new BNA merchandise.

Nashville Locals and Frequent BNA Visitors

This includes locals who frequently visit BNA, as well as individuals who often visit BNA when traveling for business. Americans make 405 million long-distance business trips per year, accounting for 16% of all long-distance travel (U.S. Department of Transportation). We believe that Nashville locals tend to take great pride in their city and would be interested in purchasing BNA merchandise.

Current Digital Audiences

This includes Instagram and Facebook users who already follow and engage with BNA. Users who interact with the BNA carpet Instagram account could be included in this category as well. Either way, business pages are a hit among Instagram followers. According to Instagram, more than 200 million Instagram users visit at least one business profile a day, as well as 60% of people in an Instagram user survey said they discover new products on Instagram.

STRATEGIES:

1. BNA Audience Segmentation

In order to determine the most effective ways to market BNA's new merchandise both to these key publics and others, BNA should consider doing a segmentation to understand

who interacts with their brand the most. Social media audits and surveys could serve as effective methods for achieving this goal.

2. Use Instagram and Facebook as primary platforms for selling BNA merchandise.

We plan to utilize BNA's social media accounts to post and promote the launch of their online merchandise store. We also plan to use paid ads targeted at key publics in order to increase awareness, traffic, and sales.

3. Create hashtags to boost BNA merchandise brand positioning.

Through the use of BNA branded hashtags we are looking to increase awareness of the merchandise store in both owned and earned media.

4. Develop partnerships with influencers in order to promote BNA merchandise.

Through these relationships with influencers we hope to increase awareness of newly offered products through their large followings on various social media platforms.

5. Create in-airport advertisements in addition to social media advertisements.

In-airport advertisements can be placed in highly trafficked areas of the airport, allowing travelers to conveniently purchase last minute souvenirs even when rushing to catch a flight.

TACTICS AND ACTIVITIES:

Social Media

We plan to utilize various different social media platforms over the course of our campaign, but will rely primarily on Instagram and Facebook as a way of directly selling and engaging with our audiences. Throughout this section, we outline specific ways we plan to utilize each of these platforms, as well as outline some sample post content. We also plan to utilize hashtags over the course of our campaign to generate greater levels of engagement. TikTok will be used in conjunction with our overall social media strategy as well.

Instagram:

We plan to utilize Instagram as one of our main platforms for marketing and selling BNA's new merchandise. Instagram will serve as a very effective platform for selling BNA's merchandise, primarily because it is a very visually driven social network. Additionally, Instagram contains features that make it easy to directly sell products to your followers. We have also found that Instagram is one of the best social platforms for reaching

younger generations. According to the Pew Research Center, “Those ages 18 to 24 are substantially more likely than those ages 25 to 29 to say they use Instagram (75% vs. 57%).” For that reason, we plan to use Instagram to engage with the younger members of our target audiences.

Traditional Posts:

We plan to rely on traditional posts in order to effectively promote BNA’s new merchandise line. The content of these posts will consist of the content created from our photo and influencer strategy (outlined later on in this document). Within our traditional posts, we also plan to utilize direct selling features such as the “tap to view price” feature, which will allow us to sell BNA’s merchandise directly from this channel.

Instagram Stories:

While conducting our competitor social media audit, we noticed every airport Instagram account we analyzed utilized Instagram stories in some capacity, whether it be for entertainment, shopping, dining, news/announcements, advertisements, consumer engagement purposes and others. We plan to use Instagram stories in order to promote BNA’s merchandise in conjunction with our influencer photo strategy. We also plan to create a giveaway contest for Instagram Stories in order to generate greater levels of consumer engagement and awareness.

Direct Selling:

We plan to utilize Instagram as a platform for directly selling BNA’s merchandise by implementing the following steps:

1. Set up the BNA Shop Instagram as a business profile.

-This will allow BNA to gain access to Instagram’s unique selling features and analytics, such as reach, profile visits, website clicks, and impressions.

2. Begin utilizing Instagram Shopping

-According to Wordstream, “More than 90 million users tap to reveal tags in shopping posts every month.” This gives us reason to believe that direct selling on Instagram can serve as an incredibly effective method for selling BNA’s merchandise.

-Instagram shopping allows followers to shop directly from traditional posts by using “tap to view price” features. When a user clicks on the image, tags appear

that will display a product description and a call to action that will take users to a landing page (in this case, BNA's online merchandise shop).

-Instagram has also recently released features that allow businesses to sell directly from Instagram stories and we plan to utilize these features as well.

-Instagram shopping will be used in conjunction with our influencer photo strategy for BNA.

Geo-Filters:

We also plan to create geo-filters for Instagram in order to generate greater levels of consumer engagement surrounding the merchandise. We plan to design geo-filters that will make it appear as though the person taking the picture is wearing BNA merchandise. Not only will this lead to greater levels of consumer engagement on social media, but it will also raise awareness of BNA's new merchandise and will likely lead to an increase in sales.

Facebook:

We plan to use Facebook in conjunction with Instagram as one of our main platforms for marketing and selling BNA's new merchandise. Similar to Instagram, Facebook is also a very visually driven social network and contains features that make it very easy to directly sell to your target audiences. Whereas we plan to use Instagram to reach younger generations, we plan to use Facebook to target families, millennials and older generations.

Facebook provides the opportunity to use targeted ads for a reasonable price which will be reflected in our budget. By using these ads we hope to raise awareness of BNA's merchandise as well as increase traffic to BNA's website. We anticipate that these actions will lead to an overall increase in sales.

TikTok:

We plan to use TikTok as a way to target our younger audience. The audience for TikTok ranges from 12-25 years old. This would be the fastest way to go viral on social media, using hashtags and trending dances. We plan to make multiple TikTok's on the runway wearing specific merchandise to bring awareness to the new line.

Hashtags:

Hashtags can serve as extremely effective tools for generating greater levels of viewership and engagement. For that reason, we believe BNA should utilize one or two key hashtags in conjunction with their overall social media plan.

Hashtag Ideas:

#BetterNashvilleApperal: (All) This hashtag would be used across all media outlets as it is specifically when the line of merch is announced. We believe that this is a catchy phrase that would grab the attention of customers.

#BNAoftheday: (Instagram) This hashtag is similar to #OOTD (outfit of the day), and we plan to use this hashtag to make featured posts. BNA could post a featured item on Instagram, Facebook and TikTok. This would raise the viewer's awareness of the item, grab their attention, and cause them to look at more products that we would have linked to the post.

#BNAgoals: (Instagram & Facebook) This is another play on words with the #goals. The idea would be to post this on every post especially on Instagram and Facebook. With more repetition the more it will become recognized and the public will use it when they post pictures in the merch.

#wearBNA: (Instagram and TikTok) This hashtag is simple and memorable, and will be the main hashtag we utilize as we attempt to establish BNA as a recognizable name for Nashville merchandise.

#BNAgiveaway: While we don't plan on using this as our main campaign hashtag, we think one great way to raise awareness of BNA's new merchandise would be to create a merchandise giveaway on Instagram and Facebook. In order to enter the contest, users would have to tag two people in the post. Resharing the post to the user's Instagram or Facebook story while using #BNAgiveaway could be counted as an extra contest entry.

Photo Strategy

We recommend conducting two multi-site photoshoots. This ensures that there will be plenty of content to choose from when posting on social media.

- We recommend hiring models for one of the photoshoots and shooting at various locations in and around the airport and around Nashville. When choosing models, it is important to keep diversity and body positivity in mind.

- For the second photoshoot, we recommend having various Nashville influencers (listed below) be the “models” for the shoot. The influencers would be invited to be a part of an exclusive photoshoot with BNA for their new merchandise. This shoot should also be a multi-site shoot. The influencers should be encouraged to post from behind-the-scenes of the shoot. Having the influencers post their behind-the-scenes content would help generate buzz around the merchandise. This photoshoot will provide BNA and the influencers with good social content.

Through analyzing other local apparel retailers’ Instagrams like @thenashcollection, @615collection and @project615, we found that the posts that talk about Nashville sports teams or that show off the skyline or feature neighborhoods of Nashville get more engagement than their other posts. This discovery should be kept in mind when planning locations for photoshoots. Below is a list of shoot locations recommendations:

- The John Seigenthaler Pedestrian Bridge
- 12 South neighborhood
 - Has popular murals like the “I Believe in Nashville” mural
- The Gulch
 - Definitely take pictures in front of the “What Lifts You” mural
- Bridgestone Arena
- Broadway
 - A rooftop on Broadway; FGL House or Jason Aldean’s
- Germantown
- The Parthenon/Centennial Park
- Bicentennial Park/State Capitol Building
- Pinewood Social
- Hattie B’s/ Other famous Nashville restaurants

When planning for photoshoots, consider what you will post on certain holidays and make sure to capture content that relates to the holiday.

Sample Posts:

We have drafted a few sample Instagram and Facebook posts that would lead to good engagement:

- Picture: three models walking on the pedestrian bridge wearing various combinations of BNA merchandise with the skyline in the background. Caption: “Explore the city and look fly at the same time. #wearBNA”

- Picture: two models in front of Bridgestone arena holding up a predators flag and wearing BNA merchandise. Caption: “BNA is cheering on our guys on the ice tonight! #wearBNA #smashville #gopreds”
- Picture: model wearing BNA merchandise outside the doors of the airport holding a suitcase. Caption: “This is how you travel in style. #wearBNA”
- Picture: model sitting in the airport on their laptop or reading a book wearing BNA merchandise and styled with a trendy jacket (or any trendy clothing item). Caption: “The only way to travel in Nashville is in style. Stay in style with BNA merchandise. #wearBNA”
- Picture: model boarding the plane in a BNA t-shirt. Caption: If you didn’t buy a Nashville t-shirt, did you really travel to Nashville? #wearBNA”
- Picture: two models in front of the Nashville skyline. Caption: “Rep your favorite city and airport with new BNA merchandise! #wearBNA”
- Picture: a close-up of the paper airplane shirt. Caption: “Fly BNA #wearBNA”
- Boomerang of a person holding two hats and a poll that asks, “Which one is your favorite?” Text on the boomerang says, “Buy your BNA merch today at *insert website link*”

Post Frequency:

For the first couple of weeks after the merchandise has been released, it is important to post frequently in order to generate awareness. We propose posting at least five to six times a week about the merchandise for the first two months on Facebook and Instagram. After the first two months, evaluate to determine whether the post frequency is helping to achieve goals. If it is not, increase or decrease posting frequency as the evaluator sees fit. It is important when posting five to six times a week to ensure that your content is delivered in diverse forms so your audience doesn’t get bored. Post interesting photos and videos and post various kinds to stories in an effort to keep viewers engaged.

According to an Instagram Marketing Guide by Kicksta, the optimal times to post on Instagram for retail are midday on Wednesday (around 11 a.m.) and Friday mornings (10-11 a.m.). The worst day for posting retail is Sunday. They also found that the posts that get the lowest engagement are typically posted late at night or early in the morning. With all of their findings in mind, we will post on Instagram and Facebook between 10 a.m. and 2 p.m. Monday-Saturday.

Paid Advertisements (social media)

Since this is an online store, the majority of BNA’s advertisements should be online as well. We recommend using Facebook and Instagram as our two main vehicles for online

marketing and advertising. Not only are they two of the most used social media applications, but they are also closely linked which makes it easier to streamline advertisements for both platforms at once.

Before any online advertising begins, we need to ensure that the account is a business account, so that analytics and impressions can easily be tracked. BNA should also attempt to get their Instagram and Facebook accounts verified in order to establish credibility.

Instagram sponsored posts:

One of the most effective ways for us to reach potential customers and followers is through sponsored posts on Instagram. These posts would be a great place to highlight the new merchandise and why it's exciting. They can also feature a call to action in the form of a tap-to-shop button or even a simple link-in-profile.

These sponsored posts can also be in carousel format, which is a great way to show off more than one piece of merchandise in one post. The viewers can swipe through the ad, and each image will be linked to the online store.

Instagram story ads:

Instagram story ads will be more focused and targeted than our sponsored posts, aiming to reach people that already follow BNA on social media or have shown an interest in Nashville or Nashville-themed apparel. These ads should be the most interactive of all of our ads. We can use Instagram's poll feature to not only increase engagement with and awareness about the brand but also to see what merchandise consumers prefer. Story ads will also utilize the swipe-up feature to link back to the online store.

Facebook Ads:

The Facebook Ads will be photo ads featuring the merchandise. Facebook is a great place to not only show off the merchandise but also connect it to a person or face, even if they're not an influencer. Facebook is one of the most direct and targeted platforms for online advertising, with demographics, locations and behaviors all available as options for targeting the perfect audience.

We can also put together a few, short video ads for Facebook. These videos will be short and sweet and can be as simple as someone walking through the airport or boarding the flight wearing their BNA hat or t-shirt. They can not only promote traveling through BNA, but also the new line of merchandise.

All of the online ads need to be short and sweet with captivating, aesthetically pleasing images that appeal to BNA's target audiences. They need to be clickable and easy to navigate so as to create a straightforward, hassle-free shopping experience.

Paid Advertisements (traditional)

While we realize that BNA's merchandise is primarily going to be sold online, we believe it is still important to have tangible advertisements within the airport in order to most effectively appeal to BNA's target audiences. We also believe that paid advertisements are a great way to quickly reach a wide variety of potential customers. We recommend investing in online advertisements, airline magazine advertisements and print advertisements to achieve this goal.

Online Advertisements:

Online advertisements are a great way to appeal to a wide range of potential customers. In order for BNA to reach the greatest amount of potential customers in their target audiences, we recommend that BNA purchase online advertisements on sites such as Expedia, Travelocity or Kayak. BNA could also consider purchasing advertisements on popular, Nashville-specific travel blogs.

Airline Magazine Advertisements:

In order to most effectively appeal to BNA's target audiences, BNA should consider purchasing advertisements in airline magazines. If BNA decides to purchase these advertisements, we believe that BNA should reach out to [Southwest Airlines](#) specifically since Southwest is one of the main airlines that flies out of BNA, and since both BNA and Southwest place a high value on cultivating a welcoming customer experience.

Print advertisements / Posters:

We also believe that BNA should create a variety of posters to be displayed within the airport's terminals. We suggest that BNA create posters directly related to their social media photo strategy by including pictures of influencers wearing the merchandise in various famous locations around Nashville. These posters can include fun captions and play off of the "**Better Nashville Apparel**," theme.

Overall, it is important for these posters to be engaging and eye-catching, as well as provide visuals of the merchandise. The posters must make it easy for BNA visitors to get connected to the online merchandise shop and make purchases directly from the airport (Including QR codes on the posters would be an effective way to achieve this goal).

Additionally, any print advertisements we display throughout the airport must emphasize the convenience of being able to purchase BNA's merchandise online and having the products shipped directly to the traveler's homes. BNA could focus on how this process is hassle free and avoids taking up valuable space in people's luggage.

Sample Caption: No room in your carry-on? No problem. Shop BNA online and have souvenirs shipped directly to your final destination.

Influencers:

We plan to create partnerships with local Nashville influencers to show-off the merchandise to their following, This will mainly be helpful in targeting the local Nashville residents but it can also be useful in targeting travelers that are coming to Nashville as some of them might find the influencers' pages in the process of planning for their trip. We may be able to secure some partnerships with paying the influencers. However, because of the power that influencers have gained in selling products, most will ask for compensation. We believe that compensating them will prove to be extremely valuable. Paying influencers will ensure that we secure the most influential influencers for our key publics. BNA could also consider compensating influencers with certain perks rather than monetary compensation (Ex. free parking at BNA). A study conducted by The Influencer Marketing Hub showed that "businesses are making \$5.20 for every \$1 spent on influencer marketing."

[\(https://influencermarketinghub.com/influencer-marketing-statistics/\)](https://influencermarketinghub.com/influencer-marketing-statistics/)

Influencers will each receive a discount code to share with their followers. Tracking the uses of the code can help track how effective the influencer partnership is for generating sales. Influencer partners can also host giveaways of the merchandise. It is important to let the influencer choose the activity or post that would best engage with their following whether that is hosting a giveaway, posting a picture of them wearing or trying on the merchandise or posting an unboxing video (described below).

We also advise sending free merchandise to influencers and celebrities to wear and hopefully promote. Since most influencers are bombarded with free stuff, we want to deliver something to their doorstep that stands out so much that they will have to post about it on social media because it's so unique. This worked well for Beyonce's launch of IVY PARK with Adidas. Obviously we know that BNA is not as well-known as Beyonce, but her unique delivery style was successful in getting celebrities to post about the merch being delivered. That is the ultimate goal of an interesting delivery style. We want local influencers and celebrities to post about the delivery of BNA merchandise. We can also include a note in the box asking if they would be willing to share the box and the

merchandise inside on social media. We have linked a good resource for creating a memorable unboxing experience below.

<https://www.shopify.com/blog/ecommerce-packaging>

If the unboxing experience is successful, BNA can look into replicating the unboxing experience in a smaller fashion when delivering merchandise to paying customers.

Possible Ideas for the box:

- Deliver in an airplane shaped box
- Deliver in a box that is printed to look like the famous BNA carpet

Ideas of Celebrities and Influencers to deliver the merch to:

- Thomas Rhett & Lauren Akins
- Sadie Robertson
- Carrie Underwood
- Ben Rector (This is a smaller celebrity but he posts about his travels a lot.)
- All influencers listed below

Influencers to reach out to for collaboration include but aren't limited to:

- [@jasminekatrina](#) 55.8k followers
- [@thenashvillemom](#) 26.7k followers
- [@hunterpremo](#) 144k followers
- [@cameronpremo](#) 11.3k followers (husband of @hunterpremo)
- [@greta_hollar](#) 37.2k followers
- [@bnacarpet](#) 27.2k followers
- [@bychloewen](#) 124k followers
- [@hannahdtrick](#) 42.8k followers
- [@malloryervin](#) 381k followers
- [@alexa.anglin](#) 340k followers
- [@nashvilletash](#) 116k followers
- [@legitsadierob](#) 3.7M followers
- [@livingwithlandyn](#) 235k followers
- [@dmmaltby](#) 337k followers
- [@experiencenash](#) 31.9k followers
- [@shawnjohnson](#) 2.6M followers
- [@malloryervin](#) 381k followers
- [@kristincavallari](#) 3.8M followers
- [@velvetsedge](#) 213k followers

Our top influencer recommendations:

1. [@jasminekatrina](#) 55.8k followers
2. [@livingwithlandyn](#) 235k followers
3. [@thenashvillemom](#) 26.7k followers
4. [@hunterpremo](#) 144k followers
5. [@greta_hollar](#) 37.2k followers

Additional Suggestions:

We also recommend that BNA reach out to Nashville tourist pages and/or use the pages' specified hashtags to get BNA merchandise content featured on their pages. Some of these accounts include but aren't limited to:

- [@nashvilletn](#) 306k followers
- [@visitmusiccity](#) 136k followers
- [@downtown_nashville](#) 31.3k followers
- [@thenashvilleguide](#) 147k followers
- [@bnacarpets](#) 27.2k followers

Owned Media

We plan to utilize BNA's website as a vehicle for both selling and promoting BNA's products. BNA's main website should include a clear link to BNA's merchandise shop, making it easy for BNA's website visitors to locate the shop.

We also want to ensure that the merchandise shop is aesthetically appealing and easy to navigate, which will require some web design. This web design, along with other designs needed for ad graphics and pictures needed for the website, have been factored into our budget.

In addition to using BNA's website as an avenue to the online shop, we also want to include links to the shop in the bios of all BNA owned social media. As well as advertising the shop through instagram and facebook posts, stories, and live.

Additional Suggestions

While we realize that BNA's merchandise will primarily be sold online, we feel that it is important for BNA's new merchandise line to have a tangible presence within the airport itself. We have developed a few creative ways we believe BNA could market their merchandise to the captive audience of travelers within the airport.

1. BNA Merchandise Cart

While we realize BNA does not want to occupy an actual retail space within the airport, we feel that it is still important for BNA's merchandise to have a tangible space within the airport. Some ways that BNA could achieve this goal include setting up a cart within the airport to sell BNA's new merchandise. A merchandise cart would allow people to actually see BNA's merchandise, which would likely lead to an increase in impulse purchases. However, one downside to this method is that it would require having an employee present to oversee the merchandise.

2. Merchandise Vending Machine

During our preliminary research, we noticed that a company called Uniqlo has installed 10+ apparel vending machines in various airports and malls across the country. While this may not be an expense that BNA is interested in investing in, we believe it would serve as a creative, effective way for BNA's merchandise to have a tangible presence inside of the airport (without occupying valuable retail space within the airport or having to pay employees to oversee the merchandise).

Overall, we believe that having some type of direct purchasing avenue within the airport would increase overall sales, as it would allow consumers to be able to physically see the product and would increase the likelihood of impulse purchases.

EVALUATION

There are two main data categories to consider after the launch of the BNA merchandise online portal: social media evaluation and sales evaluation.

Social Media/Advertising:

Prior to launching social media strategy, we recommend taking an audit of BNA's current social media accounts: followers, engagement percentage, clicks, etc. This will establish an anchor point to see how those statistics prove after implementing this plan. Gathering data from Facebook Analytics and Instagram Analytics will provide a clear look of what works and what doesn't.

We recognize switching back and forth between Facebook Analytics and Instagram Analytics would be too tedious of a task. Thankfully, we found tools/programs that provide a deeper look into social media statistics, all the while keeping the data in one place. Here are a few we recommend:

- [Keyhole](#)

- [Brandwatch](#)
- [Brandmentions](#)
- [Meltwater](#)

Sales Tracking:

Tracking sales will provide a picture of what merchandise items work with our audience and which don't. Tracking helps provide a quantitative data point for the team to watch as BNA goes through the next couple of quarters.

BUDGET

Tier 1:

- Photographer: \$2000- \$3200
 - \$100-400 per hour; plan on having 2 four-hour photoshoots
- Influencers:
 - \$0
- Paid Social Media Advertisements: \$1,200 - \$2000
 - Facebook: \$0.97 per click (\$1,455 for 1500 impressions)
 - Instagram : \$50 per day (run ads for 1-2 weeks each)
- Print Advertisements:
 - \$250-700 for posters; depending on size and quantity

Tier 1 TOTAL: \$5900

Tier 2:

- Photographer: \$2000- \$3200
 - \$100-400 per hour; plan on having 2 four-hour photoshoots
- Influencers partially compensated:
 - cost of the compensation to BNA whether that be free parking, free merchandise, etc.
- Paid Social Media Advertisements: \$1,200 - \$2000
 - Facebook: \$0.97 per click (\$1,455 for 1500 impressions)
 - Instagram : \$50 per day (run ads for 1-2 weeks each)
- Print Advertisements:
 - \$250-700 for posters; depending on size and quantity
- Online Advertisements:
 - Expedia ads start at \$0.25 per click (\$500 for 2000 clicks)
- Geo-filters: \$5-\$20 per day (about \$1800 for three month)
- Unboxing Experience: ranges from around \$5-\$25. At \$25 per box for 30 boxes = \$750

Tier 2 TOTAL: \$8,950

Tier 3:

-Photographer: \$2000- \$3200

- \$100-400 per hour; plan on having 2 four-hour photoshoots

-Influencers fully compensated:

- The baseline formula for the influencer rates is \$100 per 10,000 followers. The rate for each influencer will vary and most will have a press sheet that explains their rate.

-Paid Social Media Advertisements: \$1,200 - \$2000

- Facebook: \$0.97 per click (\$1,455 for 1500 impressions)
- Instagram : \$50 per day (run ads for 1-2 weeks each)

-Print Advertisements:

- \$250-700 for posters; depending on size and quantity

-Online Advertisements:

- Expedia ads start at \$0.25 per click (\$500 for 2000 clicks)

-Geo-filters: \$5-\$20 per day (about \$1800 for three month)

-Unboxing Experience: ranges from around \$5-\$25. At \$25 per box for 30 boxes = \$750

-Advertisements in Airline Magazines:

- Southwest: The Magazine is about \$20,000 - \$45,000 depending on the size and frequency of the ad

-Retail Vending Machine: \$5,000 - \$10,000 (+ the cost of the merchandise)

Tier 3 TOTAL: \$33,450 - \$63,950

SOURCES

Beyonce Case Study (Influencer Marketing Research):

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Influencer Marketing Stats:

<https://influencermarketinghub.com/influencer-marketing-statistics/>

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<https://www.wordstream.com/blog/ws/2018/09/26/instagram-stories-shopping>

Uniqlo Case Study- Retail Vending Machine:

<https://www.businessinsider.com/uniqlo-adds-vending-machines-airports-malls-2017-8>

Retail Vending Machine- Quotes and Estimates:

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Formula for Influencer Rates

<https://blog.hootsuite.com/instagram-influencer-rates/>

Facebook advertising:

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Instagram advertising:

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