

Bella & Dani Thorne

TWISTED
SISTERS

Live on **AMP**
Wednesdays 6pm PST



Marketing Plan
by Kimaya Floyd

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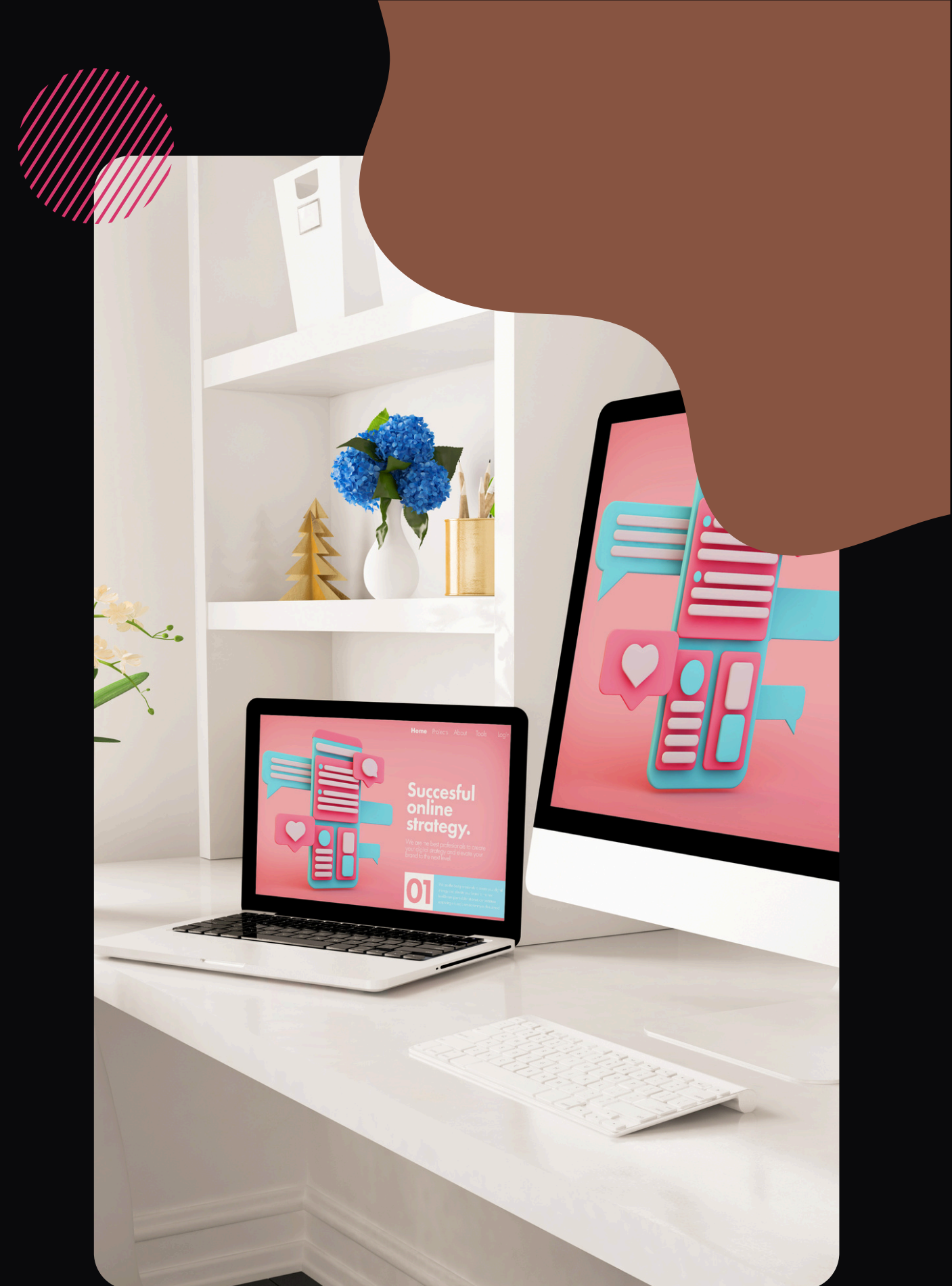
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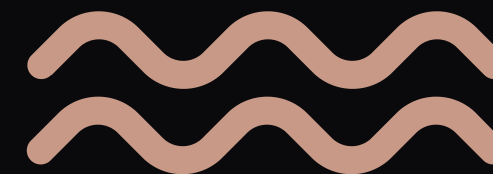
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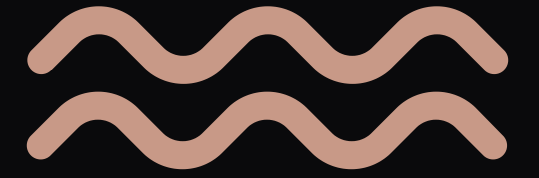
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About Amp

Meet Amp, Amazon's new live radio app. Amp infuses what listeners love about radio with what's made possible by today's technology. Currently in beta, Amp allows anyone to host their own live radio show using simple tools and licensed catalog of tens of millions of songs.



Audience Targeting

Primary Audience:

- Gen Z girls, aged 13–25, seeking advice on relationships and dating, with a "big sister" vibe.

Secondary Audience:

- Fans who follow Bella and Dani Thorne
- Fans of celebrity culture and pop trends



Social Media Strategy



Instagram & Tik-Tok

- **Content:** Post daily short-form clips from episodes (using Amp's CLIP feature), highlights from celebrity guests, and polls for upcoming topics.
- **Reels/Stories:** Post "this or that" style polls about relationships and standards to increase engagement.
- **Behind-the-Scenes Content:** Show Bella and Dani prepping for the show and casual moments to enhance their relatability.

Youtube

Video: Post semi-full episodes (excluding call ins), to Bella's Youtube channel, two days after air.

Shorts: Post short-form clips from the episodes.

Exclude call ins and live chat game from Youtube episodes.

Influencer Collaboration

Partner with micro and macro influencers in the dating and relationship niche to post shoutouts about Twisted Sisters on their profiles.

Cross Promotions with the official @Liveonamp social media pages.

Hashtags

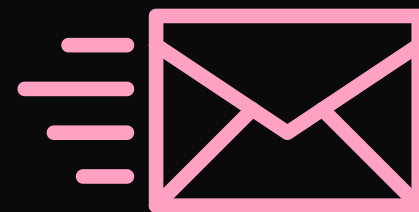
Create branded hashtags such as #TwistedSistersAdvice, #AskBellaDani, and #TwistedOnAmp for consistent use across platforms.

Use trending hashtags like #DatingAdvice, #GenZRelationships, and #TwistedOnAmp.

Email and Anonymous Submissions



- Encourage listeners to send in dating advice questions via email and social media to remain anonymous, particularly for sensitive topics.
- Use these submissions in a weekly segment to foster deeper fan connection.
- Each episode, Bella and Dani will read three listener emails and give their best sisterly advice.



Listener Interaction and Retention



CALL IN NOW!



- Live Quizzes, Polls & Games in the chat
- Call in Shows: Every episode will feature a segment where listeners and fans can call into the show live to get dating advice from Bella and Dani.
- Weekly Polls: Let listeners vote on the next episode's topic (e.g., "Boundaries vs. Standards"). Feature the results in social media stories and shout out the fans who suggested winning ideas.
- Caller Stories: Highlight the most engaging calls on social media post-show, creating a "call-in recap" that will encourage future listeners to participate.



Cross-Promotions and Celebrity Partnerships



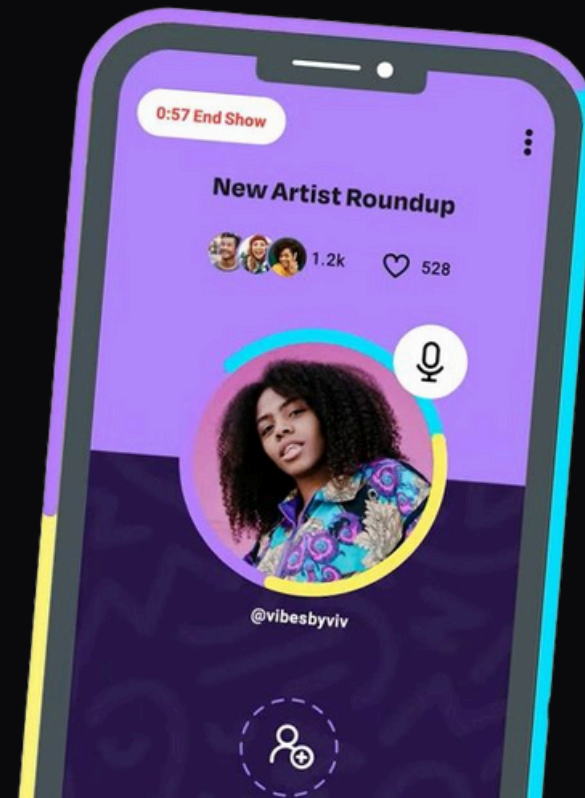
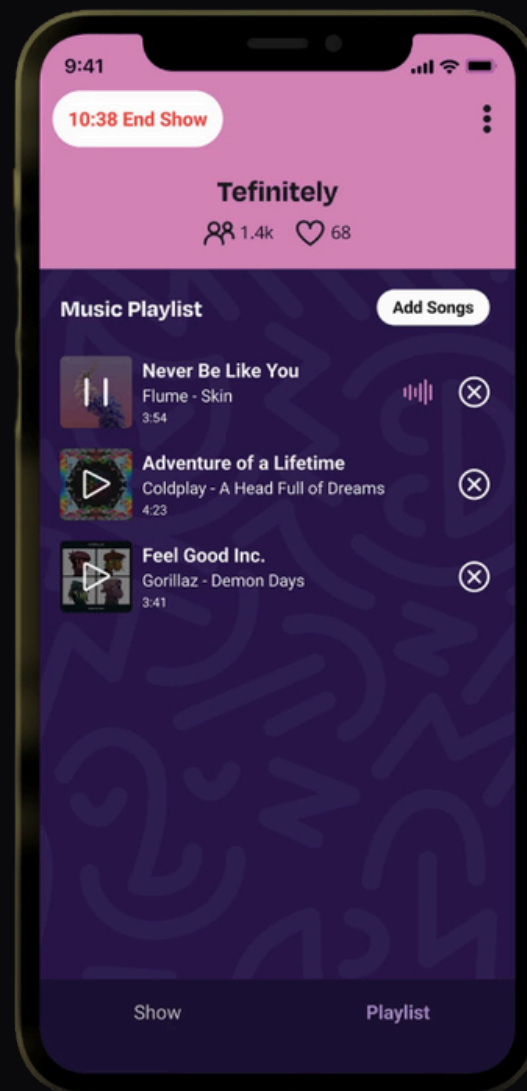
- Celebrity Guests: Promote crossover episodes with celebrity guests by launching countdowns on social media.
- Collaborate with the guests' fanbases by cross-posting promotional content (e.g., short interviews, teasers, and polls).
- Bumper Episodes: Collaborate with other Amp talent, with similar audiences in back to back episodes.



Playlist Promotion and Amp Integration #MoodMix



You run the airwaves



DJ Dani's Playlist: Create a unique playlist for each month that ties into trending music and Amp's monthly themes. Promote this on Amp's app and social media to connect the music to the show's themes.

Amp Feature Campaigns: Push Twisted Sisters as an exclusive Amp experience by promoting new features (e.g., the "Clip" function to save favorite moments, Android availability). Mention these during episodes and encourage listeners to invite their friends via Amp's social share feature.



Paid Ads & Press

Paid Social Ads

Run targeted Instagram and TikTok ads focused on Gen Z females. Use video ads featuring dynamic clips from the show, emphasizing the "big sister advice" format and celebrity crossovers.

Press Releases

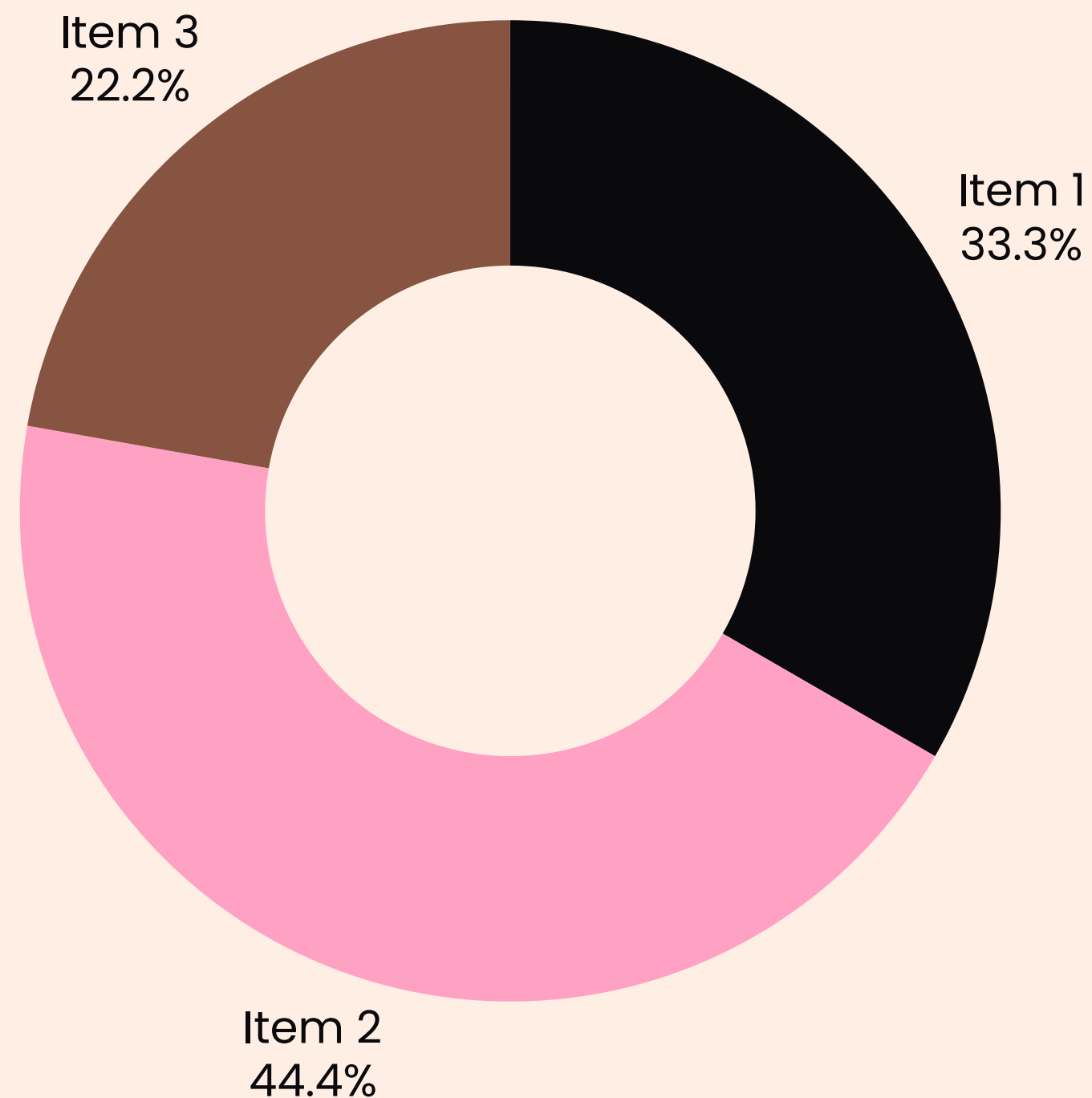
Push out a press release for the launch of the podcast through entertainment and Gen Z-focused outlets, highlighting Bella and Dani's involvement, Amp's unique app features, and the interactive format.

Interviews & Features

Arrange interviews with Bella and Dani on pop culture podcasts and talk shows, emphasizing the podcast's fun, interactive approach to dating advice.



Metrics & KPIs



- Engagement Metrics: Track likes, shares, and comments across platforms, with a specific focus on user participation in polls, live chats, and call-ins.
- Listener Growth: Monitor the number of live listeners and episode replays via Amp, aiming for a 15–20% increase in weekly listener retention over three months.
- Hashtag Monitoring: Use social listening tools to track the spread and reach of branded hashtags like #TwistedOnAmp.

Influencer and Community Building



Build a community of “Twisted Sisters Insiders” – superfans who can help amplify the show by creating UGC content, sharing advice stories, and interacting with new listeners.

Written & Produced By

Kimaya M. Floyd
Chiara Nonni

AMP

@TwistedSisters

Social Media

@twistedistersradio