

CLIENT: Twisted Sistuhs
PROJECT: Marketing Ideas
13June2022

- Highlight what makes them unique → Black, woman, veteran owned, local company
- Online promotion → Buy 3 bottles of wine and receive a free t-shirt
 - Buy one get one for wine
- Local influencers → People who live in Nashville, influencers whose brand fits the Twisted identity (social media)
 - Nashville food accounts
 - @nashville_eats
 - @eatnashville
 - @Nashvillefoodfan
- Partnership → Cheese board companies or restaurants, sell Twisted wine with their cheese boards (here is a blog post with a few Nashville companies many are female owned:
<https://styleblueprint.com/nashville/everyday/cheese-board-charcuterie-tray-nashville/>)
- Partnership → Local catering companies
- Pop up → Pop up tasting at farmer's markets, liquor stores, festivals
 - <http://nashvilleguru.com/3474/farmers-markets-in-nashville-guide>
 - <https://www.thenashvilleblackmarket.com/>
 - **Depending on the market/event, some won't allow wine sales
- Video → video about the company's story and who they are, really showcasing their personality and uniqueness

- Promote in the Facebook groups for women
- Women's conferences across the TN region can engage with those and do a pop-up event at the conferences
- Offer a wine club
 - In exchange for a significant discount
 - Invitations to member-only events
 - Or unlimited free tastings at the winery
 - We can also offer that when people join they get these benefits, but if they join and recommend it to 3 people they know, then they can get one bottle of wine free!
 - <https://www.facebook.com/nashville.wineclub>
- Social media giveaway or challenge → what connects the brand to their consumers?
- Push their unique merchandise - people love to thrift and have unique shirts, pants, etc which Twisted Sistuhs already sells.
- Monday Night Jazz @ Local Distro - tends to be older African American crowd where all food, performers and vendors are local. Would be a great place to set the mood for jazz performances.
- Instagram Promotions - Cheap, easy, with metrics. Can reach up to a 1000 people for less than \$20. Posts must be interesting or no clicks.
- Feature other "twisted sistuhs" - community aspect
- Focus on the zodiac element
- Cross-marketing with wineries in the area (arriington, city winery)