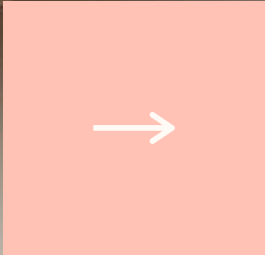


# Bonded

Marketing Final, Olivia Smith



# What is permanent jewelry?



Time Stamp: 6:30-7:33

# About us



## Brand Function

Located in Nashville, TN

Welded Bracelets and curated jewelry

“Friendship Bracelets” for any relationship

Community and Connection

Exciting Retail Environment

## Value Proposition

Durability, Simplicity, Elegance

Celebrate the bonds of human connection

Craftsmanship

Customer Service

# Target Market



## Demographics and Psychographics

Market is expansive

Millennial woman, ages 24-38

Single or in a committed relationship

HEIDI or DINKY

50K+ year income, college educated  
Nashville local or Nashville tourist living in  
Midwest or South

Social lifestyle

Active on Instagram, Tik Tok, and Pinterest

Quality > Quantity

Style is classic and chic, yet trend-minded

Values shopping locally



Bonded



## Competitors

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CatBird

LINK X LOU

Hannah Keefe

Mejuri

Cartier

## Jewelry Market

45% of all diamonds purchased in major markets are bought by millennials (De Beers)

Millennials are motivated by jewelry price and quality

## COVID Concerns

Though Nashville is beginning to open up, masks must be worn inside unless you are eating or drinking and there is a 30 person maximum allowed in the store until cases numbers depleat.

*Current Market*

Brand Awareness

Connect to the Customer

Create a Retail Destination

Create an Omnichannel Experience

Increase Conversion Rates

Strengthen Community

Gather Feedback

*Marketing Objectives*



## Strengths

Exciting retail experience in a tourist destination

Unique product

Social nature of the product

Community driven

Offers a variety of price points

## Weaknesses

Does not easily lend itself to ecommerce

Product nature does not lead to frequent repeating customers

## Opportunities

Expanding signature line into necklaces and anklets

Adding masculine styles and targeting male customers as well

Multiple store locations

## Threats

Successful competitors

E Commerce sites

Jewelry that does not require an in-person experience

SWOT Analysis



# Marketing Strategies-Product

## Welded Bracelets

Bonded Signature Collection

## Bonded Designs

Jewelry collections designed by Bonded designers

## Curated Pieces

Outsourced jewelry by local independent designers





*Product Assortment*



## Bonded Signature

Gold Filled Bracelet- \$40

Sterling Silver Bracelet- \$40

10k Gold Bracelet- \$75

14K Gold Bracelet- \$200

14K Rose Gold Bracelet- \$200

14K White Gold Bracelet- \$200

Charms available for 14k  
bracelets, priced at \$50



## Curated Collections

Affordable options \$10-30

Fine jewelry options \$150-350

## Discounts

10% off groups of 5 or more

10% bracelet return program

*Marketing Strategies-Price*



## Location

The Gulch Neighborhood

Heart of Nashville tourism and local shopping and eating  
2019 Nashville tourism 7 billion dollars, 16.1 million visitors

## Store Features

Open front windows

Stylish interior and clear visual merchandising

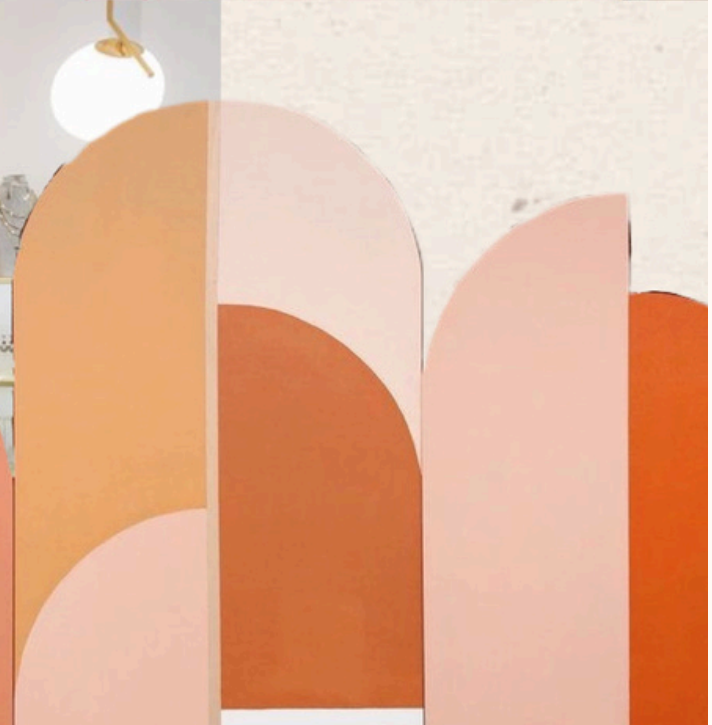
Bar featuring beverages and small plates

Accent/Instagram wall

*Marketing Strategies-Place*



Peter  
Together



# Marketing Strategies - Promotion

## Advertising

Local print ads

Social media posts and ads

## Influencers

Nashville influencers Hunter Premo and Mallory Ervin

Ambassador program

## Promotional Events

Launch party

Thirsty Thursday

Piercing events

Influencer brunch, pop-ups, local art displays, cocktail classes, monthly featured cocktail

Private events (birthdays, bachelorette parties)

Local collaborations





*Instagram Feed Inspiration*





*Celebrating Sisters Instagram Post Series*







## Important Reminder

Thirsty Thursday this Thursday 5/13

Grab your girls for happy hour and  
10% off select styles!

*Live with Hunter Premo*



**JOIN US IN  
CONVERSATION WITH  
NASHVILLE LOCAL,  
HUNTER PREMO  
WHILE SHE SHARES  
ABOUT THE SWEET  
BONDS OF  
MOTHERHOOD**

Live at 4pm Central



 **TikTok**

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# Implementation



## Brand Awareness

First 6 weeks

Branding and advertising efforts

Digital and print ads

## Social Media Following

8 weeks

Amassed 1000+ followers on all social media platforms

Begin influencer outreach

## Promotional Events

10 weeks

Influencer brunch, Thirsty Thursdays, piercing events, and private parties

## Customer Loyalty

12 weeks

Established customer base

Steady flow of foot traffic

Evaluate marketing efforts

# Budget Notes

Marketing Allotment

10% of total revenue

Promotional Events

Influencer Outreach

Social Media Efforts

No Cost

# Evaluation

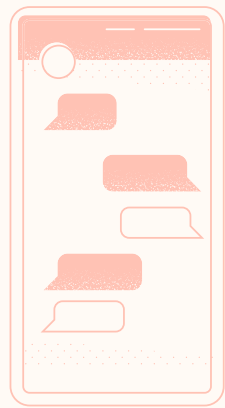
Data harvesting

Customer response and reviews

Market reaction

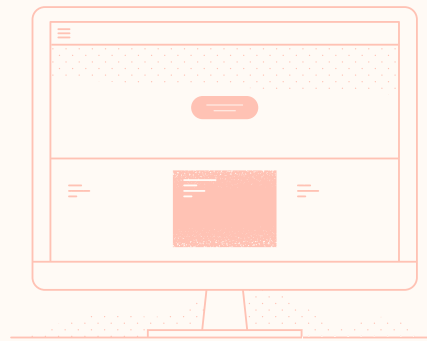
Sales performance

# Contact Us



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