

TOP PLAYER ANALYSIS AND WRITING PROCESS

Business Type: Wine Bar

Business Objective: Increase following on Instagram leading to increased brand awareness in local area

Funnel: IG Posts  Follow

[TAO of Marketing Diagram](#)

WRITING PROCESS

1. Who am I talking to?

- a. 30-65
- b. Men and women
- c. Medium-high income
- d. Professionals with a 9-5/couple on a date
- e. Enjoy calm, and relaxed experiences with high quality wines and nibbles
- f. Seeking to relax after stressful day
- g. Values good service and atmosphere
- h. Wants a local bar with friendly staff

2. Where are they now?

a. Current State

i. Social Occasions

- 1. Attends romantic dates, wine tastings, after work drinks, and friday night - going out with friends drinks
 - a. *I wouldn't set out to look for a wine bar*
 - b. *I would only go if someone invited me/recommended it*
 - c. *I would go if people said it's a new family-owned/independent business*
- 2. Also enjoys aperitifs/wine before and after outings.
 - a. *My friend and I always enjoy a nice glass of wine, but not just any wine.*
 - b. *After having a stressful day at work a great place to unwind*

ii. Online Behaviour

- 1. Open to night out experiences from Instagram (@ could go here tonight?)
 - a. *It's a bit of a 'hidden gem' that no many know about yet*
 - b. *Well worth a visit if your a cheese person*

b. Dream State

c. Solution = Wine bars

i. Stress Relief

- ii. Socialising

d. Product (Best way to achieve solution) = No.19

- i. Service Experience
 1. *Incredibly knowledgeable staff*
 2. *Waitresses were very attentive*
 3. *The hosts were fun and entertaining*
 4. *gave us some great insight into the wines we tasted!*
 5. *Enjoys seeing familiar faces on the IG*
- ii. Ambiance/Exclusivity
 1. *Feels like a private members club*
 2. *Chic décor*
 3. *Romantic atmosphere*
 4. *Relaxed environment*
 5. *Stylish/cosy/quirky/distinct environment*
 6. *Similar people relaxing and enjoying themselves*
 7. *Above standard*
- iii. Great Food Quality/Wine Selection
 1. *The wine selection was great*
 2. *Food was absolutely delicious*
 3. *Great value*
 4. *Large wine list*
 5. *Great cheese and wine*


e. Market Awareness



- i. Level 3 - Solution aware
- ii. Call out the known solution then offer product as best form of solution

f. Market Sophistication

- i. Stage 5 - Concierge approach/experience play
- ii. Emphasise the proximity to Windsor and Eton, HIGHLY attentive service.
Local wines, relaxing and high end ambiance

g. Their Current Levels

- i. Cost 2/10
 1. Give them a perceived value of a high-end venue through high quality videos of wine, food, ambiance and others enjoying themselves
- ii. Belief 5/10 
 1. They must quickly grasp why my wine bar is special

2. Highlight USPs (cosy, attentive staff, good wines and cheeses)
- iii. Trust 0/10 
 1. When scrolling - never seen No.19 before
 - a. Consistent branding
 - b. Good wine, food, ambiance, service and others socialising will bring this up
- iv. Desire 3/10 
 1. Have a general desire to visit new places with friends and for great wine
 2. However, desire to visit my venue is lower as they do not know me

3. What do I want them to do?

- a. Stop scrolling
- b. Be interested by the USPs (cosy vibe, attentive staff, high quality wine and cheeses)
- c. Follow my page

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. **How will I hook and show WIIFM?**
 - i. Immediate recall of previous experience as hook/pattern interrupt
 1. Experience they do not know of yet, providing valuable info
 2. Opportunity to socialise/reduce stress in a new location
 - ii. Highlight key features that provide an experience for viewer
 1. Ambiance
 2. Good wine selection/food
 3. Service experience
- b. **How can I make it so appealing that they must visit?**
 - i. Exclusivity, Irresistibility, FOMO
 - ii. Show fellow avatar visiting bar, they will miss out if they don't visit too
 - iii. Exclusive venue, drinks poured aesthetically and dark ambiance
 - iv. Irresistible food, satisfying presentations
- c. **Why choose No.19 over other options?**
 1. Local nibbles and a large range of wines

2. It is close to popular sites
3. Quiet place to socialise and reduce stress
4. Service is unmatched in Windsor, local & friendly
5. Refined and sophisticated experience compared to pub

a. Objections

- i. Is this place worth the price?
 1. Quality of the wine selection and the exceptional service
- ii. Is this place too fancy or too casual for me?
 1. Show both casual and upscale moments to indicate that your venue is versatile and welcoming to different crowds
- iii. Is this place easy to get to?
 1. Highlight nearby places, address
- iv. Is it hard to get a table?
 1. Show the quiet moments
- v. Is this wine bar really for someone like me?
 1. Solo visitors, couples, groups of friends