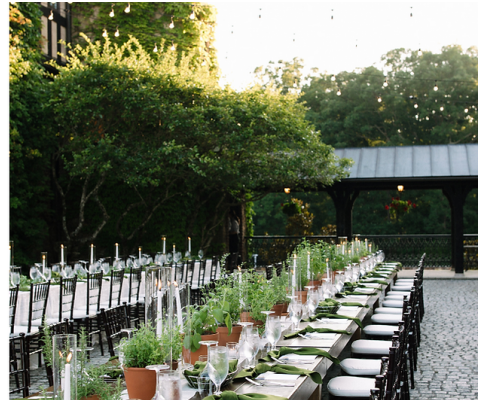


Cover Page



Dover Hall Experiences
Manakin Sabot, VA
(804) 784-6051
cheers@7ladyvineyards.com



FOR MARKETING & CONTENT COORDINATOR ROLE

Dover Hall Experiences

Friday, April 25th, 2026

Submit to Robert@DoverHall.com & Jamie@DoverHall.com

1. Multi-channel Marketing Campaign

Design a multi-channel marketing campaign for a hypothetical public event at Dover Hall. This campaign should include elements like email marketing using Mailchimp, social media promotion, website updates, potential print materials. You could even show us your take on the Eventbrite creation. Please outline your target audience, messaging, timeline, and how you would measure the campaign's success. Show us some examples of your graphic design and font choices and provide a rationale that demonstrates your understanding of our brand.

2. “Pitch Us a Reel” – Short-Form Video Concepting Challenge

“Dover Hall Experiences has no shortage of beautiful visual content — but we’re always looking for new ways to connect with our audience. Choose one of the following to develop a 15–60 second Instagram Reel or TikTok video concept:”

- A wine tasting moment at 7 Lady Vineyards
- A branded lifestyle moment at Bartizan (e.g., rehearsal dinner, brunch, wedding after-party etc.)

Please submit:

A title or hook for the video, The intended audience and goal (brand awareness, engagement, conversion, etc.), A shotlist or script outline (can be bullet points or storyboard-style), suggested audio/music, A 2–3 sentence rationale for why this content would perform well.

3. Develop a Comprehensive Social Media Content Calendar

Create a one-month social media content calendar for 7 Lady Vineyards (7LV). This calendar should include specific post ideas for each platform (Instagram, Facebook). Incorporate a mix of event promotion, brand storytelling, vendor spotlights, and analytics tracking.

4. Lead Conversion & Tracking

We collect our leads via online forms on our websites which then feed into our CRM called TripleSeat. The form tracks all sources (see pic). The leads are then distributed to our Sales Team. In words or screenshots, please show us your workflow for how you would use this information to optimize ad spending and track lead conversion among our Sales Team. You can find one example of our Lead Tracking form at

<https://www.doverhall.com/private-events-inquiry> for this exercise.

Competitor Analysis

INITIAL RESEARCH

Competitor Analysis

After identifying and researching competitors, I identified the top three contenders to analyze their copywriting, events pages, and social media

Below is a list of three wineries in Virginia that, based on their regional prominence, quality of experience, and similar target markets, can be seen as competitors to 7 Lady Vineyards. The explanations highlight how each winery's offerings or brand positioning makes them direct or indirect competitors in the Virginia wine experience landscape.

Barboursville Vineyards

Established in 1976 and nestled in Barboursville, Virginia, one of the state's most established wineries—Barboursville Vineyards—is renowned for its rich history and award-winning wines. With full-service tasting rooms, scenic vineyard tours, and curated events, it offers an experience akin to 7 Lady Vineyards' boutique and experiential approach, appealing to wine enthusiasts across the region.

- Facebook: <https://www.facebook.com/BarboursvilleVineyards/>
- Insta: <https://www.instagram.com/barboursvillevineyards/>
- Tik Tok: <https://www.tiktok.com/@barboursvillevineyards>

King Family Vineyards

Founded in 1998 and located in Crozet, Virginia, one of the region's premier wineries—King Family Vineyards—combines high-quality, estate-grown wines with beautifully curated guest experiences. Its strong emphasis on family tradition, sustainability, and an elegant tasting room environment positions it as a competitor appealing to visitors seeking both heritage and quality, much like the distinct character 7 Lady Vineyards promotes.

- Facebook: <https://www.facebook.com/kingfamilyvineyards>
- Insta: <https://www.instagram.com/kingfamilyvineyards>

Early Mountain Vineyards

Established in 2005 and located in Madison, Virginia, the acclaimed Early Mountain Vineyards is recognized for its artisanal production and award-winning wine selections. It delivers a personalized and immersive tasting experience, and its commitment to crafting boutique wines and hosting engaging events places it in a similar competitive space as 7 Lady Vineyards—especially for consumers seeking unique, local winery experiences.

- Facebook: <https://www.facebook.com/events/d41d8cd9/early-mountain-vineyards-madison-va/308985799715160/>
- Insta: <https://www.instagram.com/earlymountain/>
- Twitter: <https://twitter.com/earlymountain>
- Pinterest: <https://www.pinterest.com/earlymountain/>

Concept Selection

CONCEPT SELECTION

A Wine Tasting Moment at 7 Lady Vineyards

In Partnership with Netflix's Bridgerton to Celebrate the Upcoming Season 4 Premiere in 2026

Brief

7 Lady Vineyards is partnering with Netflix's Bridgerton on "Unmasking the New Season"—an experiential marketing campaign that blends Regency-era romance with modern wine culture. Set in the heart of Virginia wine country, the campaign brings to life Bridgerton-inspired garden parties, and immersive tastings that celebrate elegance, storytelling, and indulgence.

The campaign will roll out across a robust marketing ecosystem, including a themed email, updated web page, social media calendar, and engaging posts & reels. Designed to elevate brand visibility and connect with Bridgerton's global fanbase, this collaboration creates an elegant bridge between digital storytelling and real-world experiences.

Rationale

A collaboration between a vineyard and the Netflix show, Bridgerton, have a shared emphasis on refined luxury, timeless romance, and immersive storytelling. Both the vineyard and the Bridgerton series evoke a sense of elegance, tradition, and sensory indulgence—the vineyard with its rich wine heritage and lush, picturesque surroundings, and Bridgerton with its sumptuous period aesthetics and dramatic narrative. This partnership would create an enchanting, multisensory experience that appeals to audiences seeking both cultural escapism and authentic, luxurious engagements, blurring the lines between historical fantasy and modern indulgence

About 7 Lady Vineyards

7 Lady Vineyards is a boutique winery nestled on 55 acres at Dover Hall in Manakin-Sabot, Virginia. Scheduled to open its tasting room by the end of 2025, the vineyard offers a unique wine experience by combining estate-grown varietals with a curated selection of wines from renowned regions worldwide, including Napa Valley, Mendoza, and Moldova.

About Bridgerton

Based on Julia Quinn's best-selling series of novels, *Bridgerton* is set in the sexy, lavish, and competitive world of Regency London high society. From the glittering ballrooms of Mayfair to the aristocratic palaces of Park Lane and beyond, the series unveils a seductive, sumptuous world replete with intricate rules and dramatic power struggles, where no one is truly ever on steady ground. At the heart of the show is the powerful Bridgerton family. Comprised of eight close-knit siblings, this funny, witty, daring, and clever group must navigate the upper ten thousand's marriage mart in search of romance, adventure, and love.

Season 4 is scheduled to premiere in 2026

About Season 4 "An Offer From a Gentleman"

Season 4 of *Bridgerton*, "An Offer from a Gentleman," follows Benedict Bridgerton's journey as he explores identity, longing, and the unexpected nature of love in a world where appearances often mask deeper truths. At a lavish masquerade ball, he crosses paths with a mysterious young woman from a complex family, sparking a connection that challenges the boundaries of class, identity, and obligation. As secrets unravel and emotions intensify, Benedict must confront what he truly desires—and what he's willing to risk to follow his heart.

Marketing Campaign

MULTI-CHANNEL MARKETING CAMPAIGN

Unmasking the New Season: A Bridgerton Garden Soirée at 7 Lady Vineyards

Come celebrate with an enchanting evening of sunset wine tastings, live string quartet melodies, and exquisite garden décor

“Join us for an evening of refined celebration at 7 Lady Vineyards for the Bridgerton Garden Soirée. Set against the picturesque backdrop of Virginia wine country, this gathering offers a perfect blend of elegance, entertainment, and seasonal indulgence.

Guests will enjoy live string quartet performances, personalized bottle engraving, and a creative mask-making workshop inspired by Bridgerton-style balls. A curated photo corner will also be available to capture your evening in true Regency-inspired fashion.”

Read more details: [Eventbrite](#)

Multi-channel Marketing Campaign

1. [Email Marketing using Mailchimp](#)
2. [Social Media Reel](#)
3. [Website Updates](#)
4. [Eventbrite](#)

Rationale

The design approach of 7 Lady Vineyards centers on the photography to take the lead, using ample negative space and clean layouts to create a refined, immersive experience. By strategically incorporating the brand’s signature fonts—Orig Rhapsody Script and Cormorant Garamond—the design maintains a sense of elegance and simplicity that mirrors the vineyard’s visual identity across its website, Eventbrite cover photos, and social media presence.

Outline Target Audience

- Young professionals & millennials who love wine & pop culture
- Bridgerton fans
- Engaged couples seeking whimsical wedding inspo
- Local influencers, stylists, florists, etc.
- Social butterflies looking for a fancy day out

Messaging

The messaging blends the grandeur of Bridgerton with the charm of a vineyard experience, highlighting luxurious details like live music, custom bottle engravings, etc. It aims to create a sense of anticipation, sophistication, and community around the unveiling of both a new season and a new destination.

Timeline and Milestones

Post ideas for Instagram & Facebook
Mix of: Event promotion, brand storytelling, vendor spotlights, and analytics tracking

Timeframe	Milestones
4 weeks out	Send first email blast, announce event on Instagram and Facebook
3 weeks out	Share vendor sneak peeks, post RSVP reminders
2 weeks out	Start countdown posts, launch Instagram Reels
1 week out	Send final email push, post behind-the-scenes content
Post-event	Send thank-you email, follow up on inquiries and interest

How I Would Measure the Campaign’s Success

- **Lead Post-event:** Track new inquiries and bookings post-event, tagging the CRM lead source as "Bridgerton Garden Soirée."

- **Lead Conversions (via CRM):** Measure the percentage of leads that progress through key sales stages—such as tours scheduled, proposals sent, and events booked—specifically for the Bridgerton Garden Soirée tag. Analyze conversion rates by source to determine which marketing channels drove the most qualified inquiries.

Reel Concepting

A WINE TASTING MOMENT AT 7 LADY VINEYARDS

A Wine Tasting Moment at 7 Lady Vineyards

“Pitch Us a Reel” – Short-Form Video Concepting Challenge

A Title or Hook for the Video

- Whispers of an affair are swirling through the vineyards...

The intended audience and goal (brand awareness, engagement, conversion, etc.)

- Target audience
 - Young professionals & millennials who love wine & pop culture
 - Bridgerton fans
 - Engaged couples seeking whimsical wedding inspo
 - Local influencers, stylists, florists, etc.
 - Social butterflies looking for a fancy day out
- Goal (Success metrics)
 - Previous post and reel performance—such as views, likes, comments, shares, and follower gains—creates a baseline for typical engagement levels. By comparing the new reel's metrics against this historical data, we can accurately measure increased growth. Higher engagement rates, faster follower growth, more RSVPs, and greater social shares compared to previous averages will indicate the effectiveness of the campaign and expanded audience reach.
 - **Social Media Engagement:** Track views, likes, comments, shares, and tags.
 - **New Followers & Subscribers:** Measure growth in followers and email subscribers during the campaign period.
 - **RSVPs & Event Interest:** Monitor RSVP numbers through the website and Eventbrite registrations.

A shotlist and script outline

1. Come celebrate the upcoming season 4 of Bridgerton at a new vineyard in the DMV, just outside of Richmond, Virginia
2. Bring your best gown or suit to 7 Lady Vineyards
3. "Magnificent" (clip from Bridgerton of Queen Charlotte)
4. There will be live music, custom bottle engravings, food, and of course, wine samples
5. Claim the title of Diamond of the Season on May 16, 2026
6. More details in the caption/link in bio

[Reel Prototype](#) (Figma)

Suggested audio/music

- Tik Tok: [Birds of a Feather — Bridgerton-inspired violin cover by Eric Kim](#) w/over 1.9m views & 281k likes

A 2–3 sentence rationale for why this content would perform well

This reel presents clear, organized information in a visually dynamic, fast-paced format that captures and maintains viewer attention. By showcasing real moments from the event and vineyard, it authentically conveys the lifestyle and atmosphere, while the Bridgerton clip adds a touch of humor and familiarity. It effectively addresses the who, what, where, when, and why, making it both informative and highly shareable for the DMV audience.

- Example of successful reels of similar outline:
 - Insta: [baliensprings x dcdimsumgirl](#) w/ over 958k views & 42k likes
 - Tik Tok: [agirlwho adventures](#) w/ 647k views & 16.5k likes
 - Tik Tok: [candlelight.concerts x andrewtourssf](#) w/ over 702k views & 42k likes
 - Tik Tok: [baanraiiarun](#) w/ over 211k views & 19k likes

Lead Conversion & Tracking

RESEARCH

Lead Conversion & Tracking

Not only track lead performance but also continually refine marketing strategy based on real-world sales outcomes

Lead Conversion & Tracking

We get clients through online forms on our website, which go into our customer relationship management (CRM) system called TripleSeat. These forms track where each lead comes from. Then, the leads are sent to our Sales Team.

Using words or screenshots, please show us how you would use this information to improve ad spending and track how well our Sales Team is converting leads. For this exercise, you can look at an example of our Lead Tracking form here: <https://www.doverhall.com/private-events-inquiry>

CORPORATE & PRIVATE
EVENT INQUIRY

First Name *

Last Name *

Email *

Phone *

Address

Desired Event Date *

Event Description *

Estimated Guest Count *

Event Type *

☐ Social Event

☐ Corporate Meeting

☐ Corporate Party

Start your Experience

How Did You Hear About Us? *

☐ Search Engine

☐ Instagram

☐ Facebook

☐ Previous Client

☐ EventUp

☐ Cvent

☐ RVA BizSense

☐ VSAE

☐ LinkedIn

☐ Eventective

☐ Condé Nast Johansens

☐ Parry Slate

☐ Referral

If referral or other please let us know who to thank!



1. Lead Source Categorization & Tagging

When a user fills out the inquiry form on Dover Hall's private events page, the selected source from the "How Did You Hear About Us?" section is automatically captured and funneled into TripleSeat.

Key Actions:

- Map each selected source (e.g., Instagram, Google, Facebook, LinkedIn) to a specific ad campaign or organic effort.
- Standardize source naming in TripleSeat to ensure consistency for reporting (e.g., "Instagram Ads" vs. "Instagram Organic").

Inquiry Form > TripleSeat Lead > "Lead Source" Field Captured

2. CRM Integration & Lead Assignment

TripleSeat auto-logs the lead into the CRM and assigns it to a member of the Sales Team based on criteria like:

- Event type (social vs. corporate)
- Estimated guest count
- Event date proximity

Key Actions:

- Create automated routing rules within TripleSeat to assign leads based on categories.
- Notify assigned reps immediately via email or internal alert.

New Lead > CRM Log > Assigned to Sales Team > Notification Email

3. Campaign Performance Dashboard (Ad Spend ROI)

TripleSeat stores lead source and booking status → You *export* this data to match against Facebook Ads Manager, Google Ads, etc. to calculate CPL and ROI.

Create a chart (headings): Channel | Leads | Bookings | CPL | Conversion Rate | Revenue

4. Conversion Tracking (Sales Team Feedback Loop)

Sales reps update the lead status in TripleSeat. This lets you see **how many leads actually turn into real events**.

New Lead > Contacted > Toured > Proposal Sent > Booked!

5. Budget Optimization Recommendations

Monthly, you export lead reports + check ad reports. You **reallocate ad budget** based on:

- Lowest CPL
- Highest conversions
- Strongest revenue

Low CPL Source = Increase Budget

High CPL Source = Decrease Budget

- Adjust creative/copywriting
- Test retargeting ads
- Consider tagging Eventbrite, The Knot, or WeddingWire sources separately to track performance from third-party listing platforms

Conclusion:

Form Submission



Lead Captured in TripleSeat



Lead Source Recorded



Assigned to Salesperson



Sales Status Updated (Contacted, Booked)



Export Lead Data



Match to Ad Spend Reports



Optimize Budget

TripleSeating

TripleSeat is a customer relationship management (CRM) platform specifically built for venues, restaurants, and hospitality businesses. It helps sales and event teams:

- Collect and manage event inquiries
- Track communication and tasks related to those leads
- Generate proposals, contracts, and invoices
- See where leads are coming from (ad campaigns, social media, organic traffic, etc.)
- Monitor how leads convert into actual events or bookings

Data from those website inquiries automatically gets saved and organized inside the system, making it easier for the Sales Team to follow up and manage bookings efficiently.

Resources

Project Resources

Tools and Platforms

- Mailchimp
- Eventbrite
- Canva
- Google Workspace
- WIX
- Figma

Competitors

7 Lady Vineyards:

- [Barboursville Vineyards](#)
- [King Family Vineyards](#)
- [Early Mountain Vineyards](#)
- [Veritas Vineyard & Winery](#)
- [James River Vineyards](#)

Dover Hall Experiences:

- [Auberge Resorts Collection](#)
- [The Line Hotel](#)
- [Napa Valley Reserve](#)
- [Soho House](#)
- [Kinship Landing](#)