



AN INTRODUCTION TO SOCIAL MEDIA MARKETING

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INTRODUCTION

Traditionally event marketing predominantly consisted of print, television, and outdoor mediums. Supported by a strong public relations plan this was often a winning formula to sell event tickets.

The landscape for selling event tickets is changing at a rapid pace. Social media is now a central medium for marketing many events. People now turn to social networks for event information, reviews and friend's opinions before committing to a ticket purchase.

To get the most out of your social media plan you need to understand the different social media channels available, your audience and your objectives before you start.

This guide is an introduction to the basics of social media marketing and provides a summary of each key social media channel. It also includes tips to help get you underway so you can create a social media plan for your event.

TOP 5 BENEFITS OF SOCIAL MEDIA MARKETING

1. It's easier than ever to reach millions of people to promote your event.
2. You can target your advertising by age, gender, location and interests.
3. Social media is measurable so you can track your spend.
4. It is easy to develop custom messages for different platforms.
5. You can obtain real time thoughts, feedback and reviews.

MOST COMMON MISTAKES

1. Assuming that because you have personal social media accounts you are a “social media expert”.
2. Trying to do or say too much in your posts.
3. Sending out generic messaging instead of audience specific content. You need to have a considered approach.
4. Focussing too much on your competitors.
5. Not engaging with the audience in a timely manner, or even worse - not engaging at all.
6. Drowning your audience’s feed with too many posts.
7. Not monitoring, tracking or measuring your social media posts. You need to make sure they are delivering the required results.

10 STEP CHECKLIST TO DEVELOPING YOUR EVENTS SOCIAL MEDIA PLAN

1. Set your SMART goals & objectives.
2. Identify your target audience.
3. Conduct a social media audit.
4. Conduct a competitor audit.
5. Conduct a market analysis.
6. Decide which social media platforms are right for you.
7. Identify sponsor and partner leverage opportunities.
8. Develop your content.
9. Implement your social media strategy.
10. Monitor activity and review.

MODULE EXAMPLE

This guide refers to a fictitious event called “Lake-to-Lake” and provides social media marketing examples.

Lake-to-Lake is a multi-sport event held in Central Otago, New Zealand. After a successful launch event in 2017, organisers are preparing for the event to take place again in the summer of 2018.

2017 Stats

- A total of 100 teams took part.
- The entry fee was \$400 per team.
- There were 70 male teams and 30 female teams.
- 100% of the teams were from New Zealand.

Sports enthusiasts are invited to enter teams of four to complete a challenge that starts at Lake Wakatipu and finishes at Lake Hawea.

In total there are four stages in Lake-to-Lake

Stage 1: 21.0km Run

Run from Lake Wakatipu (CBD) to Lake Hayes

Stage 2: 50.0km Mountain Bike

Cycle Lake Hayes to Lake Wanaka

Stage 3: 40.0km Cycle

Lake Wanaka to “The Neck” via Lake Hawea

Stage 4: 23.0km Kayak

“The Neck” to the base of Lake Hawea

Each team member is required to complete one stage of the race.

SETTING YOUR SMART GOALS AND OBJECTIVES

GOALS & OBJECTIVES

To set your goals and objectives you need to apply the SMART method.

- Specific.
- Measurable.
- Achievable.
- Relevant.
- Timely.

Specific

Rather than just saying “I want my event to be more successful than last year” think about how. There are lots of ways your event can be more successful: more teams, more ticket sales, more revenue, more media coverage, higher review ratings. The list goes on. Therefore, try and be as specific as possible. Define exactly what you want to achieve.

Instead of: “I want my event to be more successful than last year”

Say something like: “I want more teams to enter my event than last year.”

Measurable

Now you need to think about how to update your goal so that it is measurable.

Instead of: “I want more teams to enter my event than last year.”

Say something like: “I want a 100% increase in team entries compared to last year.”

Achievable

Having a goal for 100% growth year on year may not always be very realistic or achievable. You need to review the resources you have available and think about making your goals achievable.

Instead of: “I want a 100% increase in team entries compared to last year.”

On review you may say something like: “I want a 30% increase in teams entered compared to last year.”

Relevant

Make sure your goals are relevant. For example, if you're at capacity for the number of teams you can have on your course then an increase in team numbers would not be a relevant goal.

Timely

You need to set a deadline for your goals. This will help to keep you motivated and also keep you on track.

Instead of: “I want a 30% increase in teams entered compared to last year.”

Say something like: “Within one month of the race start I want a 30% increase in teams entered compared to last year.”

Now you have your SMART goals and objectives you may find that you have smaller goals that fold into your main goal. If so make sure you these SMART too.

IDENTIFYING YOUR TARGET AUDIENCE

DEMOGRAPHICS

It is important to define who your primary (target) audience is.

Lake-to-Lake Example:

Gender	Age	Location	Interests
Male	28	New Zealand	Health, fitness, sport

EMOTIONAL DRIVERS

Now you have identified your primary audience think about what their emotional drivers are.

Lake-to-Lake Example:

What is important to them?	What are they influenced by?	How can your event help make their life better?
Staying fit, being healthy, mates and socialising.	Mates and well-known sports identities.	Lake-to-Lake will keep you on track with fitness all the while allowing you to socialise with your mates.

SOCIAL BEHAVIOUR

By now you will be starting to get a good understanding of your audience so it is time to check out where they are online and what they're doing there.

Lake-to-Lake Example:

Where do they hang out online?	What social media platforms do they use?	What social media platforms do they use?	What social media platforms do they use?
Health forums, sports websites and blogs.	Facebook, Twitter, You Tube and Snapchat.	How to enhance their technique, what gear is best to wear/use and sports results.	Sports news, memes and highlight videos.

INFORMATION THEY SEEK

Think about what questions your target audience will ask about your event?

1. What is the event?
2. Where is it?
3. When is it?
4. How much is it?
5. Who entered it last time?
6. What did they think of it?

SOCIAL MEDIA DATA

It is important you identify social behaviours and activity of your target audience and where possible, collect social insights and data. This will allow you to get a good understanding of the kind of content that resonates with them.

TIPS

- Include questions in your registration/ticket sales process,
- Look at previous event buyer behavior data and post event surveys,
- Conduct research on other events,
- Regularly check in on available demographic data from advertising channels.

CONDUCTING A SOCIAL MEDIA AUDIT

Before you start writing a social media plan for your event, we recommend that you carry out a social media audit of your current social media channels. This will give you a good understanding of where your business/event is socially.

Step 1 – Identify

Identify all the social networks you own, the URL, the number of followers, follower demographics, most well received posts/activity vs. least well received, and the manager for each channel. Create a spreadsheet, so you can track all your social channels (see Appendix C for a social media audit template).

Step 2 – Evaluate

Make sure all your accounts are still relevant and on brand. Check they have the right profile photo, cover photo, icons, bios, descriptions and contact information. Check the URL for each account is up to date. Make sure no critical information is missing.

CONDUCTING A COMPETITOR AUDIT

Step 1 – Research

Identify your competitors and do a full review of their activity on social media.

Step 2 – Track

Track this activity on a separate spreadsheet (see Appendix C for a competitor audit template).

Research online to see if there are any social media profiles that look like they are ‘representing’ your company or event pages exist that you don’t own. We call these ‘imposter’ accounts; track them on this spreadsheet too.

CONDUCTING MARKET ANALYSIS

Step 1 – Research

As part of your research carry out a full review of any events that are on at the same time as yours. Although you may not consider these events to be “competitors”, if they’re targeting the same demographic you will be competing for their dollar.

Step 2 – Report

Document your research findings . (See Appendix C for a market analysis template).

DECIDING WHAT SOCIAL CHANNELS ARE RIGHT FOR YOU

Now that you have set your goals, identified your audience and reviewed your online presence, it is time to consider what social media channels will be most suitable for promoting your event.

Try to be selective and just choose the platforms that you think will best help you reach your goals. See Appendix B for a description of each of the key social media channels.

EVENT SPONSORS AND PARTNERS

Think about where your target audience shops and what brands they like to eat, drink, wear, buy or use. These are the brands to consider as your partners and sponsors.

When you are considering event sponsors and partners make sure you research the prospective partner to make sure they fit the ethos of your event. You want to ensure all partners represent brands you would be proud to be associated with.

Once you are happy with the brand synergy think about how they can help you achieve your goals. Ask yourself the below questions:

1. What social media channels are they on?
2. How many followers do they have?
3. Would any of their channels be relevant to market your event?
4. Do they have any suitable “influencers” or “celebrities” you could recruit as social media ambassadors?
5. What is their current social media marketing strategy?
6. Can you see any way you can integrate your event messaging in to their current social media marketing?
7. Do they have a website you can advertise your event on?
8. What electronic newsletters do they send out?

Negotiate as much as you can for cross-promotion in your sponsor contracts. Make sure you make it as easy as possible for your partners to promote the event. Send partners a press release accompanied with a full suite of logos, digital tiles and pre-approved messaging for the event.

MEDIA PARTNERSHIP

Often newspapers, radio stations and TV channels are happy to partner with local and national events as the media partner.

A media partnership is where you negotiate media coverage in return for exclusive media rights to your event. Often there is a fee to the event organiser for the partnership, but it can be well worth the investment.

Key things to try to negotiate in your partnership:

1. An MC for your event.
2. Advertising in their main media channel as well as through their online channels. This includes their website and social media channels.
3. A social media influencer. Especially if they have a presenter or reporter with a good following.
4. A reduced fee, if possible, in return for extra publicity at your event.

CONTENT PLANNING

- Develop a good variety of relevant content for your audience to keep them engaged and interested.
- Engage with a creative agency (or get the team together and brainstorm) to develop some creative ideas.
- Make sure you consider licensing, copyright and relevant approvals before using any type of content. Do not take images from Google. Use free image websites such as Pixabay, or purchase images from sites like Shutterstock or iStock.
- See Appendix C for content planning resource templates.

MONITORING

Once your social media plan is live it is critical that you monitor and review it regularly. By doing this you can make any necessary updates to ensure you receive maximum impact from your social media plan.

APPENDIX A: TIPS AND TRICKS TO MAXIMISE YOUR REACH

1. Dedicate someone to manage your social media channels.
2. Integrate social media into your event registration process, your event website, and all your communications.
3. Use the answers to your event registration questions to guide your social media marketing.
4. Create a promotion to incentivise people to share your event details.
5. Embed live social media feeds into your event website.
6. Recruit online “influencers” who your target audience will resonate with and trust. Arm them with photos, videos, quotes, text, links etc. they can easily use to promote your event.
7. Include an event hashtag and links to your social media profiles in event emails and other marketing material.
8. Use tools like Hootsuite to post on your behalf and monitor your social media activity.
9. Review posts and engagement as it happens. If needed, update your social media plan for maximum engagement. Don't wait until after your event – it will be too late.
10. Create a unique event #hashtag for your event so people can track it. If your hashtag is too generic, your fans will end up pulling up tweets that don't have anything to do with your event.
11. Set sponsors and partners up with promo codes, photos and video content so it is easy for them to share.
12. Think creatively so you stand out, create ‘talkability’ and drive sharing of your content. But ensure your message is clear and direct so that the audience is compelled to act immediately.
13. Include a “live” plan – consider Facebook Live or Live Streaming so people who are not there can engage with the event as it happens.
14. Keep the momentum going after your event by sharing highlight reels, photo galleries and reviews.

APPENDIX B: SOCIAL MEDIA CHANNELS

FACEBOOK

Facebook is currently the largest and most powerful social media channel available. With over 1.4 billion active users worldwide it offers multiple ways to market your event straight to your target audience.

In 2015 it was reported by Facebook that over 1.9 million New Zealanders were using Facebook on average, 14 times per day, every day.. Imagine what this could mean for your event!

Marketing Options

Facebook offers many ways to market your event:

Targeted Advertising

Targeted Facebook advertising allows you to geo-target¹ your event advertising. This means you can select the location, gender, age group and interests of the people who will see your event advertisements.

Facebook now also offers video advertising. This can be targeted like standard advertising, but allows you to showcase your event through video. If you have access to video content, such as highlights from previous events, interviews or behind the scenes, this is a great tool for you.

Sponsored/Boosted Posts

Boosting a post is an effective way for you to get more exposure for your event for minimal investment. Recently Facebook have changed their algorithm and posts are no longer seen by all of your “friends” or “followers”. They also no longer show posts in chronological order. Instead they serve up to your newsfeed the posts that are most popular, or have been boosted/paid for. This means the “organic reach” of your event posts will not be as high as it used to be.

It is recommended now that you put a small amount of money behind key posts. By doing this you will instantly see a much better reach.

- Organic reach is the total number of unique people who were shown your post through unpaid distribution.
- Paid reach is the total number of unique people who were shown your post as a result of ads.
- Total reach is the number of unique people who saw your posts, regardless of where they saw it. If your post reaches a person organically and through an ad, that person will be included in organic reach, paid reach and total reach.

Audience Network

Facebook has updated its Audience Network so it can now show your Facebook-powered event adverts to people who don't have Facebook accounts through other websites. You will be given the option when you are setting up your Facebook advertising if you wish to use this network.

Video adverts included in Audience Network

You can now market your event through in-stream and in-article videos on Facebook. In-stream video ads will play before, during, or after video content in third-party apps and on mobile and desktop sites. In-article video ads will appear within the mobile pages of publishers and will autoplay when at least half of the pixels are viewable and viewers must opt-in for sound.

Promotions

Facebook Promotions are a great way to spread the word about your event, create hype and grow your Facebook following very quickly.

To run a promotion you need to firstly secure a great prize that will appeal to your target audience.

¹ Geo targeting is the method of determining the location of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, postcode, organisation, IP address, ISP or other criteria.

APPENDIX B: SOCIAL MEDIA CHANNELS

Once you have secured the prize you need to think about how your promotion will run and write up detailed terms and conditions you can post on your website and/or Facebook page. In your terms and conditions make sure you include:

- Rules of the promotion.
- Dates the promotion is running.
- What the prize is.
- What people need to do to enter.
- How winners will be selected and contacted.
- What will happen if no one enters or winner is not contactable?
- List organisations and people who can't enter (e.g. employees).
- A disclaimer that Facebook is not associated with your campaign.

Make sure you familiarise yourself with the rules of Facebook Promotions. You can find the Facebook Promotion Guidelines by [CLICKING HERE](#). Facebook regularly updates these guidelines so it is imperative you always check before you launch your promotion. If you breach the rules they will often just freeze, or close down your account.

Events

Facebook events are a great tool to reach your audience, promote your event and sell tickets for a small investment.

Through Facebook Events you can set up an online “event” and invite all your friends, fans, followers and networks. You can set up your event so each person invited can then invite his or her friends and so on.

You are also able to add in a co-host to your event to help reach a wider audience and drive more hype around it.

When your event is live you can choose to broadcast live from your event using your mobile phone and “Facebook Live”. Your broadcast will then go straight to your event page.

Facebook Live

After seeing the trends in video engagement online, Facebook launched Facebook Live in 2016. This is a fun video platform available on all Facebook accounts and it is fast becoming one of the most popular event marketing tools on social media.

With Facebook Live you can broadcast live video from your event and choose who you want to target with the content. You can choose your fans, business page, event page, or personal page. While live you can even see how many people are watching your broadcast and receive comments, as they are posted live.

Tips for using Facebook Live for your event:

1. Plan your broadcast content
 - Think about what your broadcast/s will be about. It could be interviews with people attending or performing at your event, key information or behind the scenes.
 - Select ambassadors for your event who will be good on camera. They need to be natural, warm and personable.
 - Encourage participants to use Facebook live updates to their friends and to tag you in their live streams.
2. Promote before you broadcast.
 - Create a teaser video or post to promote your upcoming broadcast. Boost the video/post so that as many people as possible know your broadcast is coming up.

APPENDIX B: SOCIAL MEDIA CHANNELS

3. Be prepared and practice before going live.
 - Check your internet connection, forward any calls that may come through to your mobile, check what is in the background of your broadcast, check sound levels, work out a plan for addressing live comments.
4. Optimise your broadcasts
 - Once the stream ends your broadcast will be archived. A lot of people will still view your video from the archive so make a plan to optimise your broadcast. You could boost it or share with your network or sponsor networks.

FACEBOOK CASE STUDY : Vodafone Warriors



Image Credit: true.

Campaign Description

As the major sponsor of the Warriors, Vodafone was entitled to a half time activation at the Mother's Day game.

They decided to work with their creative agency to create a real-life experience that could then be shared on social media.

Leading in to the game it was promoted on social media that if you brought your mum to the game she could be selected to unwrap a giant red present at half time. As mums arrived at the game they were given a Vodafone sash to give them the chance to win a range of prizes.

The first 20 mums were rewarded with a Vodafone Smartphone Mini 4. Then, at half time, Vodafone selected three mums from the crowd. They were invited to the centre of the field to open a giant red gift. The first mum was drawn randomly; inside her parcel was a trip to the Grand Final in Sydney.

The second mum's parcel opened to reveal the ultimate Mother's Day surprise - her son Sam was inside, she thought he was travelling in Nicaragua,. They hadn't seen each other in almost a year.

The two remaining mums on the field were each given a free Samsung Galaxy S5.

Vodafone captured the story of Sam and his mum on camera, and turned it into a short, heart-warming video that could be used to engage with fans on Facebook.

Results

- The video reached over 268,000 people on Facebook alone.
- Their creative agency (true) reports that it was the most shared video Vodafone New Zealand has ever posted on Facebook.

APPENDIX B: SOCIAL MEDIA CHANNELS

FACEBOOK CASE STUDY : Straight Outta Compton

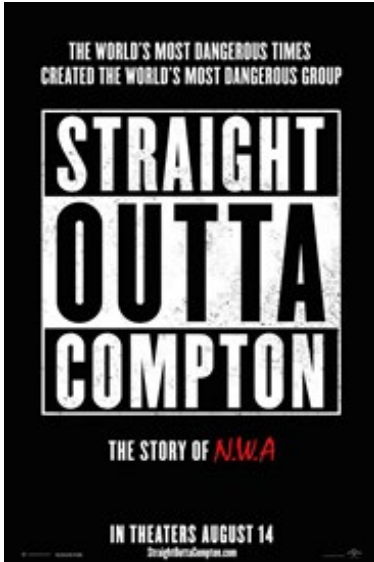


Image Credit: Hollywood Reporter

Campaign Description

R/GA Hustle was the agency appointed to create hype and sell tickets to the “Straight Outta Compton” movie.

They decided to play on the fact that the movie is all about hometown pride and developed an easy way for people to celebrate that pride and share it through social media.

To launch they appointed 100 influencers to tell where they were #StraightOutta and how that shaped their story.

The most crucial part of the campaign was their creation of an app where people could make their own custom memes to represent their own hometowns by simply typing in their city name, uploading an image and sharing to Facebook.

By giving people a way to celebrate their roots, they reminded people about the powerful story of one of the film’s autobiographical characters, Dre’s roots, and they packed out movie theatres right across the world.

Results

- Facebook was pivotal to the success of this campaign, as the 'share to Facebook' button enabled the agency to close the loop on the entire experience.
- In less than 24 hours, it is reported #StraightOutta became the number one trending topic on Facebook and Instagram.
- The app received 11.7 million visits, with 7.2 million unique visitors, 8.3 million downloads and over 10 million shares in total (counting re-sharing on Facebook and Instagram). That’s 10+m pieces of Beats advertising, created and shared organically by users.
- In the end, it not only became Beat’s biggest campaign ever, but the biggest and most talked about social campaign of 2015.
- Straight Outta Compton took \$201.6m at the global box office, on a production budget of \$28m.

APPENDIX B: SOCIAL MEDIA CHANNELS

TWITTER

With over 310 million active monthly users, and 1 billion unique visits a month Twitter is a very popular service for friends, family, and co-workers to communicate and stay connected.

Twitter is all about the exchange of quick, frequent messages. It is about the “now” and about sharing topical information quickly. Tweets can be up to 140 characters and can include photos, videos or links. Twitter reported in 2017 that on average there were 500 million tweets per day across the world.

Twitter is a great way to provide quick, short updates leading up to and on the day of your event. You can use it to promote early-bird sales, share photos or retweet topical tweets from celebrities, media channels, influencers or event goers.

Event tips for using Twitter

- Set up an event Twitter page with an easy to remember and easy to promote handle such as @lake2lake.
- Complete the profile in detail with strong imagery and links to your event website.
- Take time to search for relevant people, businesses and media channels on Twitter and start to follow them as soon as you have set up your page. This will help you get followers to your own page.
- Schedule up to 8 tweets a day (make sure they are relevant).
- Always tag in others to your tweets if relevant as the tweet will then be seen by more people.

Marketing Options

There are several ways you can market your event through Twitter.

- **Promoted Accounts**

When you first launch your Twitter account you won't have any followers. By promoting your account it will be suggested to people who may find it interesting.

- **Promoted Tweets**

A promoted Tweet is when you pay to promote a Tweet to reach a wider group of users. Although they are labelled as “promoted” in the newsfeed of followers it ensures that more followers see your event message.

- **Timeline Ads**

Recently Twitter added the ability for people to run ads in timelines. Previously you could only run ads on the same page, not within the timeline itself. You can choose the theme and colours of your ads so they integrate more organically on user's timelines.

- **Twitter Polls**

Twitter Polls is a relatively new feature that allows to easily create your own poll and see the results instantly.

APPENDIX B: SOCIAL MEDIA CHANNELS

TWITTER CASE STUDY : The 2016 UEFA European Championship



In 2016 France was hosting the Union of European Football Associations Championship (UEFA) and wanted to create publicity and awareness of the tournament. They worked with a creative agency to develop a hashtag promotion - #EURO2016.

The official hashtag #EURO2016 automatically triggered an icon of the competition's trophy. Fans of all competing nations were then able to support their country with a special national flag emoji by adding a hashtag of the abbreviation of the country's name (e.g. #ENG #GER #FRA #CRO #POR)

This was a very effective way to use Twitter and get the championship brand in front of thousands of people.

To further enhance this social campaign Twitter partnered with mobile company Orange to illuminate the Eiffel tower in the colours of the national team that received the most support across the social network.

Each evening the company analysed the most used hashtags throughout the course of that day and 10 minutes after the final whistle a spectacular light show transformed the famous landmark in the team's colours.

Results

- 14.2 million tweets

Projection is becoming an affordable marketing option in NZ. Consider local monuments or icons you could run a projection campaign on, for example the Sky Tower, Harbour Bridge, or local city hall.

Reference: <https://twitter.com>

APPENDIX B: SOCIAL MEDIA CHANNELS

SNAPCHAT

Snapchat enables users to send text, photos and bite-sized video messages to friends which disappear immediately after they have been viewed. Users can also post photos or videos to their “story”. Anything posted to somebody’s “story” is available for any of their followers to view for the next 24 hours.

Targeting young and savvy 18 to 35 year olds this social media platform is growing at a rapid rate. It is so popular that it was reported in 2016 that Snapchatters were watching over 10 billion videos per day!

Snapchat has recently introduced options for advertisers so they can become involved. From a marketing perspective Snapchat is not for pretty pictures but for sharing authentic moments.

Marketing Options

- **Snap ads**

Snap ads are vertical video ads that can be up to 10 seconds long. Viewers can then swipe up for more information. You can choose what they see when they swipe up. It could be extended longer video, the app store where they can download your event app, or they could be directed to the ticket office to purchase an event ticket.

- **Story**

“Story” is a great tool for you to use to create behind the scenes excitement for your event. You could appoint ambassadors who take over your account and post for a day or dedicate someone in your team to regularly update your story with quirky and interesting posts for your followers.

On the day of your event “Story” can be used to share the story of the day for those who are unable to be there.

- **Sponsored lenses**

Sponsored lenses give users the chance to “play” with your brand. For example, you can prompt users to “raise their eyebrows” to trigger an animation. When the user has finished playing and happy with the animated image in front of them, they can share it with their friends, or post it to their story.

- **Geofilter (expected to launch in New Zealand in 2017)**

Geofilters is Snapchat’s latest advertising opportunity for businesses and event organisers. A Geofilter allows event organisers to design a custom filter that can then be offered to attendees to put over top of their Snapchat photos while they are at your event.

The filter could be a simple branded border, or a “stamp” with your event logo date, location, or maybe include a message like “WISH YOU WERE HERE”. It is totally up to you!

APPENDIX B: SOCIAL MEDIA CHANNELS

SNAPCHAT CASE STUDY : Vodafone New Zealand Music Awards



Image Credit: Stop Press

Campaign Overview

Vodafone worked with their creative agencies (Y&R and true) to develop a Snapchat campaign to allow those who were not at the 50th Vodafone Music Awards to be part of this iconic event.

They worked hard to organise exclusive behind the scenes content opportunities that could then be shared through their story.

To create awareness about the Snapchat channel Vodafone launched a competition in the lead up to the event giving two lucky people the opportunity to become the official Vodafonenz Snapchat presenters on the night. More than 600 people auditioned for the presenter spots creating the exact level of awareness that Vodafone needed.

On the night the content uploaded to Snapchat included things like Taikia Waititi pretending his leg was a guitar, Gin Wigmore laughing about the breakage of her Tui award and Lorde walking along the red carpet into the event.

It was the first time anything like this had ever been done before in New Zealand and the results were fantastic.

To view the highlights [CLICK HERE](#).

Results

- 200,500 story views of content uploaded to the Vodafone Snapchat handle
- 750,000 views of Snapchat content shared through the @vodafonenz Snapchat handle

Reference: www.stoppres.co.nz

APPENDIX B: SOCIAL MEDIA CHANNELS

SNAPCHAT CASE STUDY : H&M

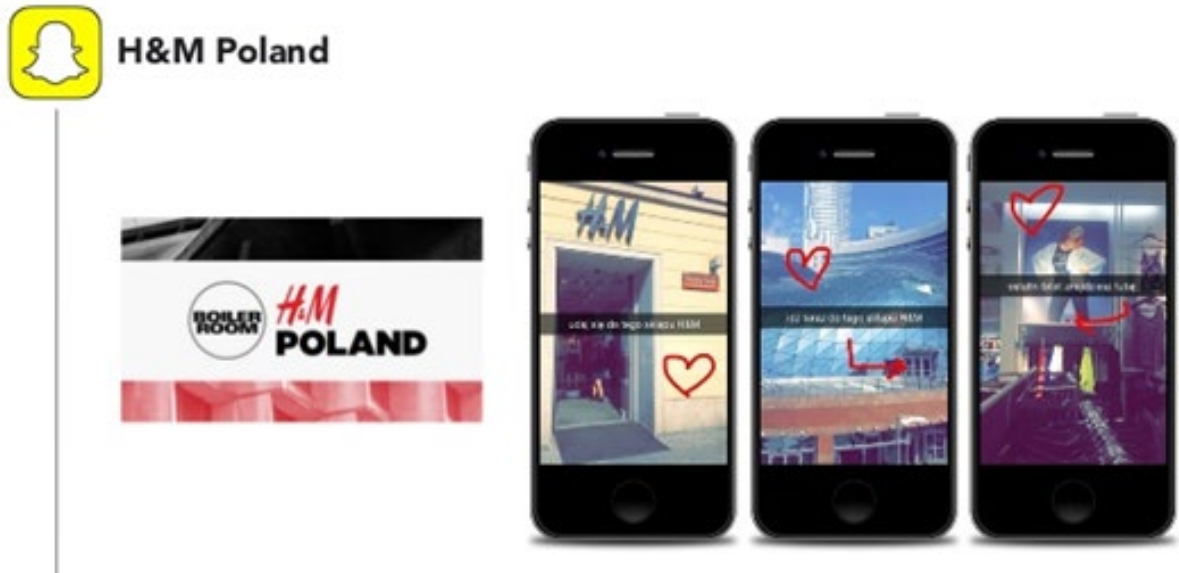


Image Credit: Snapchat

Campaign Overview

H&M were the sponsor of a large concert in Poland called Boiler Room. Tickets were hot property and sold out fast meaning the only way to get tickets was to win them.

Since Boiler Room was well-known for turning unexpected secret locations in to crazy parties, H&M decided to turn their stores in to an unexpected playing field for the last 20 double tickets.

They hid a number of tickets in H&M stores and then asked people to follow their Snapchat for hints and messages to find the tickets.

Results

- 943 new Snapchat followers
- 200 game players
- 3.8 million unique users were reached online
- 344,016 live streams

Reference: <https://www.snapchat.com>

APPENDIX B: SOCIAL MEDIA CHANNELS

INSTAGRAM

Instagram is a fun and quirky way to share information about your event through a series of pictures. There is a selection of filters available and it is super easy to use.

Instagram is owned by Facebook meaning you can now streamline your advertising and posts to automatically post on both platforms. If used well, Instagram can be a very cost-effective and creative way to market your event.

Marketing Options

- **Photo advertisements**
Photo advertisements allow you to share your message via an image that is then sponsored to show in followers' newsfeeds.
- **Carousel advertisements**
These are an extension of photo advertisements allowing you to upload multiple images that users can see by swiping the screen.
- **Video carousel ads**
Recently Instagram have added a function that allows you to post video ads. This means that as an event organiser you can now share a mix of three to five static images and video as an advertisement for your event.
- **Dynamic ads**
Instagram has announced that 'Dynamic ads' are now available. This means if someone visits your event website, then visits Instagram, they'll be served ads that relate to what they were just browsing on your website or app.

APPENDIX B: SOCIAL MEDIA CHANNELS

INSTAGRAM CASE STUDY : The US Open 2014



Image Credit: Mathieu Zarbatany

Campaign Overview

Heineken was the naming sponsor of the 2014 US Open and had 10 sought-after tickets to the finals. They decided to use Instagram to give away the tickets.

They used the basic grid of Instagram by taking a full panoramic image of the stadium and then sliced the image.

They then ran 5 unique ticket hunts through Heineken's Instagram feed. Clues were given on Instagram to help you find the character who had the tickets. You then had to be the first to comment with the correct code word and the tickets were yours.

You can watch the case study video [HERE](#).

Results

- Largest image ever Instagrammed
- 9 winners received 18 tickets to the US Open Final
- 20% increase in followers
- Nearly 1,500 users participated over the three days it ran

Reference: <https://www.instagram.com>

APPENDIX B: SOCIAL MEDIA CHANNELS

LINKEDIN

LinkedIn is the world's largest professional network with over 400 million professionals on it. It offers you the opportunity to have self-service advertising or managed campaigns.

This is a fantastic social media tool if your target audience is professionals.

Marketing Options

- **Status update**
On LinkedIn you can post a personal update to your connections. This is great to promote your event. You can even link directly to your website for viewers to get more information.
- **Sponsored content**
This is when you pay to boost your content so it is seen by more professionals. It is available on desktop, smartphone, and tablet and is a great way to ensure your event is seen by more people.
- **Display advertisements**
Display advertisements are standard digital ads which display on the LinkedIn network. They are perfect for brand awareness to keep your event top of mind.
- **Direct message**
You can send 3 types of direct messages on LinkedIn:
 1. **InMail.** This allows you to craft an email that is sent directly to your selected audience's LinkedIn inbox. To send an InMail you need credits (which come with premium accounts). Alternatively, you can purchase these separately.
 2. **First tier connection message.** If you are connected to someone on LinkedIn you can send free direct messages to them. You can also send a message to up to 50 connections at one time by typing their name in the 'send to' field.
 3. **Group message.** If you share a group with someone you can send them a free, direct message by simply finding them (members tab) in the group and clicking on the 'send message' link.

APPENDIX B: SOCIAL MEDIA CHANNELS

LINKEDIN CASE STUDY : Callaway Golf



Image Credit: LinkedIn

Campaign Overview

In 2013 Callaway Golf saw an opportunity to re-energize its brand presence among digitally savvy professionals who play golf.

Callaway's target demographic is professionals who are passionate about playing golf. So, along with Fanscape, their social media marketing agency, they developed a campaign called "Hit the Links" which could be played on LinkedIn.

"Hit the Links" was an interactive app that let LinkedIn members create their "ultimate foursome" using their own network connections. To enter LinkedIn users simply needed to select three mates who were on LinkedIn and then "Hit the Links" to share their foursome.

The prize up for grabs was a full fitting, custom built clubs and a round of golf at the Callaway Head Quarters for four people.

The campaign was promoted via LinkedIn InMail and LinkedIn ads.

Results

- 8,270 foursomes created.
- 1,500 new followers for the Callaway Golf Company Page.
- 83% lift in positive sentiment on social networks.

Reference: <https://www.linkedin.com>

APPENDIX B: SOCIAL MEDIA CHANNELS

YOUTUBE

YouTube is the biggest video platform in the world and the second largest search engine with billions of people logging on every day to discover, watch and share videos.

Therefore, it is a high possibility that your prospective attendees are searching for videos related to your event (or your type of event) before making up their mind about purchasing a ticket.

Although its primary function is to serve as a publishing platform for video content it also includes options for channels, comments, ratings and recommendations.

The benefits of YouTube for event marketing range from search engine visibility to live streaming of your event.

Marketing Options

- **Develop a YouTube Channel**
Before you start You Tube marketing it is important to develop a content plan to make sure you have good content to share.
- **Video ads**
With video ads you can develop a short promotional video for your event. Your video ad will then play before, during, or after other videos. After 5 seconds, the viewer will have the option to skip the ad so it is important you develop great content to hook them in.
- **You Tube Live**
With You Tube Live you can live stream your event.

Reference: <http://www.youtube.com>

APPENDIX B: SOCIAL MEDIA CHANNELS

PERISCOPE

Periscope is a live streaming video app launched by Twitter in 2015. Though it's still quite a new social media platform, it's already gaining a lot of traction; in its first five months, Twitter reported that the app had more than 10 million users.

Periscope is a great platform for you to consider for capturing and share your event live.

Marketing Options

Live streaming

Live streaming is a great way to maximise engagement during your event provided you have good content and a team to manage it. Some ideas for live streaming include:

- Presenter updates, showing the key parts of your event,
- Question and answer sessions with key event personalities,
- Behind the scenes exclusive footage,
- Release new products/merchandise ranges.

Users can now broadcast from a drone, as well as switch back and forth between drone, iPhone, and GoPro footage.

Note - Periscope has introduced a comment moderation system. The new system gives viewers the opportunity to report comments as spam or abuse. Once a comment is reported, a few viewers are randomly selected to vote on if the comment is spam, abuse, or okay. The results of that vote are shown to the voters and if the majority agree that the comment is spam or abuse, the commenter's ability to comment in that broadcast is temporarily disabled. Repeat offences will result in a ban from the remainder of the broadcast

Reference: <http://www.periscope.tv>

APPENDIX B: SOCIAL MEDIA CHANNELS

TUMBLR

Tumblr is a blogging and social media website where you can share everything from stories, photos, GIFs, TV shows, links, quips, jokes, music, mp3s, videos, fashion and art. Basically, you can share any form of content via Tumblr.

There are hundreds of millions of blogs and users on Tumblr worldwide.

When users sign up, they are invited to select topics that are of interest to them. Tumblr then makes suggestions of blogs that may be of interest to the user and invites them to follow these blogs.

Once someone follows your blog, all your posts will appear in their dashboard. They can then re-blog it to their own blog or add comments to yours.

If you have a strong writer in your event team, or know someone who loves to blog, Tumblr is a fantastic platform to consider adding to social media plan.

Marketing Options

- **Sponsored posts**

Sponsored posts are like regular Tumblr posts, however they are paid for to give you a wider reach. You can target sponsored posts for your event by selecting gender, location and interests of the people who will see it.

- **Sponsored video posts**

These are also targeted sponsored posts, however they are videos. Videos play automatically once they are served to a user and loop continuously.

- **Sponsored day**

With a sponsored day you can own a whole day. You will be invited to pin your event logo and tagline to the top of the dashboard for 24hours. You can then share your own posts, re-blog posts you like, or do a mix of both and Tumblr will ensure your selected target see it on their dashboard.

Reference: <http://www.tumblr.com>

APPENDIX C: RESOURCES

SOCIAL MEDIA AUDIT TEMPLATE

SOCIAL NETWORK	MANAGER	URL LINK	FOLLOWERS	BRANDING CHECK Y N	NOTES (ENGAGEMENT LEVELS, LAST TIME THERE WAS A POST ETC.)
Facebook	Becky	www.facebook.com/lake2lake	850	Yes	Needs updated cover with new event dates
Twitter	Becky	www.twitter.com/lake2lake	230	Yes	Needs updated cover with new event dates

APPENDIX C: RESOURCES

COMPETITOR & IMPOSTER AUDIT TEMPLATE

COMPETITOR NAME	SOCIAL CHANNEL	URL LINK	FOLLOWERS	NOTES

APPENDIX C: RESOURCES

MARKET ANALYSIS TEMPLATE

COMPLETE A MARKET ANALYSIS TO GET A GOOD UNDERSTANDING OF EXACTLY WHAT IS HAPPENING IN THE MARKET.

COMPETITOR NAME	DATE	TIME	VENUE	TICKET COST	TICKET DEMO	COMPETITOR Y N	SOCIAL MEDIA CHANNELS

REMEMBER! Just because an event doesn't directly compete with yours, but it is targeting the same demographic, at the same time as your event, then you will be competing for audience awareness and spend.

APPENDIX C: RESOURCES

DEVELOPING YOUR CONTENT CHECKLIST

CONTENT TYPE	YES	NO	MAYBE	NOTES
PHOTOS - Do you have access to photos from previous events? Do your partners, sponsors, speakers, performers have any photos that you can use as part of your plan? Do you have permission from the individual in the photos to use their image for future events?				
VIDEOS - Do you have 'best of' videos, TVC's, Questions & Answers (Q&A) videos, interview snippets, videos of speakers, performers or influencers? Do you have any ideas on how you could develop short/catchy videos as part of your marketing plan? Do you have permission from the individuals in the video to use their image and comments for future event promotion?				
QUOTES - Have you got quotes or testimonials you can use from influential people, performers, speakers, or previous event goers? (These work well over photos). Do you have permission to use these quotes for future event promotion?				
TEXT - Do you have a copywriter to create short, relevant and engaging text?				
LINKS - Do you have access to links of relevant and engaging content online you can share with your audience?				
AUDIO - Do you have audio from previous events, interview snippets, radio presenters talking about your event? Do you have permission from the individual or company to use the audio for future event promotion?				
CROWD SOURCING - has your audience created relevant content you could use to promote your event?				

APPENDIX C: RESOURCES

CONTENT PLANNER TEMPLATE

MONDAY (DATE)							
TIME	TITLE	COPY	IMAGE / VIDEO	LINK	CLICKS	SHARES	COMMENTS
TWITTER							
4:00							
8:00							
12:00							
16:00							
18:00							
20:00							
22:00							
FACEBOOK							
6:00							
10:00							
14:00							
LINKEDIN							
8:00							
12:00							
16:00							
INSTAGRAM							
12:00							
18:00							