

Facebook Campaign SPOILT Tour 2015

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1. EXECUTIVE SUMMARY

SPOILT comes with a Facebook Marketing plan that can be rolled out from 8 weeks before the show approaches your venue to increase interaction with your existing Facebook followers and also to attract new audience to your venue and to your social media network.

Please note, this is not only a Facebook Marketing campaign for SPOILT but it can be also be utilized as a template to market other shows visiting your venue through social media.

Each show has a different target market and as you roll out each Facebook campaign designed specifically for the audience of each show, you will very quickly notice your social media network and intern your audiences grow.

2. FACEBOOK TIPS FOR BEGINNERS

2.1 Does your venue have a Facebook page?

If not, it is time to set one up. It is important that you set one up as a 'business page' and not as a personal account. There are many advantages of setting up a facebook account as a business page and these are:

- You can connect with other businesses and their networks (ie: connecting with entire networks rather than with individuals means a wider reach)
- Patrons can 'check in' to your venue when they arrive (it will be registered as a 'place' and easily located on Google maps)
- As your number of 'likes' increase and these followers interact with your page, their networks will be attracted to 'like' it too
- You can choose to invest in placing Facebook advertisements to reach an even wider audience.

Essentially, you page has more 'pulling power' when set up as a business page rather than a personal page. To find out how to go about this, please visit the following link:

<https://www.facebook.com/about/pages>

Please note, if you already have your venue set up as a personal account and wish to convert it to a business page, this is possible. Your 'friends' will be converted into followers or 'likes' but your history and time line will be wiped. Please see the following link for further information.

<https://www.facebook.com/help/175644189234902/>

2.2 Set up your page administrators:

Think about who else in your organization can help you to administrate the Facebook page. Even if they are not going to be responsible for the majority

of the posting and the carrying out of the campaign, it can be really useful to register them as administrators so if they want to post content (the more content the better) they have the power to. For example, the Artistic Director takes a picture at opening night and wants to post it directly from his/ her i-phone to the venue's page. Here is how to add extra administrators to your page:

<https://www.facebook.com/help/187316341316631>

2.3 Connect with other pages and expand your network:

- Who are your like-minded organisations? Who is your venue similar to or affiliated with? Do you have partnerships or do you support fellow arts organisations or have relationships with local community organisations? Chances are, they all have Facebook pages and by 'liking' their pages, you will instantly connect with their networks (so that when you post, it will appear on their feeds and be seen by everyone who has 'liked' them). Type the names of these organisations or companies into your Facebook search window (top of your page, marked with magnifying glass icon) and when they pop up, 'like' them.
- NB- always ensure that when carrying out this activity, that you are logged in as your venue page and not as your personal account.
- Another helpful hint is to check out which pages they 'like' and to 'like' any of those that are also relevant to your venue.
- Many artists, theatre companies and production companies have set up their own business pages, try typing in the names of artists or theatre companies that have visited your venue in the past and 'like' their pages too.

2.4 Connecting with individuals:

Please note, as a business 'page' you are unable to 'like' individuals (personal facebook accounts). The only way you can connect with individuals is by getting them to 'like' your page'.

2.5 Always 'Like' and then always @Link!

When mentioning any other pages in your posts, always ensure they are tagged. This means tagging photos/ images but also includes tagging in written content/ posts. To do this, make sure that you have first 'liked' the page. Then, when you type in the name, simply type a @before the name. The @ will disappear and the name will be highlighted (meaning linked).

For example:

@LIZ SKITCH testing the pre-show chocolates that have just been delivered... @FERRIER ROCHIER!!! We hope she doesn't eat them all!
(this way the post will be linked to Liz's Comedian Facebook Page and Ferrier Rochier)

Or

Direct from the @MELBOURNE INTERNATIONAL COMEDY FESTIVAL, Spoilt, arrives at @Knox Community Arts Centre this week!!!
(this way the post will be linked to both the Comedy Festival Page and the Knox Page)

2.6 We have our Facebook page set up, how do we increase the number of 'likes' that we have?

a. By posting content: You need to feed your existing followers or 'likes' interesting content that they will interact with and through this, you will appear on their Facebook newsfeeds and attract their friends to interact with and to 'like' your page.

b. Timing is everything: This content needs to be posted regularly (every day or at least once every two days) and at peak hour. When is peak hour? This depends on your target market.

Business people and commuters are 7am- 9am and 5pm- 7pm
(weekdays)

Mums and students 9pm- 11pm (week days)

Weekends: Saturday 3pm- 5pm and Sunday 7pm onwards

* These times can change and it is best to do a search to find out the latest trends before rolling out the campaign.

c. What is powerful content? Photos are the most powerful content. Wherever possible, post an image (jpeg) with a comment rather than just posting text. Ideally you want your followers to see this on your news feed and 'share' it with their friends. Really funny You Tube clips are also great for sharing.

2.7 Paid advertisements on Facebook (getting more bang for your buck)

Setting up an advertisement for an up and coming show and paying to share this on Facebook is increasingly becoming an essential part of a marketing plan. However, it must be noted before investing in paid Facebook adverts, that these will reach a wider audience if you have active followers. The more 'clicks' a Facebook advert gets, the further it is distributed. How do you get more 'clicks'? By posting timely and topical content in the lead up to a show (ideally, all year round).

2.8 Setting the show as an event

By setting up the show as an 'event' and choosing the option for invited 'friends' to invite their friends, the information about the up and coming season can be easily shared from one person to another, increasing the audience rapidly. Also, once an audience member has chosen to 'attend' the event, whenever you post to the event page, it will appear on their news feed, reminding them that it is coming up, sharing with them fun behind the scenes info about the show and the artists and any deals that you might be carrying out as part of the show.

2.9 Don't rely on Facebook alone

Please note that it is really important not to rely on Facebook marketing alone. The best marketing campaigns utilize all the marketing tools (eg: posters, flyers, press and printed adverts) and Facebook is just one of these.

3. The FACEBOOK MARKETING CAMPAIGN FOR SPOILT

3.1 The Spoilt Target Market

SPOILT's target market is women aged 20- 55. It is a great girls night out and can be marketed to Hens nights, women's social groups, Mums, book clubs and ladies who feel like letting their hair down, having a good laugh and maybe even getting up on stage to do the Nutbush!

3.2 Best time to post

The best time to catch Mums on the internet is later at night once dinner is over, the kids are in bed and they have some spare time to catch up on what is in their Facebook newsfeed. The peak hour is 9- 11pm.

3.3 SPOILT Facebook Marketing Materials.

Debase Productions will provide you with content to engage and increase the target market!

In SPOILT, comic actress Liz Skitch skillfully plays FIVE fabulous women and each of these will provide entertaining and engaging content for your to post to your venue's Facebook page.

This SPOILT Facebook Marketing Materials will include:

- Facebook event banner image & show blurb
- 10 x images plus text for daily posts (2 x image and text for each character)
- TWIT Webseries featuring 7x 5 minute webisodes that feature all five characters from SPOILT <http://www.petaswift.com/webisodes/>
- 1 x Facebook advertisement featuring special deal

Hero Images are available here:

<https://www.dropbox.com/sh/tw334vriekj6bp2/AABFMbwJLpaWJNTI8Q663hnAa?dl=0>

Production Images are available here:

https://www.dropbox.com/sh/psoea269le2ckqn/AAD2c2IMTFJic_sUSu66h5DFa?dl=0

These images, clips and exclusive show deals will be directly target at women who will feel compelled to share with their family, friends and social groups.

3.4 Introducing the characters in SPOILT!

LARISSA, Reality TV Star: Early 20's

A delicious mix of confidence and naivety, Larissa can be appreciated by fans or critics of the world of Big Brother, Australia's Got Talent or The X Factor.

PETA SWIFT, Australia's Toughest Personal Trainer: Early 40's

Meet the woman who changes lives, Peta Swift, Australia's toughest Personal Management Trainer (PMT). Peta will strike a chord with gym goers, anyone who has ever signed up for Michelle Bridge's 12WBT or watched an episode of The Biggest Loser.

JACQUI, Wedding Celebrant: Early 60's

Jacqui is the sixty -year old Cougar, who shares her most intimate secrets to anyone who will listen. Jacqui is an outrageous and loveable character, she is the one that will make a girls night out scream with laughter as they recognise someone they know in Jacqui.

SUE, Owner Toorak Heritage Mansions and Dog Owner: Mid 50's

Sue is the biting and sarcastic socialite who runs the prestigious Toorak Heritage Mansions, home to the most exclusive weddings, receptions and Liberal Party fundraisers. Sue is Jacqui's best friend but Sue's best friend is her miniature Pomeranian- Shitsu named Princess.

SONJA, Bride- to – Be, Early 30's

This is the beautiful bride, who is getting married... to herself. Sonja appeals to anyone who has ever been a bride or been to a wedding... which is pretty much everyone!

4. 8 WEEK TIME LINE FOR RELEASING MARKETNG MATERIALS

WEEK 1:

Create an event for the up and coming season of SPOILT at your venue

- This is an important first step so that anyone who interacts with your SPOILT Facebook Marketing Campaign over the coming weeks and wants to find out more about the actual show and the details of the season (Who, What, When, Where, Why) can easily do so by searching or following the link to the SPOILT Event page. Here's how to create an event as a page:

<https://www.facebook.com/help/116346471784004/>

- Please note that SPOILT has a high quality marketing image (featuring all 5 characters) designed in the dimensions specific for Facebook Event page (see 3.3 Marketing Materials)
- When you create your event, you can also add targeting so only the most relevant people will see your Page's event in their News Feeds. Click **Add Targeting** at the bottom to target your event based on information like gender, location and age.

- When you create the event it will appear on your page's newsfeed (make sure you launch this at peak hour eg: 5pm)
- Utilise your personal networks. It is important that each of the page admins log out and log back in as their personal accounts, click on the event, click 'attend', then you can choose the option 'invite friends' and invite as many friends as you want from your friends list in your personal account.
- Also ensure that when you create the event you choose the option to make invites open. So that anyone wanting to attend can also invite their friends.
- Those that join the events page by clicking 'attend' are a great direct market for the show. Remember to feed them content. Make sure that at least once a week when you post to your page about the show, to also post on the events page and this will appear on the newsfeed of all those 'attendees'.
- Once the event is set up, share it with your networks.

WEEK 2:

Expand your networks associated with the Target Market of the show

SPOILT's target market is women so what are the groups/ organisations/ companies that women are likely to be associated with in your community. Here are some suggestions:

- Netball clubs or other sporting teams
- Mothers groups
- Schools & Kindergartens
- Day Care Centers
- Book Clubs
- Bridal Shops
- Flower Stores
- Hair and Beauty Parlors
- Libraries
- Shopping Centres
- Coffee Shops
- Book Shops

Then, logged on as your venue's page, search to see if any of these groups have pages and 'like' them. Once you have done this, post the link to the SPOILT event on their page with a customized message.

EG: Fancy a Girls Night Out? Check out SPOILT, a hilarious comedy show for women coming to the #KNOX COMMUNITY ARTS CENTRE on Sat 18th April. Book now!!!

Then post the link to the SPOILT events page.

WEEK 3:

Post image + text every day!

- In week three, choose the first set of 5 x character images (See 3.3- Spoilt FB Marketing Materials) and accompanying text (See 3.4) to post on your venue's page at peak hour (hours 9-11pm) each day.
- Re-post your two favorites on the weekend (3pm- 5pm)
- Also post one or two of these to your events page (to keep it active).
- Post these to the walls of other pages (that you have already liked) and be specific about matching the character image with the target market.

For example:

Picture of SONJA (Bride -to -Be) could be posted on the business page of the local bridal shop with the text "After a fun night with the girls? Meet Bride – to – be SONJA who has a secret to share in the side -splitting comedy SPOILT. Coming to the @KNOX COMMUNITY ARTS CENTRE , Sat 18th April. Book now!!!"

Hero images:

https://www.dropbox.com/sh/rb3comtmasfy52k/AADk0UC4JilZTXAuen5_UCzYa?dl=0

WEEK 4:

Post a Webisode every second day!

This week, it is time to share Liz Skitch's Webseries with your growing networks!

- In week four, roll out the first 3 webisodes (See 3.3- Spoilt FB Marketing Materials) to post on your venue's page at peak hour (hours 9-11pm) each day.
- Re-post your favourites on the weekend (3pm- 5pm).
- Each clip is a short 20 second vox- pop from each character with their individual opinion on why it is important for women to spoil, treat, pamper themselves. Each clip is funny, eccentric and definitely worth sharing! Women will love these characters!!
- Ensure to post the accompanying text "Introducing (character name), see her in SPOILT, playing at the #Knox Community Arts Centre, 5- 15 April, book now! (add booking link)

Videos: <http://www.petaswift.com/webisodes/>

Direct Youtube links

TWIT 1 <https://www.youtube.com/watch?v=koNwOyNPpqc>

TWIT 2 <https://www.youtube.com/watch?v=ibgrA34eErU>

TWIT 3 <https://www.youtube.com/watch?v=brqWDAVsoZI>

TWIT 4 <https://www.youtube.com/watch?v=9JHIQ0r33oE>

TWIT 5 <https://www.youtube.com/watch?v=NRMauPeYtOU>

TWIT 6 <https://www.youtube.com/watch?v=oPGNXAWgQ6c>

TWIT 7 <https://www.youtube.com/watch?v=ECNKp2FTErQ>

WEEK 5:

Post image + text every day

- In week 5, choose the second set of 5 x character images (See 3.3- Spoilt FB Marketing Materials) and accompanying text to post on your venue's page at peak hour (hours 9-11pm) each day.
- Re- post your favourites on the weekend (3pm- 5pm)
- Also post one or two of these to your events page (to keep it active).
- Post these to the walls of other pages (that you have already liked) and be specific about matching the character image with the target market.

For Example: Image of Peta Swift (Personal Management Trainer) could be posted on the page of the local Gym. With the text "Step aside Michelle Bridges 12WBT, and meet new hottest trainer on the block, Peta Swift!" (click on more info)

Sign up for Peta Swift's TWIT (Twelve Week Internal Transformation)! See her in the new side splitting comedy, SPOILT, coming to the @KNOX COMMUNITY ARTS CENTRE, Sat 18th April. Book now!!!"

Production images:

https://www.dropbox.com/sh/psoea269le2ckqn/AAD2c2IMTFJic_sUSu66h5DFa?dl=0

WEEK 6:

Post remaining Webisodes every second day!

This week, it is time to share more You Tube clips with your growing networks!

- In week 6 it's time to post the final four webisodes (See 3.3- Spoilt FB Marketing Materials) on your venue's page at peak hour (hours 9-11pm) each day.
- Ensure to post the accompanying text "Spoil yourself with a night out at the theatre seeing side splitting new comedy SPOILT @ Knox Community Arts Centre, Sat 18th April, book now!

WEEK 7:

Facebook Adverts & Special Offer

Now that you have increased your networks and hopefully you are attracting a high number of clicks to your page, it is time to place a Facebook Advert (and you should get some healthy mileage out of your investment at this stage of the campaign).

- Decide what your Facebook budget is going to be (This can be as small as \$5 or as large as \$2000. We recommend spending no more

than \$200 total on your Facebook advertising budget for SPOILT and this is best spread out over the two weeks leading up to the show).

- (See 3.3- Spoilt FB Marketing Materials) for the show images and show blurb to load into your advert
- Include a special offer. For example: “Let us spoil you with a free glass of champagne on arrival. To take advantage of this offer, provide the code word ‘indulge’ when you book.
- Visit the following link and Facebook will guide you through setting up the advert, identifying the target market, reach and budget.

<https://www.facebook.com/help/638274812874211/>

Week 8:

Continue Facebook Advert & Special Offer

In week 8, spend the remainder of your advertising budget and update the advert to say ‘THIS WEEK! Sat 28th April”

As Liz Skitch arrives in your town at your venue, she will provide you with behind the scenes shots to post to your Facebook page.