

Steel Magic Theatre | UA Sales Program

Collaborative Learning Project Final
December 7, 2016



AGENDA

- Semester Overview
- Website Run-Through
- Marketing Strategy
- Wix + Social Media Walk-Through

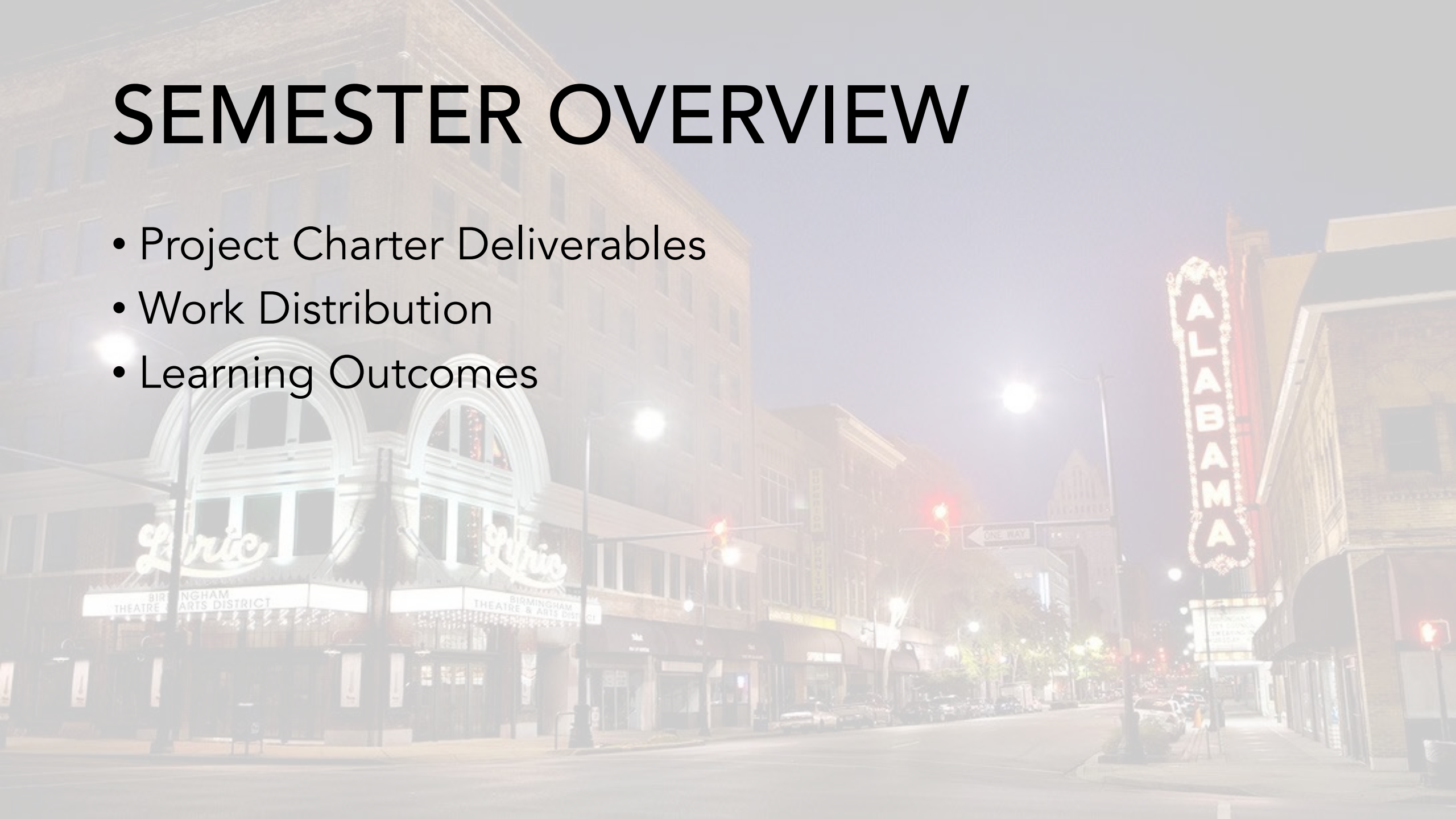


Semester Overview



SEMESTER OVERVIEW

- Project Charter Deliverables
- Work Distribution
- Learning Outcomes



Website Walk-Through





Questions + Feedback



Marketing Strategy

MARKETING STRATEGY

- Social Media Campaign Based on Identified Best Practices
- Methods to Appeal to the Young Professional Demographic
- Recommendations for the Use of Crowdsourc



SOCIAL MEDIA CAMPAIGN

Facebook + Instagram

- Different Features
- Tips for More Interactions
- Social Media Best Practices



SOCIAL MEDIA CAMPAIGN

Facebook

Best Time:



1:00pm - 4:00pm

Worst Time:



Before 8:00am
After 8:00pm

S M T **W** T F S

Avoid weekends

Best day of the week

Avoid weekends



Instagram

BEST DAYS

S M T W T F S

VERY LOW ENGAGEMENT

BEST TIMES

2AM 4AM 6AM 8-9AM 11AM 1PM 3PM 5PM



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



Posting a video on Instagram at 9 pm gets 34% more interactions.



Quick Tip:
Post content more during off-work hours than during the work day, aside from peak times.



Twitter

BEST DAYS

S M T **W** T F S



B2B performs 16% better during business hours.



B2C performs 17% better on weekends.

BEST TIMES

12PM 1PM 2PM 3PM 4PM 5PM 6PM



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.



Quick Tip:
Use Twitter Analytics and Followerwonk, to track data on your own followers to find the best times to tweet.



SOCIAL MEDIA CAMPAIGN



Twitter + YouTube

- Ways to Interact and Spread Information with Followers
- Best Times to Post
- Catalog of Theatre's Work

MARKETING TO YOUNG PROFESSIONALS

- Acting Classes to Promote Theatre and African-American History
- College Campus Outreach
- Social Media Engagement



CROWDSOURCING RECOMMENDATIONS

- Crowdsourcing Facts
- How To Effectively Crowdsourc via Social Media
- Engaging in Crowdsourcing at Events



CROWDSOURCING RECOMMENDATIONS

Quick Facts

- 80% of Small Business + Startups Use Crowdsources
- Gathers Funding, Feedback and Good Ideas
- Who Wants To Be A Millionaire?

65%

expert was right

91%

crowd was right

CROWDSOURCING RECOMMENDATIONS

How To Effectively Crowdsourc via Social Media

- Ask Open-Ended Questions
- Create Contest, Giveaways or Raffles
- Poll or Survey Your Fans



CROWDSOURCING RECOMMENDATIONS

Engaging in Crowdsourcing at Events

- Conduct a Survey
- Tabling at Events
- Provide Contests at Intermission to Engage Audience, Turning to Social Media



CROWDSOURCING RECOMMENDATIONS

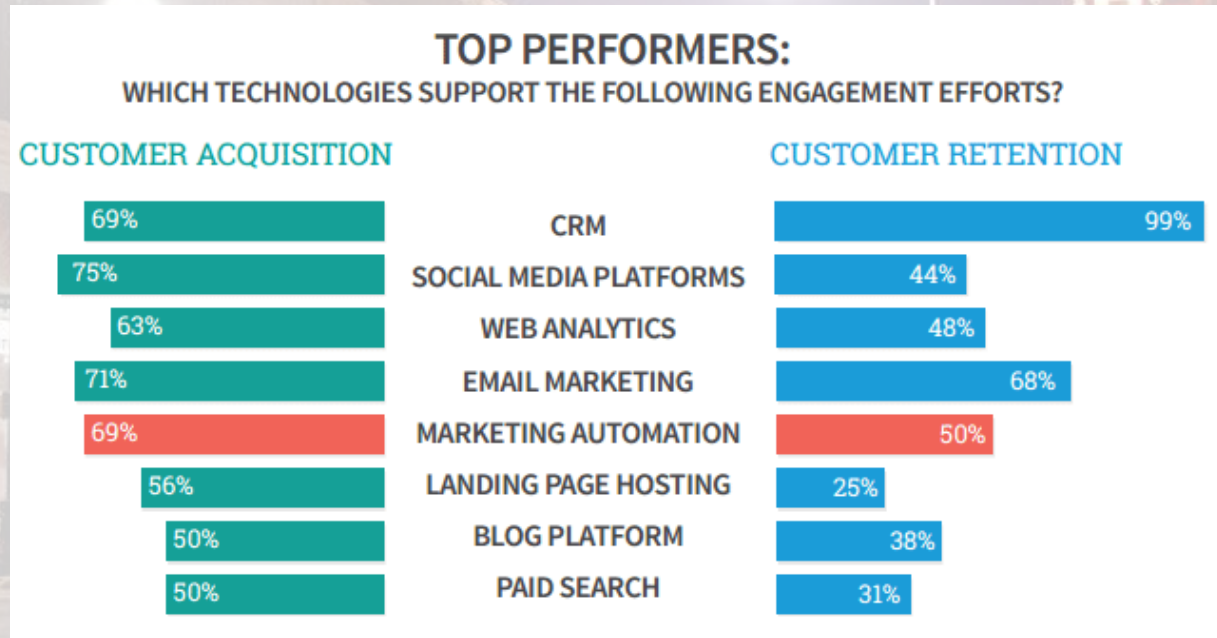
Indiegogo

- One of the Most Popular Crowdsourcing Platforms
- Video Usages Raises 115% More
- 4 P's: People, Passion, Participation + Perks



EMAIL BLASTS

- The Combination of Email Marketing to a Compiled Audience and Potential New Customers
- MailChimp (40%), AWeber (17%) and Constant Contact (15%)



Questions?





Wix + Social Media Walk-Through