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 Crowdsourcing
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

**Instagram**

- **Best Times:** 6AM - 8AM
  - 8AM - 9AM
  - 11AM - 1PM
  - 3PM - 5PM

- **Best Days:**
  - S (Sunday)
  - M (Monday)
  - T (Tuesday)
  - W (Wednesday)
  - T (Thursday)
  - F (Friday)
  - S (Saturday)

**Twitter**

- **Best Days:**
  - S (Sunday)
  - M (Monday)
  - T (Tuesday)
  - W (Wednesday)
  - T (Thursday)
  - F (Friday)
  - S (Saturday)

- **Quick Tip:**
  - Use Twitter Analytics and Followerwonk to track metrics on your own platform 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
MARKETING TO YOUNG PROFESSIONALS

Acting Classes + College Campus Outreach
CROWDSOURCING RECOMMENDATIONS

• Crowdsourcing Facts
• How To Effectively Crowdsource 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 Crowdsourcsource 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