Campaigns, Calendar, Crisis, and Data

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**Etiquette Rules**

The first social media etiquette rule is to be professional. Being professional includes things like not discussing controversial topics like drugs, politics, and things along these lines. It also includes not using profanity and treating the audience with respect. This helps Zeylea’s brand identity because it shows that Zeylea is friendly and does not want to create more buzz by being controversial. While being unprofessional can get a lot more attention on social media it is not the type of attention that Zeylea wants when promoting their game.

The second social media etiquette rule is to not compare Revving 2 or Zeylea to competitors. This helps protect Zeylea’s brand identity because they do not want to be viewed as a copycat or that they just want to steal clout from other game studios. Zeylea wants to be judged on their merit and by the games they produce, not by trying to one-up the competition. Comparing Zeylea to other larger competitors may also come off as Revving 2 just being a cheaper and worse version than the other games, so instead the influencer should judge Revving 2 based on the game itself.

**Confidential Information**

The first piece of internal information that should be kept confidential is the amount that the influencer is making to be sponsored by Zeylea. This is because it could make the audience see the influencer as not being authentic and that they are just being paid off to say the game is good. The second piece of internal information that should be kept confidential is any communication between Zeylea and the influencer. This is because Zeylea does not want its marketing methods to be made public. If they were made public then competitors could use them to their advantage.

**Key Performance Indicators**

The first key performance indicator for the Revving 2 social media campaign should be total post views. This is important to the overarching marking goal of generating demand and driving conversion because the first step to generating demand is a customer being aware the game exists in the first place. The metric of views shows how many people were shown Revving 2 from the influencer's post.

The second key performance indicator for the Revving 2 social media campaign should be the total landing page visits from the influencer’s post. This shows how successful the post was at convincing the customers to look more into whether they should buy the game. This contributes to the overarching goal because it shows how well the post did at generating demand, not just creating awareness. After the customer is on the landing page it is no longer on the influencer to generate demand and it is now on Zeylea’s marketing team to have a landing page that creates a high conversion rate.

**Return on Investment**

The return on investment (ROI) for this social media campaign was about 590%.

**Crisis Response Team**

The first member of the crisis response team should be the marketing & public relations director. This member will ensure that the response does not hinder the marketing efforts as well as create a response that protects the brand identity of Zeylea in the eyes of the public. The second member of the crisis response team should be legal counsel. This member will ensure that the response does not open Zeylea to any lawsuits. The third member of the crisis response team should be the chief development officer. This member will be there to reassure the public that any problems with the game will be addressed and resolved.

**Social Media Crisis**

The social media crisis is not a huge deal however it is a big enough problem that Zeylea needs to make a statement. The fans feel that Zeylea broke their promise to deliver an enhanced gamer experience with Revving 2, even after there were delays in the release of the game. However, since the fans seemed to like the preview copy and not the final release version, Zeylea should be able to easily fix it by simply reverting some of the changes back to the preview version.

**Crisis Response Options**

The first option for how Zeylea could respond to the social media crisis is by telling the fans that they hear their concerns and would like to address them. They can do this by creating a survey to ask the fans what they would like to see changed in the game to resolve the issue. Then take the responses to create changes in the game that the fans would like to see.

The second option for how Zeylea could respond to the social media crisis would be to say that some of the features shown by Montrice have just not been released yet. This gives Zeylea time to add these features back to the game. It also shows fans that the game is only going to continue to get better and that Zeylea is not going to just leave the game on the back burner.

The third option for how Zeylea could respond to the social media crisis would be to offer the customers a free bonus for being an early player of Revving 2. They could say that anyone who has already purchased and anyone who purchases the game over the next month will get the first downloadable content (DLC) released for Revving 2 for free, as well as a free car in the game. This shows fans that Zeylea cares about them, acknowledges they made a mistake, and is trying to make up for the error. At the same time, potentially increasing sales over the next month by gamers trying to capitalize on the promotion.

**Social Media Post to Address the Crisis**

The social media that Zeylea should make is a video of the Chief Development Officer apologizing for what has happened. They should explain how the game developers are now working tirelessly to fix these issues and that Zeylea is sending a survey to all Revving 2 players to hear their feedback about what needs to be changed or improved. They should also state that there will be more transparency moving forward and that Zeylea will be making posts about what changes they will be making based on the survey responses to improve the gamer experience. Also state that if these changes are well-liked by the community, then they will continue to use surveys and listen to player feedback when making changes to their games. Reiterate at the end that Zeylea is extremely sorry and that Zeylea is very appreciative of the dedicated fans that they have.