



Marketing Strategy

Since this website is built for an entertainment company, specifically a television show for HBO, it would probably be best to market through Twitter. Social media is a great platform for advertising. Not only can we, the company, use it to promote the show and website but we can involve the cast and crew of the show. They are another form of marketing in themselves because their own personal social media accounts hold weight in influence. In such a fast paced market it is important to be constantly updating the website in new innovative ways and utilizing hashtags to draw in an audience, so having new cast members promote the page will help bring in different forms of traffic.

Using Google Keywords Tool is a good way of seeing and understanding search volume. This helps you to see what searches are popular with "Game of Thrones" for example. I can limit my keywords to maybe 10 and then use them interchangeable or all together for my Twitter hashtags. Some of the keywords we could buy include;

- Game of Thrones history
- Game of Thrones houses
- Game of Thrones season 8
- Game of Thrones family
- Game of Thrones hbo

We would also use Google Analytics to help find other pages that could help improve ours. It will help organize traffic on the page as well. Another out of the box method to market this webpage could be to take a page out of HBO's book and use another business to help show the website. *Game of Thrones* previously teamed up with celebrity chef Tom Colicchio to create a *Game of Thrones* menu. Instead of a menu maybe we could get a trivia night going at a local bar using the website as a scavenger hunt activity. We could get the audience to share on Twitter their favorite houses and possibly get a promotion with the local bar for posting and sharing.

Another type of marketing strategy we could use is emailing marketing and pay-per-click. We could maybe attach this new website to weekly emails that subscribers get and use that to promote upcoming events that include the website, such as the local bar idea. Then we would have a full circle strategy that brings it all back. The cost of this is probably going to be like any other campaign, which can cost anywhere from \$3,000 to \$20,000. Upon further research the average seems to be between \$4,000 and \$7,000 and that usually includes two platforms. Besides Twitter I believe the next step would Instagram, and maybe even Facebook.