Mission

To promote AcroFest 2017 Event and generate ticket sales. The main goal is to drive maximum revenue (i.e. lowest cost per conversion).

A side mission will be to test out all of FB's features (for Toli's own purposes). Even if a strategy isn't very effective, Toli will use his own budget to test it out.

Budget

$300. Will be adjusted up if positive returns are shown.

Target Markets

- Types of AcroYogis
    - Active Acro Yogis - who go to every acro event (best)
    - Passive Acro Yogis - who occasionally show up to acro yoga
    - Yogis - who are not necessarily into acro yoga but may want to take a deep dive
- By Location
    - NYC - most likely to buy because this is a NY event
    - Big Cities in US - there is a list of cities with large acro communities. We can target to those cities. Closer to NY=better.
- By Acro Studios
    - We can look up the FB Pages for big acro studios in each city and gather their likes
- By Past FB Event Attendance
    - Almost every acro event has a FB Event page as well. We can target to people who attended those events. Especially give weight to those who have attended big acro conferences.
- Friends of each one of the teachers
    - Mendel
    - Bassam
    - Yael
    - Etc

Facebook Strategies

Custom Audiences

This will hands down be the most useful feature. Custom audiences are lists of your existing customers, leads, prospects. These are people that you've both pre-qualified and have very specific information on. All you need is their email, phone, or Facebook ID.

Examples of custom audiences will be:
● Prior attendees of last year's AcroFest
● Email lists of all the individual teachers
○ Customize ads by showcasing their favorite teachers in these ads
● High Value Prospects: even though tickets all cost the same, some acro yogis are far greater value because of their pull in their acro communities. If they go, their friends will go. We will spend extra $ on specific people. Especially useful for cities outside of NYC where people tend to go in groups
● Studio Pages' like lists
● Possibly buying/borrowing studios' email lists (ex: Warrior Bridge's)
● Acro Event Pages' attendee lists

Audience Flows

NYC Acro invested people

Word of mouth is stronger, unless we do $$ saving hooks ads "buy now" for NYC people

1. Create hook to have them look at the festival and click "Interested." on event. Show a really cool video flow of a VISITING teacher who will be teaching.
2. Pictures of various styles of acro at the festival
3. Start the hype. Get friends to post on the page their excitement about the event.
4. Community pictures and/or videos
5. Group discount/flash sales
6. Direct contact with students and friends
7. Reminder of another awesome visiting teacher joining
8. Another sale (right leading up to festival)
9. Posting on NYC pages throughout

NYC Acro NON-invested people

Assuming most attended previous year's acrofests

1. Hook picture and video from previous years fests. Community, Fun, Inviting message...
2. Familiar teacher pictures who's teaching ("old" teacher)
3. Flash Sale (Not group sales, because they're unlikely to have pull)
4. Another community pic

NYC NON-ACRO people

(example: Yogis)
1. What is Acroyoga? hook
2. Video/pic of past events. Fun, easy, no crazy acrobatics, community, friendship
3. Group sales/flash sales
4. Visiting teacher who is brilliant and we are lucky to have them.
5. Get them into AcroYoga NYC

VISITING Acro invested people

1. Video of NYC in all its glory hook
2. Badass teachers (A few at time) coming
3. Pictures of previous years fun
4. Push group sale (*Direct messaging too*)
5. NYC Iconic teacher (Maybe Dave Paris)
6. Community pic
7. Sale
8. Promoters in those communities (if people in a city are already coming, promote to them)

Targeting

We will target the general population for:
- Lives in NYC
- Lives in major acro city
- 18-35 years old
- Interests relating to acro yoga (let's think of a few of these)
- Follows list of acro pages, studios, groups, etc
- Goes to list of acro events

A/B Testing

We will try different marketing strategies and creatives, running A/B tests to find which are most effective.

Sequenced Ads

The event is 2 months away. People will quickly get bored if they see the same ad too much. So we will use the sequenced ad feature to send them a specific sequence of ads (i.e. they will see all of our ads in a specific order, telling a story) no matter when they start seeing their first ad.

An example sequence would be
1. Remind them of their interest in acro yoga bringing it to the forefront of their minds, ahead of their other hobbies. Show really cool acro shots of their favorite acro teacher doing cool poses or flows (video ads!). Do this for yogi/non-active demographics.
2. Draw interest to the website to check out the schedule and teacher lineup
3. Drop a special offer such as a flash sale, or group discount
4. Keep them engaged, add some humor by showing funny Bassam memes. Make sure to show original picture first.
5. Keep selling tickets
6. Last minute tickets leading up to event
7. Ads for our sponsors

Dynamic Ads

There isn't a direct use case for Dynamic Ads (which is essentially having a product catalog and targeting products to people who are most likely to buy them). Buuut...for the sake of using this feature, we can hack it in order to do teacher list targeting. So people who like a specific teacher will see that teacher in their ads.

Send to Messenger

We will have ads that start a FB Messenger conversation. For example: "Up to 20% off for group ticket sales. Talk to Mendel or Bassam today".

Lookalike Audiences

By feeding lists of our custom audiences, Facebook will determine "lookalike audiences" identifying people in the community that are similar to existing customers, or are friends with those customers.

Funneled Sales and Upselling

This will be the typical funnel, and we will use FB pixel on the Website and EventBrite to track progress. We will target them with different creatives depending on their stage in the sales funnel

1. Prospect -- Generate interest
    a. Video views
    b. Post likes
    c. Website Visits
2. Leads
    a. Get them to click "Attend" or "Interested" on our event
    b. Get them to the checkout page of EventBrite
3. Sale
    a. Get them to checkout and buy a ticket
4. Upsale
    a. Get them to buy a group ticket/trade in their ticket/get free ticket for a group sale

Campaigns and Creatives

Mendel will be in charge of creatives (Toli doesn't have a creative bone in his body). We can brainstorm ideas though.

Bassam Meme Campaign

There was a thread of Bassam being photoshopped in different memes. We can run a campaign with these images. Target towards NYC community and especially Bassam's friends.

Maybe carousel ad (FB and IG)

Group Sales Campaign

Drive the message that acroyoga is a community sport and you want to invite your friends.

Deep Dive into Campaign

Targeted at people who are getting started in acro. Send them a message that they can get better quickly at acro if they take a deep dive with this event.

Flash Sales Campaign

Acro people are impulsive. Show them a great deal at the right time and they will buy it.

Early bird specials.
Flash sales the week of event

Individual Activity Campaign

Perhaps we should also advertise various fun free activities as separate posts. Like the photo tour

Photo Contest

Week long photo contest. Post your best acro photo for a chance to win a free ticket. Will generate a ton of posts on the Event page. Will get their friends to like their post.

Non-Facebook

We need to remember all the other important marketing strategies that we are using in conjunction with Facebook
- Festival and NYC teachers promoting to receive 10% commission
- Group sales - which happen "offline" and need to be tracking
- Bassam, Yael and Mendel pushing sales in person, through direct messaging (Most effective) in classes and other festivals
- Should we consider promoters?

Other

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