



72 Summit Series Social Media Strategy Guide

Strategy 1

Employ Google adwords in order to bring the website/foundation to the wider audience that Google provides.

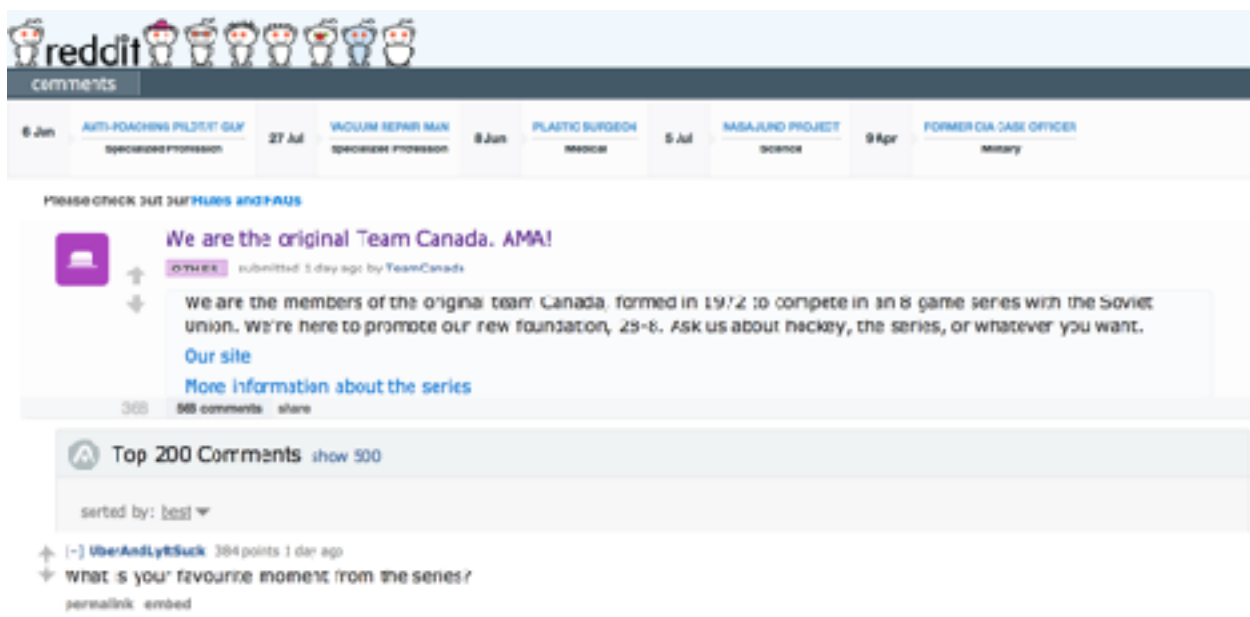
Goal: The hope is that adwords will constantly be working to spread awareness of the site to potential visitors without us having to actively work at it.

Demographics: Google is the worlds most widely used search site, so it has the potential to show the site to members of almost every demographic. Google also filters ads based on the users search history, so it is more likely that it will show the site to someone who is more inclined to be interested. Adwords also allows the advertiser to target specific countries.

Cost: Adwords only charges the advertiser when the ad is actually clicked on, so the even if the strategy proves to be ineffective the foundation won't have lost anything. Adwords also has a flexible pricing system so the foundation will only have to spend as much as it is comfortable with.

Potential for Monetization: Google Ads could also be used to promote merchandise on other sites

Strategy 2



Organize the members of the team into doing a Reddit AMA. The Team Members would be gathered at a time decided before hand, and would then answer questions that any users may ask them in that time period. We would also have to inform the moderators of the AMA subreddit ahead of time, in order for them to properly promote it on the website and bring in the most amount of traffic.

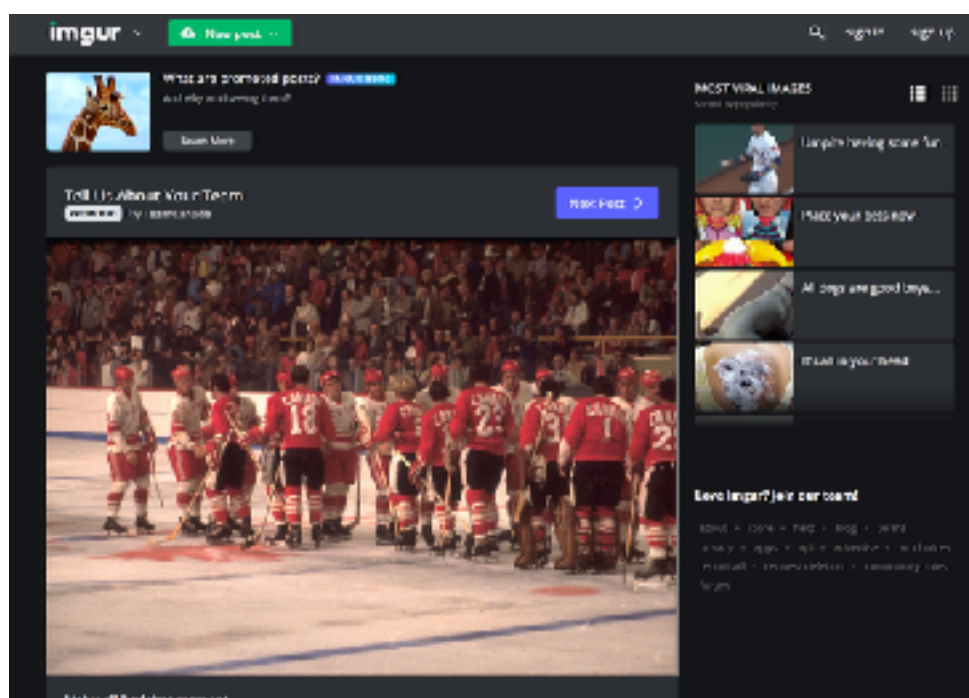
Goal: The purpose of the AMA is meant as a way to give fans a more personal connection with the actual team in order to generate more interest in the foundation.

Demographics: Reddit has a user base that covers essentially every age group, and the r/AMA subreddit is Reddit's most visited subreddit, so this would probably be our best chance to reach all of the demographics that we are targeting. It would also let us connect we these different demographics in the ways specified in one action.

Cost: An AMA is completely free.

Potential for Monetization: The increased traffic generated by the AMA could lead to an increase in merchandise sales.

Strategy 3



Buy a promoted post on the image sharing site Imgur. The post could provide a brief history of the series, inform viewers of the foundation, and promote a contest that would generate increased traffic for the website. The contest could involve visitors entering their information and an example of how teamwork has positively impacted their life, and in exchange they can be entered for a chance to win an original jersey signed by the team members.

Goal: To promote the site and foundation to as wide an audience as possible. The emphasis on teamwork would also drive home the whole point of the foundation.

Demographics: Imgur receives 6 billion page views every month, and 74% of that traffic is from males under 35, so it would a good way to drum up interest from the younger male demographic.

Cost: This would be the most expensive option of the 3. The exact price is unknown as you need to get invoice from Imgur, but it will likely cost a few thousand dollars at the minimum.

Strategy 4

Use a combination of Facebook, Instagram, and Twitter to both promote our website and drive traffic there to view our content (blog posts)

Goal: To create a presence on the web so that more people will know about the website and have a reason to visit it.

Demographics: The combined users of all three of these websites should allow us to reach every demographic.

Cost: All three websites are free.