



## **TSC PROMOTIONAL STRATEGY**

The sales and marketing strategy for TSC Christmas Camp 2021 will be centered On the AIDA funnel model. This is because this model has proven to be very effective.



The following media will be used for our promotional campaign:

- Facebook
- Instagram
- Influencer Marketing
- YouTube Ads
- Google Ads
- Unboxing

The following contents will be used utilized across the various media listed above:

- Info Video
- Live sessions
- Recordings
- Promotional Videos
- Testimonials
- Infographics
- Past Camp Pictures\Videos
- Count down videos\graphics
- Social Media Challenge
- Graphics (Carousels for Instagram)
- Online contest.

The goal of this marketing promotion, like any other, is to sell.

The seven-step approach outlined below will undoubtedly be used to accomplish this.

1. Prospecting clients
2. Building Rapport
3. Identifying needs
4. Making presentation
5. Overcoming Objection
6. Closing sales
7. Asking for referrals.

According to studies and statistics, 3 conversions can occur for every 1,000 leads.

To ensure that we meet our target of approximately 150 for the camp, we will need to target over 150 thousand unique leads.

MEDIA	POSSIBLE REACH
YouTube Ads	2videos =15,000
Instagram/Facebook Ads & Forums	5 videos = 150,000
Influencer Marketing	50k x 2 influencers = 100,000
Unboxing Videos	10k x 2 = 20,000
WhatsApp Marketing	25 conversions
Email Marketing	25 conversions
Google Ads	5 calls daily, 40 * 5 = 200
Organic Reach (Regular Post & Stories)	41 days, 1000daily reach = 41,000 impressions



### Facebook/Instagram Ads

- Highlight Video (Who is TSC? Activities from the previous camp) (2<sup>nd</sup> November – 9<sup>th</sup> November)
- Main Ad (Testimonials, the theme, Date, Venue, what to expect, Past activities) (Post video on the 5<sup>th</sup> of November: start Running Ads on 10<sup>th</sup> November– 10<sup>th</sup> December)
- Promote influencer videos on our Instagram/Facebook platforms. (12<sup>th</sup> November – 21<sup>st</sup> November)

- Social challenge (22<sup>nd</sup> November – 29<sup>th</sup> November)
- Contest (25<sup>th</sup> November – 1<sup>st</sup> December)
- Collaborative live video with the 2 influencers (8<sup>th</sup> December)

### **Unboxing**

- Video (14<sup>th</sup> November- 21<sup>st</sup> November)

### **Influencer**

- Get 2 influencers to talk about and promote the TSC Christmas camp on their respective pages (11<sup>th</sup> November – 21<sup>st</sup> November).
- Collaborative live video with the 2 influencers (8<sup>th</sup> December)

### **WhatsApp**

Everyday Status updates with graphics or visuals from social media

- Highlight Videos (1<sup>st</sup> November – 5<sup>th</sup> November)
- Main Ads Video (5<sup>th</sup> November – 11<sup>th</sup> December)
- Synopsis explanation. (7<sup>th</sup> November – 28<sup>th</sup> November) (2 themes each week)
- Past Testimonials (8<sup>th</sup> November - 11<sup>th</sup> December) (every Thursday and Fridays)
- Influencer videos (12<sup>th</sup> November – 19<sup>th</sup> November)
- Unboxing (14<sup>th</sup> November- 21<sup>st</sup> November)
- Social Challenge (22<sup>nd</sup> November – 27<sup>th</sup> November)
- Contest (25<sup>th</sup> November – 2<sup>nd</sup> December)
- Count down video/ graphics (2<sup>nd</sup> December – 11<sup>th</sup> December)

### **Email Marketing**

- Information & Announcement (1<sup>st</sup> - 4<sup>th</sup> November)
- Engagement with plans (4<sup>th</sup> – 13<sup>th</sup> November)
- Special offer (13<sup>th</sup> – 20<sup>th</sup> November)
- Bi-weekly update about TSC Christmas camp (21<sup>st</sup> – 27<sup>th</sup> November)
- Cold Selling (4<sup>th</sup> – 25<sup>th</sup> November)
- Lead Magnet (we offer something of value) (28<sup>th</sup> – 5<sup>th</sup> December)

### **Google Ads**

- Keyword Search (featuring a Call Button for inquiry) (5<sup>th</sup> November – 11<sup>th</sup> December)
- Display Ads showing a collage of nearly all Christmas camp activities with a sign-up button.

### **YouTube Ads**

- Promotional video (main ads) (5<sup>th</sup> – 17<sup>th</sup> November)
- Combination of Influencer videos (including unboxing videos) and past testimonials (17<sup>th</sup> November – 27<sup>th</sup> November)

### **Direct Selling**

- Contact past customers with information regarding the Christmas camp and offer them some discount where applicable (4<sup>th</sup> November- 5<sup>th</sup> December)
- Add them to a WhatsApp Group for updates (7<sup>th</sup> November – 30<sup>th</sup> November)

Based on the research, the following estimates were made to determine the approximate cost of targeting the number of audiences required for a successful campaign.

YouTube Ads were estimated to cost \$1000 to get 50,000 views and our target number of views is 15,000 which means it will cost approximately \$300

Facebook and Instagram Ads usually range from \$2.50 - \$3.50. For the purpose of analysis, the average cost of \$3 was chosen for Facebook and Instagram Ads CPM.

Influencer marketing will mainly target 2 mum influencers that can generate massive leads. 200,000 budget was placed per influencer estimate.

PR boxes will be targeted to 5 influencers which will cost an estimated 80,000. A total of 5 influencers will be used.

MEDIA	ESTIMATE	TOTAL
YouTube Ads	\$300 x 438.00	131,000
Google Ads		50,000
Influencer Marketing	2 x 100,000	200,000
PR boxes	5 x 10,000	80,000
Instagram / Facebook Ads Instagram	5 videos	80,000
		Total Ads cost = 541,000  <b>Net Average Sign up fee = #25,000</b> <b>X</b> <b>Expected Sign ups = #80</b> <b>=3,750,000</b> <b>Estimated Net</b> <b>2,000,000 – 470,00</b> <b>= 1,530,000</b> <b>Percentage cost of advertising</b> <b>27%</b>

- The total Ads cost represents the cash required to be spent on advertisement.
- **Net Average Signups Fee** represents the expected cash per sign up having considered the upper and lower boundaries
- **Expected Sign Up** represents the number of projected signups for the Christmas camp
- **Estimated Net** represents the expected net profits after advertising cost is deducted.
- **The percentage cost of advertising** represents the percentage advertisements and campaigns would cost compared to the expected cash inflow.

