Allie Simon
CIM 111
Final Project

<u>Marketing Plan</u>

Marketing Plan: To market MovieGroove, I am going to advertise it using primarily social media platforms. I believe that social media platforms reach the widest audiences currently due to the importance of technology in this era. The main goal of the marketing campaign for MovieGroove is to reach movie watchers, and in particular people who use the internet to find new movies. By using key words to target my audience, I will be able to use ads to find people who are interested in looking for new movies and when they are playing. I can also consult film studios and producing companies to look for sponsorships, because the website benefits them as well. By sponsoring it, they will be helping bring business to their films. There is a unique aspect to this site that I need to market the most and that is the consistent updating of the site. The site's goal is to provide information of movies that are currently in theaters, therefore it will be constantly changing to show new movies. This is a critical aspect that must be marketed.

The main objective for the project is to get at least 10,000 clicks in the first month the site is active. To do this, I would also need to invest in "behavioral retargeting ads". These are the ads that follow viewers based what they search for using cookies to track them.

I would start with Facebook advertisements. I would use the following key word to target my audience: movies, new movies, out in theaters, recent movies, movie theater, movie tickets. I would need to buy the URL to advertise for my website as well (www.moviegroove.com).
My Facebook advertisement would look something like this:

Text
Enter the text for your ad. Learn more.

Text

Are you a movie lover? Looking to see the latest new movies in a theater near you? MovieGroove is here to give you the newest, most updated information on great, current movies in theaters now! Learn more at www.MovieGroove.com

☐ Edit Stories background colors ⓘ

✓ Add a website URL ⓘ

Website URL ⓘ   Preview URL

www.moviegroove.com

Search 🔍

Allie Simon (21046042... ▼

Ad Name ⓘ | Default Name - Brand awareness | ⚙

☑ **Campaign**
└ Objective ✓

Images
You can create up to 6 ads at once by uploading multiple images. Learn more.

Turn Images Into Videos

Create a Single Video ad v
have a video. Choose a te
Video Creation Kit to get s

[Browse Library] [Free Stock Images]

[Use Templates]

🔺 **Ad Account**
└ Create New ✓

```
  +
Add more images
```

Ad 1   Ad 2   Ad 3   Ad 4

untitled
1149 × 276

MovieGroove

✕

[Change Image]

⊞ **Ad Set**
├ Audience ✓
├ Placements ✓
└ Budget & Schedule ✓

Customize for Instagram. Learn more.

🖥 Use a different image for Instagram

🖳 **Ad** 🔺
├ Identity
├ Format ✓
├ **Media**
└ Text ✓

〽 **Test Your Images to See Which Performs Best**   ⋯

Run a split test to see how different creative impacts the performance of your ads. Your audiences won't overlap so you'll get accurate results. Split tests run between 1 and 30 days.

[Try Split Test]

Learn More

Audience

Define who you want to see your ads. **Learn more.**

Create New   **Use a Saved Audience** ▼

movie watchers

Location: United States

Age: 18 - 65+

People Who Match: Interests: Movies, New Movie's or Movie theater

[Edit]