

@swayandsarahbuild Campaign Plan & Details

Campaign Setup

- Build new landing page for Sway + Sarah – rcu.org/SwayandSarah
 - Use photo of them holding a card in front of Royal Office/ATM
 - Create a vanity url page for Sway + Sarah and Royal
 - Create a UTM code for them to use on their content and place it in the URL to send to them
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Campaign Content

- 2 Video Options—What are your thoughts? Would you be willing to do one or both of these for an initial \$1000 spend? Offer both options and see which one they like, let them know which one we prefer (if we have a preference).
 - Video 1: Day in the life of Sway + Sarah—Focusing on Royal debit card and RCU Foundation
 - Video 2: One Day DIY Project—Focusing on Royal debit card, Royal's Smart Checking Account, and the RCU Foundation
 - Photo in front of Royal office/ATM holding a debit card to use for landing page
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Contract Details

- Photo for landing page deadline
 - Work into contract – include our Vanity in the LinkTree in their bio
 - Work into contract – tag Royal in video post and use @royalcreditunion, #RoyalCUPartner, #RoyalCreditUnion, #Ad, in the copy
 - Platforms: Instagram, TikTok, YouTube Shorts
 - Work into contract – deadline for how long they have to edit first round, and second-round edits
 - Note: Video will be posted on Sway + Sarah accounts organically (with no ad dollars) and video will be posted from Royal Credit Union accounts organically and with ad dollars.
 - Note: Ask about joint post on Instagram
 - Note: The content is Royal's intellectual property – therefore it can be used on ALL Royal social accounts with no end date.
 - Non-Compete clause (Grant)
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Other Questions

- Where is your audience located?
 - Makeup of TikTok & YouTube audiences
 - Location of audiences altogether
- Joint post thoughts?
- Optional DIY Giveaway -