# PROJECT OFFLINE AND ONLINE MARKETING STRATEGIES

**1.Workshop on social media influence by Niranjana Noushad-@LEO-TALES**

Have you ever thought of influencing someone around you?

An increasing number of people of are reaching a mass audience with personal articles,photos and self directed videos.We can see see a lot of bloggers,youtube stars and instagram starlets who have gained an audience as big as an established media format.

Are you aspiring to be one among them?We will help you to take your dream to next level.

Here is your chance to learn something new and creative.Attend a two hour interactive session with leo\_tales,Niranjana Noushad-an instagram and youtube influencer.

Date: December 6,Saturday

Time:4pm-6pm

Venue:Space,Thekkumood

Registration fee:Rs 299

Go grab the tickets online before it is too late!

1.Hashtags play a major role when the medium of marketing is instagram or twitter.Hashtags help in the promotion and help to reach the target audience by using relevant hashtags.

Some of the hashtags that can be used here are:#spaceforall#spacetvm#instainfluencer#influencermarketing#influencerstyle#workshops#trivandrum#trivandrumvibes#trivandrumcity#trivandrumevents#learning#beaninfluencer#whatsaroundthiruvananathapuram#trivandrumworkshops

2.Tagging some event related or trivandrum focussed insta pages can increase the view also there is a possibility of them giving shout outs for our event.

Eg:-@tvmdiaries,@trivandrumvibes,@whatsaroundthiruvananthapuram

3.Make the influencer conducting workshop directly make a video of what they are gonna do as it increases the authenticity and trust among people.

4.Quotes from the influencer itself in caption or post that increase the aesthetics and also an inspiring content.

5.Cross promote with Co-Hosts

Utilise the facebook,insta influence of host to help generate buzz and increase registration.

6.Ads can be given in local newspapers or as a content in supplementary of malayala manorama,mathrubhoomi etc.

**2.Workshop On Quizzing**

“Questions are the engines of intellect,the cerebral machines which convert energy to motion,and curiosity to controlled inquiry”-David Fischer

To all those quizzing enthusiasts out there,we are providing you a day of interactive quizzing and entertaiment.

Open exclusively for school students,find yourself reveling in the sea of knowledge.Unravel the quizzer in you!

What are you waiting for?

On your marks,get set go and grab the early bird tickets before it is late.

Date:December 7

Time:10am-1pm

Venue:Space,Trivandrum,Near Law College junction

Registration fee:Rs 199

1.Some of the relevant hashtags that can be used here is: :#spaceforall#spacetvm#quiz#quizinstagram#quizzers#quizas#workshops#trivandrum#trivandrumvibes#trivandrumcity#trivandrumevents#learniing#whatsaroundthiruvananathapuram#trivandrumworkshops

2.Tag some famous quiz pages like @q4quizzing\_official,@study\_quiz etc

3.Since the event is focussing school students market around them,Inform the schools in cities about the event so that students come to know about it.

4.Space will have the list of students who have attended a previous event,network around them too thereby reaching a large number of students.

5.Event ad in the form of timetable card or bookmarks under the brand Space can be distributed in school.Becomes a publicity of the event also for Space.

6.Ads can be given in newspapers that is targeted around schools like The Hindu,Deccan Chronicle,Malayala manorama etc.

**COMMON MARKETING STRATEGIES**

1.Eventhough there are many social media platforms for marketing like instagram,facebook,twitter,tumbler,pinterest etc Instagram and famous are more famous and mostly used by people.So the main marketing will be through them.

2.Utilisation Instagram stories to recap each day of event

3.”Swipe up” up CTA encourages attendies to register

4.Stories can also be used to promote new post or blog.Mixing it up with video and photo increase aesthetics.

5.Aftermovie after each event capturing the best moments to cherish and also a proven evident for conducting a successful event.

6.Instagram and facebook ads help to target custom and lookalike audience and help to market the event to a larger audience.

7.Use of event discovery sites and apps for marketing

8.Get shout outs from peers or any person with atleast average influence among people to promote the event.

9.Email targeting is an efficient and professional way of promoting an event.Create email campaigns that speak to those smaller groups with specific messages.Also try to give event notifications through email.

10.Find that extra influential people among the group and motivate them to help spread the event online or offline.

11.Celebrities,subject matter experts,popular bloggers to create strategic and timely post about the event.

12.Ad retargeting for those people who weren’t ready to register for first time are often greatful for reminder to sign up before the time is out.

13.Another marketing strategy that can be used is when someone buys a ticket or register for the event,sending them badge or icon so that they can post on social media thus increasing the publicity also build HTML or QR code graphics into these badges,so viewers can link right back to the event.

14.Live video streaming can have a bigger impact on promoting an event.

15.Through personal networking among targeted audience that will let the event spread among people.

16.Ads in newspapers,local newspapers like Malayala manorama,mathrubhoomi,deepika.Also in Hindu,Deccan chronicle

17.Radios are an efficient way to communicate with large part of audience.Shout outs from radios like RedFM,ClubFM help to promote the event in a large way.

18.Event ad in the form of stickers or magnet that is more likely to be placed in high visible areas like fridges serve as a constant reminder of event brand.

19.Usage of infographics in posters helps in a bigger way.Graphic visual representation of event with all details included in one slide neatly and in an organized manner prove to be persuasive and eyecatching.

20.Orchestrate a social media ticket giveaway.Tag a friend contest(Who would you go with?)People love to share chances to win with their friend thereby increasing our views,likes and shares.

21.Network with similar events or other shoutout platforms like whatsaroundthiruvananthapuram.