

THE OFFER EXPERIMENT

Crafting Your Hook & Channel

A CHANNELS	B INVESTMENT			C RETURN	D RETURN INVESTMENT	E ROI
	time	money	total	customers		
University Study Areas	1	1	1	1000	1000 1	1000
Student Residences	3	1	3	500	500 3	167
Coffee shops near campuses	1	1	1	400	400 1	400
Bars / pubs near campus	1	1	1	600	600 1	600
Facebook (social media)	2	2	4	10000	10000 4	2500

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PROBLEM CENTRIC MESSAGING (HOOK):

1. Lack of time to plan out your weekend? Find something everyone will love with high-rated restaurants, bars, clubs, and events that are recommended just for you
2. Struggling to rally your friends for a night out? Get them on board using a streamlined platform that guarantees a great time
3. Never do the same thing two weekends in a row. We make it easy to get LIT.
4. Overwhelmed by all the things going on in your area? Let us cut your search time and lower your risk of finding a flop.
5. Your weekdays are busy. Don't let your weekend go to waste.

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CALL TO ACTION (CTA):

1. Have your best Saturday night yet! Download our app to turn the weekend of your dreams into reality.

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HOOK A:

CHANNEL: Facebook Ad

PCM: Struggling to rally your friends for a night out? Get them on board using a streamlined platform that guarantees a great time.

CTA: Experience what your free time has to offer. Visit our page!

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HOOK B:

CHANNEL: Facebook Ad

PCM: Your weekdays are busy. Don't let your weekend go to waste.

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