

Kickoff Campaign

Objective: Generate excitement and early registration for the upcoming PLAY! Summit.

Target Audience: Past attendees, sports enthusiasts, and industry professionals.

Channels:

- Email marketing
- Social media ads
- Influencer partnerships

Key Message: "Join us for the ultimate sports and recreation expo. Early bird registration now open!"

Details: The Kickoff Campaign aims to build anticipation and drive early registrations for PLAY! Summit. Utilizing a mix of email marketing, social media ads, and influencer partnerships, this campaign will highlight the event's unique offerings and encourage early sign-ups with limited-time discounts and exclusive perks.

: To leverage the power of social media influencers, we have partnered with several prominent figures in the sports and recreation industry who will promote PLAY! Summit to their followers and invite them to register early. Some of our influencer partners include:

- Amy Jones, a professional fitness trainer and wellness coach with over 2 million Instagram followers. She will share her tips on how to prepare for PLAY! Summit and what to expect from the event.

- Brandon Lee, a renowned skateboarder and YouTuber with over 5 million subscribers. He will showcase some of the exciting activities and exhibitors that will be featured at PLAY! Summit and offer a sneak peek of his own demo.

- Carla Smith, a popular travel blogger and podcast host with over 1 million listeners. She will interview some of the speakers and organizers of PLAY! Summit and highlight the benefits of attending the event.

These influencer partnerships are expected to generate significant buzz and engagement for PLAY! Summit, as well as drive conversions and registrations. We will track the performance of each influencer using metrics such as impressions, reach, clicks, and conversions. We will also monitor the feedback and sentiment of their audiences and respond to any questions or comments. Our goal is to reach at least 10 million potential attendees through our influencer marketing strategy and achieve a conversion rate of at least 5%.