

Objective

To increase awareness and excitement for the all-new Grand Theater through the rest of 2015, including generating and sustaining interest in upcoming entertainment.

Recommendations

Facebook

Utilize Facebook to be a source for fans on all things Grand Theater. Generate excitement and provide exclusive information that makes fans feel like they are part of an exclusive club.

Posting

- Tone: Insightful and engaging – Talk to fans like friends and make them feel part of an exclusive community; educate fans on all the Grand Theater has to offer. Make them excited about the opening and the upcoming concerts
- 2-3 posts per week leading up to opening
- 3-4 posts the week before opening
- 3-4 posts the week of opening
- 2-3 posts each week in July
- Weekly posts focusing on upcoming concerts the remainder of the year
- Teaser posts with images
- “Caption This” posts with images
- Promote concerts and tag artists’ Facebook pages in posts
- Each post will be turned into a post engagement ad that will reach the target audience
- Be visual and photo/video heavy; create Facebook-exclusive images when needed
 - Behind the scenes/candid photos and videos– Employees exploring the new Grand Theater, setup before concerts
 - Post candid videos – Behind-the-scenes tours, interviews with artists and staff
 - Interview fans waiting in line for shows or exploring the Grand Theater before a concert
 - Encourage fans to post photos that show how the Grand Theater goes beyond the regular entertainment-going experience - #BeyondXcitement #BeyondXpectations #BeyondGrand
 - Upcoming events – Be a source for fans by posting about upcoming concerts well before tickets go on sale; this will also generate excitement for upcoming concerts
 - Link to a dedicated Grand Theater page complete with images, information and upcoming concerts
 - Share music videos and videos of artists performing to generate excitement
 - Post photos and videos after concerts to give fans the exclusive, behind-the-scenes look they crave
 - Questions – Ask formal (What questions do you have about the Grand Theater? What would you like to know about the opening? Seating? Etc.) and informal (music related; concerts you’re most excited about? What one artist would you love to see at the Grand Theater?) questions – fans love to give their input

- Additional engaging posts – Grand Theater as a venue and upcoming concerts (fill in the blank, Caption This, fun facts, etc.)
- Celebrate milestones – Grand Theater completion; doors first opening to public, first concert; any additional milestones related to Grand Theater

Giveaways

Utilize giveaways to generate excitement for the opening of the Grand Theater and the upcoming concerts. Run regular giveaways after the opening to ensure that the Grand Theater is still in the forefront of fans' minds. Promote on all social channels, website and eblasts.

- Wall Giveaways
 - Luke Bryan Ticket Giveaway:
 - ❖ Wall giveaway rewarding one fan a pair of tickets to the concert.
 - ❖ They will enter by tagging a friend on the giveaway post
 - Additional Ticket Giveaway: For each concert except for Aerosmith.
 - ❖ These will be a variety of wall giveaways from questions to fill in the blanks.
- Tab Giveaways
 - VIP Experience:
 - ❖ One fan will win the VIP experience including two front row tickets to the concert of their choice at the Grand Theater, two-night stay at the new hotel and dinner for two.
 - ❖ This will be held on a tab on the Facebook page. The contest will include a poll question asking fans to vote for the upcoming concert they are most excited about. The winner will be randomly chosen from the concert that received the most votes.
 - Crowdsourcing:
 - ❖ To generate excitement for the Grand Theater opening, we'd create three t-shirt or poster designs and have fans vote for their favorite design on a tab. The winning design would be sold at the Grand Theater.
 - ❖ We could also give away a number of the new t-shirts or posters on Facebook and fans would go to the Grand Theater or Players Club to pick them up.
 - Concert Quizzes:
 - ❖ For the bigger concerts, we could run a tab giveaway in the form of a quiz.
 - ❖ The quiz would ask fans 3-7 multiple choice questions about the artist. Fans would enter to win by answering the questions and filling out the form.
 - ❖ The winner(s) would be chosen from all correct entries.
 - ❖ The prize would include concert tickets and a hotel stay.

Tabs

- Entertainment Club
 - Create a tab on Facebook for people to sign up to receive eblasts about the Grand Theater and upcoming entertainment.
 - People will opt in to the Entertainment E-Club, fill out a form with additional information, and will be entered in to win a prize. Prizes would be entertainment-related, such as tickets, concert swag.
- Guest Comments



- This would allow people to provide feedback or ask questions about the Grand Theater, expansion or anything in general.
- The comments/questions would be sent directly to the chosen email address on property

Events

- Create Facebook Events for each concert with details, ticket link, and image
- Encourage fans and followers to subscribe to Events to stay up to date on entertainment

Facebook Ad Campaigns

- Grand Theater Video Campaign
 - Facebook is now treating video ads more favorably in the timeline and 50% of people who visit Facebook daily watch at least one video. There is a great opportunity to use a Video Ad Campaign to increase awareness of and excitement for the Grand Theater.
 - Take short video tours of the Grand Theater before, during and after opening and run a Video Ad Campaign.
- Like Ad Campaign
 - Refresh the campaign with images of the Grand Theater. These will need to be high quality, visually appealing images to work as ads.
- Clicks to Website Campaign
 - Utilize Clicks to Website campaign to inform Facebook users about the Grand Theater and what it has to offer.
 - This campaign would include images of the Grand Theater and we recommend clicking to a dedicated Grand Theater landing page complete with images, details and upcoming entertainment.
- Utilize “Custom Audiences” to reach relevant Facebook users – Build lists via emails or website visits and target ads to those people who are on Facebook

Twitter

Twitter will act as source for all things Grand Theater, including details about the opening and upcoming entertainment

Posting

- Tone: Informing and engaging – Provide followers with pertinent information about the opening and upcoming concerts; engage users with questions and RTs.
- 3-4 tweets per week leading up to opening
- 4-5 tweets the week before opening
- 4-5 tweets the week of opening
- 3-4 tweets each week in July
- Weekly tweets about upcoming concerts the remainder of 2015
- Teaser tweets with images
- Encourage retweets from followers
- Utilize hashtags when necessary
- Themed Days: Create a hashtag that fits with the Excitement Campaign. Use this hashtag for concert days



- Promote concerts and tag artists' twitter handles in tweets
- Post images and videos with tweets
 - Behind the scenes/candid photos and videos– Employees exploring the new Grand Theater, setup before concerts
 - Shoot candid videos to post – Behind-the-scenes tours, interviews with artists and staff
 - Tweet about upcoming concerts and link to a dedicated Grand Theater page.
 - Upcoming events – Be a source for fans by posting about upcoming concerts well before tickets go on sale; this will also generate excitement for upcoming concerts
 - Questions and Retweets– RT the concert you're most excited to see! What questions do you have about the Grand Theater opening?
 - Additional engaging tweets – Share articles about upcoming acts and music-related articles; quotes from acts; fill in the blank; trivia; concert tips

Ticket Deals and Giveaways

- Ticket Deals:
 - Offer followers exclusive ticket deals for upcoming concerts. EX. Two-for-one deal. Buy one ticket and get one for 50% off. This deal is good through (DATE).
- Ticket Giveaways: Include a link to a page with rules and details.
 - Follow us & RT to win a pair of tickets to (concert). The first 5 RTs win! #giveaway #win
 - Utilize #Xperience or #Xcited/Xciting in a ticket giveaway.
 - ❖ Follow us & Tweet the artist you're most #Xcited to see for a chance to win a pair of tickets. Tag w/ #Xcited for your chance to win!
 - ❖ What would be your ultimate concert #Xperience? Tweet using #Xperience for your chance to WIN one of five pairs of tickets!

YouTube

YouTube will provide viewers with an inside look at the Grand Theater and generate excitement for the opening and upcoming entertainment

Posting

- Recommend at least four videos a month to keep up interest and excitement
- Tours of the Grand Theater
- Video of grand opening
- Promotional videos of upcoming acts
- Interviews with upcoming acts
- Ask fans to submit questions to use in interviews
- Cross-post on all social media channels
- Subscribe to upcoming artists' channels & share their videos on social media channels

*Additional Social Media Channels: To use if presence has already been established.

Instagram

Instagram will be used as a fast, fun and visual way to share the new Grand Theater with fans. Give fans an inside look utilizing photos and videos.



Posting

- Post 8-10 images a week leading up to the opening
- Post at least 10 images during opening week
- Post at least 5 images a week the remainder of 2015
- Give fans a behind-the-scenes look at the Grand Theater from building to opening
- Post fun concert photos with hashtags unique to that concert
- Utilize hashtags that fit with excitement campaign
 - ❖ #BeyondXpectations
 - ❖ #BeyondXcitement
 - ❖ #BeyondChoctaw

Giveaways

- Hashtag Contest: Run a hashtag contest that fits with the Excitement Campaign
 - ❖ The theme will be related to the Excitement campaign
 - ❖ Users must post a photo with the correct hashtag to win concert tickets
 - ❖ To gather contact information, this can be run on a Facebook tab
 - ❖ Choose favorite photo or have fans vote or comment on their favorite photo
- Utilize #XMarksChoctaw hashtag in a scavenger hunt contest.
 - ❖ Fans will take pictures with the "X" and upload it to the tab with the hashtag.
 - ❖ Winners will be randomly chosen or chosen via votes
 - ❖ Winners will win concert tickets.

Pinterest

Pinterest will be a way for people to discover exciting and inspiring things about the new expansion. Quality over quantity.

Boards and Pinning

- Pin 8-10 images a week leading up to the opening
- Pin at least 10 images during opening week
- Pin at least 5 images a week the rest of 2015
- Focus on the look and feel of the Grand Theater
- Provide followers with a behind-the-scenes look
- Pin images from concerts
- Create a Grand Theater Board so that people can easily find images
- Cross-promote on Facebook and twitter

