

# FNO Info

## Graphics:



**Communication Plan:**

<https://docs.google.com/document/d/18OkNhMu2eEb4M2pXidhW3LxDY5tzgg8N/edit?usp=sharing&oid=102200881923918107147&rtpof=true&sd=true>

**Caption:**

👏 Hashtag Contest 👏

PickleJar wants to PAY for your #FansNightOut! Share your photos supporting live music for your chance to score a \$250 gift card!

**HOW TO ENTER:**

1. Follow @PickleJar\_Live
2. Share your “out on the town” photo(s) to your feed using the #FansNightOut hashtag in your caption and tag @PickleJar\_Live

Open to US and Canada residents only. Must be 18+ to enter. Contest Winner will be selected on August 1, 2022 and notified via direct message on Instagram. Not sponsored, endorsed or administered by, or associated with Instagram, Meta or any of its affiliates. More info via link in bio.

**Winner Message:**

Congratulations!! You have been chosen as this week's [#FansNightOut](#) winner!! We love your photo and hope you had a great time watching live music. Thank you so much for participating in our contest! Could you please send us your email so that we can send you your \$250 USD e-gift card? With your permission, we would also love to use your photo to highlight #FansNightOut- would that be ok? Congrats again and looking forward to hearing from you!

## Campaign Stats:

<https://docs.google.com/document/d/1xFltVHiXIGmoDmuUMkxDrDz1xJxcAmnfuW7OKvEQIVc/edit?usp=sharing>

We found running the ads for 4 days for \$25 gave us the best results.

# PickleJar – Social Communication Plan: Fans Night Out 2022

## Overview and Opportunities

PickleJar wants to kickstart the summer by encouraging fans to attend live music and shows at their favorite bars and venues. PickleJar will be running the “Fans Night Out” contest where weekly winners will be selected to get their Bar Tab Paid.

**Note: Program guide has been discussed but needs to be shared with the team.**

### Contest Overview:

- Fans Night Out campaign will officially start first week of June 2022
- Each week, “fans” will need to tag (@picklejarlive) and use the hashtag (#fansnightout) in their social media posts
  - Social media post should include a picture of the “fan” at the bar/venue [pic with friends, etc.]
  - Social media post should include a picture of the bar tab [receipt]
- Winners will be selected weekly on Monday through the month of June
  - Up to \$250/winner to go to their “bar tab”
  - Up to \$1,000/week is allocated budget for “bar tabs paid”
  - Winner quantities may range weekly depending on “amount paid” to bar tab

### Goals:

- Increase followers across all social media channels to a collective 100,000 “likes”

### Opportunities include:

1. Giveaway/Contest - “Get Your Bar Tab Paid”
2. Brand Ambassador Promotion
3. Venue Promotion
4. Instagram Live with Kelly Ford
5. Ad Campaign
6. Alignment with CMA Fest

## Information, Resources and Hashtags

*[Provide any details regarding source (person/event/conference/etc.) information]*

### Website:

### Social Media:

Facebook:

Twitter:

LinkedIn:

Instagram:

TikTok:

YouTube:

### Event Dates and Details

- April 29 [show information]

- May 6 [show information]
- Show 3 [information TBD]
- 4
- 5

### Hashtags

- [Campaign specific] #FansNightOut
- [Account specific] #ArtistsFirst
- [Industry specific] #music, #nashville

### Posts Overview

*[Provide a list of post outlines based on opportunities; this area may need to have internal discussions with all team members to finalize post flight. Example outlined below]*

- **Pre-Event: Initial Announcement**
  - o [1] Announcement post
- **Promotion Posts**
  - o [1] Reminder Promotion Tuesday-Thursday
  - o [1] Reminder Promotion Friday/Saturday
- **Winner Posts**
  - o [1] Each Monday of June
- **Instagram Live Posts**
  - o [1-3] Instagram Lives with Kelly Ford
    - Live will feature different topics with reminder/promotion of Fans Night Out
- **Ambassador/Venue Posts**
  - o Posts by Ambassadors encouraging their fans to join the contest
    - PickleJar to “like/share/comment” on these posts
- **Live Music Posts**
  - o Use scheduled live music to with “Fans Night Out” reminder
- **Ad Campaign**
  - o Develop Ad Campaign for:
    - Ongoing running ad set
    - Boosted posts

### Post Schedule

*[Once Posts Overview is determined, build out the posting schedule by date for release of post flight]*

### Social Breakdown

- **Post Promotion:** Standard post creation and promotion for initial awareness. Additional posts created for extended messaging promotion and awareness (see Other Potential Posts/Considerations).
- **Graphic Creation:** Create unique campaign social graphics around initial post promotion including any “series” posts for awareness.
  - o Promotion Posts
  - o Winners Posts
  - o Instagram Live Posts

- o Fans Night Out “logo” for Ambassadors to add to their social posts/graphics
- o Ad Campaign Graphics

#### Other Potential Posts/Considerations

- **Final Takeaways Posts:** High level information with encouragement to watch the video or learn more link back to Hess.com.
- **Infographic/Stats Posts:** Initiatives or Stats that correlate to key messages from event
- **Video Clips:** 30-90 second video clips for Social Channels that extract and highlight key messages
- **Boosted Campaigns:** Create further reach and awareness of content through boosted campaigns on Social Channels.

#### Additional Options to Consider (and if applicable)

*[Build out any tentative project plan (dates and requirements) based off additional options to consider or opportunities]*

1. **Landing Page Redirect:** Develop a landing page that includes the key information, video clips, infographics stats and other relevant information that could be utilized on the Social Channels
2. **“Live” Promotion:** “Go Live” on social channels to promote in real time
3. **Long-form Video:** Develop a longer “highlight” video that can be published on YouTube
4. **Community Management:** Monitor and engage with social posts by liking, retweeting or commenting on posts.

## FNO Campaign Stats

### FANS:

#### SOCIAL

##### Instagram Followers

- May Followers = 1382
- Followers as of Today (August 4) = 2113
- Followers gained = 731
- **34.6% increase in Instagram followers**

##### Hashtag Use

- Hashtag used 81 times prior to campaign
- Total uses of hashtag = 677
- #FansNightOut used **596 times** since our campaign launched

### SOCIAL ADS:

##### June 1 Post (4 days for \$25):

- Spend - **\$99.99**
- Reach – **2,129**
- Link Clicks – **122**
  - **6%** of those reached clicked the link
- Post Engagement – **1034**
  - **49%** of those reached engaged the post
- 3-second video plays – **854**
  - **40%** of those reached played at least 3 sec of the video
- Post reactions - **26**
  - **1%** of those reached reacted to the post

##### June 7 Post (6 days for \$16):

- Spend - **\$95.56**
- Reach – **2,044**
- Link Clicks - **107**
  - **5%** of those reached clicked the link
- Post Engagement – **147**
  - **7%** of those reached engaged the post
- Post reactions - **25**
  - **1%** of those reached reacted to the post

##### June 15 Post (4 days for \$25):

- Spend - **\$99.99**
- Reach – **4,332**
- Link Clicks - **127**

- **3%** of those reached clicked the link
- Post Engagement – **180**
  - **4%** of those reached engaged the post
- Post reactions - **31**
  - **0.7%** of those reached reacted to the post

June 22 Post (4 days for \$25):

- Spend - **\$99.99**
- Reach – **2,470**
- Link Clicks - **94**
  - **4%** of those reached clicked the link
- Post Engagement – **1160**
  - **47%** of those reached engaged the post
- 3 - second video plays - **1008**
  - **41%** of those reached played at least 3 sec of the video
- Post reactions - **29**
  - **1%** of those reached reacted to the post

June 28 Post (13 days for \$12):

- Spend - **\$155.94**
- Reach – **2,580**
- Link Clicks - **190**
  - **7%** of those reached clicked the link
- Post Engagement – **1813**
  - **70%** of those reached engaged the post
- 3 - second video plays - **1513**
  - **58.6%** of those reached played at least 3 sec of the video
- Post reactions - **60**
  - **2.3%** of those reached reacted to the post

July 13 Post (5 days for \$18):

- Spend - **\$89.98**
- Reach – **2,440**
- Link Clicks - **100**
  - **4%** of those reached clicked the link
- Post Engagement – **1128**
  - **46%** of those reached engaged the post
- 3 - second video plays - **972**
  - **39.8%** of those reached played at least 3 sec of the video
- Post reactions - **37**
  - **1.5%** of those reached reacted to the post

July 21 Post (4 days for \$25):

- Spend - **\$99.98**
- Reach – **4,740**
- Link Clicks - **140**



- **2.9%** of those reached clicked the link
- Post Engagement – **972**
  - **20.5%** of those reached engaged the post
- 3 - second video plays - **802**
  - **16.9%** of those reached played at least 3 sec of the video
- Post reactions - **19**
  - **0.4%** of those reached reacted to the post

July 27 Post (4 days for \$25):

- Spend - **\$99.98**
- Reach – **6,840**
- Link Clicks - **171**
  - **2.5%** of those reached clicked the link
- Post Engagement – **1098**
  - **16%** of those reached engaged the post
- 3 - second video plays - **905**
  - **13%** of those reached played at least 3 sec of the video
- Post reactions - **13**
  - **0.19%** of those reached reacted to the post

Total:

- Spend: **\$841.41**
- Reach: **27,575**
- Link Clicks: **1,051**
- Post Engagement: **7,532**
- 3 -second video plays: **6,054**
- Post reactions: **240**

**APP:**

- New Active Members in May = **739 new active users**
- New Active Members in June = **656 new active users**
- New Active Members in July = **511 new active users**
- Total New Active Members (June - present) = **1227 new active users**

**ARTISTS:**

- Referrals in May = **180 referred members**
- Referrals June to present = **248 referred members**
- Ambassador referred members June to present
  - Savannah Rae - 0
  - Sasha McVeigh - 0
  - Bella Hudson - 0
  - Lauren Gottshall - 5

- Alannah McCready - 4
- Chris Ferrera - 2
- Dakota Poorman - 23
- Brooke Moriber - 1
- Kirstie Kraus - 14
- Ronny Criss - 4
- Dozzi - 2
- Stephanie Ryann - 3
- Constantine Maroulis - 13
- Abigail Smith - 8
- Ian Flanigan - 5
- Gavin Lee - 5
- Aaron Goodvin - 0
- Thomas Brady Lee - 0
- Wix Patton - 0

#### **EMAILS and APP/TEXT INSIGHTS:**

- **Artist email (sends, opens, etc.)**
  - Messages Sent - 1,413
  - Delivered - 1,277
  - Open Rate - 29.52%
    - Unique Opens - 377
    - Total Opens - 859
  - Click Rate - 1.57%
    - Unique Clicks - 20
    - Total Clicks - 32
  - Unsubscribes - 8
  - Spam Complaints 0
  
- **PJ Light It Up - TMO**
  - Messages Sent - 651
  - Delivered - 582
  - Open Rate - 9.79%
    - Unique Opens - 57
    - Total opens - 86
  - Click Rate - 0%
  - Unsubscribes - 12
  - Spam Complaints - 3