TEDxAmherst

x = independently organized TED event

Marketing Plan 2018 - 2019
Event Date: Sunday, April 7, 2019

Background
The TEDx moniker says it all. TED conference events (which began in 1984) and their TEDx sister events (which began in 2009) are associated with years of inspirational and ground-breaking content.[1] The organization has made a name for itself — **just the name alone commands respect**. Knowing this, it would be wise to utilize the existing TEDx brand (brand guidelines).

Objective
A cyclical three-pronged approach: (1) spread awareness for the TEDxAmherst event, (2) enlist event speakers and sponsors, and (3) boost ticket sales.

Target Audiences
Undergraduate College Students: Ages 18-24
• Tap into their desire to: be cool, attend an event for a low price, socialize, eat, learn, support speakers (possibly their peers), and have fun.

Adults and Professors: Ages 30-60
• Tap into their desire to: bring their families, learn, socialize, support speakers (possibly their relatives and friends) and have fun.

Promise
Event promotion, selection of reputable speakers, event sponsors, and ticket sales mutually influence each other. By harnessing the power of name recognition, we will kickstart Event Promotion-Phase I. This will increase event awareness. With increased awareness, we have start ticket sales in stages. The ticket sales figures will enable us to project attendance numbers. These projections will get sent to speakers and possible sponsors. This method should result in the appearance of **abundance**. Speakers and sponsors should come to us. Event Promotion-Phase II: Ticket sales should increase with a lineup of high-profile speakers posted on the event website and social media. This cycle will continue until the event is sold out and the budget increases.

Marketing Strategy
1) Clever, simple visuals and copy: people are drawn to ads that reduce mental fatigue and are funny.
2) Guerrilla marketing: permitted graffiti and campus postering to boost the TEDxAmherst "cool factor".
3) Snapchat geotag: get college students talking when they return to the bars in late March.
4) Relatability with students: play up the fact that the event organizers are students too.
5) Artificial scarcity: post regularly that tickets have sold out and/or are limited to two per person.
6) High-profile speakers: post the lineup of speakers on social media to utilize each speaker's reputation.

Timeline
October-December: Table at busy campus spots like the Campus Center, library, and dining commons.
December-February: Graffiti at permitted campus locations and hang posters.
March: Early-bird ticket sales, speaker lineup social media posts, and the 24-hour Snapchat geotag.
April: Ticket scarcity posts, postering, and the continuation of speaker lineup social media posts.
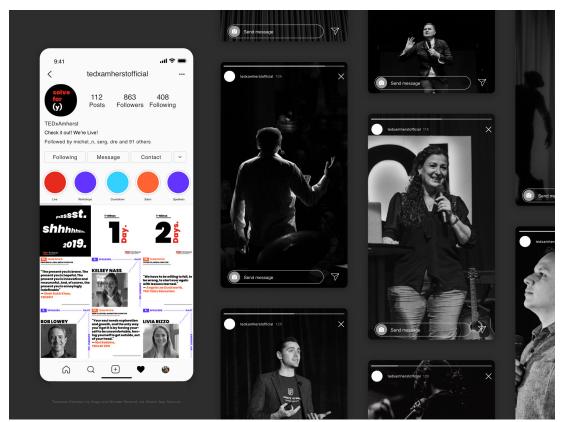*The TEDxAmherst event is happening on Sunday, April 7, 2019*

Budget
Currently, we have a budget of ≈ $10,000.00. Yet, with the help of Partnership Curators, the Executive Director, and the marketing initiative, we aim to double this budget. Listed below are the approximate marketing campaign costs. The total cost is **$445.00 or 4.45% of the original budget**.*
• $350.00 for printing five 24"x36" posters and one-hundred 11"x17" posters
• $30.00 for the 24-hour Snapchat geotag
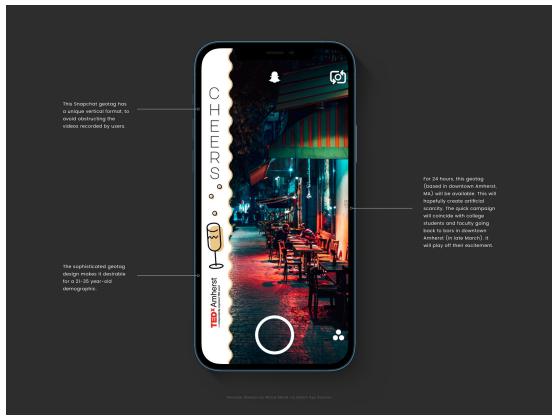• ≈ $65.00 for spray paint and stencils

*Marketing costs are subject to change

Footnotes
1. TED. (n.d.). *History of TED* [Fact sheet]. TED. Retrieved October 10, 2018, from https://www.ted.com/about/our-organization/history-of-ted

(Above) Instagram Social Media Feed Prototype

This Snapchat geotag has a unique vertical format, to avoid obstructing the videos recorded by users.

For 24 hours, this geotag (based in downtown Amherst, MA) will be available. This will hopefully create artificial scarcity. The quick campaign will coincide with college students and faculty going back to bars in downtown Amherst (in late March). It will play off their excitement.

The sophisticated geotag design makes it desirable for a 21-35 year-old demographic.

(Above) Snapchat Geotag Prototype