



20th Century Fox World

Digital Marketing Plan

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Contents

- Introduction
- Online market landscape
- Search/display
- Social media
- Measures of success
- Next phase

Introduction



Experience the Movie Magic

20th Century Fox World







- 20th Century Fox partnership with Genting Malaysia
- 1st theme park, to be built in Malaysia (Genting Highlands)
- US\$300mn project, 25-acre park, 25 rides
- Film-inspired theme park – Ice Age, Rio, Alien vs Predator, Planet of the Apes & etc



Competitor analysis



Details / Competitors				
Location	Malaysia	Singapore	Hong Kong	Thailand
Size (Hectares)	30	20	22.4	5.7
Theme Park Layout	Rides & Water park	7 themed zones	5 themed zones	10 themed zones
Rides	40	27	30	10
Advertising Mediums	Traditional & Online Mediums	Traditional & Online Mediums	Traditional & Online Mediums	Traditional & Online Mediums

In addition, there are local theme parks ie Dreamworld (Thailand) & Ancol Dreamland (Indonesia)








Stiff competition in the region!

Target segment

- Top 4 markets for inbound tourism contributes approx. 73% to total tourist arrivals:
 - Singapore
 - Indonesia
 - China (incl HK & Macau)
 - Thailand

The top 10 markets for inbound tourism are shown in **Table 1**.

Table 1: Top 10 Tourist Arrivals by Country of Nationality 2012

		Number of Tourists Arrivals (million)	Total of Tourist Arrivals (%)
Singapore		13.01	51.99
Indonesia		2.38	9.52
China (including Hong Kong & Macau)		1.56	6.23
Thailand		1.26	5.05
Brunei		1.25	5.03
India		0.69	2.76
Philippines		0.51	2.03
Australia		0.5	2.03
Japan		0.47	1.88
United Kingdom		0.4	1.61

Source: Tourism Malaysia

Focus target segment – Malaysia, Singapore, Indonesia & Thailand due to similar digital consumption

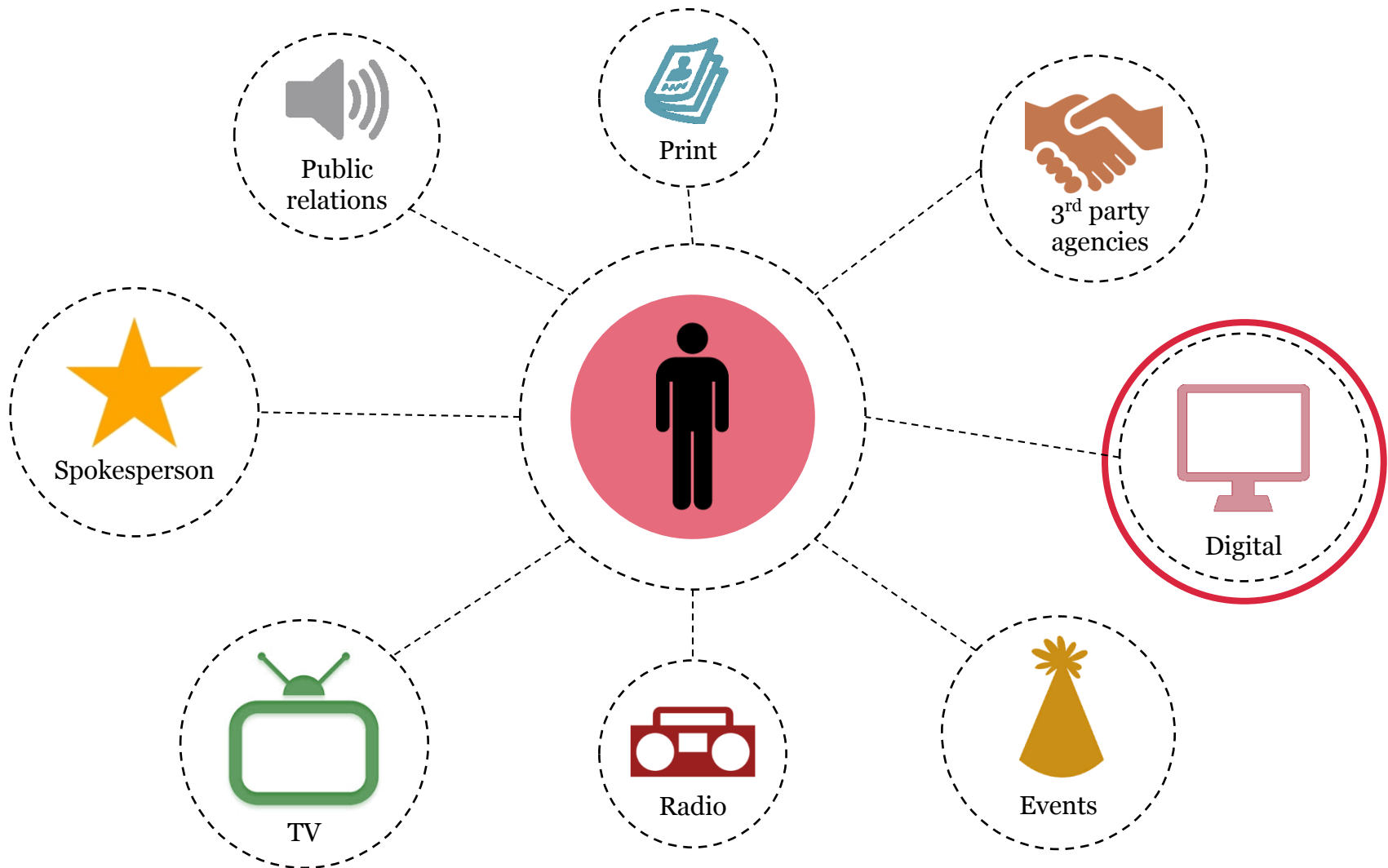
Target segment

- Focus target segment:
 - Teens
 - Young adults
 - Young family with kids
- Market size ~ 162mn, 47% of total population



Age Band	Malaysia	Singapore	Thailand	Indonesia
0 - 4	2,523.8	183.3	4,387.1	
5 - 9	2,548.2	205.7	5,030.9	66,894.1
10 - 14	2,669.3	226.2	5,203.5	
15 - 19	2,758.8	255.1	5,341.3	
20 - 24	2,933.3	266.9	4,931.6	43,001.0
25 - 29	2,887.1	255.6	5,248.5	
30 - 34	2,535.4	296.9	5,448.7	
35 - 39	2,026.3	305.5	5,386.9	
40 - 44	1,869.4	312.6	4,849.7	106,092.1
45 - 49	1,705.2	316.3	3,876.7	
50 - 54	1,500.5	313.0	2,914.7	
55 - 59	1,214.7	281.1	2,284.5	
60 - 64	922.0	222.2	1,998.2	19,044.0
65 - 69	650.4	145.8	1,526.0	
70 - 74	420.2	105.7	1,043.4	
75 - 79	288.9	70.6	594.9	16,129.0
80 - 84	144.6	46.2	323.8	
> 85	116.5	36.1	226.8	
Total	29,714.6	3,844.8	60,617.2	251,160.1

Integrated marketing



Digital marketing goals

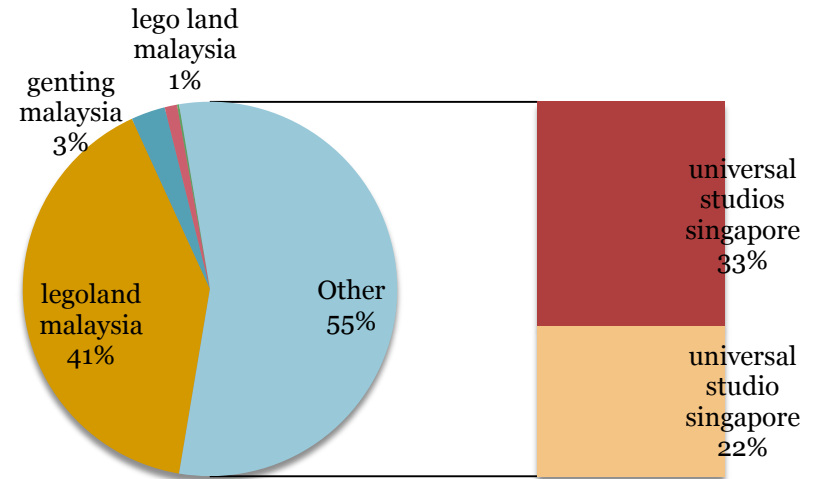


- To increase brand awareness of theme park/brand in the region
- To have online ticket sales contribute towards 20% of annual sales target in the region

Online market landscape

Potential demand

- Avg. search on theme park names among targeted countries = 300,000 searches/month
- Theme park name search volume is 7 times over tourism browsing keywords.



Sources : Google Keyword Planner

Conditions : Exact Match

- Category : Travel & Tourism

- Targeting : Malaysia, Singapore, Thailand, Indonesia

Top 5 Browsing	Keywords	Avg. Monthly Search	Competition	Suggested bid
Seed Keywords	เที่ยวสิงคโปร์	12100	0.51	9.85
Seed Keywords	tourism malaysia	9900	0.2	10.3
Seed Keywords	สวนสนุก	5400	0.01	4.38
Seed Keywords	malaysia tourism	5400	0.44	10.53
Seed Keywords	สถานที่ท่องเที่ยวสิงคโปร์	4400	0.09	22.42
Total Estimate		37200		

Theme Park Name	Keywords	Avg. Monthly Search	Competition	Suggested bid
Seed Keywords	legoland malaysia	90500	0.13	11
Seed Keywords	universal studios singapore	74000	0.36	25.2
Seed Keywords	universal studio singapore	49500	0.56	26.63
Seed Keywords	legoland	49500	0.12	11.75
Seed Keywords	universal studios	12100	0.29	21.31
Seed Keywords	universal studio	8100	0.33	21.63
Seed Keywords	genting malaysia	6600	0.47	35.3
Seed Keywords	lego land malaysia	2400	0.1	12.74
Seed Keywords	twentieth century fox theme park	390	0.02	
Seed Keywords	genting highlands activities	20	0.22	21.37
Total Estimate		293110		

Competitor analysis



USS Singapore

Channel Details

Official Website Keywords in web: N/A

Google legoland malaysia

ผลการค้นหาประมาณ 2,320,000 รายการ (0.39 วินาที)

Hotels Lego Park Malaysia - Agoda.com
[agoda.com/Lego_Park_Malaysia_Hotels](#)
 Special Rates in Lego Park Malay. Don't Miss Out, Book Now!
 agoda มีผู้เข้าชม 797,366 คนบน Google+

Langkawi Hotels Kota Kinabalu Hotels
 Johor Bahru Hotels Kuala Lumpur Hotels

Malaysia's 1st International Theme Park - LEGOLAND ...
www.legoland.com.my/ * เว็บไซต์นี้
 LEGOLAND® Malaysia - A Theme Park in Johor and near Singapore, packed with fun filled activities for the entire family, along with great interactive attractions, ...
 4.0 ★★★★★ 276 ความเห็นบน Google · เรือบินวีซ่า

7, Jalan Legoland, Bandar Medini,, 79250 Nusajaya, Johor, มาเลเซีย
 +60 7-597 8888
 Prices and Tickets - LEGOLAND® Hotel - Book

รูปภาพสำหรับ legoland malaysia

LEGOLAND Malaysia
 7, Jalan Legoland, Bandar Medini,, 79250 Nusajaya, Johor, มาเลเซีย
 โทรศัพท์: +60 7-597 8888
 ชั่วโมง: 10:00-18:00
 ความเห็น 4.0 ★★★★★ 276 ความเห็นบน Google
 ความเห็นเพิ่มเติม: spy.my, travel2malaysia.com.my, foursquare.com, thesmartlocal.com

YouTube Ads N/A

Google uss singapore ticket

ผลการค้นหาประมาณ 472,000 รายการ (0.34 วินาที)

Singapore Flights - Malaysia Airlines.com
www.malaysiaairlines.com/Singapore
 Book Flights & Check-In Online on Malaysia Airlines.com!

SuperDeal Promo 1,770THB - rwsentosa.com
www.rwsentosa.com/promotions
 1 Day Pass + Meal & Retail Vouchers at Universal Studios Singapore.

Universal Studios SG - YourSingapore.com
www.yoursingapore.com/
 Enter The World Of Movie Magic At Universal Studios Singapore.
 Universal Studios - Resorts World™ Sentosa - Singapore Flyer - Marine Life Park

Universal Studios Singapore - Resorts World Sentosa
www.rwsentosa.com/language/.../UniversalStudiosSingapore... * แปลงที่นี่
 เข้าใจถึง Upgrade Your Admission Ticket - Upgrade your Admission Ticket. Relive the thrills with your family and loved ones unlimited times and receive ...
 Madagascar - 科幻城市 - 新加坡环球影城 - Lost World

Resorts World Sentosa Official Website | Singapore Attractions
www.rwsentosa.com/ * แปลงที่นี่
 Enjoy special rates to Universal Studios Singapore, S.E.A. Aquarium or Adventure Cove Waterpark when you book your tickets online. Valid for park visit from 1 ...
 Promotions - Universal Studios Singapore - Hotels - Careers



Online strategy



Build Awareness :

- Grand opening Event
- Invite medias/press/bloggers (Lifestyle/Travel/Photo)
- Tools : PR News, Blogs , Live Feed (Social network)
- PR Keywords :
 - 1st 20th CF World, New world-class entertainment destinations
 - Special Promotion for Early Birds

ZMOT : Drive traffic to official sites

- Search & Display Campaign (AdWords)
- Organic Search : Blogger reviews, PR News
- Landing Page : Official Websites, then Facebook fan page

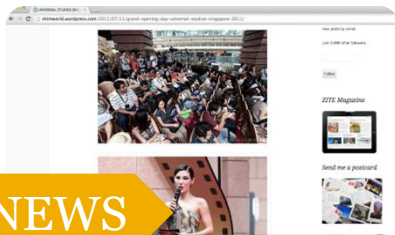
1st MOT : Marketing Campaign Call-to-Action

- Early Bird promotion on official site

2nd MOT : Share

- Use Social Network to offer exclusive deals, create conversations, get Feedbacks, PR springboard

Online tools



PR NEWS



Official Site



Social Networks



Reviews



AdWords / Placements



SEO - Goals

Branding

- To reach 500,000 visitors/month

Ticket sales

- 10% conversion rate from known keywords



SEO - Keywords

17

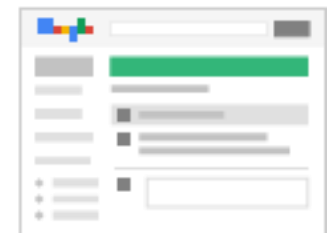
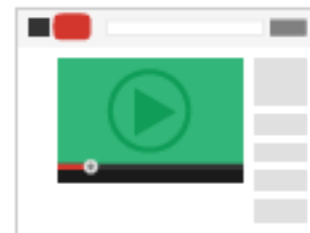
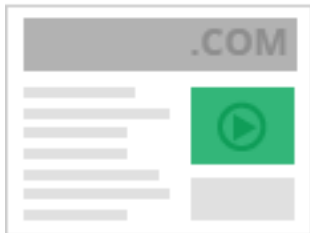
Non-Brand	Search Vol.	Competition	KEI
cuti cuti Malaysia	18,100	2,730,000	120.00
tourism Malaysia	9,900	75,600,000	1.30
สวนสนุก	5,400	1,200,000	24.30
visit Malaysia	2,400	481,000,000	0.01
theme park	1,900	406,000,000	0.01

Brand	Search Vol.	Competition	KEI
Genting highlands	18,100	1,420,000	230.71
Genting Malaysia	6,600	6,420,000	6.79
Genting highlands theme park	1,900	550,000	6.56
20th Century Fox World	50	84,700,000	0.00
20th Century Fox World Malaysia	-	1,650,000	-
Twentieth Century Fox theme park Malaysia	-	161,000	-

Search/Display marketing



- ❑ Campaign by locations : 4 countries / 4 campaigns
- ❑ Campaign by Network : To see clearly which types can deliver better productivity
 - ❑ Search Network only : Focus on CTR → Drive traffic
 - ❑ Display Network only : Focus on Impression → Drive awareness
 - ❑ Display Network – Remarketing → To increase conversions
- ❑ Create viral VDO to generate natural demand rather than buying In-stream Ads



Search campaigns



20th Century Fox World

Malaysia Campaign

Singapore Campaign

Indonesia Campaign

Thailand Campaign

Ad 1 : 20th Century Fox /
Genting

[New Excitement in Genting](#)
20thcenturyfoxworld.com

20th Century Fox World theme park.
Only in Malaysia with over 25 rides.

Cuti cuti Malaysia
Genting highland theme park
Resort world Genting
Genting Malaysia
Genting theme park
Genting highland
Genting highlands
20th Century Fox World
theme park
20th Century Fox World
Genting activity
Genting tour
Universal studios Singapore

Ad 2 : Genting / Call-to-action

[New Genting's Highlight](#)
20thcenturyfoxworld.com/promotion
NOW OPEN! A world-class theme park.
Early birds get 30% off! Buy now.

Genting highlights
Genting admission
Buy Genting ticket
Genting Ticket
How to go to Genting
Travel to Genting
Genting Highlands ticket
Buy Genting Highlands
ticket
Promotion Genting

Ad 3 : Malaysia / Call-to-
action

[A MUST-GO in Malaysia](#)
20thcenturyfoxworld.com/promotion
Want fun and excitement in Malaysia?
Visit 20th Century Fox World now.

Malaysia travel
Malaysia holidays
Places to visit in Malaysia
เที่ยวมาเลเซีย
Malaysia tourism
Top places to go in Malaysia
Where to go in Malaysia
Malaysia tourist attractions
Attractions Malaysia
20th Century Fox Malaysia
Buy 20th Century Fox World
ticket
Promotion 20th Century Fox
World

Campaigns - Ad group settings



Topics	Actions
Type	Search Network only – All Features
Network	✓ Google Search Network
Locations	Malaysia / Singapore / Thailand / Indonesia (Separate Campaigns)
Languages	English / Thai / Indonesia (Based on campaign's targeted location)
Bid Strategy	Auto
Daily Budget	300RM
Delivery Method	Standard
Ad Extensions	✓ Location ✓ Reviews
Ad Rotation	Optimize for clicks
Keywords	Broad match
Devices	All devices ✓ All OS ✓ All models ✓ WiFi connection

Display campaigns



20th Century Fox World

Malaysia Campaign

Singapore Campaign

Indonesia Campaign

Thailand Campaign

Ad 1 : 20th Century Fox / Ice Age Coaster

Ad 2 : 20th Century Fox / New Theme Park

Ad 3 : 20th Century Fox World / Early Bird

[20thCenturyFoxWorld](http://20thCenturyFoxWorld.com)
20thcenturyfoxworld.com

Text Ad

Ride with Manny on Ice Age coaster.
Only at Genting Highlands Malaysia!

20th Century Fox World

Cuti cuti malaysia

Ice Age / Coaster

Holiday/ Holidays

Malaysia/ Genting

Genting Highlands

Theme park Malaysia

The best rides

Best rides / coaster

Legoland

Universal Singapore

Universal Studios Singapore

- Accident

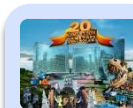
- Accident in theme park



Banners / Rich Medias

New Theme park
New theme park Malaysia
Holiday plan
Place to go Malaysia
Malaysia tour
Malaysia attractions
Legoland Malaysia

Early Bird Promotion
Save 30%



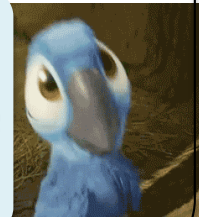
100
ONLY
70 RM

Buy
1 DAY



FROM 200
ONLY
140 RM

Buy
Express



Buy 20th Century Fox world
Ticket
Genting promotion
Holiday promotion
Ticket price 20th Century Fox
World
How to go to Genting

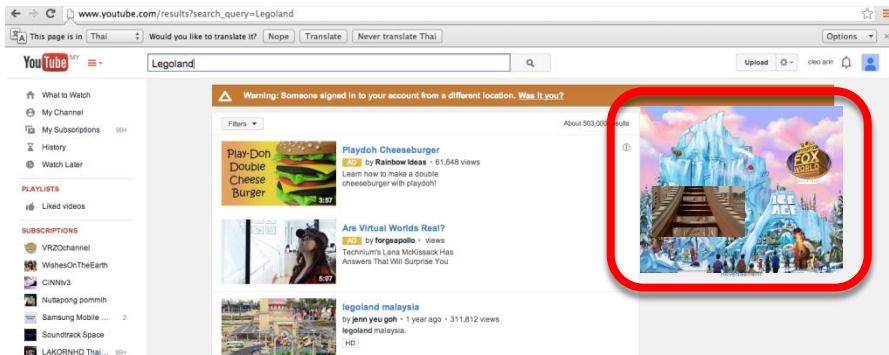
Campaign - Ad group Settings



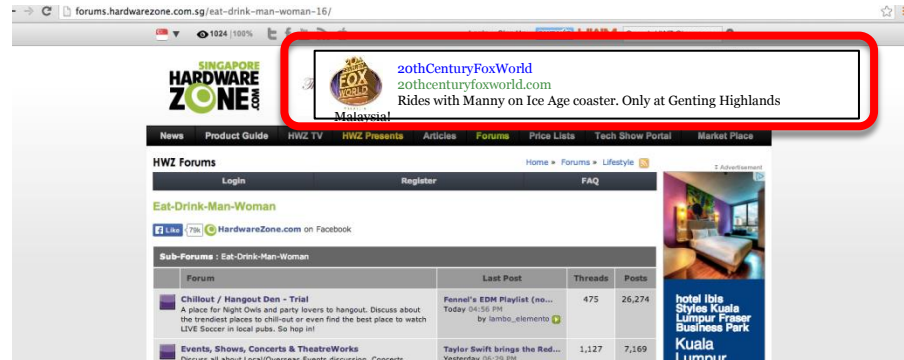
Topics (Campaign)	Actions
Type	Display Network only – All Features
Network	✓ Google Display Network
Locations	Malaysia / Singapore / Thailand / Indonesia (Separate Campaigns)
Languages	English / Thai / Indonesian (Based on campaign's targeted location)
Bid Strategy	Auto
Daily Budget	300RM
Delivery Method	Standard
Ad Extensions	✓ Location ✓ Reviews
Ad Rotation	Optimize for clicks
Keywords	Broad match
Devices	All devices ✓ All OS ✓ All models ✓ WiFi connection

Topics (AdGroup)	Actions
Ad Target	Display keywords Interest & Remarketing
Interest	Movie Lovers, Family Vacationers, Social Networks, Outdoor Enthusiast
Narrow Target	Age 18 – 34
Create Ads	Text Ads & Image Ads

Sample placements



YouTube Malaysia : YouTube.com – Watch Pages 3rd of the highest traffic sites in Malaysia



HARDWARE ZONE Singapore – HardwareZone – EDMW Forum 2nd of the highest traffic local sites in Singapore



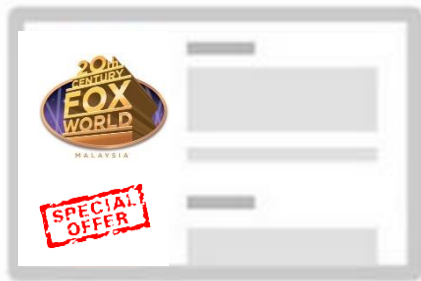
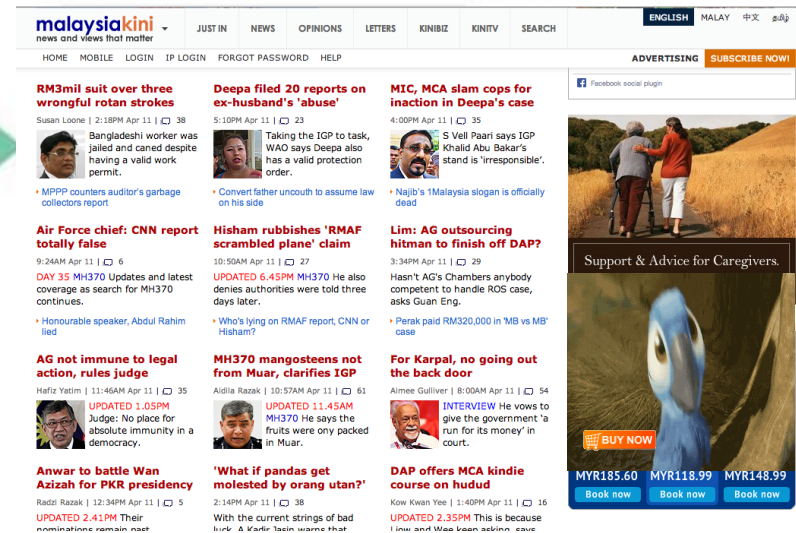
KASKUS Indonesia : Kaskus.com - Travel Forum The largest Indonesian community



TS! Thailand : Sanook.com – Travel Top 10 highest traffic local sites in Thailand

Display - Remarketing

- People who visit our website will be added to remarketing list
- Ads will be shown on GDN sites when they browse the web
- Use call-to-action ad rather than branding ad

The screenshot shows the Malaysia Kini website interface. At the top, there are navigation links for 'HOME', 'MOBILE', 'LOGIN', 'IP LOGIN', 'FORGOT PASSWORD', and 'HELP'. The main content area features several news articles with headlines and brief descriptions. A 'BUY NOW' button is visible in the bottom right corner of the page, with prices listed in MYR (Malaysian Ringgit).

Social media

Objectives



Short term
(6 months
before/after)

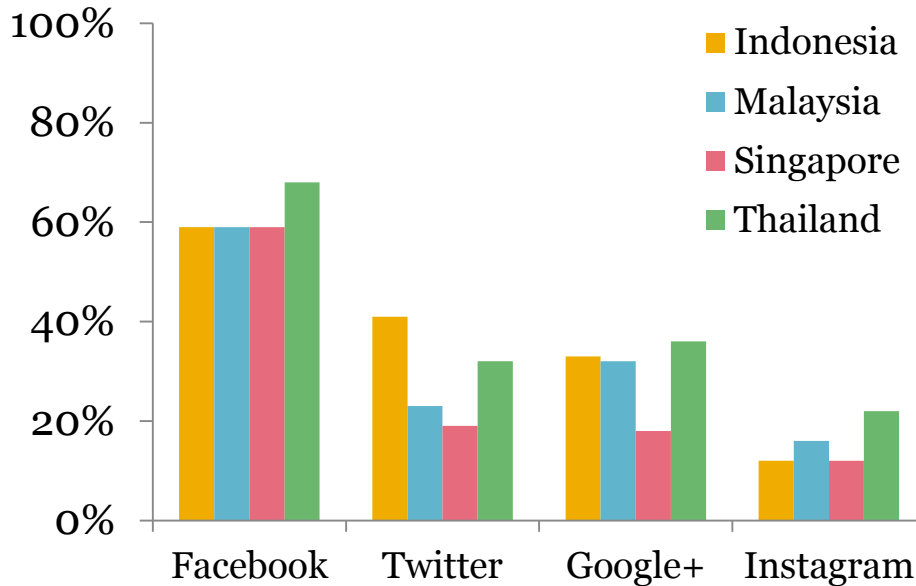
- To promote awareness
- To drive traffic back to website
- To promote ticket sales with positive ROI
- To provide customer service

Long term
(< 6 months after)

- To create community engagement
- To obtain customer feedback
- To support other marketing channels

Target audience

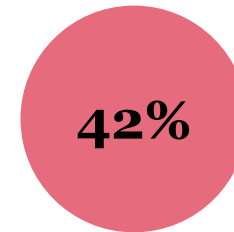
Percentage of Internet Users



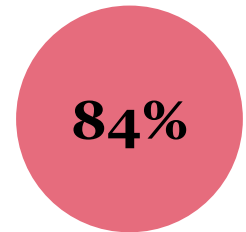
Average time spent
3 hours a day

What this means

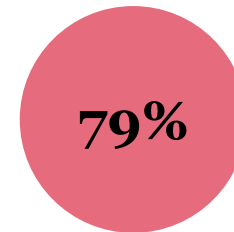
Indonesia



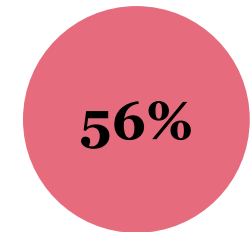
Malaysia



Singapore



Thailand



High potential to reach a large percentage of target audience

Competitor analysis



Universal Studios Singapore (USS) @ Resort World Sentosa shared a link.
9 September 2013 near Singapore, Singapore

Due to the MANY MESSAGES we admins of this Fan page have been receiving,
we like to stress we are not the official recruiting page for ANY JOBS at universal studios Singapore.
We believe the internet is smarter than that.
nevertheless, please refer to the link attached.
GOOD DAY.

Sentosa Singapore | Careers | Resorts World Sentosa
www.rwsentosa.com

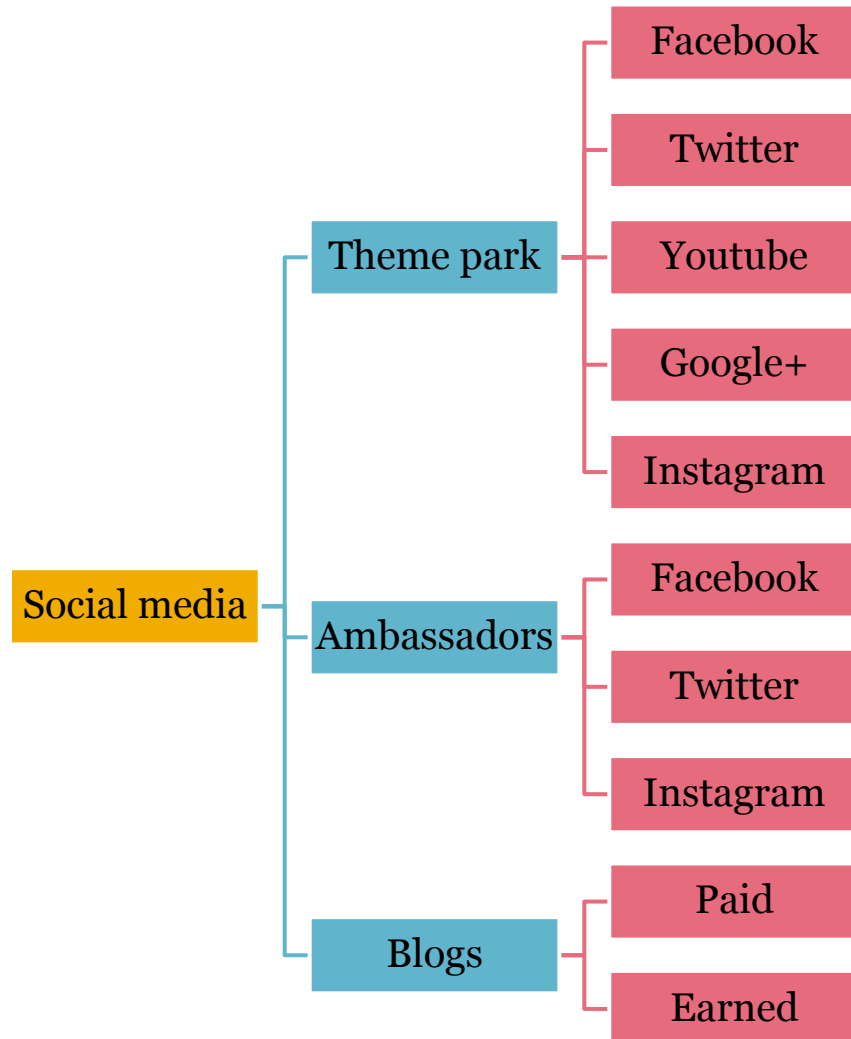
Working at Resorts World Sentosa is an experience you won't get anywhere else and one you won't forget. Put your career in the spotlight with us.

Like · Comment · Share

6

Youtube	N/A	X	N/A	X
Blogs	Paid and earned	✓	Paid and earned	✓

Social media platforms



Theme park - Facebook



Short term goals

- To promote awareness
- To increase ticket sales with positive ROI
- To drive traffic to website

Long term goals

- To increase community engagement
- To promote events and campaigns
- Customer service

Methods

- Facebook page
- Ticketing app
- Campaigns
- Facebook ads

Examples

A screenshot of a Facebook post from the official page of 20th Century Fox World Malaysia. The post features a large image of the 'ICE AGE ADVENTURE' ride entrance, which is a large, icy archway with the words 'ICE AGE' in large, block letters and 'ADVENTURE' below it. Several people are seen walking through the archway. The post text reads: '20th Century Fox World Head over to the Ice Age Adventure for some bone-numbing thrills!'. Below the image, there is a notification that says 'This was already shared with you. A sponsor paid to feature it here.' The post has 4,014 likes, 2,213 comments, and was posted 2 hours ago. The interaction bar shows 'Like · Comment · Share' and a 'Sponsored' label. Below the main post, there is a preview of another post showing a scene from the Ice Age movie with characters in a boat, with 431 likes and 7,121 people liking it. The bottom of the preview shows 'View previous comments' and '2 of 111'.

Theme park - Twitter



Short term goals

- To promote awareness
- To drive traffic to website
- To provide customer service

Long term

- To increase community engagement
- To promote events and campaigns

Methods

- Regular tweets
- Campaigns using hashtags
- Advertising

Examples



#moviemagic

Theme park - Youtube



Short term goals

- To promote awareness
- To drive traffic back to website

Long term goals

- To increase community engagement

Methods

- Create channel
- Post videos

Examples

A screenshot of the YouTube channel page for 20th Century Fox World. The page shows the channel name, a banner image of a roller coaster, and a video titled 'BTS: Alien vs Predator Roller Coaster | 20th Century FOX World' with 1,737,356 views. The left sidebar shows navigation options like 'What To Watch', 'My Channel', and 'My Subscriptions'.

YouTube MY

What To Watch

My Channel

My Subscriptions 99+

History

Watch Later 8

PLAYLISTS

Favourite videos

Favourite songs

Beauty

More >

SUBSCRIPTIONS

20th Century Fox World

Home Videos Playlists Channels Discussion About

BTS: Alien vs Predator Roller Coaster | 20th Century FOX World

1,737,356 views 3 weeks ago

Go behind the scenes and see how the Alien vs Predator Roller Coaster was built at 20th Century Fox World.

Theme park – Google+



Short term goals

- To promote awareness
- To drive traffic back to website

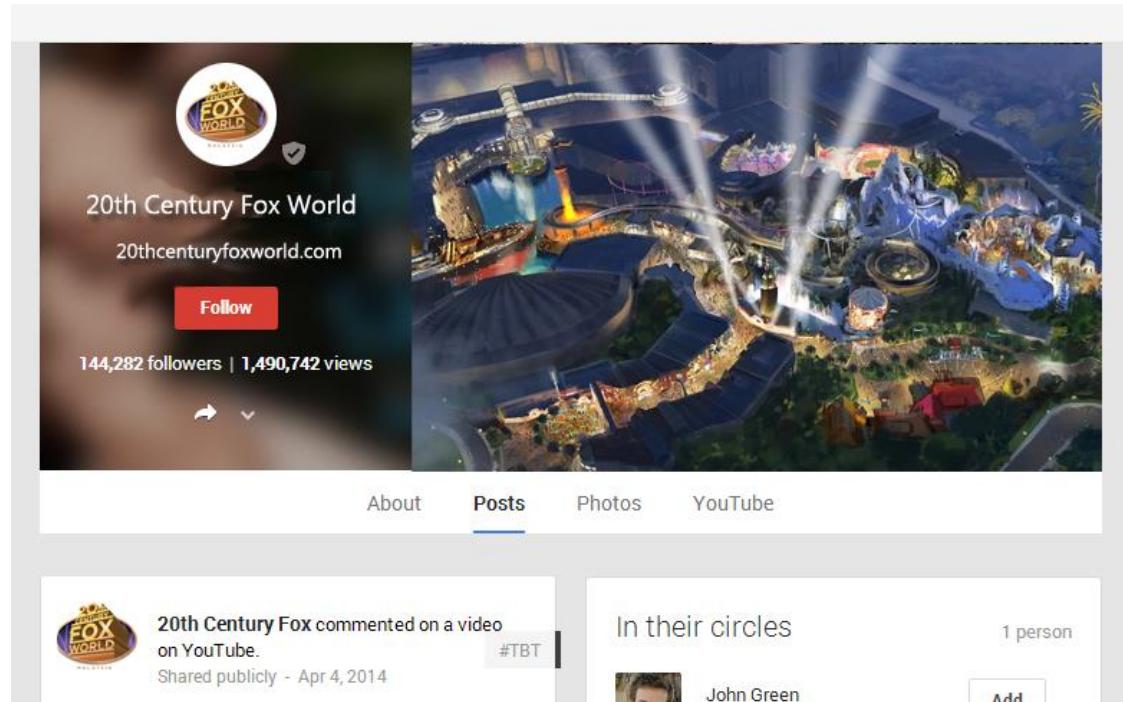
Long term goals

- To increase community engagement

Methods

- Brand page

Examples



Theme park - Instagram



Short term goals

- To promote awareness

Long term goals

- To increase community engagement

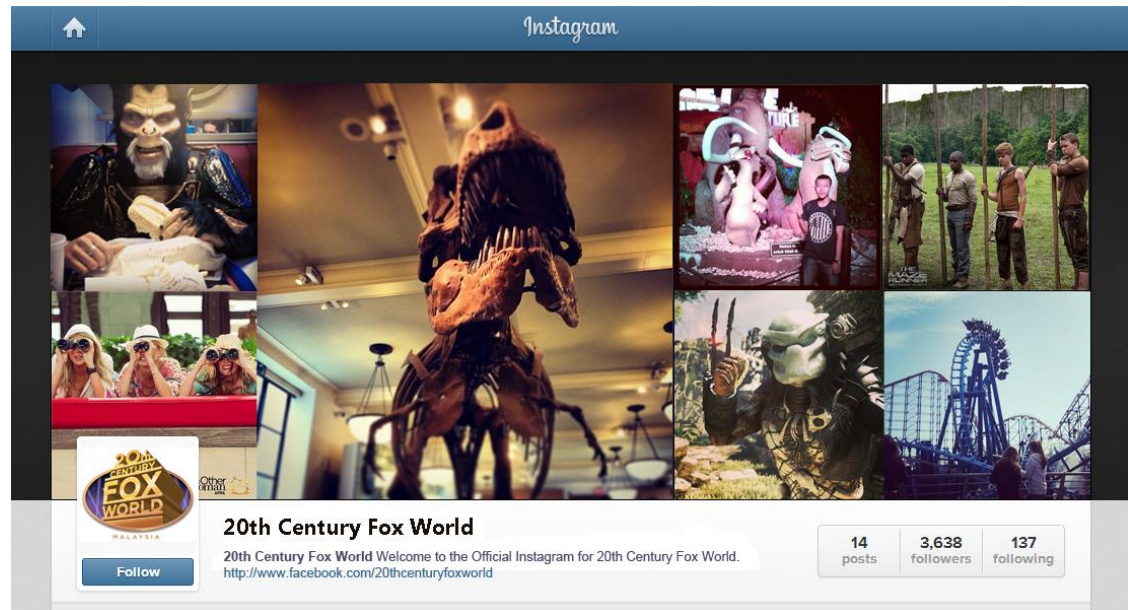
Target

- Young adults

Methods

- Instagram account
- Competitions

Examples



Ambassadors



Short term goals

- To promote awareness
- To drive traffic to theme park channels

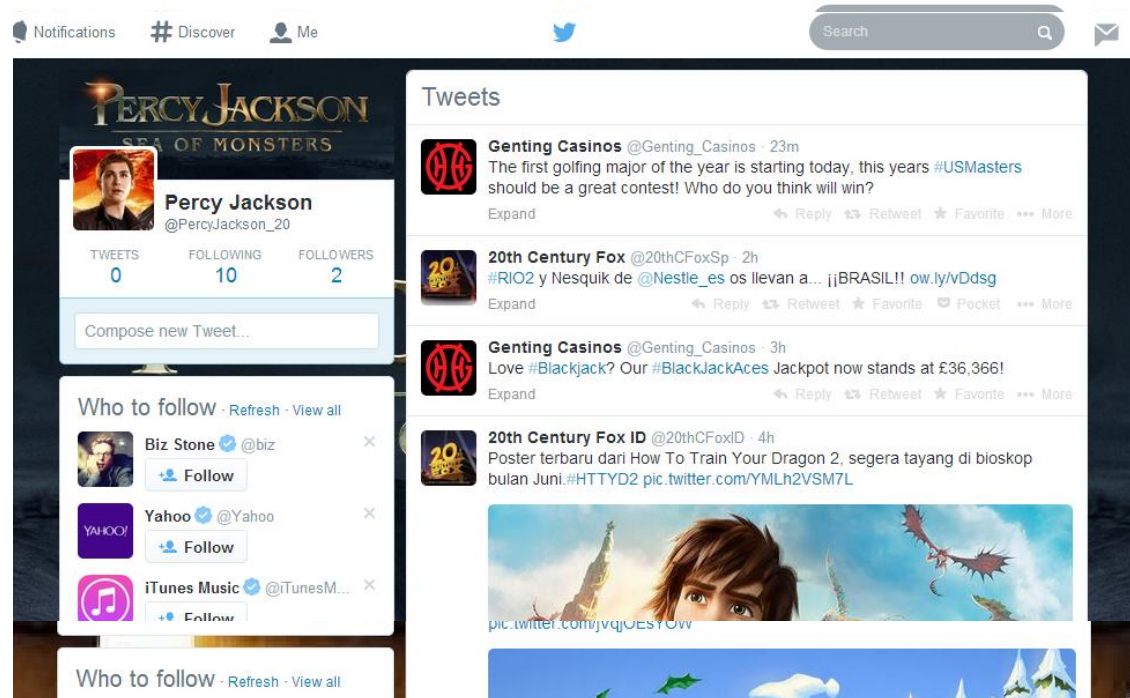
Long term goals

- To increase community engagement
- To promote events and campaigns

Methods

- Facebook page
- Twitter account
- Instagram account
- Feature as guest stars in theme park channels

Examples



Tweet me @PercyJackson_20!

Blogs



Short term goals

- To promote awareness
- To drive traffic to website

Long term goals

- To promote events and campaigns
- To increase SEO

Methods


- Paid
- Earned

Examples

Monday, August 5, 2016

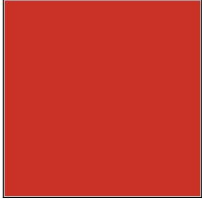
20th Century Fox Theme Park

I guess it is pretty safe to say most Malaysian have some fond memory in Genting Theme Park some way or another. 35 years ago, Genting started with an Amusement & Recreation Park with only 3 rides and had then blossom into multi-million Ringgit playground with over 50 rides which drew millions of visitors each year.



A photograph of a red and blue roller coaster with yellow cars, set against a clear blue sky. The coaster is in the foreground, with a large blue steel structure in the background.

Sponsor




Movie Partner

Followers

Join this site with Google Friend Connect

Members (64) More »



Listening & monitoring



Search terms

- Company name – 20th Century Fox World, 20th Century Fox, Genting, Legoland
- Ride names – e.g., Ice Age Adventure
- Services – e.g., annual pass
- Brand names - e.g., Alien vs Predator, Percy Jackson
- Key personnel – e.g., CEO, Tan Sri Lim Kok Thay
- Company url – www.20thcenturyfoxworld.com

Sites

- News sites – e.g., CNN Asia
- Key blogs – e.g., Theme Park Insider
- Industry websites – e.g., TripAdvisor
- Government sites – e.g., Indonesia.travel
- Magazines/newspapers – e.g., TimeOut, Travel 3Sixty
- Industry figures/personalities – e.g., George Kalogridis
- Social media – e.g., Twitter

Measures of success

Search/Display



Platform	Goals	Measurement	KPI
Google Search (SEO)	To promote awareness	<ul style="list-style-type: none">Total visitors	<ul style="list-style-type: none">500,000 visitors/month
	To promote ticket sales	<ul style="list-style-type: none">Conversion rate from known keywords	<ul style="list-style-type: none">10%
Search	To drive traffic to website	<ul style="list-style-type: none">CTR	<ul style="list-style-type: none">5%
Display	To promote awareness	<ul style="list-style-type: none">ImpressionsCPM	<ul style="list-style-type: none">500,000/campaignNot over RM1
Display - remarketing	To increase conversions (ticket sales)	<ul style="list-style-type: none">CPA	<ul style="list-style-type: none">Not over RM2

Social media



Platform	Goals		Measurement	KPI
Facebook	Short-term	To promote awareness	<ul style="list-style-type: none"> Total likes Organic reach Paid reach 	<ul style="list-style-type: none"> 500,000 likes 500,000/month 500,000/month
		To increase ticket sales	<ul style="list-style-type: none"> ROI 	<ul style="list-style-type: none"> 20%
		To drive traffic to website	<ul style="list-style-type: none"> CTR 	<ul style="list-style-type: none"> 3%
	Long-term	To increase community engagement	<ul style="list-style-type: none"> Conversation rate Amplification rate Applause rate Contest submissions Check-ins 	<ul style="list-style-type: none"> 10 comments/post 10 shares/post 30 likes/post 500 200,000
		To promote events and campaigns	<ul style="list-style-type: none"> Organic reach 	<ul style="list-style-type: none"> 500,000/campaign
		To provide customer service	<ul style="list-style-type: none"> Cost reduction 	<ul style="list-style-type: none"> Together with Twitter, increasingly reduce costs by 3% each month

Social media



Platform		Goals	Measurement	KPI
Twitter	Short-term	To promote awareness	<ul style="list-style-type: none"> No. of followers Reach Trending hashtag 	<ul style="list-style-type: none"> 5,000 100,000/tweet Top 30/campaign
		To drive traffic to website	<ul style="list-style-type: none"> CTR 	<ul style="list-style-type: none"> 3%
		To provide customer service	<ul style="list-style-type: none"> Cost reduction 	<ul style="list-style-type: none"> Together with Facebook, increasingly reduce costs by 3% each month
	Long-term	To increase community engagement	<ul style="list-style-type: none"> Conversation rate Amplification rate Applause rate 	<ul style="list-style-type: none"> 10 replies/post 20 retweets/post 10 favourites/post
		To promote events and campaigns	<ul style="list-style-type: none"> Impressions 	<ul style="list-style-type: none"> 300,000/tweet

Social media



Platforms		Goals	Measurement	KPI
Youtube	Short-term	To promote awareness	<ul style="list-style-type: none"> Views Subscribers 	<ul style="list-style-type: none"> 3,000/video 1,000
		To drive traffic back to website	<ul style="list-style-type: none"> CTR 	<ul style="list-style-type: none"> 3%
	Long-term	To community engagement	<ul style="list-style-type: none"> Conversation rate Amplification rate Applause rate 	<ul style="list-style-type: none"> 20 comments/video 10 shares/video 300 likes/video
Google+	Short-term	To promote awareness	<ul style="list-style-type: none"> No. of followers No. of page views 	<ul style="list-style-type: none"> 1,000 5,000
		To drive traffic back to website	<ul style="list-style-type: none"> CTR 	<ul style="list-style-type: none"> 3%
	Long-term	To increase community engagement	<ul style="list-style-type: none"> Conversation rate Amplification rate Applause rate 	<ul style="list-style-type: none"> 5 comments/post 5 shares/post 10 +1's/post

Social media



Platforms		Goals	Measurement	KPI
Instagram	Short-term	To promote awareness	<ul style="list-style-type: none"> Followers 	<ul style="list-style-type: none"> 3,000
	Long-term	To increase community engagement	<ul style="list-style-type: none"> Photo hashtags Location tags Applause rate Conversation rate Contest submissions 	<ul style="list-style-type: none"> 5,000 3,000 10 likes/post 5 comments/post 300
Blogs	Short-term	To promote awareness	<ul style="list-style-type: none"> No. of page views 	<ul style="list-style-type: none"> 50,000
		To drive traffic to website	<ul style="list-style-type: none"> CTR 	<ul style="list-style-type: none"> 5%
	Long-term	To promote events and campaigns	<ul style="list-style-type: none"> Reach Conversion rate (e.g., used promo code) 	<ul style="list-style-type: none"> 50,000 viewers /campaign 5%
		To increase SEO	<ul style="list-style-type: none"> Number of links 	<ul style="list-style-type: none"> 10% increase



Next phase

Next phase

Online

- China – search engine on Baidu, display advertising on GDN
- Email marketing
- Corporate partnerships – e.g., AirAsia, Maybank
- Other languages – e.g., Malay, Mandarin
- SEO – e.g., create more backlinks
- Content marketing

Social Media

- Youtube ads
- Expand to other social networks – e.g., Weibo
- Campaigns to reach followers in other regions



End

The Stormtroopers

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