free every friday
8 p.m. - 1 a.m.

mu
after dark

MUAD MARKETING

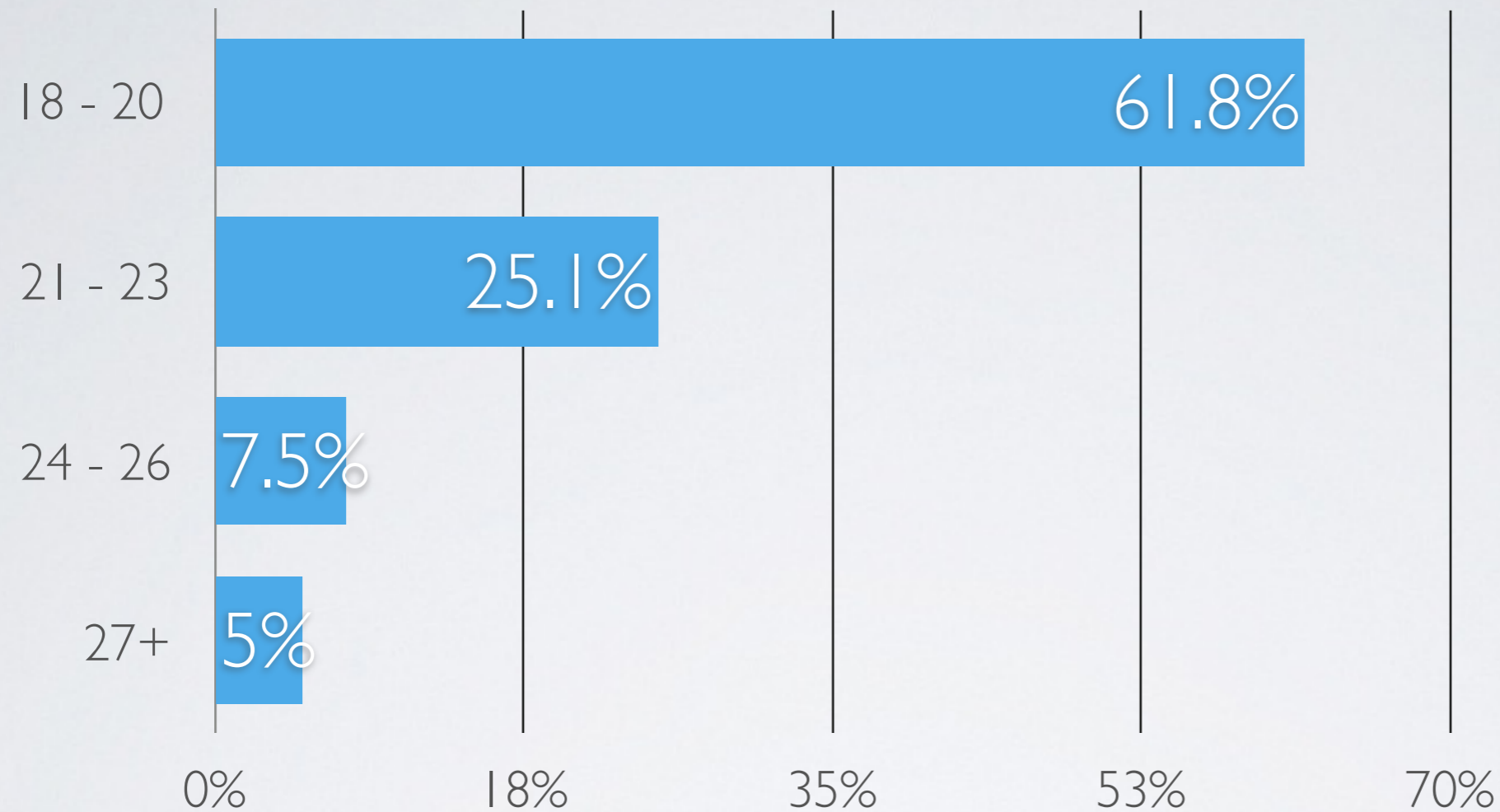"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein
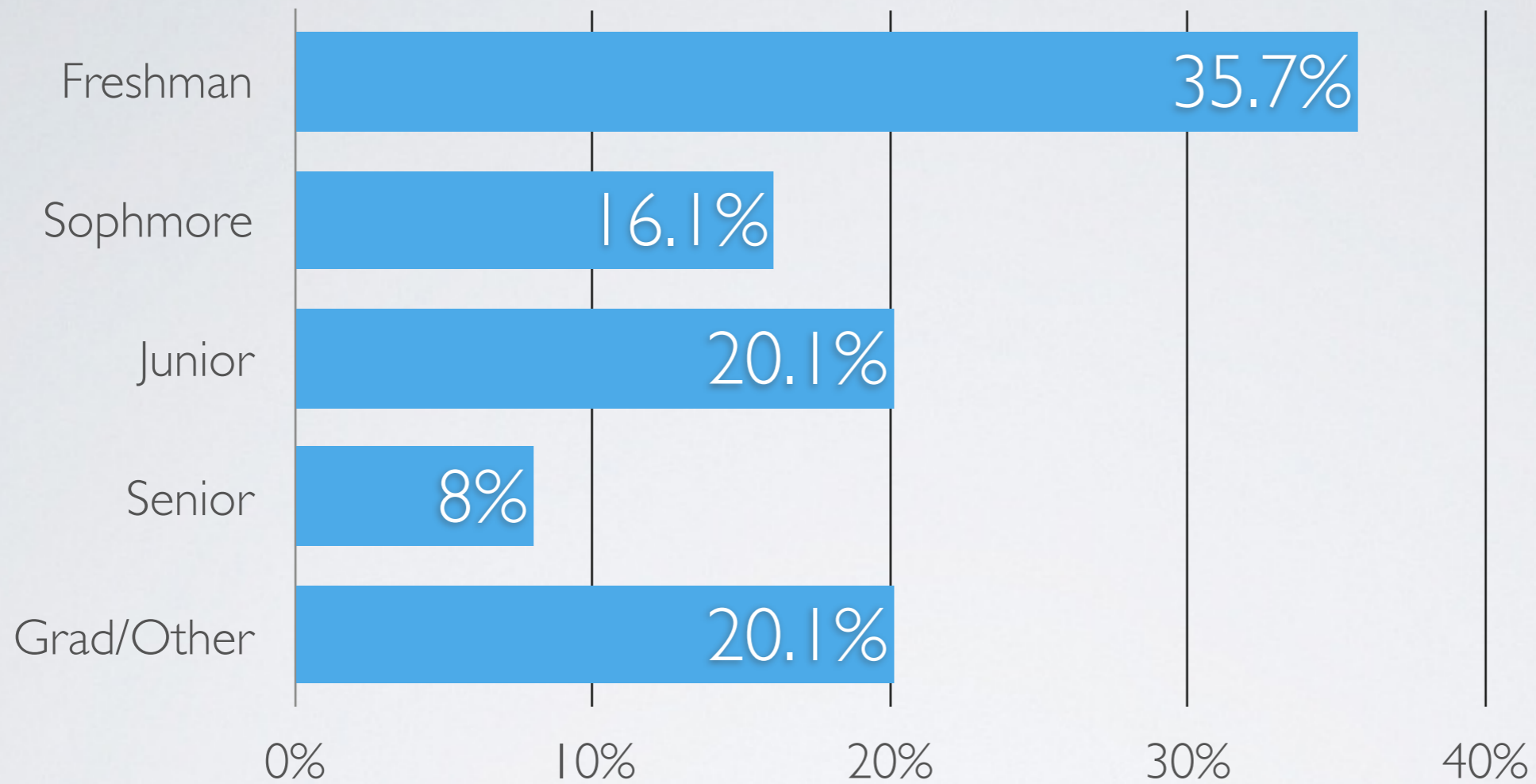
SURVEY RESULTS
## (FINDING OUR KEY AUDIENCE)
Fall Semester

What is your age?

Age	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
18 - 20	59	31	27	6	123	61.8%
21 - 23	24	8	16	2	50	25.1%
24 - 26	8	2	5	0	15	7.5%
27+	9	0	2	0	10	5%
Total	100	41	50	8	199	

What grade are you in?

Grade	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Freshman	42	16	11	2	71	35.7%
Sophmore	13	9	7	3	32	16.1%
Junior	15	9	13	3	40	20.1%
Senior	9	4	3	0	16	8%
Grad/Other	21	3	16	0	40	20.1%
Total	100	41	50	8	199	

Do you live on campus
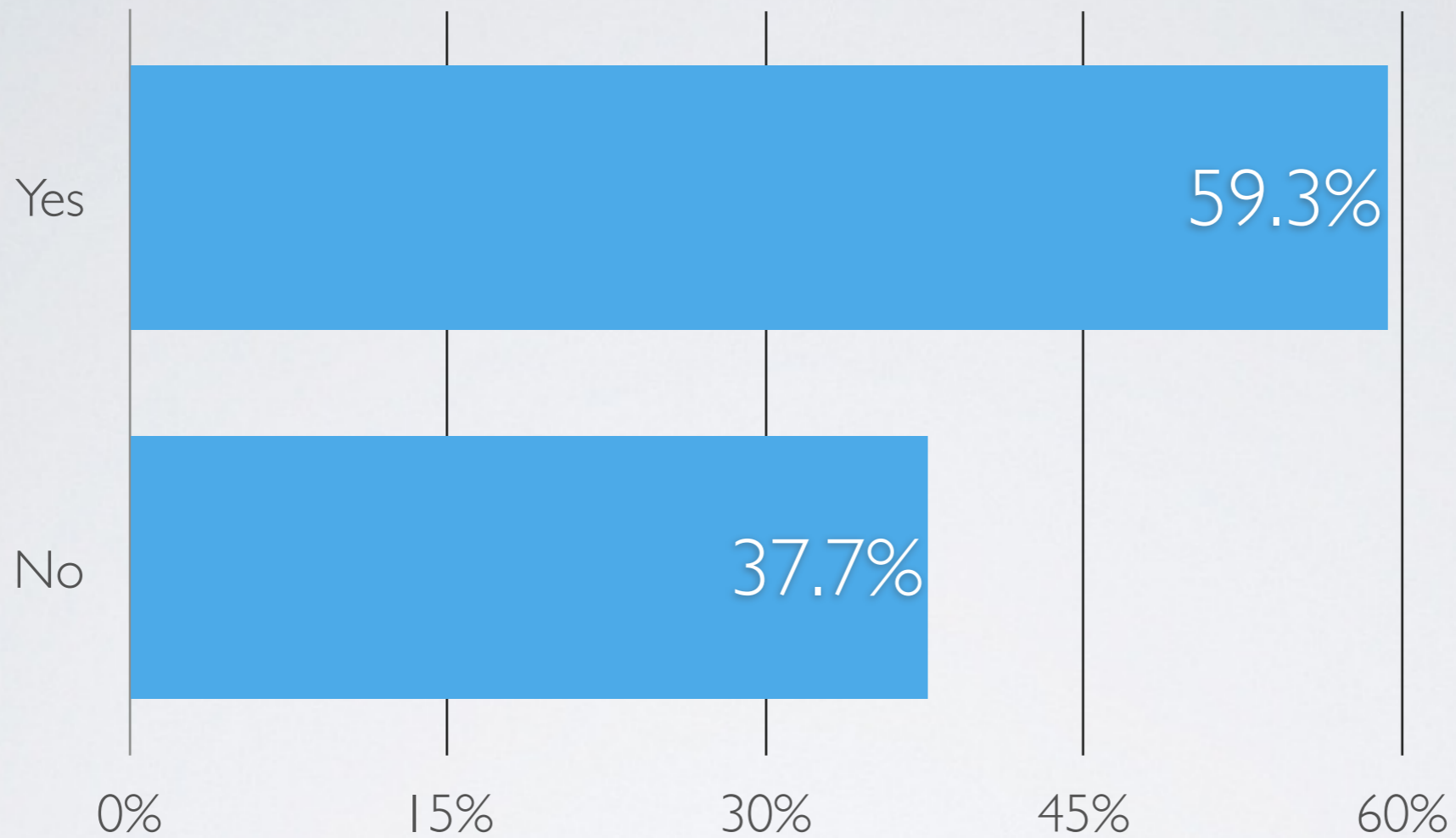
YES/NO	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Yes	58	29	25	6	118	59.3%
No	42	12	25	2	69	34.7%
Total	100	41	50	8	199	

North Campus
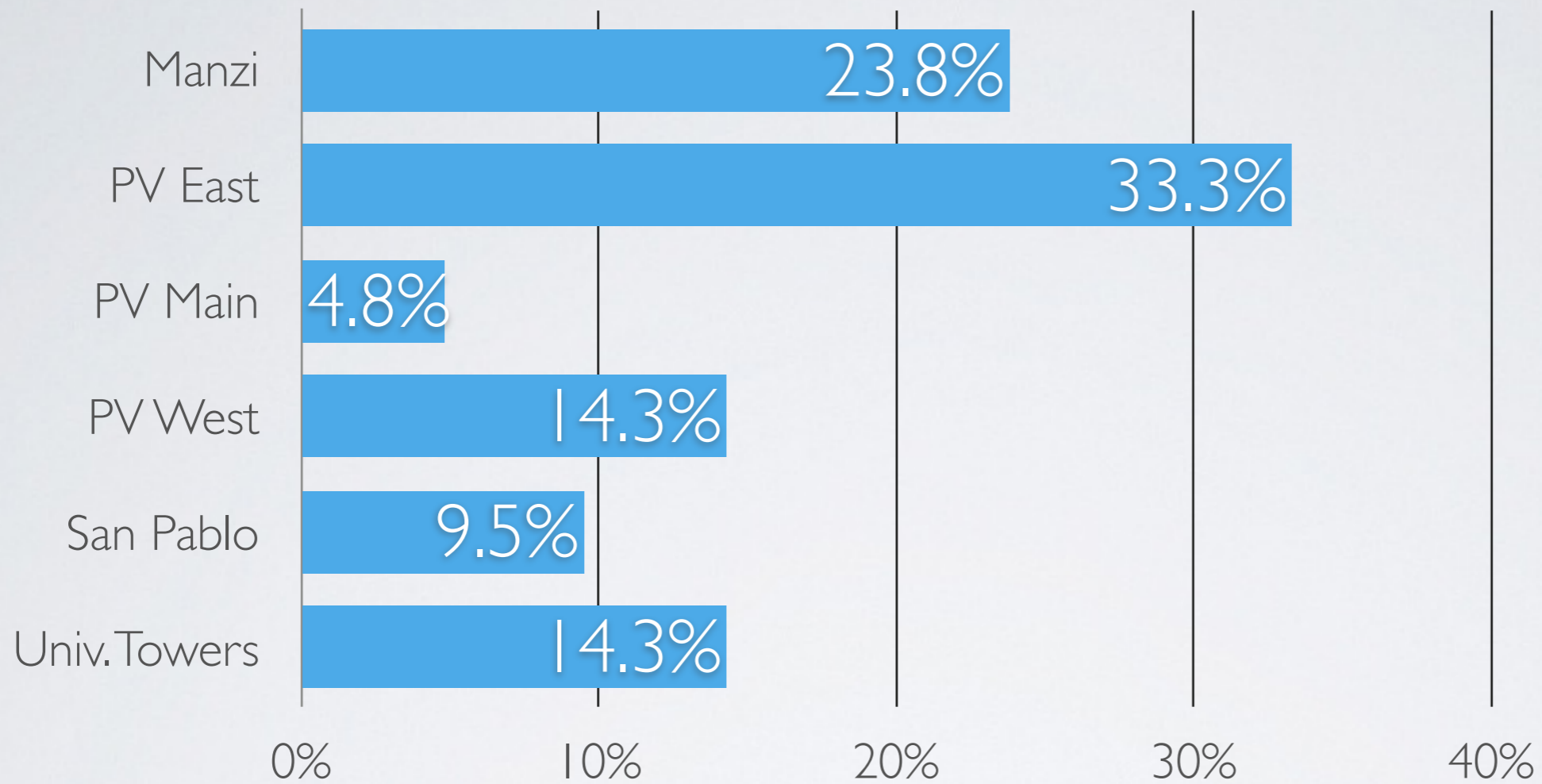
Dorms	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Manzi	———————	3	2	0	5	**23.8%**
PV East	———————	1	6	0	7	**33.3%**
PV Main	———————	1	0	0	1	**4.8%**
PV West	———————	1	1	1	3	**14.3%**
San Pablo	———————	1	1	0	2	**9.5%**
Univ. Towers	———————	0	3	0	3	**14.3%**
Total	———————	7	13	1	21	

Center Campus
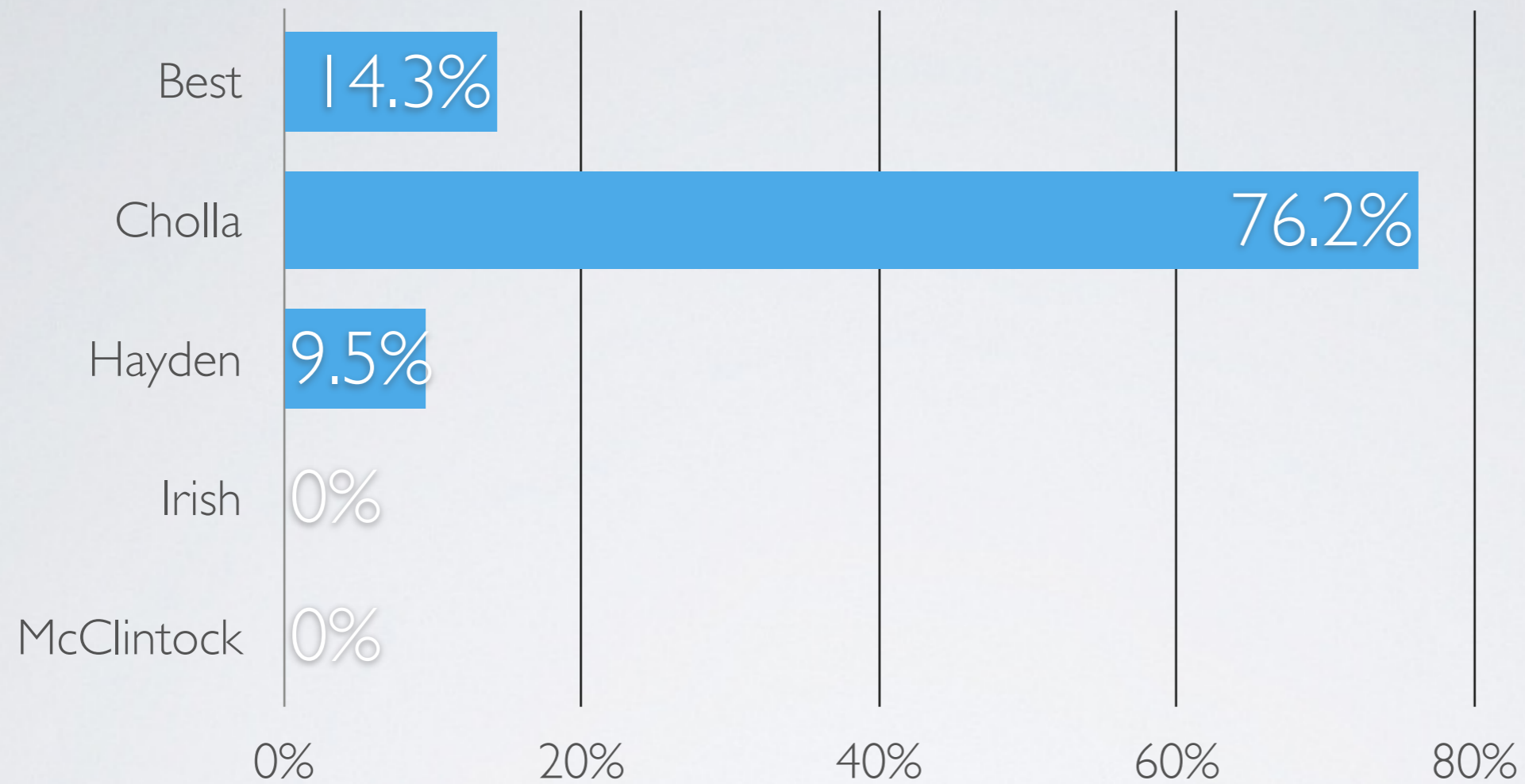
Dorms	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Best	——————	0	3	0	3	14.3%
Cholla	——————	9	6	1	16	76.2%
Hayden	——————	0	0	2	2	9.5%
Irish	——————	0	0	0	0	0
McClintock	——————	0	0	0	0	0
Total	——————	9	9	3	21	

South Campus
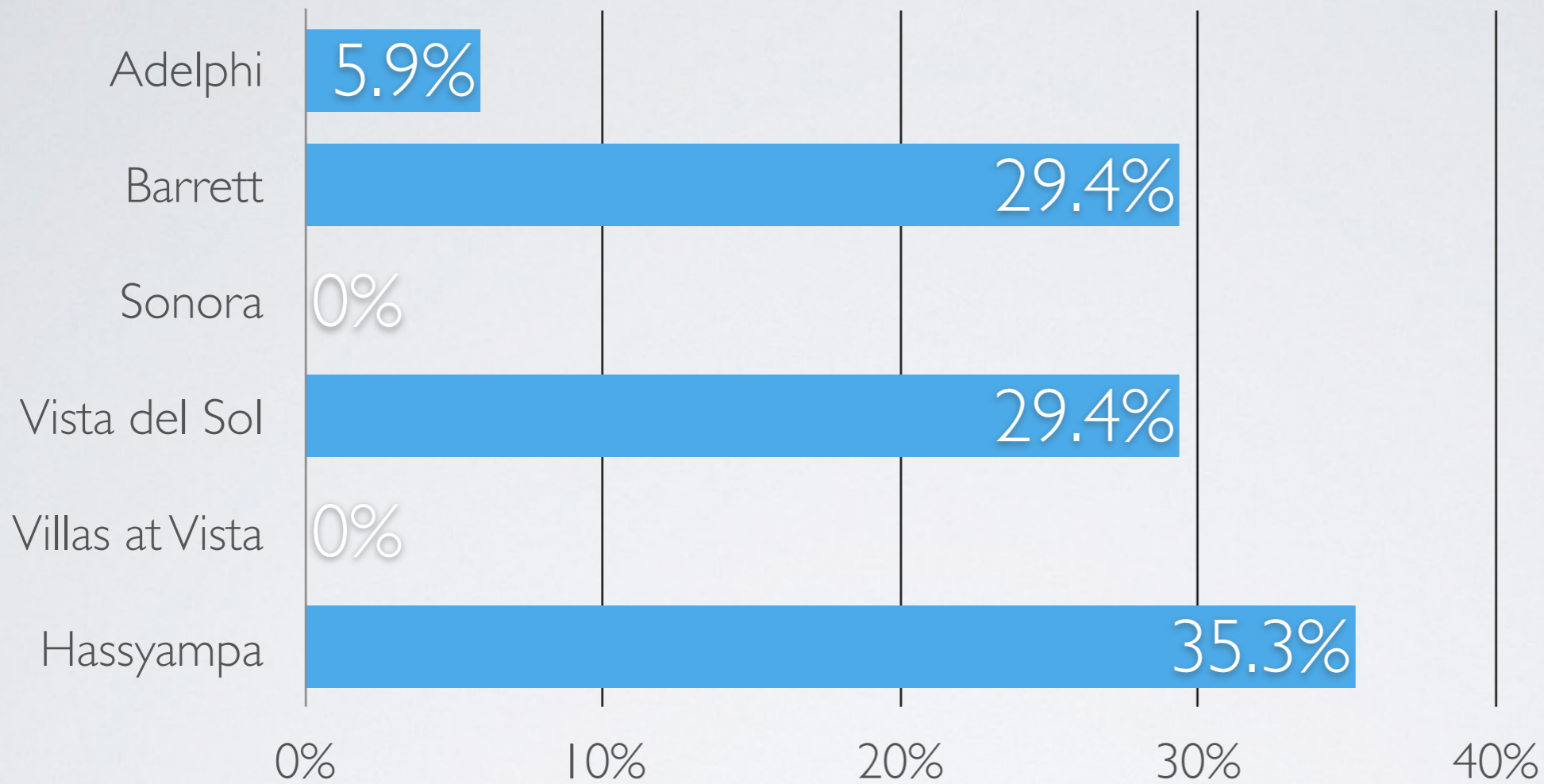
Dorms	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Adelphi	————	0	1	0	1	**5.9%**
Barrett	————	**3**	**2**	**0**	**5**	**29.4%**
Sonora	————	0	0	0	0	**0**
Vista del Sol	————	2	2	1	5	**29.4%**
Villas at Vista	————	0	0	0	0	**0**
Hassyampa	————	6	0	0	6	**35.3%**
Total	————	11	5	1	17	

What is the best way to notify you about events?
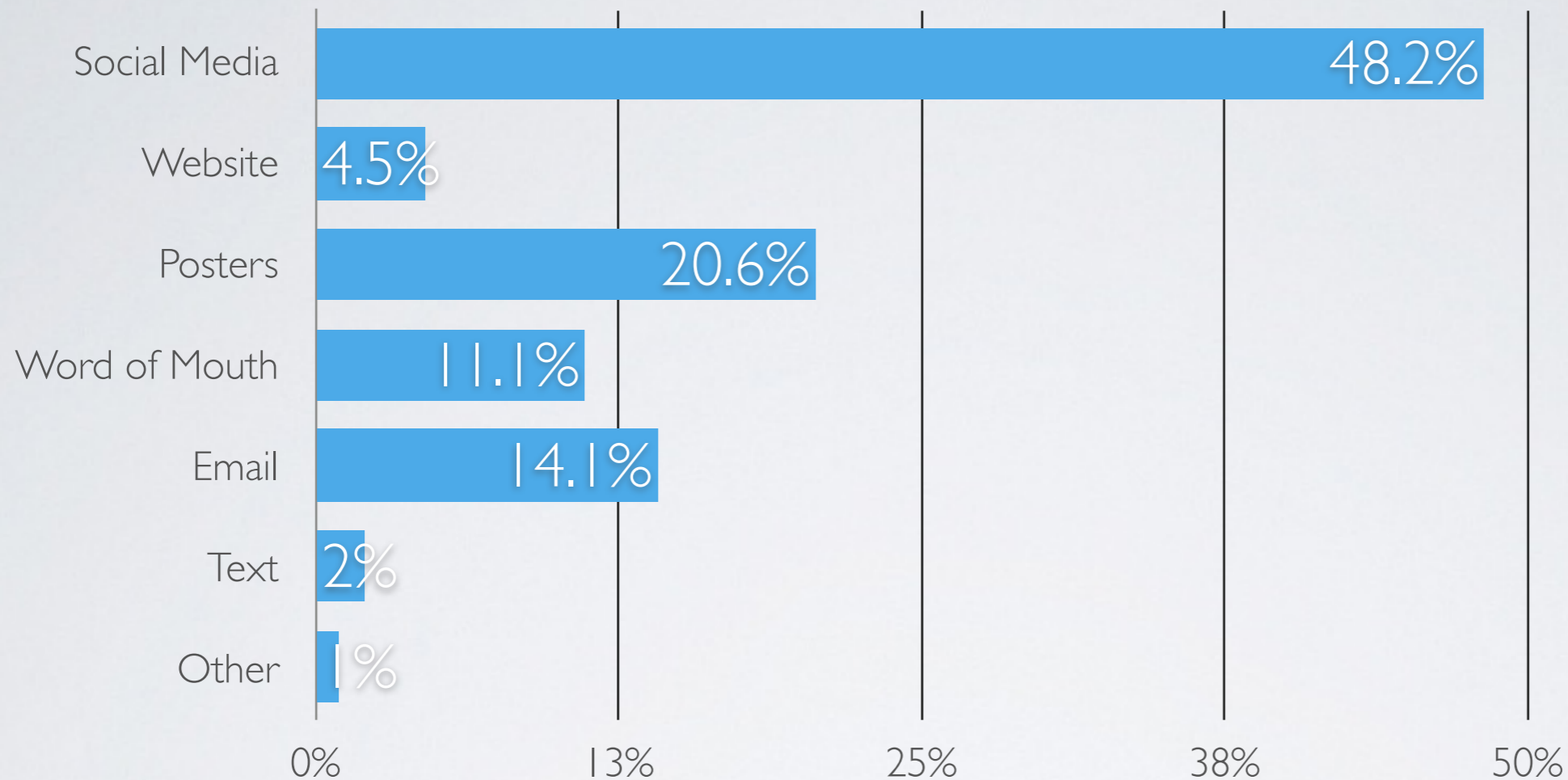
Notifiers	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Social Media	52	18	21	5	96	48.2%
Website	5	3	0	1	9	4.5%
Posters	24	7	7	0	41	20.6%
Word of Mouth	12	1	8	1	22	11.1%
Email	7	7	13	1	28	14.1%
Text	0	3	1	0	4	2%
Other	0	2	0	0	2	1%
Total	100	41	50	8	199	

How many times have you attended one of these events?
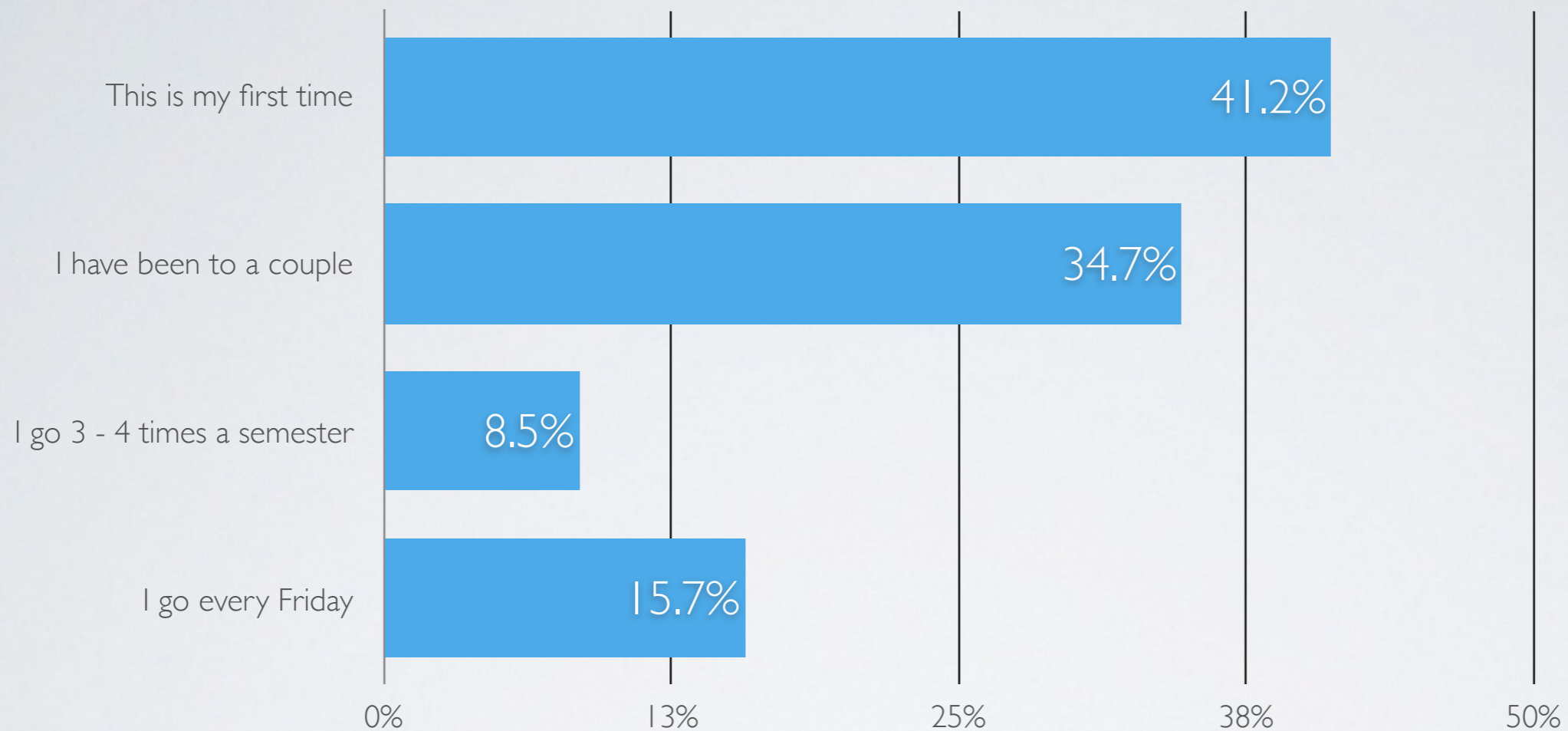
Amount	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
1st time	50	15	16	1	82	41.2%
A couple	30	15	20	4	69	34.7%
3 - 4x semster	10	4	2	1	17	8.5%
Every Friday	10	7	12	2	31	15.7%
Total	100	41	50	8	199	

What is your favorite weekly event?
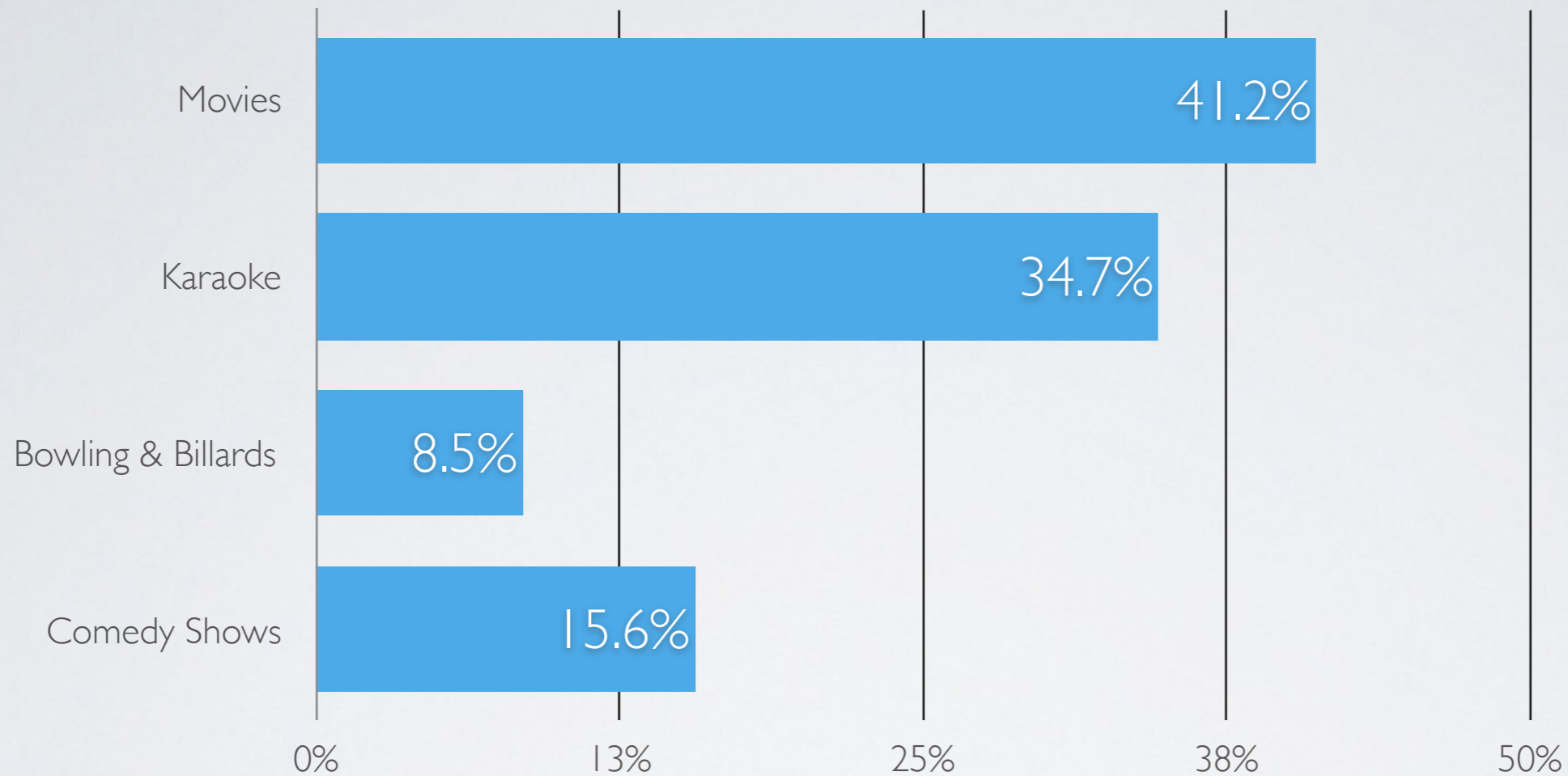
Events	Survey 1	Survey 2	Survey 3	Survey 4	Total	%
Movie	59	10	21	5	87	43.7%
Karaoke	7	20	7	1	35	17.6%
B & B	17	6	14	1	38	19.1%
Comedy Show	17	5	8	1	31	15.6%
Total	100	41	50	8	199	

SUMMARY

- Age 18 -20
- Freshman
- Lives on campus
- Lives primarily in Cholla, PV East, or Hassyampa
- Likes to be notified by social media
- 1st timers
- Likes movies

MU AFTER DARK SOCIAL MEDIA

Guy Kawasaki's   www.guykawasaki.com

SOCIAL MEDIA DECODER

as seen by Dan Roam   www.napkinacademy.com

(Maybe)   **(Maybe)**

TWITTER = PERCEPTIONS

Updating instant events to the world.

FACEBOOK = PEOPLE

One big endless family reunion.

PINTEREST = PICTURES

World's biggest pin board.

GOOGLE+ = PASSIONS

The ultimate Clubhouse.

What is Facebook

Facebook is a social networking website launched in February 2004 that is operated and privately owned by Facebook, Inc. This is a site where friends can share and connect, but also where employers and businesses can promote themselves.

Need to Know

- Over a billion Facebook accounts; 1:7 people in the world
- New Timeline feature (good for business)
- Fan pages, advertisements, likes
- Supports: Twitter, Pinterest, Instagram, Tumblr, etc...

Edgerank

Facebook algorithm used to determine where and when post appear on each individual's newsfeed.

$$\sum u_e \; w_e \; d_e$$

Affinity   Weight   Time Decay

Variables / Research

Affinity	Weight	Time Decay
- Measures the relationship between the viewing user and the creator post. - The closer the relationship, the higher the score of the post. - Ex: If user 1 interacts with user 2, but not user 3, user's 2's posts are more likely to appear on user 1's newsfeed.	- Different types of post hold different weights. - The higher the weight, the higher the score of the post. - Ranking: Photos/videos, links, plain text. - The engagement from other users also determine the weight.	- As a post ages, it begins to lose value. - Time decay is also dependent upon the user - Note: Keep your newsfeed fresh

Facebook Users	The numbers
Facebook	67% of social media population

Gender	The numbers
*Women	71%
Men	62%

Age	The numbers
*Ages (18 – 29)	86%
*Ages (30 – 49)	73%
Ages (50 - 64)	56%
Ages (65+)	35%

Urbanity	The numbers
Urban dwellers	72%
Suburban dwellers	65%
Rural dwellers	63%

Education	The numbers
College+	68%
Some college	73%
Less than high school/grad	60%

Income	The numbers
Less than $30,000	68%
$49,000	62%
$74,999	69%
$75,000+	73%

What You Can Post

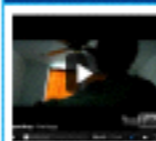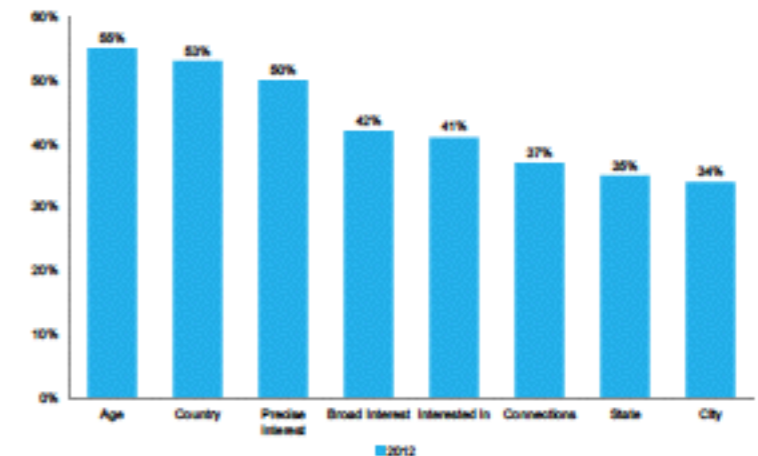| Photos	Videos	Links	Text
Post online or from various hosting sites	Videos primarily hosted through Youtube	Goes with the Facebook like or post link manually	Manually posted and can be host post from Twitter

- For Business: Fan Pages, shop, advertisements.
- Ads: specifically find demographics on Facebook (right side on layout)
- Fan Pages: used to promote business more likes the more people on your page who get your
- Online shops can be incorporated into Facebook page

Most Popular Facebook Ad Criteria

(Bar chart, 2012: Age 55%, Country 53%, Precise Interest 50%, Broad Interest 42%, Interested in 41%, Connections 37%, State 35%, City 34%)

Sponsored Stories

55% of advertisers do not use sponsored stories

Most Popular Facebook Ad Goals

61%   53%   44%   35%

General
Outlook of Facebook

What is Twitter

Twitter is an online social networking and micro-blogging service that enables its users to send and read text-based messages of up to 140 characters. You can integrate see photos, videos and connect other accounts such as Facebook, Tumblr, and Instagram into **"tweets"**.

Need to Know

- Twitter is now in the top 10 most visited internet
- 555,750,000 active users
- 135,000 new Twitter users signing up everyday
- Supports: Facebook, Instagram, Tumblr, Vine, etc…

Demographics

Twitter Users	The numbers
Twitter	16% of social media population

Gender	The numbers
*Women	15%
Men	17%

Age	The numbers
*Ages (18 – 29)	27%
*Ages (30 – 49)	19%
Ages (50 - 64)	12%
Ages (65+)	4%

Urbanity	The numbers
Urban dwellers	20%
Suburban dwellers	14%
Rural dwellers	12%

Education	The numbers
College+	15%
Some college	17%
Less than high school/grad	15%

Income	The numbers
Less than $30,000	16%
$49,000	16%
$74,999	14%
$75,000+	17%

Race	The numbers
White, Non-Hispanic	14%
Black, Non-Hispanic	26%
Hispanic	19%

Optimize Twitter

1. **Username/"Handle" - Short, identifiable, organization oriented.**
   - Limited to 15 characters. Make sure that your organization is using its name, or a commonly used nickname/acronym. You can list your full organization name in the bio section, allowing people to search for you.
2. **Avatar/Image - Square image up to 700k, consistently branded.**
   - Be sure image will fit well before you put it as your profile picture. Some organizations choose to use a picture of the person in charge of the tweets instead of a logo.
3. **Bio - up to 160 characters, use keywords/slogans that describe your organization.**
   - This is your chance to identify yourself. This information will also be used in search, which is where keywords come in. You may also want to mention who is in charge of the tweets, to add a more personal touch to the organization profile.
4. **More Info URL - link back to home page.**
   - If people are deciding on whether to follow your organization or want to learn more about who you are, that link is priceless. If the link goes to a page that isn't well branded or is confusing, people aren't going to stick around to try and figure it out.
5. **Custom Background - Conveys investment, extends branding.**
   - This can range from somewhat bland one color background to something very artistic. The image must be under 800k in size, total image size should be around 1600px wide by 1200px tall which encompasses almost all screen resolutions – and if you don't stick to the dimensions the image will be distorted
6. **Recent Images - Tweet images that are identifiable on a small scale.**
   - We all want to get everyone in the picture, but it may not show up well in your recent images display. Remember all of the images that you tweet will show up on your recent images, so don't tweet something that you don't want sticking around on your profile for awhile or will be very confusing to understand what it is if it's scaled down.
7. **Follower ratio - Try to keep it balanced.**
   - Consider keeping the number of followers within 20% of the number you follow. If the numbers are out of proportion, potential followers might think you're a spam account. There's disagreement on whether keeping your followers balanced is helpful or not, so go with what feels best for your organization.
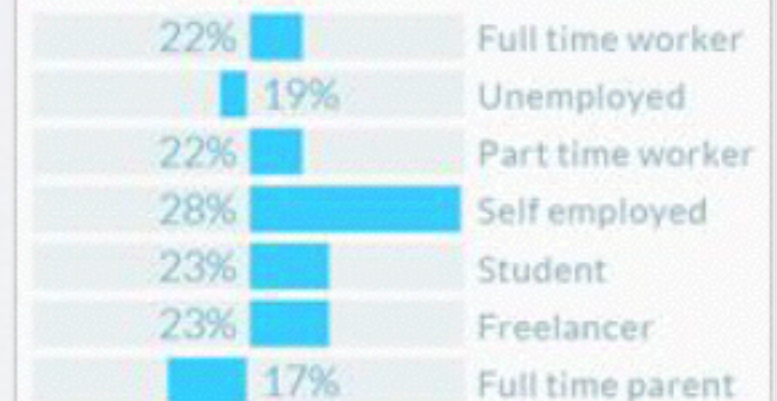
What You Can Post

Photos	Videos	Links	Text
Post online or from various hosting sites	Videos primarily hosted through Youtube	Goes with the Facebook like or post link manually	Manually posted and can be host post from Twitter

- Only shown in html on each post, no preview

81% of Twitter users expect a same-day response to questions & complaints

Employment Type (Mean 20%)

22%	Full time worker
19%	Unemployed
22%	Part time worker
28%	Self employed
23%	Student
23%	Freelancer
17%	Full time parent

General Outlook of Twitter

FACEBOOK

To Do's
- Always update immediately if something of importance happens
- Need to think of better status posts
- Be energetic, excited, and creative when posting material about each event
- Respond to other students comments in a positive manner
- Try to create an appealing personality and stick with it
- Time posts because we need to be constant
- Reach out to other organizations so they promote the events as well
- Have every MUAD person share events and promote MUAD to their friends
- Try to integrate other sources of social media such as: Twitter & Instagram onto page (let people know it's there)

The Dont's
- Never abuse our Facebook page, this includes:
  - Unwanted commercial content or spam
  - Hate speech or graphic violence
  - Harassment or bullying
  - Copyrighted material
  - Pornographic or sexual material

MUAD FACEBOOK INSIGHTS

The people who like your Page

Women

■ **51%** Your Fans ▢ **46%** All Facebook

Men

■ **49%** Your Fans ▢ **54%** All Facebook

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.3%	41%	7%	1%	0.8%	0.1%	0.5%
Men	0.3%	33%	12%	2%	0.7%	0.1%	0.3%
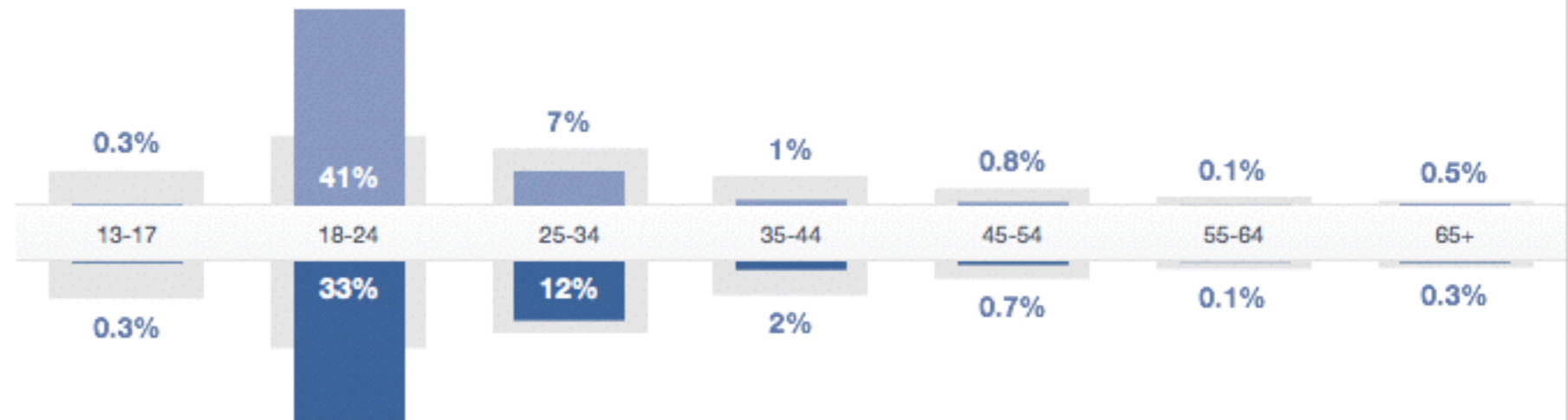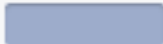
Type	Average Reach		Average Engagement	
Status	743		39	4
Video	401		65	4
Link	353		16	2
Photo	68		42	1

EXAMPLES OF OUR HIGHEST REACHED POSTS

Date		Post			Reach		Engagement		
11/15/2013 8:55 pm		International night on Hayden Lawn going on right now!	💬	🌐	833		174 6		Boost
11/01/2013 10:22 pm		Hey everyone space Jam Starts in a few minutes on North Stage!!!!!	💬	🌐	767		3 1		Boost
11/01/2013 8:47 pm		Hey guys if you haven't already come to MUAD then come!! Come come come!!!	💬	🌐	728		2 4		Boost
11/01/2013 5:42 pm		We're bringing' back the 90's in about 2 hours! So be ready to let the nostalgia	💬	🌐	681		6 0		Boost
10/05/2013 12:09 am		Everyone had a great night painting pumpkins!! Come look at some of the	🗗	🌐	191		461 0		Boost
10/05/2013 12:06 am		Everyone had a great night painting pumpkins!! Come look at some of the	🗗	🌐	306		642 4		Boost

🟧 Reach: Organic / Paid 🟦 Post Clicks 🟥 Likes, Comments & Shares

Likes and People Talking About This

People Talking About This	Total Likes
41	**1,752**

Page Insights

October 16, 2011
Most Popular Week [?]

Tempe, AZ
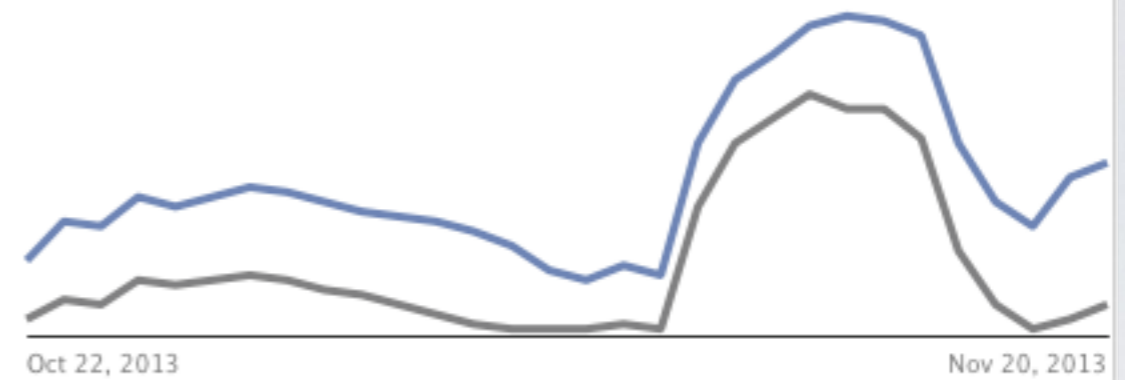Most Popular City [?]

18–24 years old
Most Popular Age Group [?]

● People Talking About This
● New Likes Per Week

Oct 22, 2013 — Nov 20, 2013

Total Page Likes as of Today: 1,752

Total Page Likes

1.8K
1.7K
1.6K

Total Page Likes
1,750
Nov 20, 2013

23 24 25 26 27 28 29 30 31 OCT
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 NOV

LOCATION OF OUR AUDIENCE

City	Your Fans
Tempe, AZ	848
Phoenix, AZ	259
Mesa, AZ	72
Chandler, AZ	53
Scottsdale, AZ	43
Gilbert, AZ	31
Glendale, AZ	23
Tucson, AZ	15
San Diego, CA	12
Los Angeles, CA	12

Country	Your Fans
United States of America	1,659
India	31
Brazil	5
Thailand	4
Canada	3
Pakistan	3
Czech Republic	3
Taiwan	2
South Korea	2
Mexico	2

MUAD TWITTER

To Do's
- We need to increase followers
- Need to comment when people retweet, favorite or direct tweet us
- We need to have a personality so our twitter will appeal to college students
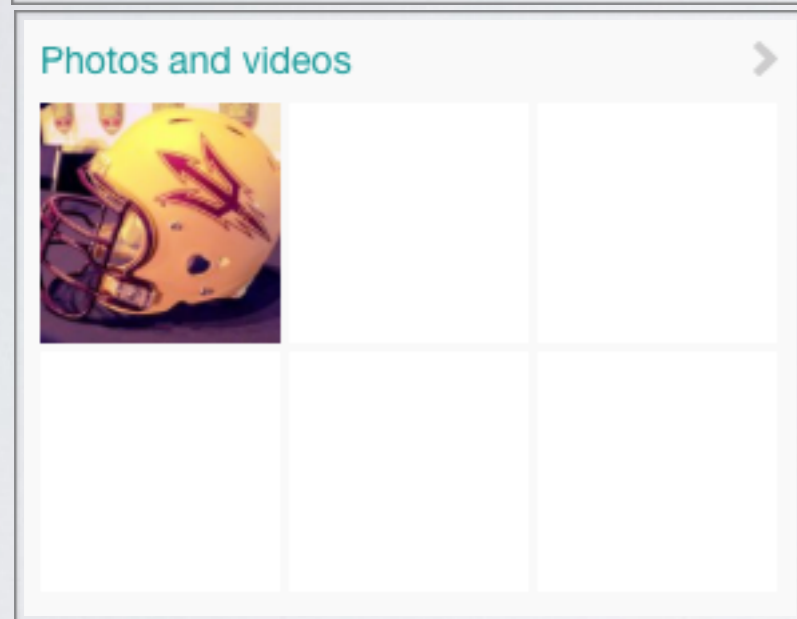- Live tweet event details, it links right to Facebook

To Don't's
- Same as Facebook

MUAD TWEETS

No bland and generic tweets

Integrate pictures and videos into our tweets

Design a better layout and make it more exciting

KEY QUESTIONS TO THINK ABOUT

What is my reach?

- Are my posts/tweets interesting and informative enough to build an audience? Do people spread my content through re-posts/re-tweets? Are people adding me to lists and are those lists being followed?

What is my demand?

- How many people did I have to follow to build my count of followers, and are my followers usually reciprocated?

- "Follow people that you find interesting, don't do it for the game or the numbers".

How am I at engagement?

- How diverse is the group that replies to me? Am I broadcasting or participating in a conversation?

- Ex: "if you only tweet about ice cream, you'll probably get all 35 ice cream people following you. If you want a broader audience, broaden your tweets".

What's my velocity?

- How likely am I to be reposted/re-tweeted? Do a lot of people re-post/re-tweet me or are they the same few followers? How can I re-word my posts/tweets so that people find them interesting enough to spread?

What's my activity?

- What's too much, what's too little? Are my posts/tweets effective in generating new likes, followers, retweets and replies?

- If someone is only following you because you're following them back, that person isn't worth following.

http://www.mequoda.com/articles/audience-development/create-a-twitter-scorecard-that-fits-your-social-media-strategy/

OTHER SOCIAL MEDIA

Instagram

- Use this for photos or short videos that are exciting!

- Add filters and effects to make the images more visually appealing

- Use this to document cool things we see throughout the week or at our event

- This can be used to let our audience see a more personal, behind-the-scenes look at MU After Dark

OTHER SOCIAL MEDIA (MAYBE)

YouTube

- Use if we video tape performances, interviews, behind-the-scene videos

Google+

- This is a requirement if we sign up with YouTube
- If we do get people to like our page and have good performance then our SEO will go up for our site

PROMOTIONAL MATERIALS

PROMOTIONAL ITEMS (IN-STOCK)

- Cups
- Glow-in-the-dark wristbands (White & Pink)
- Flashlights
- Black Beads

WE NEED TO FIND A WAY TO GET RID OF THESE!!

FUTURE PLANNING IDEAS

FUTURE PLANS
ATTRACT NEW VISITORS

Buy a Social Ad/ Promote a Post on Facebook
- If we spend $5 dollars on a promoted post will reach between 1000 - 2800 people in our audience
- We can either target our posts towards the friends of the people who liked our page or we can promote to a whole new audience
- We can promote our page, photos, statuses, and videos

Social Media Contests
- We would notify our audience about the contest through Twitter and Facebook
- Encourage them to use pictures, hashtags or videos for certain events
  - If we use videos and pictures will make the contest more compelling to our audience.
    - Ex: you don't sell a house unless you take impressive photos of it
    - We could also have them send in photos or videos but we would definitely have to filter and we have to decided what type of online contest we are doing
  - Hashtags can be used to attract more of our users to our contests by showing up on their timelines or newsfeed which in return will be shown to all of their friends. because they easily show up in the Facebook and Twitter feeds of users.

FUTURE PLANS
ATTRACT NEW VISITORS

Create Personal Videos
- We can make personal videos of special events that we are putting on.
- Reveal the goals we want to accomplish with each event or special events

Have Weekly "Behind the Scenes" Videos or Photos
- Show people what goes into making a weekly event
- This would get more people excited for our events and maybe attract people to join MU After Dark

Interviews
- Interview the people in the organizations we are working with
- These videos will not only posted on our page but the organizations page as well which will reach a larger audience
- We could also talk to ASU and see if they can post it on our ASU webpage

FUTURE PLANS
ATTRACT REPEAT VISITORS

Start a Loyalty Program
- ○ ex: reward users with a free MUAD promotional item like special bracelets, shirts, etc…
- ○ They would have to pick-up their items at our events and that would cause more people to come
- This will make our current attendees feel more valued and encourage them to come to more of our events.

Guys If you have any suggestions please let me know! I encourage you guys to think outside-of-the-box and be creative. I know we are capable of making MU After Dark's marketing amazing, so let's see were it takes us! We can only go up from here.

Emails
- Send weekly emails to students about the events that week, like a newsletter or Listerv type system.
- Here is a link to a late-night program at Georgetown similar to us: http://latenight.georgetown.edu - (thank you Evan!)

MARKETING GOALS

MARKETING GOALS FOR MUAD

- **Attendance:** Serve 8,000 students with MUAD events Spring '14.

- **Awareness:** Achieve 50% on-campus, 25% off-campus student awareness of MUAD purpose.

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"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy."
- **Norman Vincent Peale**