

# Countdown Events Campaign



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# Introduction

## Industry:

- Event Planning
- Main location is the Railhouse in Norman, OK

## History/Company Overview:

- Shannan started Countdown Events five years ago when she wanted to utilize her experience with event planning once she had a family
- Services: balloon arches/arrangements, floral design, 360 photo booths, catering, live entertainment, bartending and more.

**Size:** 30 employees

## Competitors/Threats:

- Upon A Star Event and Factor 110
- If someone doesn't want to use an event planner



# Introduction

## Marketing Strategies:

- Began primarily as just word of mouth
- Now have incorporated more of a Instagram and Facebook presence into their marketing strategy

## Why we chose this business:

- Each attended an event through this company
- Stephanie has worked for Countdown Events in the past
- Never has had a large social media presence

## Hope to Accomplish

01

Increase brand awareness and visibility

02

Expand Countdown Events to bigger and higher budget clients

03

Create a stronger social media presence on Instagram, Facebook, and TikTok to target our persona

# SMART Goals

- Gain 1,000 followers on Instagram and Facebook by the end of the campaign
- Create an active TikTok to reach our target market and boost visibility, leading to increased brand awareness
- Recieve 7,000-10,000 views on every reel for consistency
- Average 20-30 comments and 200 likes per post to increase engagement
- A 50% increase in accounts reached to expand our exposure
- Increase number of shares by 30% to help with brand exposure
- Gain bigger and higher-budget clients to increase revenue

# First Target Market Persona

- 1.) **Students in Greek life at the University of Oklahoma, primarily females ages 17-22**
  - 21st birthday parties, sorority and fraternity events for the OU Greek life students
  - Main location is 5 minutes away from the Greek life students/campus
  - Each of us who are in Greek life have had at least two events with Countdown Events
  - Know at least six people that have had their 21st birthday party planned through Countdown Events



# Second Target Market Persona

## 2.) Oklahoma City/Moore/Edmond Residents, primarily females ages 30-65

- Planning weddings, graduation parties, baby showers, and parents birthday parties for their children
- Shannan told us that several of her clients are also adults in the greater OKC metropolitan area planning events for either themselves or their children



# Competitive Analysis

## 1) Upon A Star Events (OKC)

- High prices
- Only 200 followers on Instagram
- Low engagement
- No active Tik Tok account
- Larger in size with more employees
- Very popular on Google with over 50+ reviews
- Instagram is up-to-date with original ideas and themes (money saving tips, giveaways, etc.)

## 2) Factor 110 (Moore)

- Countdown Events' biggest competitor
- Instagram is not up-to-date
- No active Tik Tok account
- Original Instagram content with reels, showcased events, and employee spotlights
- 778 Instagram Followers



# Competitive Analysis

5:04 5G 71

factor110

**110** 87 Posts 778 Followers 161 Following

**factor 110**  
 factor 110 is the region's leader in event & destination management.  
 www.factor110.com  
 3421 N Walnut Ave, Oklahoma City, Oklahoma

Follow Message Contact

events who we are the team bts

3:17 71

countdowneventsook

**Countdown Events**  
 Product/service  
 Event Planning specializing in design, decorating, vendors, venues and day-of!  
 Serving Norman and the greater OKC area! Call to book today!

384 Posts 545 Followers 1,625 Following

Followed by aveguinn, bella.zaidle and 6 others

Following Message Contact

BTS Events Weddings Balloons Greek L

5:04 5G 71

uponastareventsook

**Upon A Star Events**  
 Event Planner  
 Allison + Jose  
 Couple focused weddings for couples  
 Wedding planners in Oklahoma  
 linktr.ee/uponastareventsllc

48 Posts 242 Followers 53 Following

Follow Message

Highlights

# Competitive Analysis

## Countdown Events Strengths

- Honest with its pricing and does not overcharge its clients.
- Uses local vendors which helps the local economy.
- Main office is located in Norman, only minutes away from one of their target markets (college students).

## Countdown Events Weaknesses

- Events occur back-to-back which can result in the lack of up to date social media posts.
- The Instagram account recently got hacked.
- No Tik Tok account.

# Social Media Audit

## Instagram:

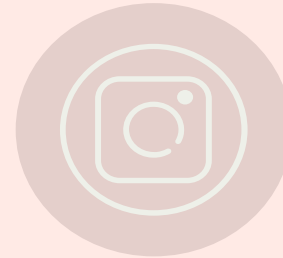
- 545 followers
- 384 posts
- Average 20 likes per post
- Reels have gotten anywhere from 200-7,000 views
- Averages 4 comments per post

## Facebook:

- Inconsistent profile picture
- 506 followers
- Active and has a good posting cadence
- Posts average about 10 likes

## TikTok:

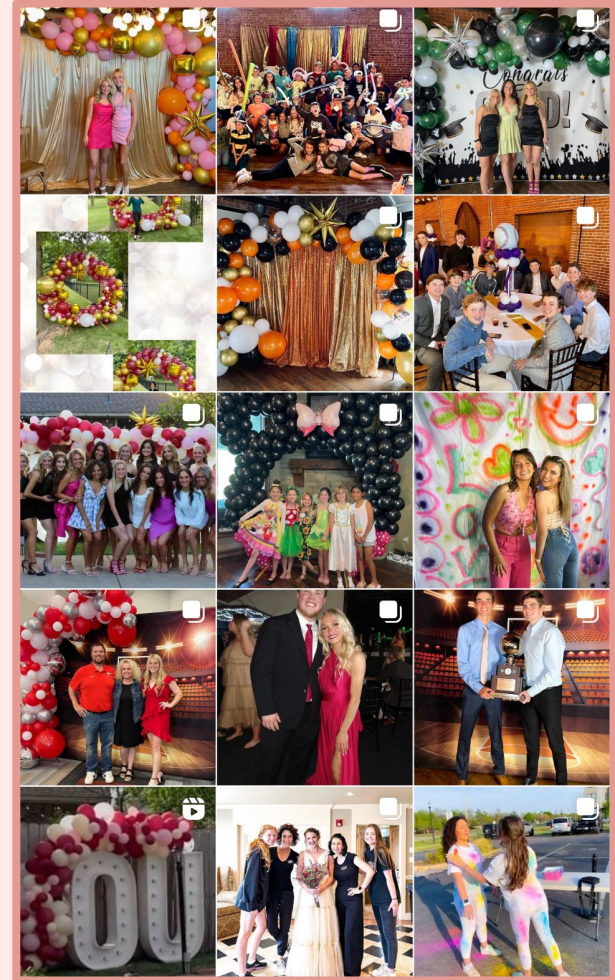
- No active Tik Tok page



# Social Media Audit

## Current Instagram Feed

- Minimal video content or highly interactive images
- Includes one reel
- Not very aesthetically pleasing or cohesive
- Includes only two high-quality photos events



# Social Media Audit: Facebook


## Recent Facebook Posts


 Countdown Event Center is at Henry Home Interiors. Nov 3 · Norman, OK · 🌐

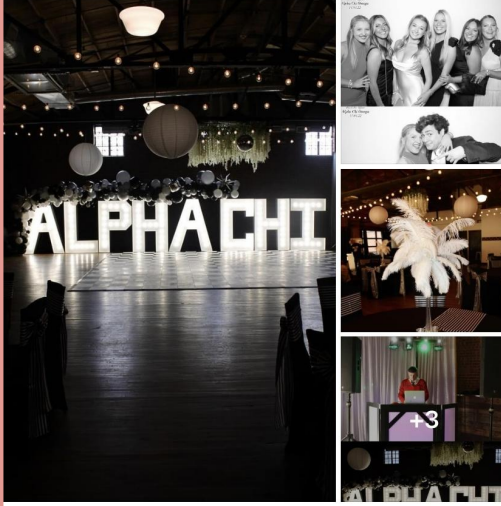
Ballons for Henry Home Interiors fourth anniversary celebration!! Congrats on 4 years, @henryhomeinteriors 





  Wedding Officiant Rev Chris Gray and 9 others

 Countdown Event Center is at The Hall at the Railhouse. Nov 6 · Norman, OK · 🌐

Black Tie Affair with @ou\_axo was a success!! Here are some of our favorite details 



  10

- Countdown Events Facebook page has gone up 5% in likes since September 21, 2022
- Countdown Events has linked their Instagram and Facebook

# Social Media Platforms

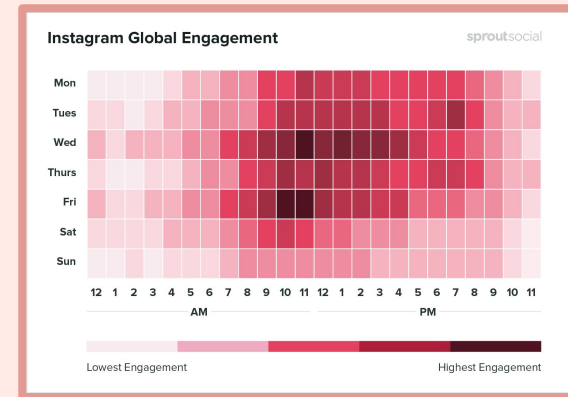
## 1.) Instagram/Facebook:

- Instagram will target OU students, Facebook will target OKC residents ages 30-65
- One story per day
- Reels three times a week Monday, Wednesday, Saturday at 12:00 pm
- “Sunday Showcase” carousel post at 12:00 pm every Sunday
- “Mid-Week Montage” reel every Wednesday at 12:00 pm
- “Photodump” post of every event Friday at 11:00 am

## 2.) TikTok:

- 30-60 second TikToks at 12:00 pm on Mondays, Wednesdays, and Fridays

Promoting different events that occurred, tutorials, day in the life  
Etc.



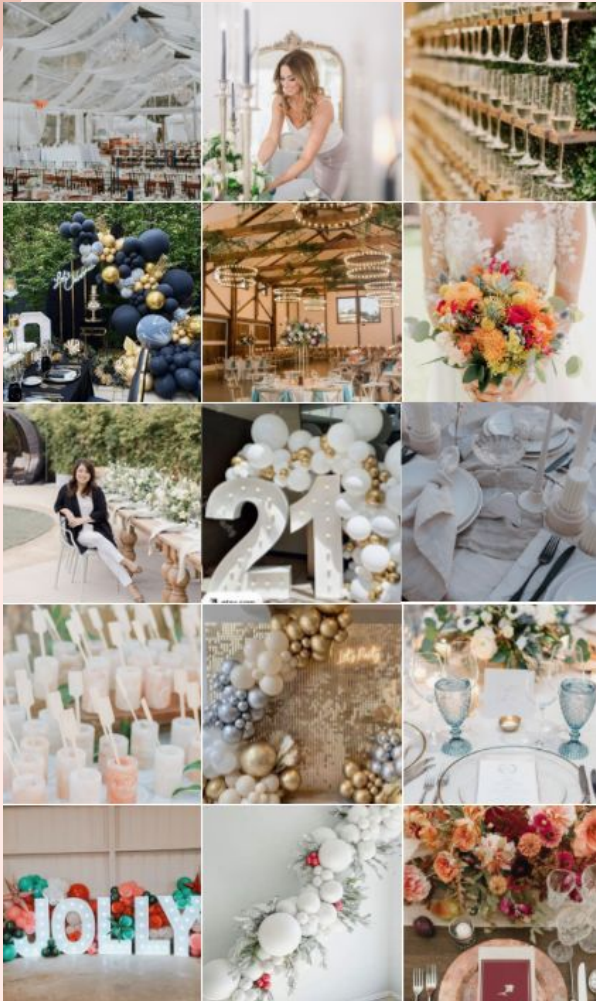
Stukent, 2021

# 4 Week Content Calendar

*Oct 30 - Nov 26*

*2022*

sun	mon	tue	wed	thu	fri	sat
<p><b>30</b></p> <p>ONE INSTAGRAM STORY</p> <p>SUNDAY SHOWCASE - INSTAGRAM CAROUSEL AT 12:00 PM</p>	<p><b>31</b></p> <p>HAPPY HALLOWEEN INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p> <p>EVENT TIP TIKTOK AT 12:00 PM</p>	<p><b>1</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>2</b></p> <p>ONE INSTAGRAM STORY</p> <p>MID-WEEK MONTAGE REEL ON INSTAGRAM/TIKTOK AT 12:00 PM</p>	<p><b>3</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>4</b></p> <p>ONE INSTAGRAM STORY</p> <p>50TH WEDDING ANN. INSTAGRAM POST AT 12:00 PM</p> <p>50TH WEDDING ANNIVERSARY TIKTOK AT 12:00 PM</p>	<p><b>5</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p>
<p><b>6</b></p> <p>ONE INSTAGRAM STORY</p> <p>SUNDAY SHOWCASE - INSTAGRAM CAROUSEL AT 12:00 PM</p>	<p><b>7</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p> <p>EVENT TIP TIKTOK AT 12:00 PM</p>	<p><b>8</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>9</b></p> <p>ONE INSTAGRAM STORY</p> <p>MID-WEEK MONTAGE REEL ON INSTAGRAM/TIKTOK AT 12:00 PM</p>	<p><b>10</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>11</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT INSTAGRAM POST AT 12:00 PM</p> <p>SORORITY EVENT TIKTOK AT 12:00 PM</p>	<p><b>12</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p>
<p><b>13</b></p> <p>ONE INSTAGRAM STORY</p> <p>SUNDAY SHOWCASE - INSTAGRAM CAROUSEL AT 12:00 PM</p>	<p><b>14</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p> <p>EVENT TIP TIKTOK AT 12:00 PM</p>	<p><b>15</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>16</b></p> <p>ONE INSTAGRAM STORY</p> <p>MID-WEEK MONTAGE REEL ON INSTAGRAM/TIKTOK AT 12:00 PM</p>	<p><b>17</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>18</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT INSTAGRAM POST AT 12:00 PM</p> <p>EVENT TIKTOK AT 12:00 PM</p>	<p><b>19</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p>
<p><b>20</b></p> <p>ONE INSTAGRAM STORY</p> <p>SUNDAY SHOWCASE - INSTAGRAM CAROUSEL AT 12:00 PM</p>	<p><b>21</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT REEL AT 12:00 PM</p> <p>EVENT TIP TIKTOK AT 12:00 PM</p>	<p><b>22</b></p> <p>ONE INSTAGRAM STORY</p>	<p><b>23</b></p> <p>ONE INSTAGRAM STORY</p> <p>MID-WEEK MONTAGE REEL ON INSTAGRAM/TIKTOK AT 12:00 PM</p>	<p><b>24</b></p> <p>HAPPY THANKSGIVING INSTAGRAM STORY</p> <p>THANKSGIVING EVENT REEL AT 12:00 PM</p>	<p><b>25</b></p> <p>ONE INSTAGRAM STORY</p> <p>EVENT INSTAGRAM POST AT 12:00 PM</p> <p>EVENT TIKTOK AT 12:00 PM</p>	<p><b>26</b></p> <p>ONE INSTAGRAM STORY</p>



# Types of Content: Instagram

## Instagram Feed

- High-quality camera photos from vendors at events
  - Weddings, corporate events, birthdays, etc.
  - Phone camera content mixed in as well
- Detail photos of the event
- Photos of Shannan/other employees with permission
- The Instagram posts will automatically post to the Facebook feed



# Types of Content: TikTok

01

**Event Planner  
Day In The Life**

02

**Educational /  
Tutorials**

03

**Behind the  
Scenes**

04

**Set Ups /  
Take Downs**

# Related Metrics

- To see if our campaign is effective, we can track our likes, follower count, and accounts reached on our Instagram, Facebook, and TikTok platforms.
- Hypothetically, spend \$1.00 on Instagram/Facebook ads per click
- Accounts reached increased by 475%
- Gain 1,000 followers on Instagram and Facebook
- Increased like count by 10-20%

# References

Charello, Michelle. (2021, May). Essentials of Social Media Marketing. *Stukent*.  
<https://edifyapp.stukent.com/EFY-ESMM/CC-9A1B50>

**Thank You Everyone For Listening  
To Our Social Media Marketing  
Campaign And Thank You Shannan  
Hinckley For Coming!**