2020 Campaign Book

Table of contents

Executive Summary

In this campaign plan we dive into the best practices and strategies to bring Dorkaholics to a place where they can reach a larger audience. This will be done in 4 ways. We will make sure to be posting on social channels on a minimum of 4 times a week and we will be posting on topics and ideas that the consumer can only find at Dorkaholics. We will also be working heavily on the SEO component which will allow for Dorkaholics to come up in thousands of searches while also including paid ads on social platforms. Lastly we thought a cool and interactive way to have the consumer back at the door would be so start a web comic series that will be updated on a weekly basis.

Research

Introduction

2020 Digital is an advertising agency dedicated to delivering successful results. As a team, we are focused on helping Dorkaholics reach its goal of becoming well- known in pop culture journalism. We will help Dorkaholics reach its goal by implementing communication strategies across various channels in order to strengthen brand image and increase engagement. These strategies will help Dorkaholics provide the best content for their audience and expand their reach and influence. 2020 Digital will complete a campaign book, which will include research, communication strategies, and graphics that Dorkaholics can use to improve the way they operate and communicate with their audience.

Problem Statement

Dorkaholics wants to seek new opportunities in order to reach their audience effectively. Dorkaholics is looking to fully understand and focus on their target audience in order to produce effective and relevant content. Discovering ways to have an advantage over other pop culture entities will help Dorkaholics reach its goals. Currently, Dorkaholics is not as expansive as they could be, meaning that their level of engagement is low, and they are not reaching enough pop culture fans. Being able to use new communication strategies in order to have a larger customer base is important to Dorkaholics.

   a. Situation Analysis

   - Secondary Research

      1. **Objectives:** Our objectives are to continue exploration of effective content formats, discovering different content channel strategies, and the execution of successful content for Dorkaholics.

      2. **Methodology:** The methodology used will include brand observation, analysis of content, PR and articles review, and competitor information.

      3. **Company analysis**

- **History:** Dorkaholics was created in 2014 as an online reporting and commentary website for fans in the realm of comic books and pop culture, shortly after hosting their own comic convention. It has since then continued to grow their fan base across multiple online platforms.

- **Mission**: Firstly, Dorkaholics mission is to provide coverage on pop culture and entertainment that excites and informs fans across different generations. Secondly, to use storytelling across all mediums in pop culture as a framework for discussing real-world issues important to us, such as representation in the media, racism, and toxic masculinity.

- **Vision:** Dorkaholics vision is to make the massive multiverses of pop culture less intimidating by serving it in a friendly, digestible manner. Creating a space for those who value pop culture, repeated and/or excessive use of all things within this realm including, but not limited to, comics, film, gaming, TV and all other subjects deemed 'dork' like.

- **Values:** Curiosity and Boldness. Curiosity truth, the unknown, and the wonder in life. Boldness to go beyond social norms and take on great endeavours.

- **Organization:** Dorkaholics is an LLC beginning in 2014, founded by Neil Bui who is also the chief editor. The organization is solely based online spanning from website to other social media platforms.

- **IMC:** Dorkaholics utilities IMC by maintaining similar themes, tones, and content across their platforms. By focusing on specific topics the brand image maintains consistency.

4. **Brand analysis:**
   - **History**: Dorkaholics has been posting comic, anime, sci-fi, and e-sports content online since 2014.

   - **Description**: Dorkaholics' primary product is the audience drawn through content and blog posts, and the attention of

sponsors. Dorkaholics receives revenue from sponsorships and advertising while users on their site.

■ **Growth: Change in revenue needs to be asked.** Between February 18, 2019 and May 15, 2020 the representative posts have gone from zero shares on another platform to 18 shares on multiple blog posts. During this range some posts have between 1 and 10 shares. Site views have steadily decreased since December 2019, while post engagement has remained around the same.

■ **Historical Sales: Need to ask about sponsorship history and specific revenue.**

■ **Volume: Need to ask about quantity of sponsorships, data from GA to be included in blog analysis.** Dorkaholics has a high volume content output to increase traffic for sponsorship revenue. Blog posts range from daily to multiple a week, with many days that have more than one blog posted in the same content category or separate categories. In May 2020 there were 637.2K site visits with 5.6K unique visitors and an average of 6.26 pages per visit with a site visit duration indicating that users are reading the content.

5. **Market analysis**

■ **Demographics: More can be determined with Google Analytics data.** The most viewed pages that are referred to from another source are primarily articles about anime (below), indicating this might be the category of interest most likely to be clicked on when linked to from another site or that anime articles are more likely to be referenced by another site. There isn't conclusive research documenting the age range, gender, or occupation of those with "nerdy" or "dorky" interests that Dorkaholics writes about.More to be added, free daily data request limit from SEMRush reached multiple times.

■ **Geodemographics: More can be determined from Google Analytics & Social Media Analytics data.** Viewership is highest

within the United States of America at 66% of traffic, with the Republic of Korea, Japan, Germany, and Canada trailing beneath 10% of traffic each (below).

- **Psychographics:** The top organic keywords (below) are "shibuya kaho cosplay," "stuart tay," "american docuprep reviews," "yugioh gay," "moonlight essay," "essential ad2," and "kayla topp." Each of these keywords correspond with a top organic page (below). Additionally, the top categories of referring domains (below) indicate that viewers most often are viewing Arts & Entertainment and subcategories within, as expected. More supporting data can be viewed at https://www.alexa.com/siteinfo/dorkaholics.com

- **Seasonality:** Nerd culture is prevalent regardless of the season in one way or another. The months of the year that are peak movie release times are going to be when the comic (Marvel & DC) fans are most likely to engage with the site. "Convention season" will experience more cosplay and convention content viewership for those that couldn't attend or want to read a review. The anime season is year-round with brief gaps depending on the studio. Anime reviews and opinions, or summaries of the shows that season, will experience increased interest during the beginning of the season when people are determining what to watch -- or a review of an anime at the end of the season for those that waited for the anime to finish. Gaming content is produced and viewed year

6. **Competitive analysis** - Based on our research, the top three competitors of Dorkaholics would be the websites CBR, ScreenRant and CinemaBlend:
   - CBR has been around since 1995 and has built a fanbase with around 60 million users. They have over a million followers on Facebook and 3 million subscribers on YouTube. Their target audience is people of all ages who are interested in comics, games, TV shows, movies and anime regardless of gender or economic class. They don't sell anything directly from the website and there is no information on what they charge for

advertising. They do most of their marketing with YouTube videos and ads.

- ■ ScreenRant was started in 2003 and has seen over 100 million users. They have 1.7 million followers on Facebook and 7 million subscribers on YouTube. They seem to have more of a focus on TV shows and movies but they still have gaming/comic and tech content on their site. Most of their marketing strategy comes from Facebook posts and YouTube videos. They have exclusive interviews and lists as more marketable content.

- ■ CinemaBlend is another website that has been around since 2009 and offers the same services as the other listed websites. CineBlend offers more variety of social media sites to promote on including Pinterest, Instagram and Flipboard. Their main selling point is movie and TV show reviews. They don't sell anything directly and there is no information on ad placement costs.

7. **Pricing analysis:** Content will be presented to the audience without monetary consumption. In relation to the competition such as Screen Rent, CBR, CinemaBlend information is also presented to the viewers at $0 price point. There is no cost to the consumer to obtain the product. The lack of cost increases and brand awareness and overall growth. The marginal gain factors in the external income from sponsorships and increased views on social platforms such as YouTube and their website. Operational costs are relatively small in comparison to total profit. Operational costs of competition such as Screen Rant falls under the pay of editors and content creators. A writer is paid at an average salary of $67,000 per year, $10 per 400 words of an article. In comparison, Dorkaholics content is created by the client, lessening total operational costs. All monetary funds will be derived from external sources such as sponsorships to fund content. In order to be competitive, Dorkaholics must focus on content quantity and quality as pricing in relation to competition is equal at the $0 price point.

8. **Analysis of past marketing and communications efforts:** Brief attempts at paid advertising on Facebook and Instagram, centered

around a poster giveaway promotion. Didn't generally attract the audience Dorkaholics had hoped, and instead gathered more newsletter subscribers that were interested only in free products.

9. **Market and environmental analysis:**
    - ■ Online Advertising, Overall Market: https://www.marketresearch.com/Mordor-Intelligence-LLP-v4018/Online-Advertising-Growth-Trends-Forecast-12870380

    - ■ Video games, market insight: https://www.marketingcharts.com/digital-38866

    - ■ Overview on importance of Asian-American demographics in USA: https://www.nielsen.com/us/en/insights/article/2020/marketers-its-time-to-engage-asian-american-consumers/

    - ■ Competitor analysis: (Screenrant, Comic Book Resource, Cinemablend, Comics Alliance, IGN, Reddit, SuperHeroHype, The Beat)

    - ■ CBR (Comic Book Resource): https://builtwith.com/cbr.com (potentially very useful summaries of actual content/apps/widgets on competitor websites, lots of great material here for Neil to perusee or include in the report)

    - ■ Comics Alliance (much, much smaller than CBR - but still much larger than Dorkaholics) https://www.similarweb.com/website/comicsalliance.com?competitors=dorkaholics.com

- **Primary Research**
  1. **Objectives:** In our primary research our main goal was to find out the characteristics of our main audience and how it is that we might be able to target them the best. To find this we used a few different strategies which included a SWOT analysis, a survey sent out to

people as well as the email list of Dorkaholics and we used social media analytics and website analytics to find facts about the audience.

2. **Research findings:** In our research we found that the main demographics on Dorkaholics now is 18-34. Using the data given to us from the website we were able to see what content they interacted with the most and were able to see what worked and what didn't. we know that in this demographic most of the audience was really interested in content that they could only find on Dorkaholics which leads us to believe that having new and different content will bring a bigger audience and keep them there.

3. **Other primary research**

Social Media analysis

Instagram

Follower count- 8,699

Average likes- 140

Engagement rate - 1%

Observations

There is not enough engagement. The content that is being posted, does not grab enough attention. The engagement rate should be at least 10%. Many of the posts have around 60 likes and one or two comments, which is extremely small for the number of followers the account has. It seems like many people are interested in the topics that are being displayed, but do not connect with the content enough to engage with the material.

A large majority of the content that is being posted features old comics (which is the point) If the content included updated films/ characters and related that material to original comics/art, maybe people would engage with the content more.

Content that receives the most likes are posts that feature modern films. For example, the post that shows the upcoming movie Black

Widow got 840 likes and 19 comments, which is much higher than the other posts.

Facebook

Follower count - 1,000

Observations

Most of the posts on the Facebook Timeline and profile page only get 2 likes on average.
Similar posts are seen over and over again.

Twitter

Follower count- 418

Observations

There are gaps in content postings.

The most engagement on the Twitter page is with the retweeted tweets from other users.

0-2 likes on original content.

People tend to react more to live action movie references.

4. **Survey key takeaways:** People source news from Dorkaholics daily or at least a couple times a month. Readers mostly source news from Facebook so if Dorkaholics starts a new story promotion on there it will have a greater chance of getting seen on other social channels. Their readers really love superhero, Anime, and video game content. More often than not readers were interested in hearing about breaking news about new movies coming out and tricks on how to beat certain video games. Another key finding is that people truly enjoy reading news from Dorkaholics rather than hearing it in for example, a podcast.

b. Problems and Opportunities (SWOT): SWOT (summarizes internal strengths and

Strengths:

- There aren't many other pop culture blogs that feature news about comic books and super heroes.
- They cover Indie comics which is very unique.
- There also aren't many that cover Anime and Sci-fi movies in their TV and Film sections.
- The articles are well written and cover interesting subjects.
- They have almost 10k followers on Instagram.

Weaknesses:

- They have only 1000 followers on Facebook.
- Not much traction on Twitter.
- They only have one podcast episode they posted a year ago.
- More competition in comic book podcasts.

Opportunities:

- Making more podcast episodes.
- Growing Facebook audience, posting more on there.
- Growing Instagram audience to increase traction to website, more followers there.
- Tweeting could help get conversations started about comic book stuff.
- Better headlines might spark more interest.
- Cosplay contest.
- Covering more video games on the site.
- PR features.

Threats:

- Competition for podcasts.
- Competition with BuzzFeed and Vice.
- Niche area.
- Takes time to build an audience.

Strategy Section

1. **Target Market Profile:** 18 – 34 primarily men is the current market. Increasing the amount of participation from women is a secondary goal.

2. **Market goal:**

   High Level Goals:
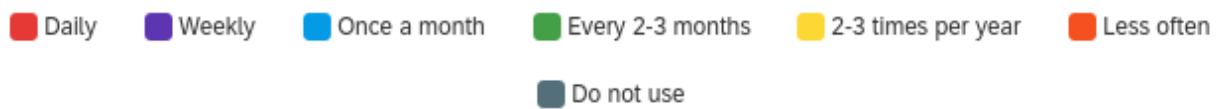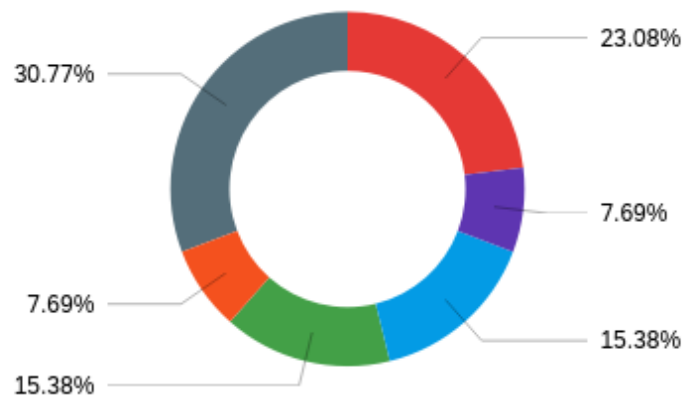   - identify new opportunities to achieve business goals
   - feedback about areas of focus
   - perform a comprehensive analysis of the business
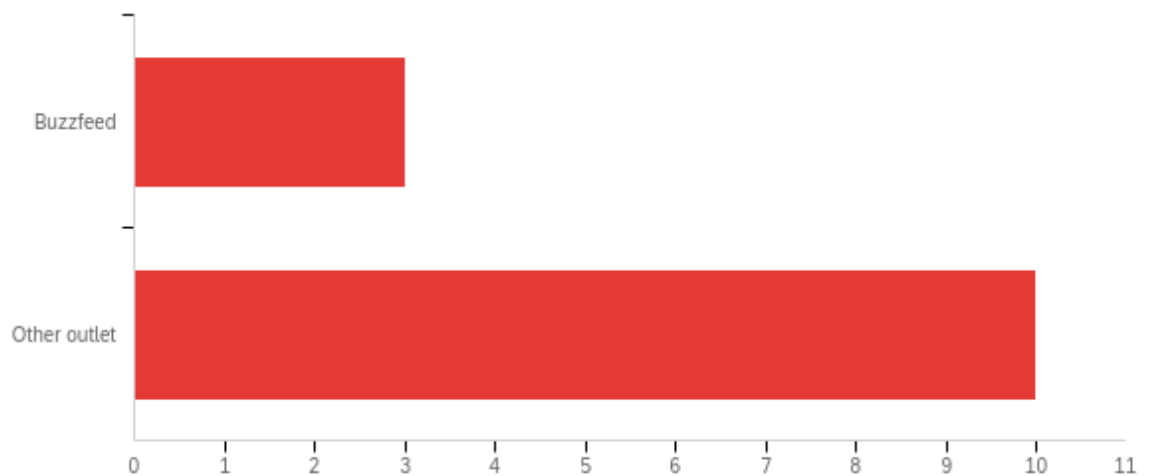
   Desired Outcomes:
   - "As a relatively newer publication in pop culture journalism, we are looking to develop advantages against the incumbents and seek opportunities for growth." – Neil Bui
   - "At this time, we've highlighted (1) the exploration of content formats, (2) the understanding of different content channel strategies, and (3) expansion of our content focus to be our company's major next steps." – Neil Bui
   - "Following this project, we would like to have a clear idea of what the characteristics of our main audience, the type of content they are looking for, channels we should be using to reach these audiences, how to develop this content, and how to use these channels" – Neil Bui

3. **IMC Objectives:**

   Dorkaholics primarily wants to identify new opportunities or strategies to reach their audience effectively. They also want to have a clear picture of who they're targeting, what they're looking for, where they are, and how to accomplish this on different content channels. Research accomplishes a certain amount.

Legend:
- Daily
- Weekly
- Once a month
- Every 2-3 months
- 2-3 times per year
- Less often
- Do not use
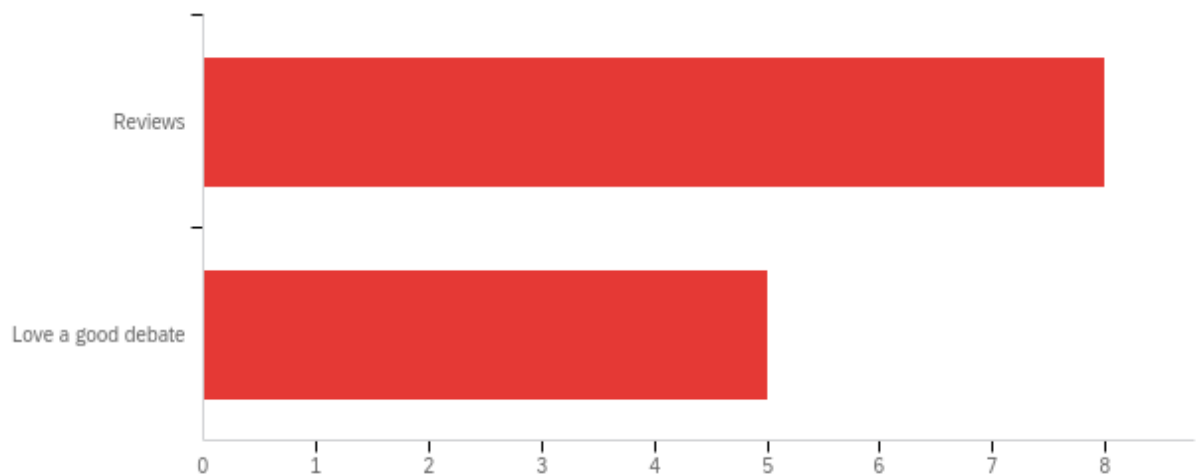
23.08%
7.69%
15.38%
15.38%
7.69%
30.77%

When asked if readers prefer mainstream media or another outlet:

People are not interested in podcasts as much as they are in reading their news:
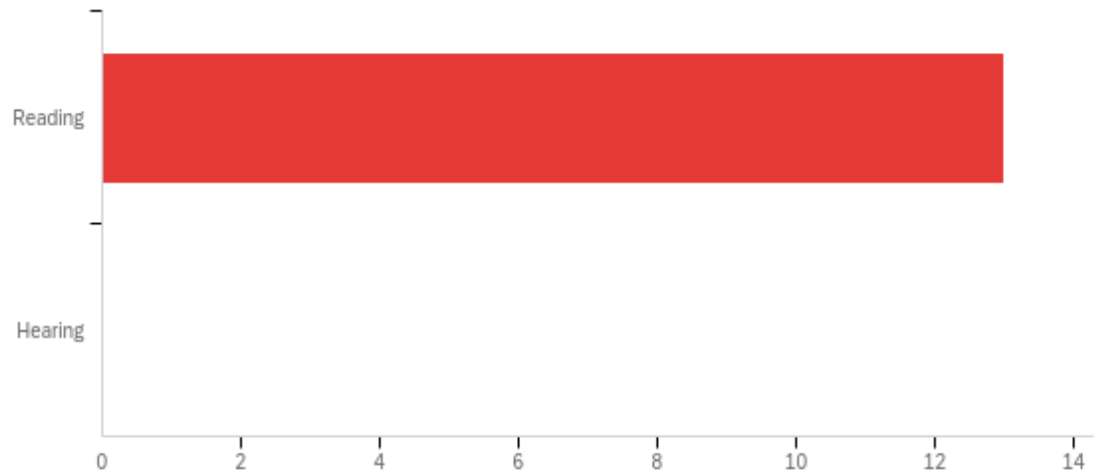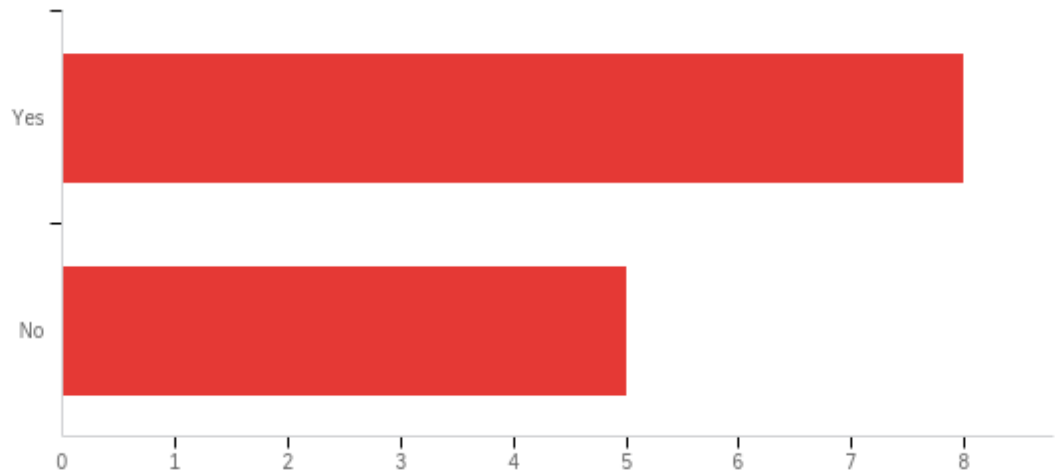

People are interested in both reviews and debates. Debates could be posted on Twitter with a simple "x vs x" to get people talking.
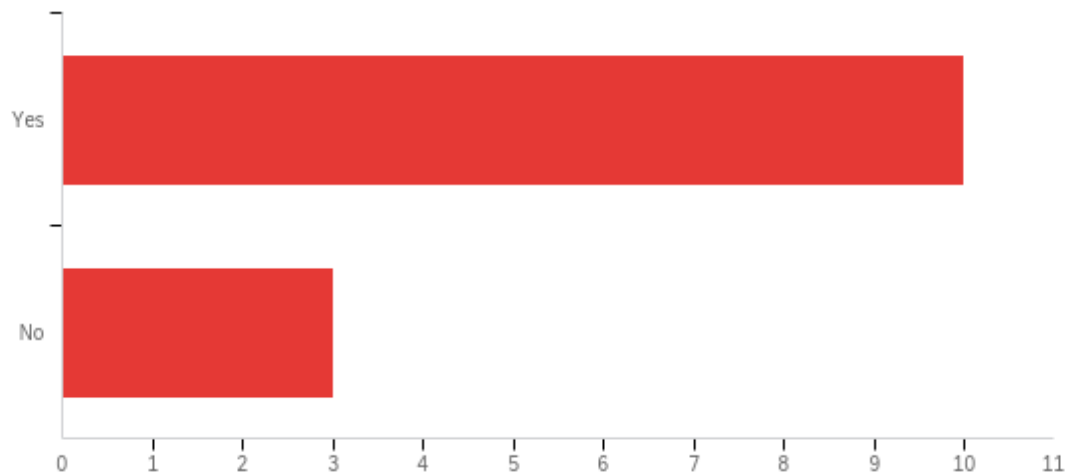

When asked what people associate with Dorkaholics, 8 out 9 people answered "comics". The other answered "pop culture".
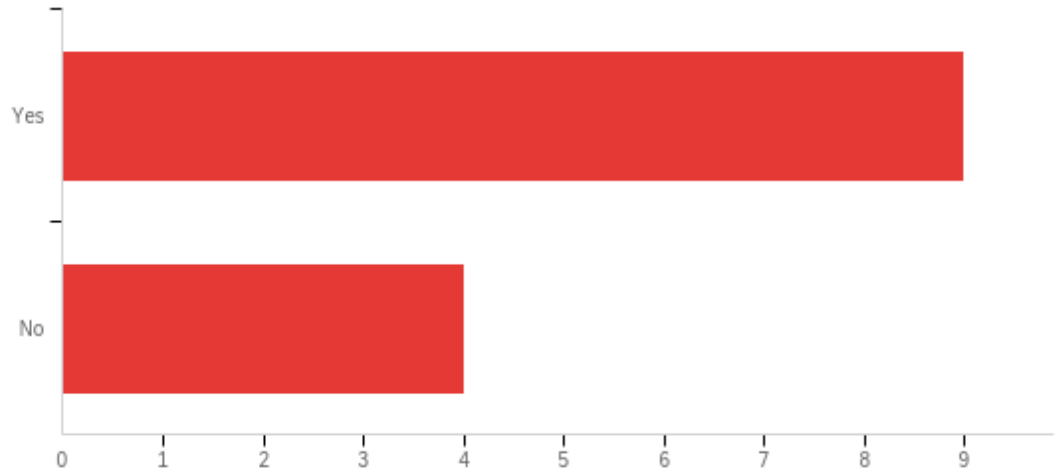
Do you like knowing inside details of how episodes/movies are made?

Do you want to hear breaking news about new movies/who is cast as the lead role?

Would you want to know tricks for beating certain video games?

What is your favorite Sci-Fi, Anime, and Comic franchise?
- MCU
- DC
- Star Wars
- Doctor Who
- My hero Academia
- Justice League (2 votes)
- Marvel

In order to reach the target audience we are going to leverage existing social media channels prior to branching out, like Instagram, Facebook, and Twitter. The goal of this outreach is to drive web traffic to Dorkaholics.com and ideally result in signing of the newsletter and frequenting the website. Maintaining the existing audience is also important, so social media will be used to notify of website updates outside of email alerts.

In order to measure how much the audience has grown, we will measure follower count and website traffic over time. Weekly assessments will be made to reevaluate campaign tactics during execution, as well as content style, voice, and relevance.

30% Website	30% Instagram	40% Facebook

🟥 Website 🟪 Instagram 🟦 Facebook 🟩 Twitter
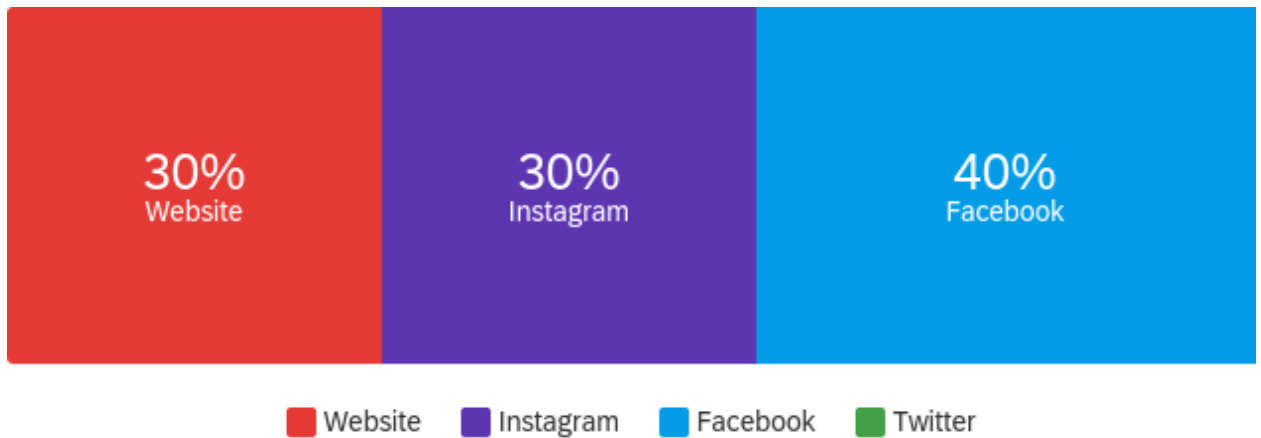
4. Quantifiable Objectives

a. Increase average engagement on Instagram by x% by *insert date*.
Measured through Instagram post insight tracking in an Excel document and an engagement trend report. An engagement is a like, share, or comment.
This indicates how active the audience is on this platform.

b. Increase following on Instagram by x% by *insert date*.
Measured through Instagram Insights or socialblade reports.
Baseline following count noted at the beginning of the campaign.

c. Increase average engagement on Twitter by x% by *insert date*.
Engagement measured per post through replies, likes, and retweets. Engagement per post tracked in an Excel document to identify trends and successful content, and if goal is reached or on target.
This indicates how active the audience is on this platform.

d. Increase following on Twitter by x% by *insert date*.
Baseline following count established at the beginning of the campaign.
Measured by comparing the end of campaign following to the baseline.
Tracked daily or weekly in an Excel document to see if tactics, tone, or content need to be reevaluated to meet the goal.

e.   Because content published on the website is evergreen, consistently posting once a day for the rest of 2020.

f.   Increase web traffic by x by *date*.
      Measured through Google Analytics and reports.
      Accomplished by improving SEO and investing in Google Ads.

g.   Increase average blog post engagement by x by *date*.
      Measured through comments, likes, and shares on blog posts and tracked in an Excel document.
      The core content that Dorkaholics provides is the blog posts on their website. This allows them to build rapport with sponsors and the audience. Measuring the engagement per post can help identify which segments of the audience are most active or have the highest count.

h.   Increase email subscriptions by x by *date*.
      Since email sign-ups will keep audience members actively visiting the website, these will be tracked and significant changes will be investigated to see if a particular blog or social post caused the spike in sign-ups or if one caused a decrease.

■ Video games	■ Anime	■ Superheroes/comics	■ Film	■ TV	■ Mainstream comics
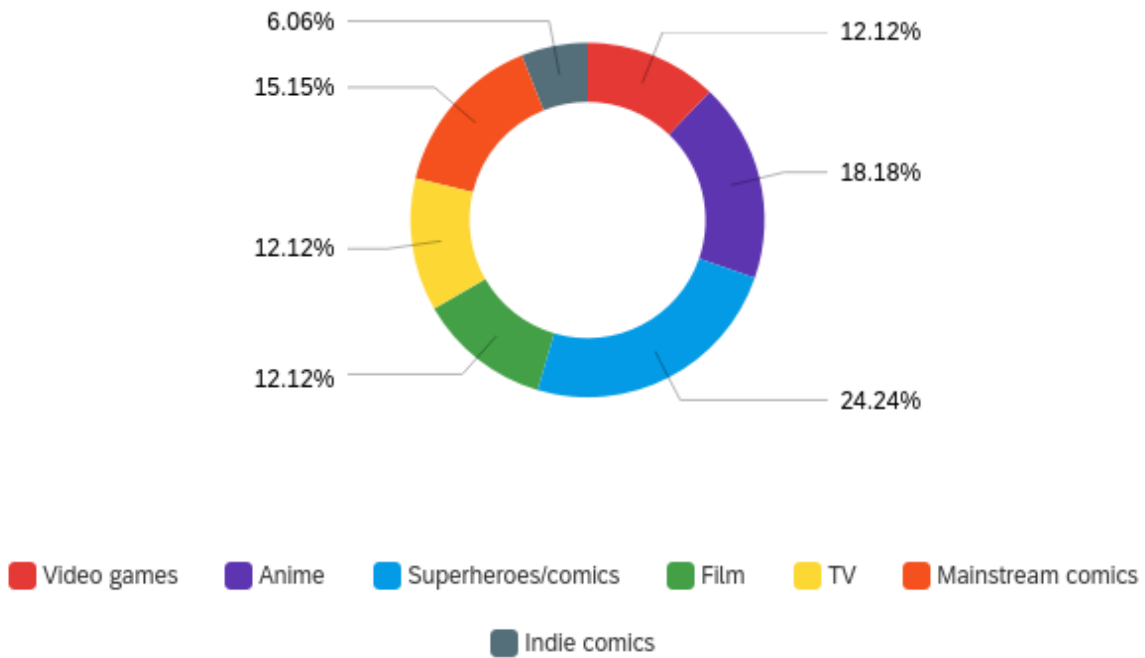
■ Indie comics

5. IMC Strategies:

Sales Proposition: Dorkahilics has high-quality "nerdy" content that all sorts of fans can enjor, ranging from comics, to anime, to indie comics and films!

Creative brief

Background Summary:

The client is Dorkaholics, a clearinghouse for all things pop culture that provides incomes through advertising, links, and sponsorships. The product (blog posts) appeals to more of a mass market. Dorkaholics is easy to access information that appeals to those not usually willing to pay subscription or access fees for their pop culture fix. Major values of the client are comic book culture, pop culture, and the intersection between subcultures related to anime, science fiction, animation, and media. Neil is

also interested in behavioral overlap between audience members with different interests that likely visit different subsections of their website.

Mission:

"Dorkaholics is not something you want to cure, it's something you embrace and want to be a part of. Founded in 2014, our mission is to educate, inspire, and empower fans with the best in storytelling across pop culture to become real-life heroes in their own lives."

As a brand, Dorkaholics authentically stands for freely being "nerdy" or "dorky" and revelling in your interests unabashedly.

Socially, Dorkaholics is willing to take a stance. Given the nature of some comic book characters, like Captain America and Black Panther, superheroes are inherently political. After 9/11, there was a crime fighting spree with a majority of superheroes. On the website, Dorkaholics is focused on increasing Asian representation within pop culture and reducing white washing of casting. The American produced Ghost in the Shell live action film with Scarlett Johansson is just one example of how Asian representation in pop culture has not been a Hollywood focus, so it is a unique stance for a news source to take.

Overview:

From Dorkaholics introduction:

"We are looking to work with students to identify new opportunities to achieve our business goals. We are open to feedback about areas of focus, as we would like our assigned person or team to perform a comprehensive analysis of our business. We have shared a few high priority goals and desired benefits below to help guide you:

- As a relatively newer publication in pop culture journalism, we are looking to develop advantages against the incumbents and seek opportunities for growth.

- At this time, we've highlighted (1) the exploration of content formats, (2) the understanding of different content channel strategies, and (3) expansion of our content focus to be our company's major next steps.

- Following this project, we would like to have a clear idea of what the characteristics of our main audience, the type of content they are looking for, channels we should be

using to reach these audiences, how to develop this content, and how to use these channels"

We will create a Campaign Book that identifies and addresses marketing aspects that Dorkaholics can incorporate within budget. The client has large, brand name competitors that garner much more attention than their website. A social media calendar along with a content calendar, or a regular blog posting schedule, is one of the biggest opportunities for improvement with an achievable implementation.

An emerging idea/trend that should be considered is the lack of physical events for the client to attend due to COVID19, yet discussing how to be a part of the community during social distancing is an opportunity. Discord, Twitch hangouts and discussions, or live social media events talking about new entertainment and pop culture is one way to approach this.

Samples of content are long form blog posts that are on dorkaholics.com.
The existing brand strategy is:
- Create long-form content (2000+ word articles) that can be distilled into video, graphical, auditory snippets that are distributed across social channels
- Grow our email newsletter and followers on Facebook, Twitter, Instagram, YouTube

The client has provided some social media and Google Analytics to assist in research and analysis.

• How do they feel about what they already have? Why does/doesn't it work?

Drivers

Our goal for this project is to increase Dorkaholics' audience outreach, specifically expanding their Twitter audience. However, using an integrated approach to their social media would be beneficial for ease of management and content scheduling.

The target consumer is interested in comics, anime, or pop culture. The brand brings thoughtful analysis to these while still covering popular topics.

We can bring excitement about the brand, a feeling of 'exclusivity,' of having discovered something fresh and new, that speaks to the Dorkaholics target audience.

Our project should convey education, inspiration, and empowerment to the different segments of pop culture fans.

Educate. Inspire. Empower.
"Inspire" is the guiding policy for a small writing team, such as "let's allow our personal inclinations to determine what we write." "Educate" stands for learning more about the history of a franchise or that Dorkaholics is where you can get started learning more. "Empower" is the social mission of talking about the underlying characteristics in pop culture brought to light without necessarily having superpowers.

Long term goals for the company presumably include increased profits, newsletter subscribers, and website visitors to drive sponsorship/partnership.
Marketing goals in the short term could include a greater presence on social media with more promoted posts, attracting a wider audience. The brand's most immediate goal in this area stems from its desire to learn more about its consumers, and the broader demographic it serves, in order to better create appealing content.

• How will our success be measured?
    Quantitative / qualitative determined after goals finalized

Audience:

Dorkaholics is reaching out to 84% men and 16% women, mostly from Los Angeles and New York, and 18-34 years old. The demographic is primarily younger people that are interested in pop culture, anime, comic books, and comic franchises. Our demographic is mostly active on Monday, Thursday, and Friday.

The audience is idealistic, believes in creativity, visually driven, and enjoys fantasy experiences -- whether it be a live action production, animated production, or a graphic novel. Major motivations are the need to escape from real-life problems and destress. Dorkaholics provides news, behind-the-scenes, and analysis surrounding the audiences' interests (comics, anime, pop culture). Ultimately, Dorkaholics has the capacity to cultivate a community given their current smaller platform.

New pop culture releases, or the closure of an ongoing series, motivates the audience to look up news or conversations about the specific released entertainment. Typically the audience will attend conventions to socialize with like-minded individuals, as they can feel like outcasts given their specific interests. Dorkaholics offers a broad range of

content about interests that each audience member may not have, but that are related. The audience primarily talks to men, aged between 18 and 34. There are female members of the community, that is a largely untapped market. Dorkaholics could focus on bringing more women into their audience, or focus on creating and finding articles that resonate more with men to retain and increase their current audience.

Competitors:

Based on our research, the top three competitors of Dorkaholics would be the websites CBR, ScreenRant and CinemaBlend:

- CBR has been around since 1995 and has built a fanbase with around 60 million users. They have over a million followers on Facebook and 3 million subscribers on YouTube. Their target audience is people of all ages who are interested in comics, games, TV shows, movies and anime regardless of gender or economic class. They don't sell anything directly from the website and there is no information on what they charge for advertising. They do most of their marketing with YouTube videos and ads.

- ScreenRant was started in 2003 and has seen over 100 million users. They have 1.7 million followers on Facebook and 7 million subscribers on YouTube. They seem to have more of a focus on TV shows and movies but they still have gaming/comic and tech content on their site. Most of their marketing strategy comes from Facebook posts and YouTube videos. They have exclusive interviews and lists as more marketable content.

- CinemaBlend is another website that has been around since 2009 and offers the same services as the other listed websites. CineBlend offers more variety of social media sites to promote on including Pinterest, Instagram and Flipboard. Their main selling point is movie and TV show reviews. They don't sell anything directly and there is no information on ad placement costs.

Kotaku and other anime news sources are secondary competitors, as are any news sources that cover a segment of what Dorkaholics does. However, most competition doesn't cover as wide a range of material as Dorkaholics.

Dorkaholics publishes content that focuses on independent comic writers and smaller scale entertainment platforms, as well as sharing cosplay and convention overviews. The competition doesn't give a "point of view" experience and writes more

generically. For example, Dorkaholics has written in-depth anime analysis that would be consumed at the beginning or end of an anime production cycle. The competition has broadened their outreach through podcasts, trailers, YouTube, influencer outreach or small-scale prizes/sponsorships, and gaming. The competition is telling the audience that they have an abundance of ways to engage and find the specific content they like. Their website is broken down into more categories to fill the audience's needs. Dorkaholics has a more "relatable" about section, but that may not be what the audience is looking for. These sites also engage with the audience through online platforms more consistently than Dorkaholics. They put out more content consistently on all platforms, also having more areas of concentration. Dorkaholics may post multiple times on the same day, but not post again for over a week. A content calendar focused on release dates, season endings, and convention attendance would be highly beneficial for Dorkaholics.

The competition has a similar target audience, but also a stronger hold on TV fanatic readership. The CBR has CBI, a five-week and five-round competition in which each contestant is given one week to draw a script provided by guest judges. CBR has a 3.17 million followers on Youtube on movie, anime, and game reviews
Screen Rants net worth comes to 6.6 million based on Youtube. The competitors have a strong focus on Youtube, reviews, and videos that bring in audience attention and additional revenue. Screen rants tagline is "THE #1 INDEPENDENT MOVIE & TV NEWS WEBSITE."

Tone:

"The older sibling of your best friend that is the expert on a subject you're interested in."
The tone of Dorkaholics audience outreach is playful yet courteous, not incendiary or argumentative. Dorkaholics tends not to take a hard-line stance on their opinion, but is still willing to express it through thoughtful analysis and facts from the original source material.

Content, both textual and visual, is intended to increase excitement of the audience pertaining to what they are reading about and the "next thing." The consumers' relationship with the fictional property or character should be enhanced and feel more intimate after visiting Dorkaholics' website.

Overall, we should be communicating with the audience through social media and leading people to the website through initial interest. Since the audience is mostly

male at the moment, entertainment being produced could focus more on what men are more likely to consume given the niche or trope it fulfills.

Message:

Dorkaholics offers pop culture fans informative and entertaining content that anyone can relate to. They back this up through the blog posts that are categorized and subcategorized on their website.

Dorkaholics should communicate with the audience differently in order to have the message received. Communication strategies should be implemented in order to reach more people and receive more engagement. The words that the brand puts out are primarily developed through the blog posts.

Audiences should be able to feel satisfied with the content. They should feel that they got a good overview of pop culture content, which includes comics, film, gaming, TV etc. They should feel that the content is relevant, and easy to follow and understand. The goal is to have audiences tell others about Dorkaholics and how they learned about or catched up on pop culture content.

Visuals:

We will be developing new images, like an improved front banner, but also using and improving existing visual content. Ideally, the content calendar will also incorporate visual deadlines and what the visuals correspond to, and how they can be repurposed in the future.

We would shoot the Dorkaholics team members going to places/events like ComicCon and SuperCon and have them pose with fans and other anime/comic book characters. I think this would be helpful in showing transparency within the core values of the company by letting the people know that Dorkaholics are really in tune with dork culture. If Dorkaholics were to invest in a booth at a convention, this would create the opportunity to take photos with passerby in and out of cosplay to share on their social media stories with location tags and hashtags to increase impressions.

Fun infographics comparing favorite heroes and villains based off of social media polls or website polls. Animations or vector based videos could be a good supplement to content shared on their website, that would also fulfill social media purposes to boost the audience and email list membership. Illustrations or outfit breakdown sketches of

popular characters would draw the cosplay centric audience, and again, could be supporting material and original content for a blog post. Properly titling the images and file names with alt-text would increase organic search engine traffic too.

Dorkaholics has a logo that is superhero themed, and given their broad content coverage it's worth considering making the logo less specific so that it doesn't deter the indie film audience or anime audience upon entering the website. As of now their color scheme is red, yellow, and blue -- the same colors as Superman.

Ask if Neil has a style guide or brand identity (even just brand fonts)
• Discuss with the client the design elements currently being used: type, color, format, imagery, copy,
audio, motion, functionality, etc.

Details

Preconceived notions about the project are focused on increasing Twitter and social media outreach.

The current strategy is focusing on long form written content and distilling it into bite sized pieces for microblogging on other, not owned, platforms. Written content posted on the Dorkaholics site should inform other content created.
Screen-based content and media is the focus.

The final delivery date will be the end of the semester during which the Campaign Book will be provided to the client, Dorkaholics. Milestone dates are determined by the course syllabi, but the biggest milestone is sharing of the Creative Brief prior to beginning the Campaign Book. Otherwise, weekly client meetings keep the project on track and allow for information sharing.

The budget is between $500 to $1,000.

People

Dorkaholics

Neil Bui, Founder

Phone: (714) 471-8698

Email: hello@dorkaholics.com

Site: https://www.dorkaholics.com

Campaign Team / Advertising Agency -- 2020 Digital

The team reports to Neil Bui and will be interfacing, getting approval, and keeping track of progress with Neil.

Account Director/Executive: Manuel Munoz
mmuon101@fiu.edu
(305) 877 - 5936

Public Relations Director: Caroline Williams
cwill262@fiu.edu
(305) 301 - 6673

Research Director/Account Planner: Alayna Licardi
alica004@fiu.edu
(904) 735 - 1350

Ad Copy Director: Eric Reinach
erein017@fiu.edu
(561) 345 - 5819

Art Director: Gabriela Riveros
grive083@fiu.edu
(561) 859 - 8160

Media Director: Riley Walman
rwalm001@fiu.edu
(813) 505 - 5340

Sales Promotion Director: Michelle Ziegler
mzieg006@fiu.edu
(904) 423 - 3905

Integrated Marketing Communications Tactics

Advertising/Public Relations/Sales Promotion, Merchandising and Point of Sale/Direct Marketing/Event Marketing Recommendations:

Include objectives (again, must be measurable and include a specific time frame), creative strategy, all advertising media to be used, all public relations tactics to be deployed, all sales promotion tactics to be carried out including but not limited to special events, exhibitions, and trade shows. Include one or more fully executed samples, as applicable, for each discipline used, including but not limited to, direct mail cards and collateral. For example:

Strategy #1 -- Content Calendar

- Syndicates blog posts with social media posts/topics
- Regularly scheduled content
- Blogs planned in advance, allows consistent posts and becomes a reliable news source to the audience
- Social media content planned to create diversity of posts
    a. Monthly #MCM and #WCW cosplay features run throughout the day on Instagram stories
        - Increases the male and female viewership of each
        - Keeping it monthly ensures that it isn't a detractor for the audience uninterested in cosplay.
        - Cosplayers can submit themselves to be featured, and in turn will share that they were featured by Dorkaholics with their audience – even if not asked. This also provides legal permission to share.
        - Allowing all month submissions means that a steadier stream of posts throughout that day will occur.
        - Using franchise and character hashtags specific to the cosplay when sharing it on the Instagram story boosts how many new people will be organically reached outside of the cosplayers' audiences.
            - Insert drafted example
        - Most frequently submitted cosplays provide secondary data informing on what is popular, and the subject of a blog article that may help to drive organic traffic through search results.
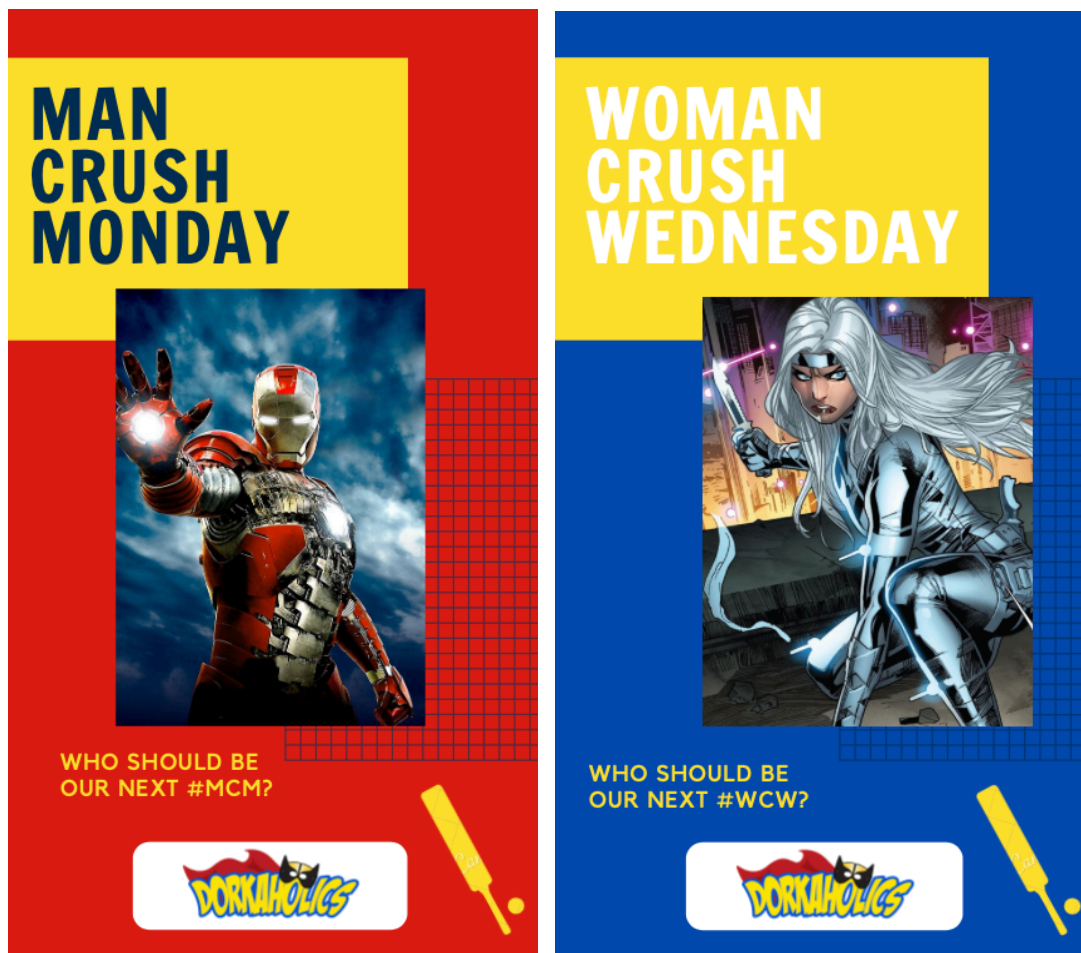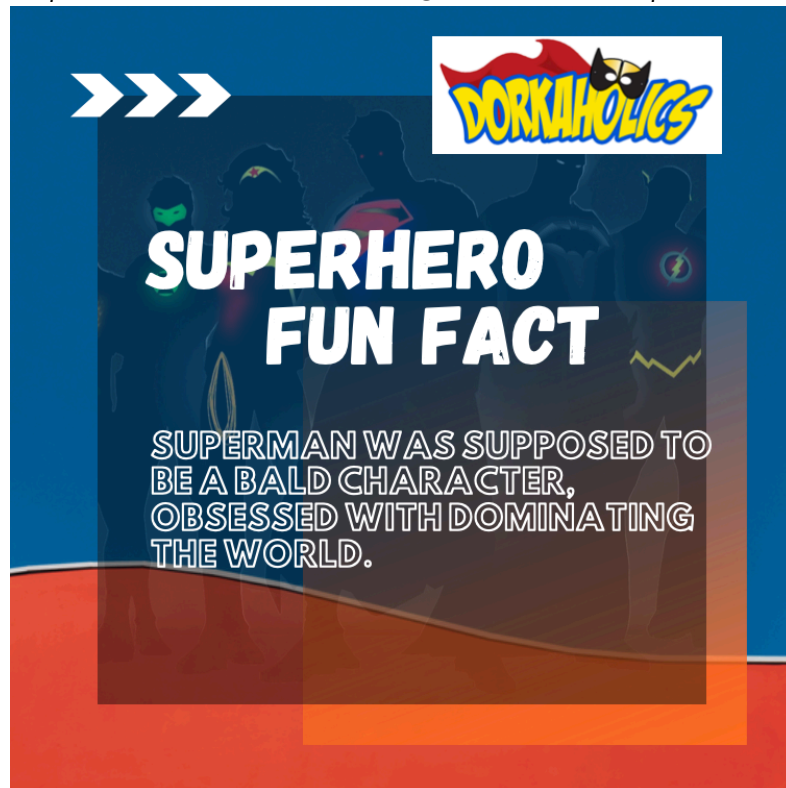
- Instagram Woman crush Wednesday templates for posts and stories. Easily able to change the colors and pictures of the chosen superhero that week. Story template asks who should be next, encouraging personal engagement with fans to swipe up and message Dorkaholics their thoughts on WCW and MCM. Logo/Name is on everything.
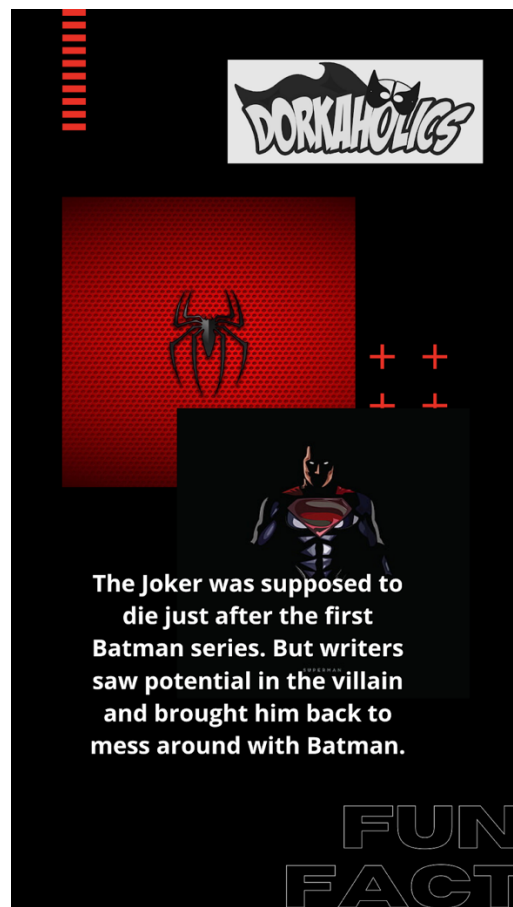
b. Fun Facts:

- Utilizing Instagram stories and Twitter by sharing fun facts and Behind The Scenes material about Marvel, DC, & other comic franchises, Anime, & blockbuster films.
- This will help increase engagement and people want to hear more behind the scenes content based on survey results.
- People will consider Dorkaholics credible if they share these fun facts and look to them for these snip it's.
- If people hear a cool fun fact on Twitter, they will retweet it, making the Dorkaholics name seen more frequently. This will help with followers and engagement on twitter.

- These facts need to be credible and fact checked. It would be detrimental to Dorkaholics if a fact is found to be fake.
- Example of fun fact: It took 2 and a half hours for Angelina Jolie to put on makeup to become her character in Maleficent
- *https://www.eonline.com/amp/news/543405/angelina-jolie-reveals-how-long-she-spent-each-day-in-the-maleficent-makeup-chair-mdash-watch-now*
- *https://ohfact.com/interesting-facts-about-superman/amp/*

Super hero Fun Fact Instagram Post template. Easily able to change on Canva.com the fact and image behind the fact each week. The image being transparent allows the header and fact to pop out.

Fun Fact Instagram story templates. Both similar but different vibes. Blue is more vibrant and fun for any fun facts. The black has an edgier and scarier look that can be used for darker facts on villains and death. On Canva.com these templates are easily able to be changed. In color and the text box(fact).

c. Easter Eggs:
- While already commonly written about by a number of competitor websites (like CBR for example) the 'Easter Egg in Comic Books' tradition seems to be a rich one, and could be a potentially attractive topic for Dorkaholics in a number of formats.
    - First; A dedicated article on 'Easter Eggs' known and loved by the 'staff' at Dorkaholics, with specific references and the unique nature of the list being the drawing points. Could/should capitalize on speciality and niche comics, to avoid duplicating existing lists of this kind.
    - Second; A list of fan submissions on their favorite Easter Eggs in comic books, with the winner (or

winners) picked at random and given a full spread with explanation in a future article or blog posting.

- Finally; Interweaving 'Easter Eggs' of our own into the interactive web comic. This approach could use elements of the first and second methods, and add in references supplied by staff and fans.

d. Insta Live Q&A:

■ Utilizing Instagram live to collaborate with those in related fields. The client can interview for example comic artists, other owners similar to Dorkaholics, known personas in comic commentary, cosplay characters, those on set for superhero movies, fans sharing their opinions on topics, fan artwork, or conversation with their followers. The Q&A can be then transposed into text for blog posts, audio for podcasts, or snippets for future Instagram posts. This will drive engagement and add more of a personal aspect to the brand. According to ThriveHive, benefits of using Instagram Live are increased engagement, quality, and transparency with the audience.https://thrivehive.com/how-to-use-instagram-live-for-your-business/

e. Memes:

■

"Happy National Waffle Day! Check out our story for all of

the spots to stop at today."

- *"Happy St. Patrick's Day from the Dorkaholics team! What's your green of choice for the day? And if you're not wearing any green we want to hear why!"*

- *"Happy Friday Dorkaholics! Comment what Iron Man could possibly be thinking in this exact moment?*
Also guess which Iron Man movie this scene is from? Iron man 1, Iron man 2, or Iron man 3?"

This is a template made on canva for Meme posts on Instagram. Colors are easily changeable for a slightly different look each week, but still a consistent and uniform look.

f. Before & After :

■ This will include behind the scenes of many different comics. It could be the initial sketch all the way to the final comic or it can even be show live action movies and shows and how the clip looks like before the effects are put into place and after.

g. Comic Book Monday: This will be implemented on Instagram, Facebook, and Twitter. Every Monday, a post featuring a comic book will be posted on these channels. These posts will have interesting stories, facts, hashtags, and interactive features. Instagram stories will ask followers to vote on their favorite comic books and characters, which will help to increase engagement. Viewers will also be able to comment answers to questions under posts and share their experiences with specific comics. Followers will be able to vote on which comics they want to see featured on the next Comic Book

Monday. They will have to wait until the next week to see what was chosen. This will help keep followers excited and interested. Comic Book Monday will help to educate viewers as well as entertain them. Viewers who want to learn more about comic history and how they developed over time, can look to Comic Book Monday for a fun and educational experience. Hashtag idea: #mondaymahem

h. Hashtags:
- Maximum of 30 hashtags permitted per Instagram post, over that provides a post error
- Hashtags to use and alternate between depending on the topic:
    - #anime #animefan #
- Post character specific content on that character's birthday with their franchise and character hashtag.
    - https://www.animecharactersdatabase.com/birthdays.php?most
    - http://www.5earths.info/about/dc-universe-calendar/
    - Marvel birthdays are ambiguous or indeterminate, a possible topic of conversation
- #mooniemonday - Sailor Moon
- #transformationtuesday - in show or movie character transformation conversations and discussions
    - Ex: Captain America, Sailor Moon, Kill la Kill's characters, difference between Bruce Wayne and Batman, difference between Clark Kent and Superman
- #throwbackthursday / #tbt - early 2000's to 90's references
- #fitnessfriday - inspiring characters
- #caturday - franchises with cats
    - Discuss what the cat means in the franchise
    - Ex: #awhiskeraway on #caturday- new Netflix animated film
- #SaturdayShoutOut - most active follower, influencer, contributor to discussions
    - Important to discuss unrealistic aspects too
- #SundayRead - new comic Wednesday recap

- Get creative with it, brainstorm from time to time. See how seemingly unrelated, semi-popular, hashtags can apply to the content Dorkaholics covers.
    - Ex:
    #sailingsaturday - One Piece
    #WackyWednesday - eccentric characters, conversation around them
    #Saturdaynightfever - spiderman sick after being bitten, could use a movie scene or comic scene
    #Winitwednesday - Batman vs Superman

Strategy #2 -- Paid Campaigns
- Smaller scale, tiny budgets with frequent promotion
- Need to research viable Twitter and Instagram Campaigns
- Facebook Ads Manager or Ads built from the page
    - Pixel Installation on website
    - Create a retargeting audience based on web traffic that Pixel has gathered to use when post engagement drops
    - Boost new posts for $1 with a smaller target audience 400,000-700,000 once features are set
        - Audience Features: Riley needs to play with Facebook Ads and make a fake audience for the rest
        - Liking a competitors page to be an aspect – focus on those that only have one thing that Dorkaholics has, become a universal source for people visiting different websites for different things
        - With daily Facebook posts, if each one is boosted the monthly Facebook post ad budget use ranges from $28-$31

Here's a screenshot (might be recap) of keywords from SEMRush, will look more fully into this later and we can see what other useful insights we can be gleaned from here...

And here's a screenshot of the Google Ad draft: will need to get much more specific with the audience locations/definitions, but it sets a minimum recommended budget of $9/day which gives us a bit of a baseline if we want to include Google Ads in our campaigns.

Strategy # 3 -- SEO (Search Engine Optimization)

- An initial project, then ongoing
- Review all web pages and blog posts for mobile responsiveness
  - Do images present with the right dimensions/ratio? The correct crop?
  - Does header text take up the whole screen and take three lines?
  - Is line-spacing too much for headers or body copy?
  - Does body copy become larger and have increased space between letters to increase mobile legibility and account for screen brightness?
- Keyword Mapping
  - 5 Keywords that describe the site overall with one or two main keywords -- live on the home-page, about, contact page, anywhere that is a static page
  - 3-5 Keywords focused on per blog post, each blog should contain main site keywords (1 or 2 selected)
- Review web pages and blog posts for <H> header tag usage so that Google can identify where to look for the most important words
  - <h1> to be used on the main point, with the major keyword in it
  - <h2> used on supporting points and subsections in the page, reiterate keywords
  - <h3> for key phrases in the body copy, if subsections have sections within them h3 should be used for that and key phrases should be <h4>.
    - The h3 or h4 tag, whichever holds key phrases and sentences, should appear the same as the text the phrase is within – at most being bold, strong, or italic.
- Configure "Snippets," WordPress plugin Yoast SEO can allow you to do this by page. Google Snippets are the preview text in a search result, and clearly defines and strengthens the keyword usage to rank higher in searches for a topic.
  - Done for all blog posts and pages
- Link usage in blog posts
  - Google favors content that links to other content, both owned by you and shared by others
  - Link to other blog posts on the site within new blog posts
    - Consider creating a blogging strategy that involves explaining major character archetypes (for example) within

one blog post, then this post can be linked to whenever a character analysis is done
- Go into depth about concepts that don't apply specifically to one franchise to reference later
- ○ Link to outside material. It only helps SEO.
  - Embed a YouTube video not created by Dorkaholics, with attribution
  - Link to another analysis or the opposite perspective on a topic in another website, within the text
    - Ex: While some may not agree with our opinion on this character, like *author name* from *competitor* (link to blog post), some good points can be made on both sides.
- Review image upload details
  - ○ Confirm that the alt-text contains an accurate description and relevant keyword to the image location. Use blog post or webpage keywords from the keyword map.
  - ○ Confirm that the image file name is similarly named to the alt-text but with "dorkaholics" in the naming convention, and also contains relevant keywords.
  - ○ File name and alt-text contribute to SEO and can help your page show up higher on normal searches and in Google Images.

Strategy #4 – Interactive Webcomic

- An audience driven plot
- Superhero or antihero that defeats coronavirus
  - ○ Person responsible for it must now defeat it
  - ○ Researcher turned superhero etc
- An initial "episode" or webcomic released with the exposition and premise.
- Weekly released episodes, with a planned 25 episodes
  - ○ Voting on a different aspect of the next episode daily, so 6-7 (or 12-14) questions a week
  - ○ Voting for one plot point daily on the website
  - ○ Voting on a different plot point that website daily on Instagram Story, Twitter Polls, Facebook Polls

- ○ Having a website exclusive daily question drives fans to the website to vote on something else
    - ■ EX:
      Website: "Does our superhero defeat the bad guy, or must he return to fight once again?!" Yes/No
      Instagram, Twitter, Facebook: "Which move is the superhero going to do in the fight next?" With fun move names as the options.
        - ● Neither answer to the questions changes how the other one would play out.
- ○ Previous days responses drive new question asked because of story impact
    - ■ This way art can be worked on as questions are answered, allowing daily questions

Implementation Section

- **Budget:** The total projected campaign cost is $1000 over a period of 6 months. These costs include Google ads, Facebook ads, as well as additional tactics such as the webcomic or further investment in ads based on the client's discretion.

- **Implementation Schedule:**

		Detail	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
Key Publics: 18-35 Men and Women									
Strategy: Increase overall engagement through use of online tactics									
Tactics:	Google Ads	Paid campaigns specific to audience and location.	$83	$83	$83	$83	$84	$84	$500
	Facebook Ads	These include relevant sponsored ads to post to the target audience	$41	$41	$42	$42	$42	$42	$250
	Additional Campaign tactics	Interactive webcomic, additional ad spend, etc)	$41	$41	$42	$42	$42	$42	$250
Strategy Subtotal"			$165	$165	$167	$167	$168	$168	$1000

*Based on results, the budget can be altered to be more effective.

- **Human Resource Considerations:** Ongoing art creation for strategies will require a staffed or freelance artist.

Interns, paid and unpaid, can be hired in the following categories:

    Graphic Design
    Social Media
    Web Development, Design, or SEO
    Paid Campaigns

These positions can overlap during the hiring process.

Social Media Intern

It's recommended that the Social Media management intern be unpaid if inexperienced due to saturation in the field. If there is an opportunity for a skilled Social Media Management intern with experience doing paid social campaigns, they can be paid at a rate of $10-$15 hourly with 15-20 hours a week guaranteed.

Duties: Creating social media posts using templates in Canva. Seven posts a week created at once takes approximately 2 hours to complete in Canva.
If skilled in Photoshop and Illustrator they can create up to three custom, different posts per week to provide visual diversity.

Manage twitter, post at least five times a day.

Post daily on Instagram.

Post daily on Facebook.

Posts can be scheduled in advance using a management platform, but the accounts should be monitored after the posts are live to engage with comments made. The intern should be active on the Dorkaholics account for thirty minutes before and after the post is made. The thirty minutes prior are to be spent engaging with other relevant accounts and their posts. At least five comments that add value to the original content are to be made, with ten post likes. These should not be done within a minute, or seconds, of each other in order to avoid being flagged as a bot and content not being served to the full audience -- or being hidden on Discovery pages. The thirty minutes following the post going

live are to be spent monitoring messages and replying to new and old ones, replying and engaging with comments, and posting new story content.

Use up to thirty hashtags per Instagram post. Duplicative hashtags that sound redundant are to be used for increased audience exposure.

Use up to ten hashtags per Facebook post. Thirty can be used, but hashtag usage on Facebook differs in effectiveness. Hashtags should be a mix of general and specific, like #marvel and #captainamericacosplay.

Use up to five hashtags per Twitter post, preferably embedded within the sentences used instead of at the end of the post. This way only five extra characters are added at the most, with the possibility of some space characters being removed to allow the sentence structure to make sense and sound semi-professional. At a minimum, use one hashtag per twitter post and don't repeat throughout the day unless promoting something.

Use location tags whenever applicable, both real and imagined locations that social media will allow you to tag.

Buffer is recommended for post scheduling if necessary. Up to three social media accounts can be linked under the free version. If Buffer is used, Dorkaholics management should create the account for continued ownership in case the intern leaves.

Spend up to three hours a week analyzing metrics to determine success of the campaigns and individual posts on Facebook, Instagram, and Twitter to evaluate if changes need to be made to the strategy, content, or brand voice.

Evaluation Section

Evaluation:

High Level Goals: Preparation to achieve goals
- identify new opportunities to achieve business goals
- feedback about areas of focus
- perform a comprehensive analysis of the business
- Desired Outcomes:
- "As a relatively newer publication in pop culture journalism, we are looking to develop advantages against the incumbents and seek opportunities for growth." – Neil Bui

- "At this time, we've highlighted (1) the exploration of content formats, (2) the understanding of different content channel strategies, and (3) expansion of our content focus to be our company's major next steps." – Neil Bui
- "Following this project, we would like to have a clear idea of what the characteristics of our main audience, the type of content they are looking for, channels we should be using to reach these audiences, how to develop this content, and how to use these channels" – Neil Bui

Implementation:

- Presentation of 'Campaign Book' to client, incorporate feedback and answer questions or concerns in a virtual meeting session. Revise as needed to aid realistic implementation of measures outlined by agency.
- Provide clear Social Media Content Calendar to client, in order to help future interns and staff implement recommended campaign actions.
- Follow budgeting guidelines, as well as extensive keyword research, to create and maintain Google Ads campaign and expand audience and site visibility.
- Creation of Canva account with templates for various channels and efforts within the campaign, to aid client in access to easily applied, original artwork for site.
- Minimize outreach needed by client following launch by including a list of FAQ's for the marketing team and describing any limitations or challenges the brand may face going forward with the campaign over time.

Impact Evaluation:
- Will be monitored by using KPI's proposed along with budgeting and campaign efforts and specific to each aspect of the overall campaign.
- Specific goals and objectives will be revisited throughout implementation and monitored by client using metrics provided by agency (and through existing social media channel analytics, Google Search Console).

Limitations:

- Access to analytics through primary websites (Google Search Console, Facebook, Instagram, Twitter) was limited to screenshots and did not include the full range of insights and tools available.
- Occasional issues with aligning schedules and arranging Zoom meetings successfully with all team members present at once. The format for meetings itself was a limitation brought about by COVID-19, with all of our work done remotely for this project.
- Another limitation to consider was the size of client, insofar as competitors with similar traffic were difficult to pin down. Therefore, the smaller scale of budget

and paid advertising campaigns were a limitation to be considered throughout our efforts.

- A final limitation comes from consideration of the client's topic matter; while our team was able to provide a full array of marketing suggestions, some of the client's topical considerations were outside of our areas of expertise (with Riley possessing perhaps the most germane knowledge prior to our campaign).

Appendix Section

Student Bios

Alayna Licardi : Hello! My name is Alayna Licardi. I'm a senior at FIU majoring in PRAAC and minoring in Business Communication.

Over the course of my degree, I have lived in 5 cities. I was moving around for modeling which eventually led me to the career I have now which is working for a cosmetics line. I currently do influencer outreach, campaign planning, and branding for Pseudo Labs. Besides fashion and beauty, my interests include cooking, skateboarding, yoga and going out to eat with friends.

Thank you for this opportunity and I'm really looking forward to finding some great results for Dorkaholics!

Caroline Williams: Hello! My name is Caroline Williams. I am a senior at FIU majoring in PRAAC (public relations, advertising and applied communications)

I am a very creative person and have many passions, which include fashion, painting, and photography. I also love to travel and have been to many places around the world. I currently work at a hotel in downtown Miami and plan to get into hospitality and travel marketing.

I am excited to be working with Dorkaholics and my team members.

Eric Reinach: Eric lives with his wife and young son in Boynton Beach, where they enjoy the proximity of the ocean but rarely actually make it to the beach. In rare moments of free time, he enjoys film, writing creatively, and kayaking around the wetlands nearby. With experience in sales, retail management, and a diverse array of digital marketing techniques, visit EricReinach.com to learn more.

Gabriela Riveros: Hi! My name is Gabriela Riveros and I am a senior at FIU majoring in PRAAC with a minor in Hospitality.

I take my classes online because I love traveling. In the past 2 years I have lived on a cruise at sea, Thailand, Hawaii, & Argentina as well as traveling to neighbor countries surrounding those places. Some of my other passions include health, the environment, spirituality and the arts. I have my own business of reusable customized water bottles in hopes of helping the world become greener one step at a time.

I am so excited to be a part of the Dorkaholics team!

Manuel Muñoz: AKA Manny, brings his creative and helpful mindset to his life and others any chance he gets. Creativity has been a part of who he is his whole life.

Manny Is currently a Senior at Florida International University where he is studying advertising with a minor in social media and E-Marketing. While going to school he also works at his family's photography business.

In his personal life, Manny is the youngest of three brothers and on his free time, he works on further expanding his Etsy shops, Watching movies and likes to go out and try every dessert imaginable.
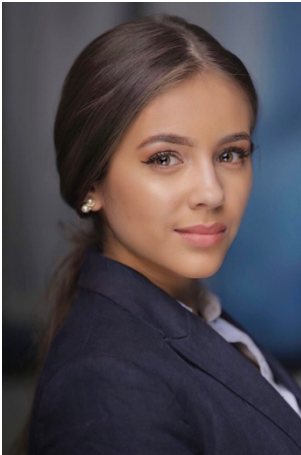
Michelle Ziegler: Hi! My name is Michelle Ziegler and I am an FIU senior studying PRAAC with a concentration in Social Media and E-Marketing. I am an online personal trainer and an actress. I am excited about building brands that bring joy to their community. I enjoy a good laugh and traveling to new places. Super happy to be a part of the team. Go Dorkaholics!

Riley Walman: My name is Riley Walman and I'm an FIU senior majoring in Public Relations, Advertising, & Applied Communications. This fall I'm excited to be attending NCSU for my Masters in Graphic Design! I currently do web administration, SEO, and some marketing for a tutoring company. I also free-lance graphic design and web design, plus I create on the side at rileyvahlman.com.

I used to cosplay heavily and attend over ten conventions a year, but I've gone entirely silent on social media for the past year and a half to focus on finishing my degree and finding my career. I still enjoy anime unhealthily, and recently re-watched the original Evangelion series in anticipation of the final…and delayed...Rebuild movie. I've also binged a few manga in my time, including following Naruto for almost a decade just because it was my first arguably "real" anime.