DIGITAL GUIDE
CHRISTMAS LIGHT SHOW

AVALANCHE CREATIVE

NORTHBOUND STUDIO

DIGITAL GUIDE
CHRISTMAS LIGHT SHOW

Learn how to run highly successful digital marketing campaigns for your Christmas Light Events.

With this plan we helped the Christmas Lite Show in Grand Rapids (christmasliteshow.com):

- Go from 0 customer emails to over 13,000 in 45 days and spent less than $1,200 to acquire those emails.
- Break 20 year overall ticket sale records, weekend records, and single day records
- Get a return on ad spend over 1,500% (about $1,000 spent that generated $18,000)
- Create a systematic approach to generating new business, and measuring everything to understand exactly where to spend money for the highest return.

By using this plan, we hope that you'll be able to create the same experience for your Christmas Light Events.

We're happy to consult, answer questions, and of course, provide service to you in numerous ways. Do not hesitate to get in touch with us at lance@avalanchegr.com or call 616-965-6743.

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RESOURCES CHECKLIST

Before diving into the campaigns, you need to make sure all of your marketing and technology assets are in order. The reason our campaigns were so successful comes down to carefully creating, selecting, tracking and leveraging the right stack of marketing software and technology.

Without the best website solution, the best graphic design materials, and so on, you cannot run a successful campaign.

Make sure you have the following:

- Website: A website that allows users to purchase tickets directly from your website (not on a third-party site like EventBrite - plus that costs more for you) - we recommend Shopify. More on the why later...

- * Content creation & branding: Beautiful, engaging graphic design materials; custom designed tickets, consistent colors and fonts, etc. Make sure you have a brand guideline. People need to see consistency in your brand in order to recall.

- Social media: make sure you have at least a Facebook and Instagram account setup with the correct information listed.

- Email: Make sure you have an email marketing software selected. We recommend MailChimp, which works well in connecting to your Shopify website (more on that later)

- Facebook Advertising: if you don't already, make sure you have Facebook's Pixel on your website. If you don't already, get it there NOW. More on this later.

THIS WAY!

First thing's first. You need to have a website that allows people to purchase tickets directly on your site. Why?

With the right marketing data and analytics tools (Facebook's Pixel), you'll be able to use the data on WHO purchases in order to identify NEW customers. If your purchases happen on third-party sites, it makes it harder and sometimes impossible to leverage data to help you find even more customers.

If your purchases happen on a third party site, you can't track where they came from, meaning you can't connect campaign advertising dollars to purchases. It doesn't feel very good to just spread a bunch of money around and hope that one really successful campaign makes up for a bunch of lousy ones.

Having the purchase happen on your site allows us to identify where the customer came from so we can invest more money in the right campaigns.

Think of it this way:

* Campaign A: On average you spend $5 to acquire a new customer who pays $20
* Campaign B: On average you spend $15 to acquire a new customer who pays $20
* Campaign C: On average you spend $1 to acquire a new customer who pays $20

If you don't know the difference in all your campaigns, the average for A, B, and C together is $7 spent to acquire one new customer who pays $20.

Why would you keep spending $7 on average when you've got one campaign that returns a customer for $1? If you knew this information, you'd stop Campaign A & B, and just scale up C. But, you don't know that if you don't measure campaigns accurately. You can't do that for your Christmas Light Show event if you don't have a website that allows for purchases.

You might think, "but EventBrite has all these features we love!"

Yup, so does our application. Everything you get on EventBrite, plus you save money.

See here:

The Math at 5,000 tickets sold at $20/ticket:
Your EventBrite Profit: $92,550
$.99 per ticket
2.5% of every ticket

Our Shopify Solution Profit: $99,960
$20 per month for 2 months

Conclusion:

You need a website that allows you to sell your tickets directly on it for numerous reasons:

° It's cheaper
° More user friendly for customers
° Allows you to make better marketing/advertising decisions

## Branding helps establish recognition among competition in order to attract and retain loyal customers.

Your brand is who you are in the eyes of your customers. In marketing terms, it is comprised of all of the visual and verbal messaging that comes from your business. This includes your logo, the main visual marker of your business, but it also includes your typography, colors, and imagery across all media.

Successful branding can help a company create and maintain a positive reputation. When you see the familiar logo, or color scheme of a brand you trust, you naturally gravitate toward it.

We take the time to understand your business and your story to create a brand that really conveys who you are and what you bring to your community.

In the case of our client — Christmas Lite Show — in Grand Rapids, we established a nostalgic brand that appealed to children and families.

Your brand has a story. Own it and tell it with beautiful content, consistent with your brand's story.

MAKING LIFETIME MEMORIES

CHRISTMAS LITE SHOW

20 YEARS OF CHEER

MAKING LIFETIME MEMORIES
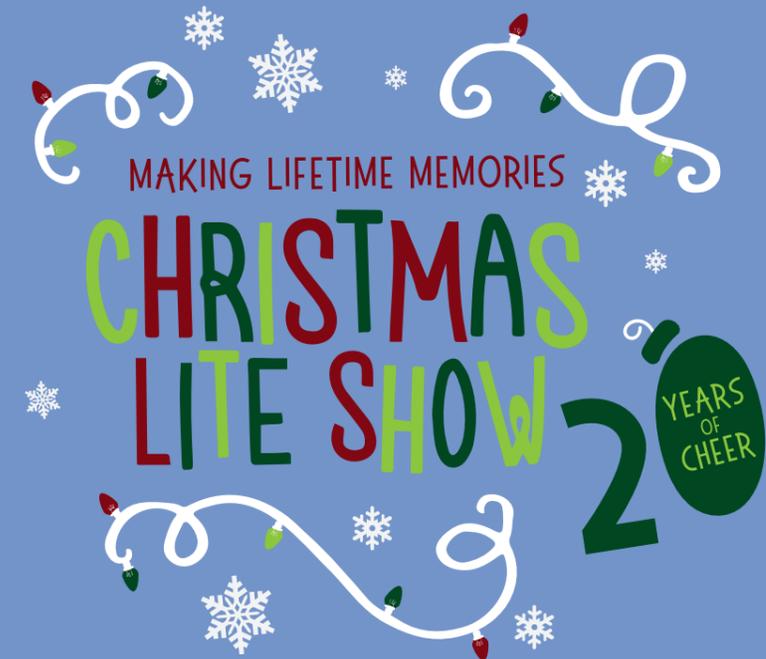
Make a plan.

Social media is a great way to stay personally connected to your customers, make sure you're addressing their issues and questions, and build loyalty by being responsive and consistent in tone.

In order to be successful with your social media, you need to have a plan and content calendar. We build our social media plans around events and important dates. Do you have special days during your event?

Examples of these events could be your opening day, holidays, or special guests. To make sure your customers are aware of your events, build a content calendar and make sure you're posting often, and ahead of time.

No one will see any of your well-planned out posts unless you've built a solid following. After establising this following, you can use your social media as a tool to build relationships with your customers and market to them.

Social media campaigns keep your business in your customers' minds give them reasons to come back, and an easy way share your information with others.
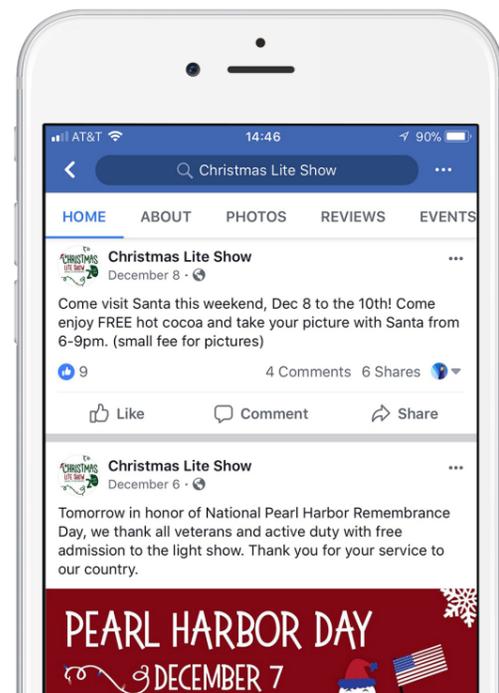
"If you aren't utilizing email marketing properly, you're leaving thousands on the table."

It doesn't matter what the industry is, email marketing on average returns $38 for every $1 spent on it. It's cheap and still highly effective.Because we measured everything we did for the Christmas Lite Show, we found that to be completely true for this industry as well. Email Marketing isn't hard to put together, but what can be hard and confusing is putting together a winning strategy. Here's a checklist to make sure you have everything you need to get started with a strong email marketing strategy:

1. Select your software. We suggest MailChimp because it has a great integration with eCommerce sites, especially Shopify. You can connect it to your site and it will automatically see what item your customer purchased. That's fantastic for next years event when you can just send that person an email, encouraging them to buy what they bought the previous year.
2. Make sure it is connected to the point of sale. Meaning, make sure that every customer that buys from your website is automatically being added to your email marketing lists. Don't even give them the option to opt out. People will do that on their own if they want to later, plus, if you give them a good enough reason to be on the list, they won't leave it! Which leads us to...
3. Make sure you have an irresistible offer on your website. For the Christmas Lite Show in Grand Rapids it was first the opportunity to enter for a chance to win the "Golden Ticket" Giveaway (more on that in the Contests section), then it was an exclusive, online only $2 off coupon that was automatically delivered after a website visitor provided their name and email in a form (we received a whopping 70% of people that saw that offer to give us their email in exchange (more on why that's so valuable later).
4. Only promote one offer per product available. For example: we only ran the $2 off coupon once the Golden Ticket Giveaway Contest was done. Both offers were for the general admission to the Christmas Lite Show. We did, however, have other offers for the other one-off events like the bike ride and run events.

NORTH POLE

If you aren't using Facebook Advertising to find new customers, you are missing out on thousands of potential customers.

We aren't talking about boosting posts or posting on your Facebook page. Facebook's Ads Manager is a completely different beast.

Facebook's Ad Manager allows you to highly target individuals based on thousands of behaviors, interests, locations, and more.

It was a combination of Facebook and email that allowed us to generate over **$18,000 in sales** from just over $1,000 in ad spend.

Here's how to get started with Facebook Advertising for your business:

1. The first thing you need to do to get started leveraging Facebook's Ads Manager is to make sure you have an Ad account created for your Christmas Light Show.
2. After creating your ad account, create a pixel.
3. Place your pixel on your website (Facebook provides instructions). If you have Shopify, this will be very easy to do.
4. If you are using Shopify, Facebook will automatically be able to capture events that take place on your site such as "add to carts" and "purchases". If you are not using Shopify, it may be trickier to do, but entirely possible.

I know, you are probably wondering still, "what is this Facebook Pixel business?"

Let us make it simple for you:

Facebook's pixel is a little code that exists on every page of your site. By having this code on your site, Facebook will be able connect your website visitors to their Facebook account. When they know who is visiting the site, it allows them (and us) to do some pretty amazing things.

What amazing things?

Here are a few that we used for the Christmas Lite Show:

- When you create an ad in Facebook, you set a goal. Goals can be purchases, signing up for a contest, whatever you want, really! Those goals help us measure the success of the adds we are running.

- When a goal is met that Facebook's pixel can measure, it starts to learn about the person that clicked the ad and met your ad's goal. Once that's happened enough, Facebook gets really really good at finding people that are likely to do the same thing. So, over time, if you run your ad correctly, you'll reduce the cost to meet your goal.

- Secondly, you can also create what's called "Lookalike Audiences." Once you've had a considerable amount of people make a purchase on your site (the more the better), you can export your customer emails from your email marketing software and import that list into Facebook. Facebook will then connect email addresses to Facebook accounts and create your Lookalike Audience, which is essentially a way of saying to Facebook, "Hey Facebook! Take these people that have bought tickets from my website and go find people just like them who are likely to buy from me!" By doing that, you'll be targeting not only more people, but more of the right people, reducing your cost to acquire customers. This is what allowed us to go from $0.30 to acquire a potential customer email to $0.17 on average.

This is what ties it all together.

Your campaigns are what tie your entire marketing technology assets together. From your website to social media, facebook ads, email, and the design you use consistently throughout, it becomes a complex symphony that can either delight and be a beautiful work of art, or can be a complete screeching train wreck that breaks the bank.

We did a few campaigns throughout the Christmas Lite Show's season, but none were as effective and created as much opportunity as our "Golden Ticket Giveaway."

The backstory: The Christmas Lite Show came to us with 0 customer emails to work with for marketing. If you read through the Facebook Advertising and Email Marketing sections, you're getting an idea of just how challenging that can make running a highly successful campaign.

We knew we needed a powerful way to generate potential customer emails quickly and cheaply.

2017 was the 20th year anniversary for the Christmas Lite Show in Grand Rapids, MI.

We decided to capitalize on the milestone with a **HUGE** giveaway contest.
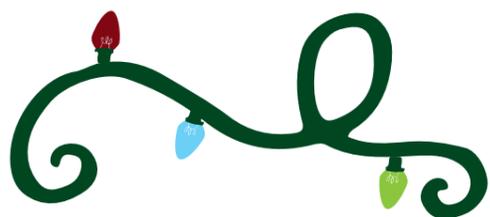
THE GOLDEN TICKET GIVEAWAY

One lucky person would receive a Golden Ticket pass for their family that would allow them to go through the Christmas Lite Show for as much as they wanted for the rest of their lives.

The offer was BIG. And, it had to be if we wanted to get people to go to the site and enter, which they did, by just providing their name and email.

Once they entered on the site, a few marketing technology automations happened:

1. They were immediately given a bonus opportunity: share their unique entry link with friends and family through social media, email, text, etc and if they earned 20 referral points, we'd give them a free Christmas Lite Show ticket. This allowed us to create a viral effect where people would share on their social media accounts for us, for free. 20 was achievable, but not easy. Most didn't make it in the timeline allowed.

2. Secondly, each person that entered was then subscribed to an Email Marketing automation where they would receive about an email a week for 4 weeks with a few different pieces of highly focused content:

   a. An introduction to a brand new event/opportunity at the Christmas Lite Show
   b. An email with a call to action to see how many entries they've earned and a reminder that they can earn a free ticket with 20 referral entries.

3. The entire campaign lasted from Nov 1st - Nov 30th. On December 1st, we announced the winner via email. **Now, here is where the real opportunity happened.** We had spent hundreds of dollars to promote the contest on Facebook Advertising, did a little bit of local PR on the radio and a couple of local TV segments. There was a sizeable time and money investment made on this campaign, so we wanted to get a great return, if nothing more than a great stunt to get the word out about the show. On December 1st the email that we sent to over 7,000 entrants read in the subject line, "Announcing the Winner of the Golden Ticket Giveaway!" Entrants opened the email to see if their name was in the email. Of course, only one name was there, but within the contents of the email was a consolation prize, an exclusive offer for a discounted ticket that would expire within 24 hours!

The time-sensitive, exclusive deal of the discounted ticket allowed us to generate $3,000+ from that one email! In a matter of hours, we'd made back more than what we spent in Facebook ads, plus had thousands of potential (in-market) customer emails to work with in order to email them later throughout the season to get them to make a purchase, which we did!