Performance Marketing Plan

Crafting a Digital Marketing Strategy to Scale GetREAL’s Artist and User Acquisition in 2024

GetREAL



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Fortune enough to have worked for 200+ established brands and startups globally. Spend over 100 Cr ad budget on 10+ platforms".



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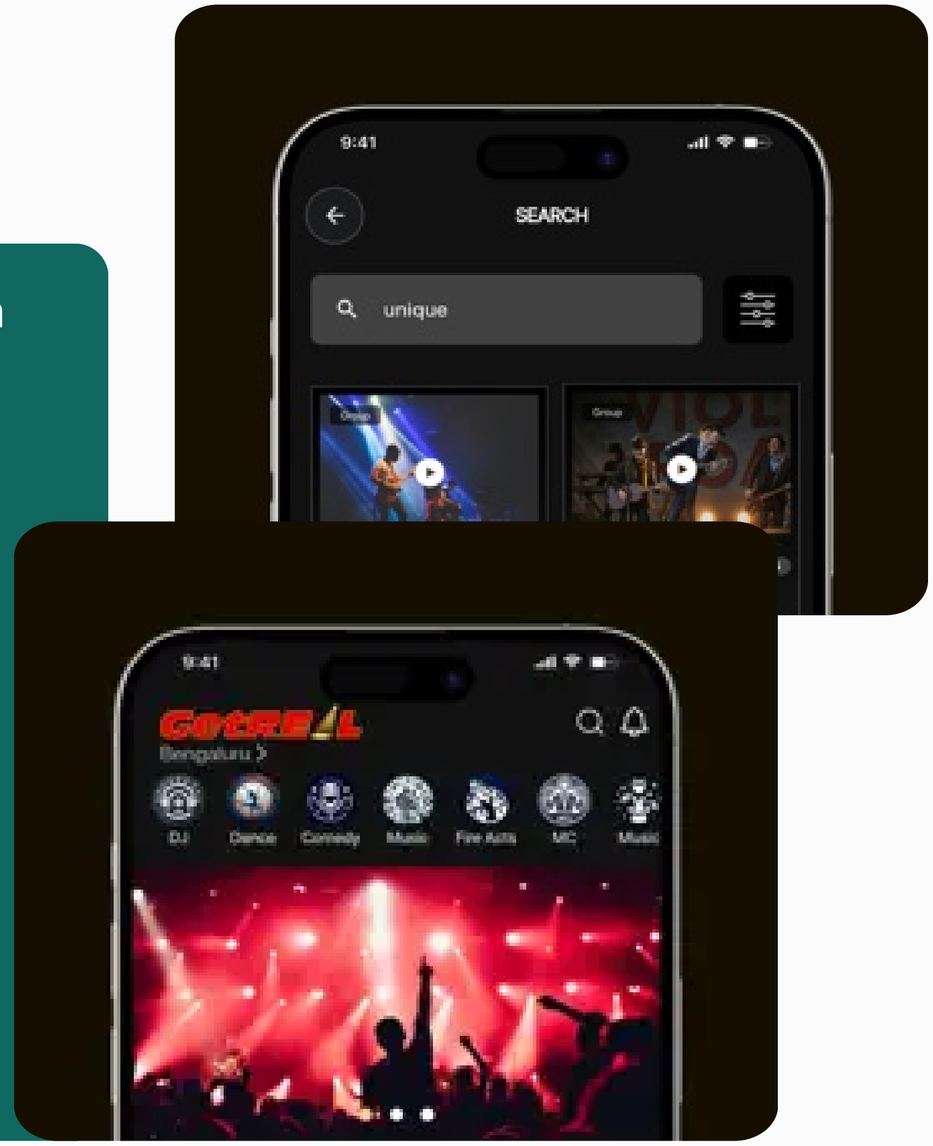


GetReal Overview

GetREAL is a pioneering mobile and web app platform, available on Android and iOS, designed specifically for the discovery and booking of performance artists across a wide range of disciplines.

For Artists:
GetREAL offers a platform for artists to manage bookings, grow their fan base, and collaborate with other artists. It also provides marketing tools and networking opportunities.

For Users:
GetREAL allows users to explore a large selection of performers from around the world. Users can filter artists by genre, location, and performance ratings.



Project Timeline

The marketing campaign aims to generate high-quality GetReal sales through a multi-channel, data-driven strategy. Below is the timeline detailing key phases and weekly milestones.



Digital Marketing Strategy to Scale GetREAL's Artist and User Acquisition

- Target Audience Research & Persona Development.
- Optimized User Acquisition Funnel.
- Multi-Channel Marketing Strategy.
- Influencer Partnerships and Collaborations
- Community Building & Engagement.
- Content Marketing and SEO.
- Data-Driven Decision Making.
- Partnerships & Events.
- App Store Optimisation (ASO).
- Budget Allocation & Timeline.



Top Competitors

BookMyArtistIndia

A platform that connects you with celebrities for endorsements, events, and shoutouts.

Guru / CueUp / PartyOne

An online freelance marketplace with local musicians for hire.



Live101 / GoBananas India

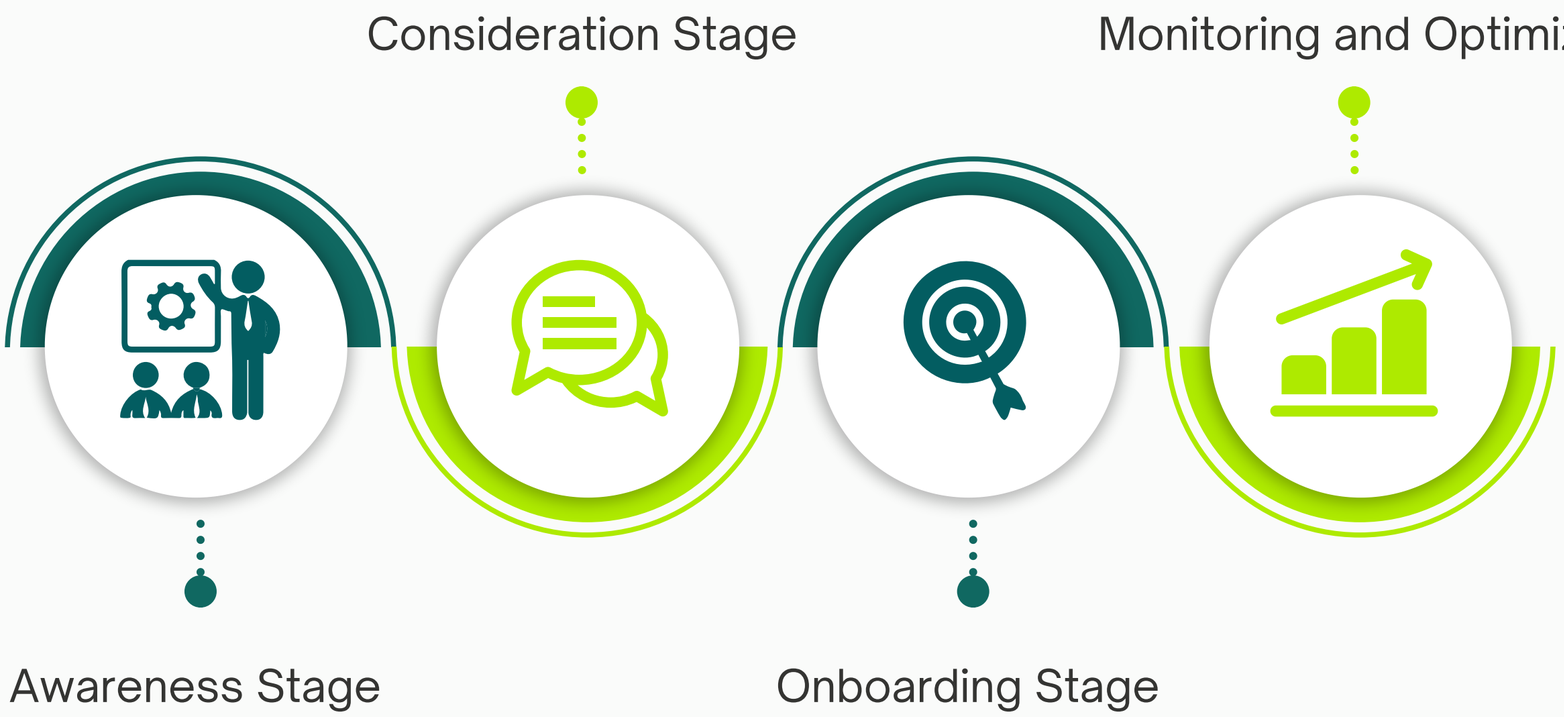
An online platform for booking live artists for events.

Upwork

A large freelancing platform with thousands of freelance musicians to choose from. You can search by "talent" or by project, and hire musicians on hourly or fixed-price contracts.

App Installation Plan & Funnel

App Installation funnel for GetReal App, detailing the stages of awareness, consideration, onboardingand monitoring.



Target Audience Segmentation



Artists:

- Emerging, mid-tier, and established artists across various mediums (Painters, DJ’s, Musicians, Chef, Comedians, Magician, Photographers, etc.).
- Age: 18-45
- Platforms: Instagram, Facebook, LinkedIn, YouTube, Reddit communities



Users:

- Art Enthusiasts, Collectors, Fans, Party Planners, Event Management Companies, and individuals seeking to commission artwork.
- Age: 18-55
- Platforms: Instagram, Snapchat, Pinterest, Facebook, Youtube, Art Forums.

User Audience Persona

01 B2C - Creative Event Planner

- Demographics: Age: 30-45, Gender: Female, Location: Urban areas, Income: $60,000 - $100,000/year
- Interests: Event planning, entertainment, social gatherings, art, and culture.
- Pain Points: Difficulty finding reliable and talented artists for various events, Limited time to search and vet artists, Need for creative and unique experiences to offer clients.
- Goals: To deliver memorable and personalized events, To build a network of trusted performers and vendors.

02 B2C - Individual Celebrator

- Demographics: Age: 25-40, Gender: Male/Female, Location: Urban/suburban areas, Income: $40,000 - $80,000/year
- Interests: Hosting parties, art appreciation, live music, gourmet food, and unique experiences.
- Pain Points: Overwhelmed by options when hiring artists for personal events (birthdays, weddings), Concerns about quality and reliability of hired talent.
- Goals: To create unforgettable experiences for themselves and their guests, To ensure that events are unique and reflective of their personal style.

03 B2B - Corporate Event Coordinator

- Demographics: Age: 30-50, Gender: Male/Female, Location: Urban centers, Income: $70,000 - $120,000/year
- Interests: Corporate events, networking, team-building activities, and professional development.
- Pain Points: Need for diverse entertainment options that cater to a professional audience, Pressure to deliver high-quality events within budget constraints, Difficulty sourcing reliable vendors in a timely manner.
- Goals: To enhance company culture through engaging and innovative events, To establish long-term relationships with dependable entertainment providers.

04 B2B - Venue Owner/Manager

- Demographics: Age: 35-60, Gender: Male/Female, Location: Major cities and tourist destinations, Income: $100,000+/year
- Interests: Venue management, hospitality, events, and client relationships.
- Pain Points: Challenge of consistently booking talent to attract clients, Need for a diverse lineup to appeal to various demographics and event types.
- Goals: To increase venue bookings and revenue through diverse entertainment options, To create a reputation as a go-to venue for high-quality events.

Artist Acquisition Strategy:

Targeted Ads & Social Media Campaigns:

- Use Instagram, Snapchat, Sharechat and YouTube to showcase artist success stories and platform benefits.

Exclusive Features:

- Offer performance artists specialised profiles with video showcases, event booking features, and custom portfolios.

Incentives:

- Provide early sign-up bonuses, exclusive promotion, and higher visibility on the platform for those who complete profiles.

Artist Community:

- Build a supportive community with networking opportunities, workshops, and collaboration events to encourage engagement.

Referral Program:

- Reward artists for inviting peers, and boosting the network effect.



Social Media Tactics For Artist Acquisition Strategy:

Social Media

- Targeted Ads: Run Facebook, Instagram, and Snapchat, Sharechat ads targeting artists and creatives.
- Influencer Collaborations: Partner with art influencers to promote the platform and share success stories.
- Hashtag Campaigns: Launch creative challenges using branded hashtags to encourage artist participation and content sharing.

Content

- Artist Spotlights: Feature profiles and success stories of artists on the platform.
- How-to Guides: Create video tutorials and blog posts on building a strong profile and leveraging GetREAL for career growth.
- Webinars: Host live webinars and workshops with industry professionals to attract artists.

Digital Advertising

- Google Ads: Use search and display ads targeting keywords like "promote art online" and "platforms for artists."
- Retargeting Campaigns: Run ads to re-engage visitors who didn’t complete the sign-up.
- Referral Program: Launch a referral system, incentivizing current artists to invite others.



User Acquisition & Engagement Strategy:

Targeted Ads & Influencers:

- Run ads and partner with influencers to showcase unique artist experiences.

User-Friendly Search & Filters:

- Simplify the booking process with intuitive search tools based on style, genre, and budget.

Exclusive Deals & Limited Offers:

- Offer limited-time discounts or exclusive access to featured artists for first-time users.

User Reviews & Testimonials:

- Highlight real customer stories and reviews to build trust and encourage bookings.

Email Campaigns & Notifications:

- Use personalised emails and app notifications to promote new artists, events, and special offers.



Digital Channels For User Acquisition & Engagement



Social Media (Instagram, Snapchat, Moj, Sharechat, YouTube)

- Showcase artist performances, success stories, and behind-the-scenes content.
- Optimisation: Use engaging visuals, influencer collaborations, targeted ads, and trending hashtags to reach potential users.

Search Engines (Google Ads, SEO)

- Capture intent-driven traffic through keywords like "hire artists" or "book live performances."
- Optimisation: Focus on high-intent keywords, optimized landing pages, and Google Search & Display Ads.

Partnerships (Art Communities, Event Platforms)

- Partner with local art communities, event organizers, and related apps to cross-promote GetREAL.
- Optimisation: Offer exclusive deals and create co-branded campaigns for mutual promotion.

Email Marketing

- Promote artists, offer booking reminders, and send personalized recommendations to users.
- Optimisation: Use segmented lists and A/B testing for subject lines and offers.
- Influencer Marketing

Collaborate with popular creators in the art and event space to promote the booking platform.

- Optimisation: Choose influencers whose audience aligns with GetREAL's target user base and track conversions through promo codes or links.

Performance Marketing & Data-Driven Insights.

Channel Selection:

Paid Search Ads

Use Google Ads and Bing Ads to capture high-intent traffic with targeted keywords.

Social Media Ads

Leverage Facebook, Instagram, and Snapchat ads to reach a broad audience with engaging creatives

Influencer & Affiliate Marketing

Implement Google Display and retargeting ads to re-engage visitors who haven’t converted yet.

Display & Retargeting

Partner with influencers and affiliates to drive traffic through trusted recommendations

Performance Marketing & Data-Driven Insights:

Ad Creatives & Messaging



Ad Creatives & Messaging

Craft ad copy and visuals focused on user benefits, such as discovering unique artists and exclusive experiences on GetREAL.

Performance Marketing & Data-Driven Insights:

Optimisation for Key Metrics and A/B Testing

CPC
Test multiple ad creatives, targeting options, and bidding strategies to lower costs while maintaining high-quality traffic.

CAC
Implement conversion tracking and optimize ad spend towards the most profitable segments.

ROAS
Continuously evaluate return on ad spend by optimizing underperforming ads and increasing budgets on high-ROI campaigns.

A/B Testing
Conduct ongoing A/B tests for headlines, ad formats, CTAs, and landing pages to improve performance over time.

Using Data & Analytics to Improve Campaigns

Tracking Key Metrics

- Use tools like Google Analytics, Facebook Ads Manager, and conversion tracking pixels to monitor CPC, CAC, and ROAS in real-time.

Data-Driven Campaign Adjustments

- Audience Segmentation: Analyze user demographics, behaviors, and interests to refine targeting. Adjust bids for the best-performing segments
- Ad Performance: Identify underperforming ads, adjust creatives, and allocate more budget to the highest-performing ads and channels.
- Conversion Path Analysis: Review user journeys to optimize landing pages and reduce drop-offs.

Real-Time Monitoring & Optimization

- Implement automated rules to pause underperforming campaigns, adjust bids, or increase budget for campaigns hitting performance goals.

Reporting & Insights

- Regularly review campaign reports, identify trends, and use predictive analytics to forecast performance and make data-backed decisions.

Budget Allocation Strategy

Strategic distribution of our monthly budget for optimal outreach.

01



Social Media Marketing (SMM) Meta Ads:
Allocation: (45%) Budget

02



Search Engine Marketing (SEM) Google Ads:
Allocation: (25%) Budget

03



Display Advertising (Google Display Network)
Allocation: 15%) Budget

04



Content Marketing, Email Marketing and
WhatsApp Marketing
Allocation: (15%) Budget

Creative Direction

1. Campaign Components

A. Video Storytelling Series

- **Content:** Create a series of short videos highlighting different artists (painters, musicians, chefs, etc.) using GetREAL to showcase their talents. Each video will focus on an artist's journey, their creative process, and a memorable event where they performed or showcased their work.
- **Platforms:** Share on YouTube, Instagram Reels, TikTok, and Facebook.

B. User-Generated Content Contest

- **Content:** Encourage users to share their experiences of hiring artists through GetREAL by posting photos/videos with the hashtag #GetREALExperience. Feature the best content on GetREAL's social media and website.
- **Incentive:** Offer prizes such as discounts on future bookings, exclusive access to artists, or merchandise.

C. Interactive Virtual Event

- **Content:** Host a live virtual showcase featuring a lineup of artists. Users can book performances, participate in Q&A sessions, and experience live art-making or cooking demonstrations.
- **Promotion:** Use email marketing, social media, and partnerships with influencers to promote the event.

2. Execution Plan

- **Content Creation:** Collaborate with videographers and artists to produce high-quality videos and promotional materials.
- **Social Media Strategy:** Develop a content calendar for regular posts leading up to the campaign launch. Use engaging visuals and stories to keep audiences invested.
- **Partnerships:** Collaborate with art and event influencers to promote the campaign and increase reach.
- **Email Marketing:** Create targeted email campaigns to inform existing users and artists about the campaign, encouraging participation and engagement.









Measuring Success of Campaign

User Acquisition Metrics

- Downloads
- Cost Per Install (CPI)
- Conversion Rate

User Engagement Metrics

- Active Users DAU and MAU
- Session Length
- Sessions per User

Retention Metrics

- Churn Rate
- Retention Rate

Monetisation Metrics

- Average Revenue Per User
- Customer Lifetime Value (CLV)
- In-App Purchase Rate

User Feedback Metrics

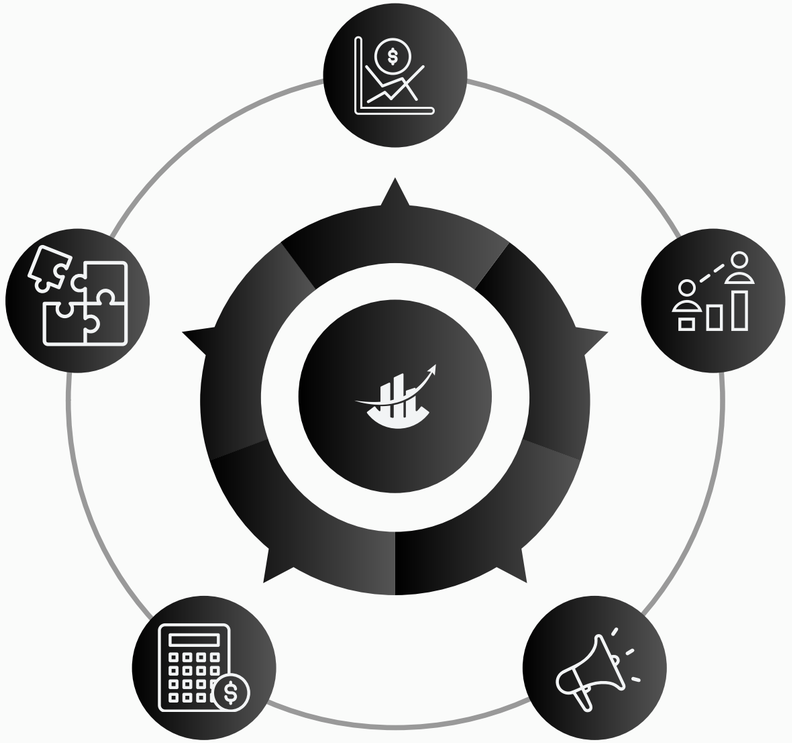
- App Store Ratings and Reviews
- Net Promoter Score (NPS)

Campaign-Specific Metrics

- Click-Through Rate (CTR)
- Engagement Rate

Referral and Virality Metrics

- Referral Rate
- Viral Coefficient



Measuring Success and Analytics Tools of Campaign

Analytics Tools

- Google Analytics for Mobile Apps
- Firebase Analytics

App Store Analytics

- App Store Connect (iOS):
- Google Play Console

Marketing Automation Tools

- HubSpot
- Mailchimp

Attribution and Tracking Tools

- Branch Metrics
- Adjust





THANK YOU

For watching this presentation

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