OUTREACH MARKETING

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WHAT IS IT?

- *"Outreach marketing is a marketing tactic that involves reaching out to potential customers, influential individuals, or brands with a strong relationship with your target audience." (Hyperise)*
- It involves developing relationships with influential people in your industry to discuss partnership opportunities. *(Indeed, 2023)*
- Can also use outreach marketing to contact other businesses and establish a complementary relationship to grow both your brands. *(Indeed, 2023)*

OUTREACH MARKETING GOALS

- Driving brand awareness
- Promoting your products or services
- Communication with customers through trusted parties
- SEO outreach for backlinks (e.g. to bloggers)
- Gathering data (through studies and surveys)
- Boosting customer retention
- Brand partnerships and collaborations

(Hyperise)

THE STRATEGY

- Creating relationships using e-mail marketing, direct messaging on social media, connecting with LinkedIn profiles.
- Outreach marketing messages might be dismissed as spam, to avoid that, they need to be personalised and show genuine interest.
- This strategy is also known as Influencer Marketing. "Since the company partners with influential people, the outreach campaign taps into an existing market. Content promotion from an influencer tends to be more effective than paid ads and focuses more on building relationships than making a quick sale." *(Cannon, 2023)*

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- "Outreach marketing is more than just reaching out to Instagram influencers. It’s an overarching digital marketing strategy that can include all kinds of content creators. By reaching out to companies with a valuable online presence, small businesses that aren’t competitors but share a common audience can pool resources to attract each other’s audiences." *(Cannon, 2023)*

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PARTNERSHIPS

- As a festival, we want to partner up with already existing brands that share similar values.
- Instead of being seen as competition, we want to collaborate with other companies to raise our brand awareness.

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- Our aim is to create a community, that other brands would want to be a part of.
- To do so, we need to deliver a quality product and gain a good reputation.
- "But those who help create a sense of unity across their organizations will be far more trusted than those who perpetuate division." *(Carucci, 2021)*

HUSTLE
A PRO WRESTLING SUPERLATIVE

PlayFIGHT

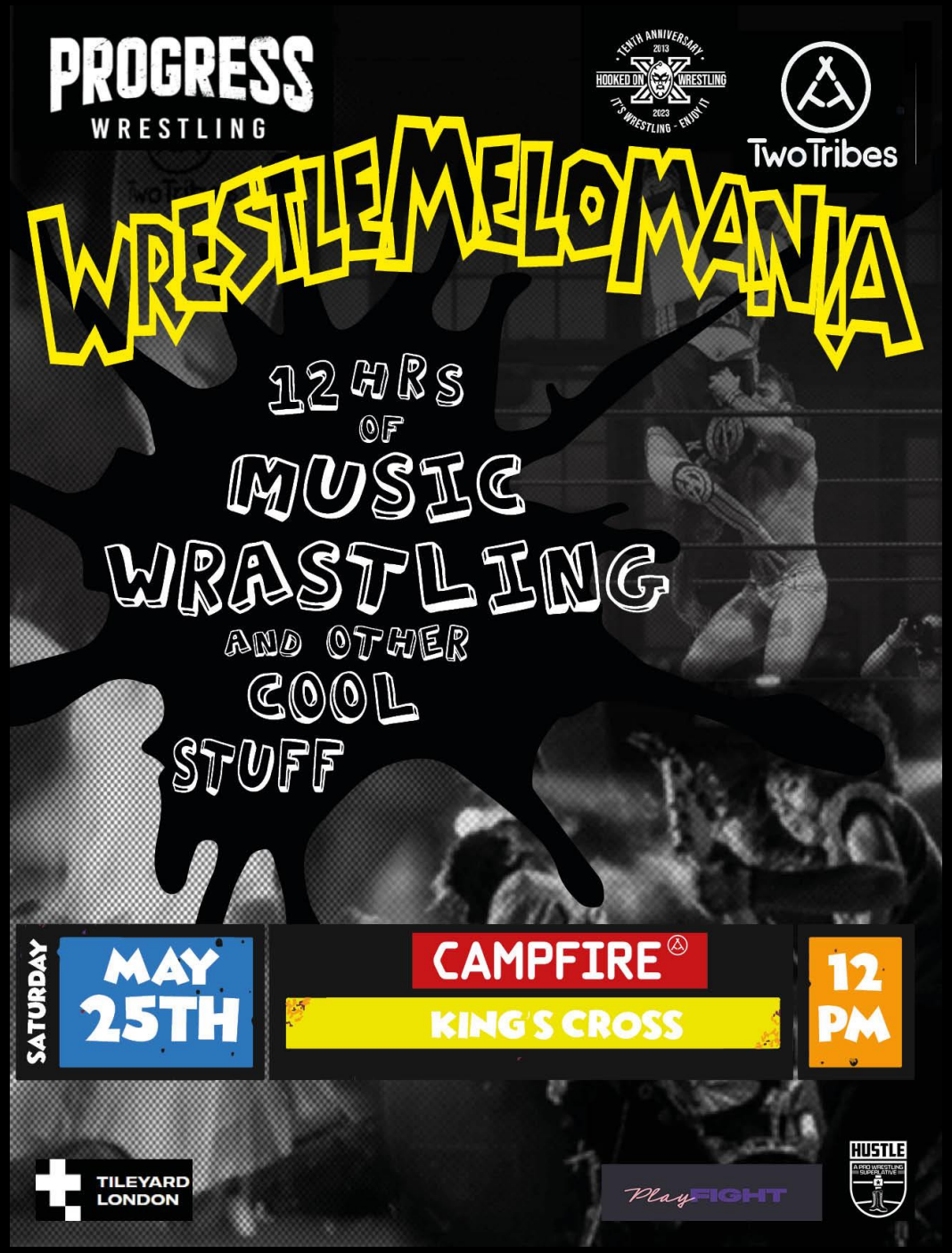
TENTH ANNIVERSARY
2013
HOOKED ON WRESTLING
2023
IT'S WRESTLING - ENJOY IT

WRESTLEMELOMANIA

PROGRESS
WRESTLING

TILEYARD
LONDON

TwoTribes


PROGRESS
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TwoTribes
WRESTLEMELOMANIA
12 HRS
OF
MUSIC
WRASTLING
AND OTHER
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25TH
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PM
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LONDON
PlayFIGHT
HUSTLE

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- By collaborating with other companies (Two Tribes, PROGRESS, Hooked on Wrestling, Tileyard, Playfight, Hustle) and individuals (bands and musicians), we will gain access to their audiences who could potentially become our followers as well.
- "Sometimes people seem to trust the third-party's recommendation more than someone who talks about themselves." *(Hanh, 2022)*

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INFLUENCER MARKETING

- Reaching out to bloggers, YouTubers, press, social media personalities and other influential people might be time consuming and expensive, but with the right approach it could really get the name out there:
- "Build relationships with top journalists in your niche and get press coverage
- Connect with popular bloggers in your niche and promote your content
- Attract links to your target pages and grow your organic footprint" (Rashidi, 2020)

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- As a festival we are more likely to attract attention than a physical product because it offers a fun experience.
- We would be offering tickets and other freebies in the exchange of feedback, having influential people at the event posting pictures and stories would get their followers interested and more likely to attend next year.

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"According to research, 71% of marketers find customers gained through influencer marketing to be of a higher quality than those gained through marketing other channels. One reason for that is that people value the opinions and recommendations of people they look up to." (Hyperise)

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SOCIAL MEDIA INTERACTION

- Being active and interactive on social media will bring more attenion to our profiles.
- Instead of just posting our own content it is important to engage in conversations within the community (in our case, wrestling and music)
- *"community marketing is just like farming. You have to get individuals nurtured and create a name by yourself. It will help you be familiar with other members of your community." (Hanh, 2022)*

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A festival is a collaborative event in its nature, therefore building strong relationships is vital in establishing an audience and a reputable public image.

The brand we are building is a community and the most effective way to achieve that is to reach out to other likeminded companies and individuals.

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