



Digital Communication Plan

Objective

Increase sales and attendance by 5% from January to March by increasing WEC's visibility online and increasing audience engagement on social media.

Audience

- 18-22 year old college students and recent graduates that live in the DC Metro area.
- Strong interest in independent films, documentaries, and foreign films.
- Willing to try new and exciting things
- Small disposable income for entertainment purposes
- Internet savvy and heavy users of social media
 - Reply on their social network for film recommendations, hot spots around town, etc.

Key Messaging

We love good films just as much as you do and we don't think you should have to travel far to see them. This is why West End Cinema has provided a unique film experience where you can enjoy a beverage from our full-service bar, a snack from our concession stand, and watch the latest independent/foreign film or documentary.

Strategy

- Position WEC as a theatre dedicated to showcasing documentaries, independent and foreign films.
- Highlight the unique experience of WEC by emphasizing amenities.
- Encourage the submission of user-generated content on social media platforms.

Tactics

YouTube: Develop a “90 Seconds With...” video series that includes film/food reviews, interviews with actors/directors/writers, and film trailers. Develop a “trailer” for the cinema by providing a tour the theatre and showcasing the unique food and beverage options. This video can be shared in news releases and promoted on other social media channels.

Facebook: Primary channel to encourage user-generated content by encouraging patrons to leave reviews, comments, videos, pictures, etc. Facebook will be used to host contests, giveaways and promotions.

Blog: Restructure and reinvent the current blog. Will be used as a platform to issue social media news releases and publish film related blog entries twice per week.

Newsletter: E-mail newsletter will be sent bimonthly and will include new/soon to be released films, links to user submitted reviews, embedded videos from WEC’s YouTube channel and other WEC news. Include hyperlink to purchase tickets.

Evaluation

YouTube Analytics and Facebook Insights will be used to measure page/video views, number of comments/shares, and further analysis will be done to determine what types of comments are left.

Google Analytics will be used to determine where website traffic is coming from. WEC’s main webpage will be analyzed along with the Showtime & Tickets webpage to measure sales conversions.

Constant Contact will be used to publish and deliver the newsletter. The number of people that subscribed, opened each newsletter, and followed the link to purchase tickets will be measured.