

Saint Joseph's University/Jesse McCartney Marketing Plan

Announcement Date: Wednesday, November 15th Private - via Instagram and Balloon drop

Concert Date: December 8th, 2017

On-Sale: On- Campus Free tickets available starting December 7th 5-pm

On Campus Promotions:

Posters - Tuesday, November 20th

Digital Signposting: November 27th

Social Media

Quarter Sheet Flyers- November 15th

Social Media:

Facebook Event: November 25th

Twitter Feed: December 1st, December 4th, December 7th

Instagram Feed: December 1st, December 4th, December 7th

Snapchat/Live (day of concert): December 7th and 8th

Support Needed:

Any images/ posters the artists prefers

Any video clips the artists would like us to utilize through promotions

It is a private show and the artist should NOT post anything about it.

Contest Details: The first 9 people in line for tickets will win a signed poster the day of the show.

Schedule:

November 15th	Quarter Sheet Flyers
November 22nd	Facebook Event Post
November 27th	Digital Signposting
December 1st	Twitter Post/ Instagram Post
December 4th	Twitter Post/ Instagram Post
December 7th	Twitter Post/ Instagram Post/ Snapchat
December 8th	Snapchat live

December 1st: Twitter/ Instagram Post



Caption: SJUbyU presents Jesse McCartney as an Acoustic Duo this fall on Friday December 8th. Doors open @8:45 with a beginning appearance with Jeff LeBlanc. Make sure to bring cash for sold merchandise. Tickets will be available Thursday December 7th from 5-7pm in Campion. The first 9 people that receive their ticket will win a signed poster the day of the show! #SUBmerged

December 4th Twitter/ Instagram Post



Caption: SJUbyU tickets for Jesse McCartney as an Acoustic Duo are available first come first serve on Thursday December 7th in Campion from 5-7pm or until they run out. Tickets are free for all SJU undergraduates. Make sure to bring cash for sold merchandise the day of the show. Also, don't forget the first 9 people that receive a ticket will win a signed poster the day of the show! #SUBmerged

December 7th Twitter/Instagram Post

You Could WIN
an autographed poster of
Jesse McCartney

Contest Rules:
The first 9 people in line
that receive a ticket will
win an autographed poster
the day of the show.

Tickets Available:
12/7 from 5-7pm Campion
Day of show:
12/8 starts at 9pm



Caption: Don't miss out on a chance to win a signed poster of this Fall's SJUbyU choice Jesse McCartney. All contestants must receive a ticket, which can be picked up Thursday December 7th from 5-7pm in Campion. The first 9 people who receive a ticket will win a signed copy the day of the show Friday December 8th in the Perch. Don't miss this great opportunity!
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