



2024

BRANSON, MS



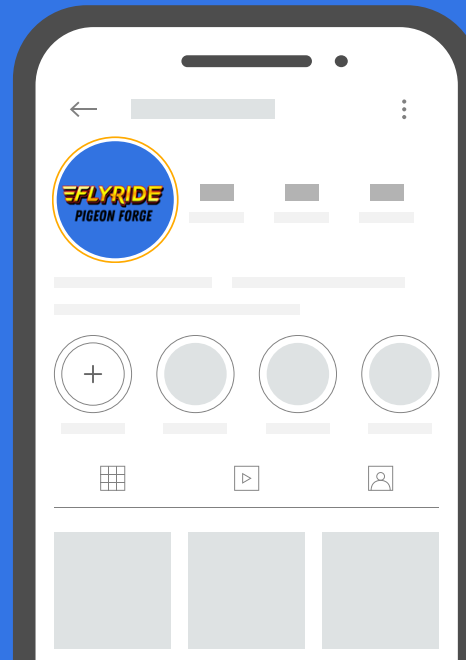
PIGEON FORGE, TN

FLYRIDE

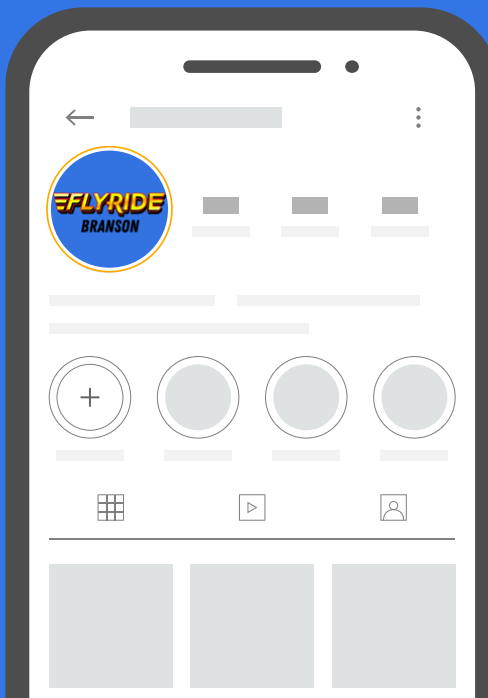
CONTENT PLAN

INSTAGRAM + META

1) Create an IG profile for @FlyRide_Pigeon Forge, and connect to it's own FB meta page to target that demographic.



@FLYRIDE_PIGEONFORGE



@FLYRIDE_BRANSON

2) Create an IG profile for @FlyRide_Branson, and connect to it's own FB meta page to target that demographic.

CONTENT PILLARS:



1

WHAT IS FLY RIDE?

Focus on getting the word out of what Beyond the Lens is, what Fly Ride is, the experiences offered, technology in it, and where people can find it!

EX:



FOLLOW



What is FlyRide? Swipe to find out! Experience the world like never before! 🌍🚀
#InnovativeTravel #EpicExperience"



FOLLOW



What is FlyRide? Swipe to find out! Experience the world like never before! 🌍🚀
#InnovativeTravel #EpicExperience"

CONTENT PILLARS:



2

PACKAGES/PROMOS

How do I book? Where do I go? Are groups, private events, and birthdays discounted?

EX:

FLYRIDE
BRANSON

FOLLOW ...

**10% OFF GROUP
TICKETS**
JUNE 1-JULY 1

♥ 💬 📍 📌

"From takeoff to landing, it's better together!
Get 10% off group Fly Ride experiences. 🌍🚀
#FlyRideFriends #FlyRidedeal

CONTENT PILLARS:



3

REVIEWS/TESTIMONIALS

Highlight videos and graphics of trip advisor reviews, people's reactions after riding, and photos with testimonial quotes on them.

EX:



FOLLOW

...



Hear it from the high-flyers themselves! ✈️🌟
Check out our riders' rave reviews and see why
Fly Ride is the ultimate thrill! 🌍🎢 #FlyRideFun
#RiderReviews #SkyHighAdventure"

CONTENT PILLARS:

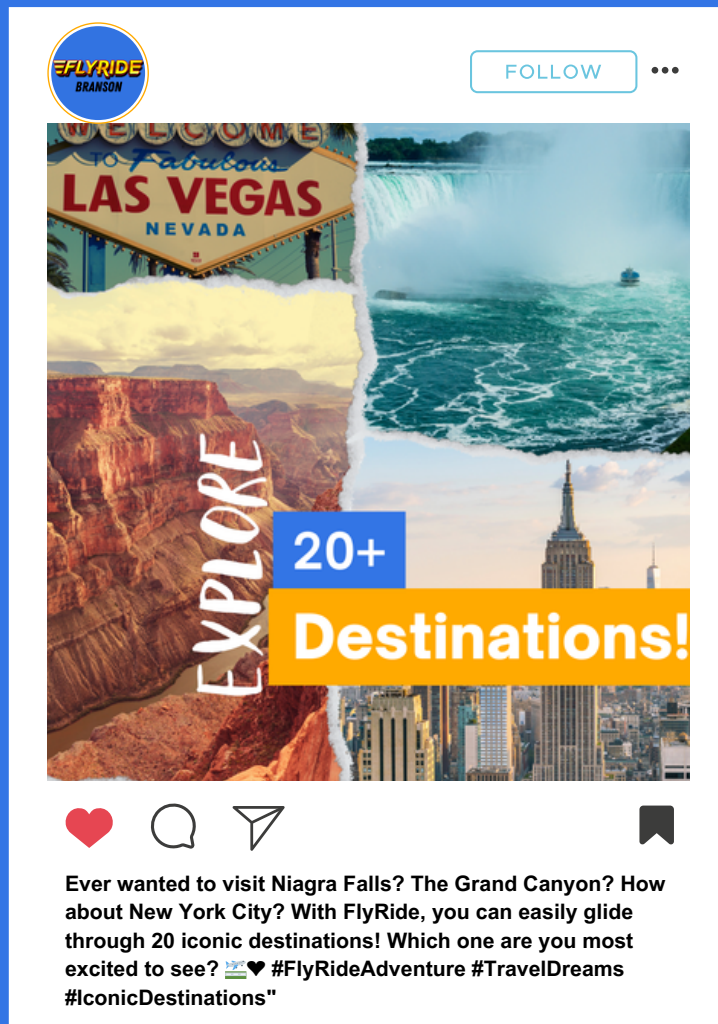


4

FLY ACROSS AMERICA DESTINATIONS

Aspirational photos and facts of the destinations in FlyRide, and urging customers that they can visit that place *now*.

EX:



Posting Schedule

EX:



MONDAY: CONTENT PILLAR 1

TUESDAY: STORY

WEDNESDAY: CONTENT PILLAR 3 (VIDEO)

THURSDAY:

FRIDAY: CONTENT PILLAR 4 + STORY

SATURDAY:

SUNDAY: CONTENT PILLAR 2



MONDAY: CONTENT PILLAR 1

TUESDAY: STORY

WEDNESDAY: CONTENT PILLAR 3 (VIDEO)

THURSDAY:

FRIDAY: CONTENT PILLAR 4 + STORY

SATURDAY:

SUNDAY: CONTENT PILLAR 2

Instagram: Post between 3 and 5 times per week.

Instagram Stories: Post 2 times per day.

Facebook: Post every other day.

1/2 target Ad boosts per week (\$60 roughly)