



EXCHANGE LA/ACADEMY LA

PROPOSAL

TIKTOK MARKETING PROPOSAL

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AUDIENCE & ENGAGEMENT

EXCHANGE LA/ACADEMY LA TIKTOK PROPOSAL



Audience: to understand how to create an effective marketing plan, we have to know who we're targeting.

- Although 25% of TikTok users are aged 10-19, Exchange LA/Academy LA needs to target audiences that are 21+. This would mean consistently interacting with accounts that are 21+ to improve the algorithm on the "For You Page."
- An essential audience to target would be current attendees of other Insomniac events, especially the ones in Southern California like Audiotistic San Diego, Beyond Wonderland, Hard Summer, etc. Engaging with the top comments and videos revolving those events will lead people to head over to our page and see upcoming events.

Engagement: The Exchange LA/Academy LA TikTok needs to engage with other accounts and venue attendees.

- The more we engage with TikTok rave culture, the more the content will appear on the "For You Page."
 - Hashtags to look up to engage with: #ravetok #edm #edmtiktok #raversoftiktok.
 - We would head to the Discover page to discover current trending hashtags for more relevant hashtags.
 - Engagement would also mean responding to every comment received.
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WHERE WE ARE NOW

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**STRENGTHS,
WEAKNESSES,
OPPORTUNITIES,
THREATS**

Strengths:

- All of the videos on both pages are on-brand with Insomniac. Meaning, they look similar and are edited in a similar way.

Weaknesses:

- Following amount and amount of likes. Exchange LA (323 followers, 528 likes) Academy LA (1018 followers, 1103 likes).
- The average views per video are also low.
- Objectively the videos in the feed look too similar to one another.

Opportunities:

- Exchange LA and Academy LA TikToks need to become verified. Accounts become verified by posting daily, having lots of followers, and having extended viewing times.
- Grow TikTok following by at least 1,000 followers per month and 5,000 likes per month per account. Viral videos will cause likes and following to exponentially grow beyond these targets.

Threats:

- Nearby clubs such as the Avalon and Sound LA don't have TikTok accounts, so there aren't many immediate threats.
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#RAVERS OFTIKTOK

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HIGHLIGHT ATTENDEES OF THE CLUBS

Brands like Skinny Dipped (455k likes) and Duolingo (80M likes) use their marketing team to show their faces and participate in TikTok trends by using popular audios. Exchange LA/Academy LA can become more than clubs with performing artists, but also people that TikTok users grow to recognize and love (like the Duolingo mascot).

Exchange LA/Academy LA can use the hashtag #raversoftiktok and make a spin-off of Humans of NY. At every show, we can ask an attendee (who consents to be filmed and interviewed) what the performing artist means to them when they got into them, what's a hardship this music has helped them overcome, and what the rave community means to them, etc.

MAKE EVERY TREND WORK FOR US

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BORROW EQUITY TO BUILD EQUITY

Nearly every day there is a new trend on TikTok. We can use most trends to announce upcoming events/build the club image.

Examples:

[https://www.tiktok.com/music/taehyun-is-so-bf-7073036425435843354?
is_from_webapp=1&sender_device=pc](https://www.tiktok.com/music/taehyun-is-so-bf-7073036425435843354?is_from_webapp=1&sender_device=pc)

The caption could be "When he's a regular at Academy LA" with someone banging their hand to the beat (1-1-1-2-1-2-11).

[https://www.tiktok.com/music/original-sound-7095894486626192170?
is_from_webapp=1&sender_device=pc](https://www.tiktok.com/music/original-sound-7095894486626192170?is_from_webapp=1&sender_device=pc)

The caption would be "Me sharing my life story to the girl in the bathroom at the club who told me she liked my outfit."

This is not necessarily promoting Exchange LA/Academy LA but can lead to more engagement, followers, etc.

SUMMARY

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KEEPING ON BRAND, RELATABLE CONTENT, AND ARTIST RELATIONS.

ULTIMATE GOALS:

- Become verified accounts.
- Increase following, likes, and engagement to great heights.
- Be the go-to account where people in LA/Southern CA go to see what shows they can attend over the weekend.
- Regularly posting content (at least 3-5 times a week) and keeping up with trends.
- Build a community where Los Angeles/surrounding area club-goers and ravers can meet each other/interact in the comments.

The Insomniac brand is crystal clear and consistent throughout all Insomniac-owned accounts. Typical videos have EDM music, showcasing DJs and crowds. This makes the profile feed look consistent. However, participating in trends can expose events to a new audience that otherwise would not stumble across Exchange LA or Academy LA

"56 % of TikTok users feel closer to brands on TikTok that publish unpolished content featuring everyday people" (Hailey Griffs, Buffer). Creating content that showcases show attendees and the marketing team will make the content more relatable.

Artist tags and mentions: we can ask artists that are performing to make a TikTok and tag us or be featured in ours.

Sources:

<https://buffer.com/library/tiktok-marketing/>
<https://socialbee.io/blog/tiktok-marketing-content-plan/>