



THE
CONCOURSE
PROJECT

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A vibrant nightclub scene with a large crowd of people. The room is filled with red laser lights that create a dynamic, energetic atmosphere. A large, reflective disco ball hangs from the ceiling, catching the light. The overall color palette is dominated by deep reds and oranges, with the bright white of the text and the disco ball providing contrast.

MILE HIGH CLUB

THE
CONCOURSE
 PROJECT



LOYALTY PROGRAM

MONEY SPENT*	TIER NAME	REWARDS
\$100	BOARDING GROUP C	10 POINTS
\$250	BOARDING GROUP B	25 POINTS
\$350	BOARDING GROUP A	35 POINTS + PRESALE CODES
\$500	PRIORITY BOARDING	50 POINTS + PRESALE CODES + FAST PASS ENTRY
\$750	FIRST CLASS	75 POINTS + PRESALE CODES + FAST PASS ENTRY + ONE FREE VIP UPGRADE
\$1,000	PILOT	100 POINTS + PRESALE CODES + FAST PASS ENTRY + TWO MORE FREE VIP UPGRADES

**Excluding taxes and fees spent*

OBJECTIVES & KPIs



OBJECTIVE #1: INCREASE CTR BY 20% THROUGH PAID SEARCH, SOCIAL & DISPLAY ADS

KPIs: ENGAGEMENT, IMPRESSIONS, & CTR % ON EACH DIGITAL PLATFORM

CAMPAIGN SHOWCASES VENUE, LIVE EVENTS, LOYALTY PROGRAM



OBJECTIVE #2: INCREASE MEMBERSHIPS BY 15%

KPIs: CTR %, EMAIL SIGN-UPS, EMAIL SIGN-UPS

CAMPAIGN ENCOURAGES MEMBERSHIP SIGN-UPS BY EXPLAINING POINT SYSTEM



OBJECTIVE #3: INCREASE WEBSITE TRAFFIC BY 20%

KPIs: CTR, CVR, ROAS, FOLLOWERS ON SOCIAL MEDIA

CAMPAIGN CONTENT SUPPORTS BRAND IDENTITY AND DRIVES USERS TO THE MEMBERSHIP LANDING PAGE

DIGITAL CHANNELS

DISPLAY ADS

PAID SEARCH

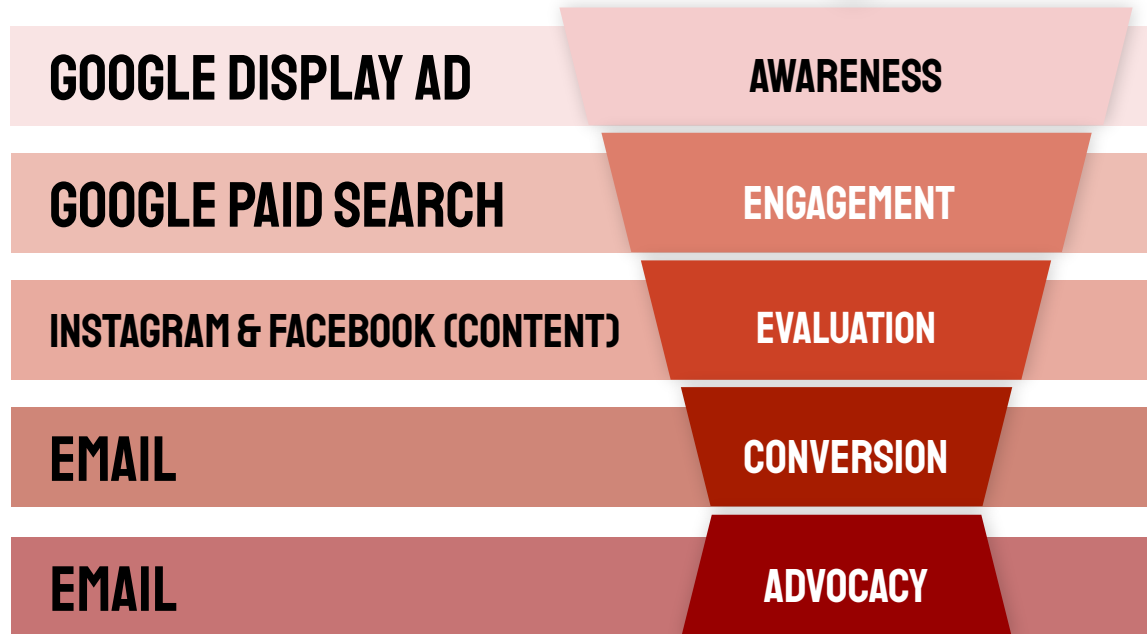
SOCIAL MEDIA

EMAIL



MARKETING STRATEGIES

Lorraine



MILE HIGH CLUB LANDING PAGE WIREFRAME



THE
CONCOURSE
PROJECT

MENU

ACCOUNT SIGN-IN

TEXT

IMAGE OF VENUE

**CALL TO ACTION
BUTTON**

IMAGE - TIERS

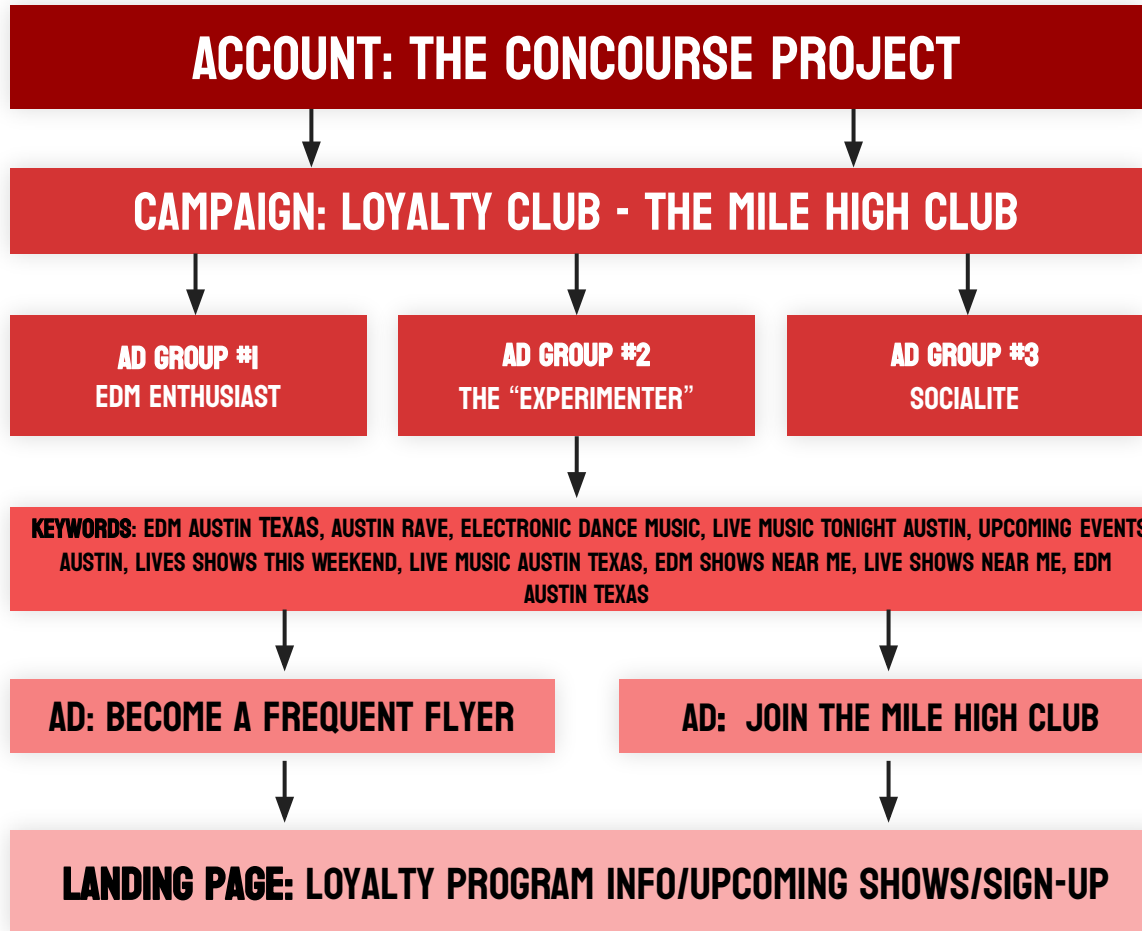
NEWSLETTER SIGN-UP

UPCOMING SHOWS

SHOW #1 - POINTS
SHOW #2 - POINTS
SHOW #3 - POINTS
SHOW #4 - POINTS
SHOW #5 - POINTS

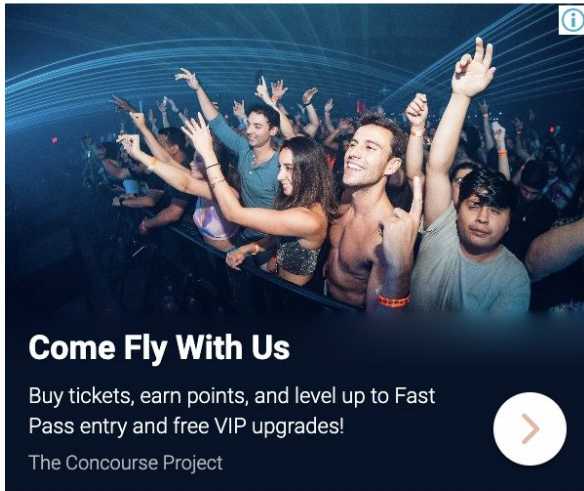


Search Ad Campaign Structure






DISPLAY AD EXAMPLES



Come Fly With Us

Buy tickets, earn points, and level up to Fast Pass entry and free VIP upgrades!

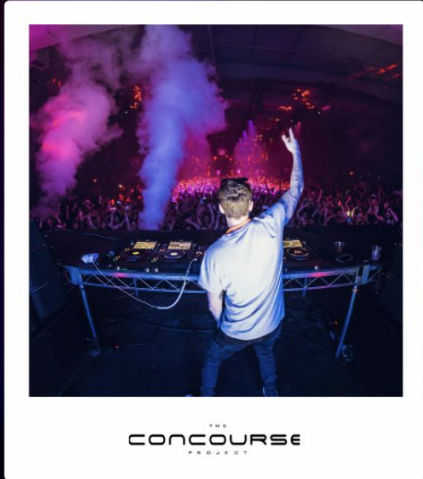
The Concourse Project



Join the Mile High Club

Become a Frequent Flyer and get benefits!

The Concourse Project




CONCOURSE PROJECT

Come Fly With Us

Buy tickets, earn points, and level up to Fast Pass entry and free VIP upgrades!

CLOSE

OPEN



Make Your Way to the Cockpit

Buy tickets, earn points, and level up to Fast Pass entry and free VIP upgrades!

The Concourse Project

Close

Open


PROMOTED SOCIAL POST EXAMPLES



FACEBOOK

C **The Concourse Project**

Come fly with us at the No.1 voted venue, The Concourse Project, home of the hottest EDM in Central Texas. Enroll in the Mile High Club and earn perks and points with every ticket purchase. FastPass entry, VIP upgrades, Frequent Flyer ticket access.
[#MileHighClub](#) [#TexasEDMFamily](#) [#TexasRaveFamily](#)
[#AustinEDMfam](#) <https://concourseproject.com/>



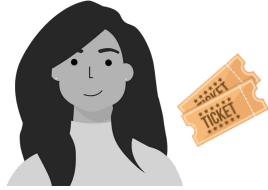
Like Comment Share

INSTAGRAM



theconcourseproject 🎵 Don't you worry, don't you worry child, The Concourse has a plan for you! 🎵 Join The Mile High Club this summer and earn points to your favorite shows! [#MileHighClub](#) [#TexasEDMFamily](#) [#TexasRaveFamily](#) [#AustinEDMfam](#)

RETARGETING PLAN



**PURCHASES
TICKETS**



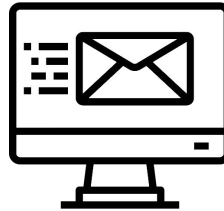
**LOYALTY PROGRAM EMAIL
(5 POINT INCENTIVE)**



NO ACTION TAKEN



**SIGNS-UP & RE-ENTERS
CONVERSION LEVEL**



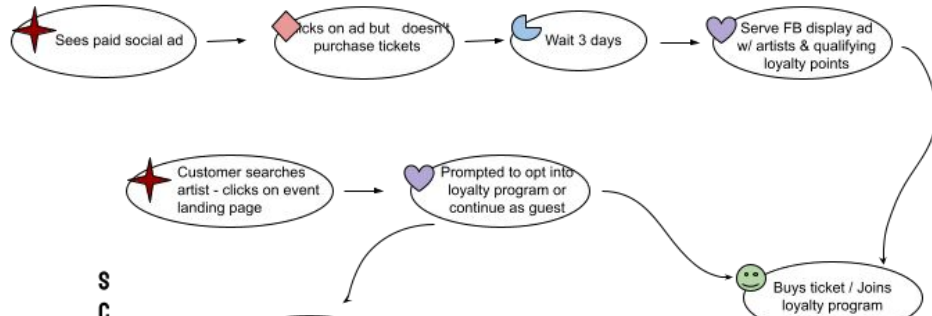
**FOLLOW-UP EMAIL
- 2 WEEKS**



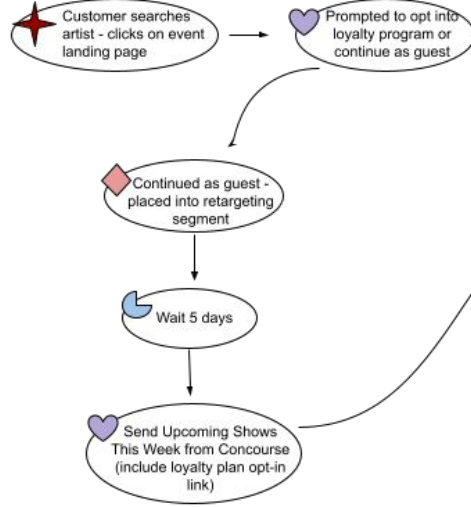
**PAID SOCIAL CAMPAIGN
FEATURING LOYALTY PROGRAM**



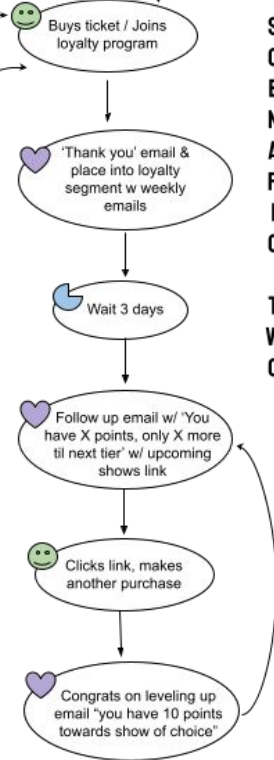
SCENARIO ONE



SCENARIO THREE



SCENARIO TWO



KEY

- Beginning Touchpoint
- Customer Behavior
- Automated Marketing
- Wait Period
- Conversion Action

**AUTOMATION
WORKFLOW**

THANK YOU



Instagram

@concourseproject @realmusicevents @seismicdanceevent

Facebook

The Concourse Project, RealMusic Events, Seismic Dance Event

Twitter

@concourseproj @realmusicevents @seismicTX



MARKETING BRIEF

OBJECTIVES & KPIs



OBJECTIVE	CHANNEL	KPI ONE	KPI TWO	KPI THREE
AWARENESS	PAID SOCIAL	ENGAGEMENT	CTR	
AWARENESS	DISPLAY ADS	CTR	IMPRESSIONS	CONVERSION RATE
RETARGETING	EMAIL MARKETING	OPEN RATE	CTR	EMAIL SIGNUPS
LANDING PAGE TRAFFIC	CONTENT MARKETING	ENGAGEMENT	FOLLOWERS	
LANDING PAGE TRAFFIC	PAID SEARCH	CTR	CONVERSION RATE	ROAS