

PLAYBILL®

SOCIAL MEDIA STRATEGY BY MICAH BEACHY



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EXECUTIVE SUMMARY

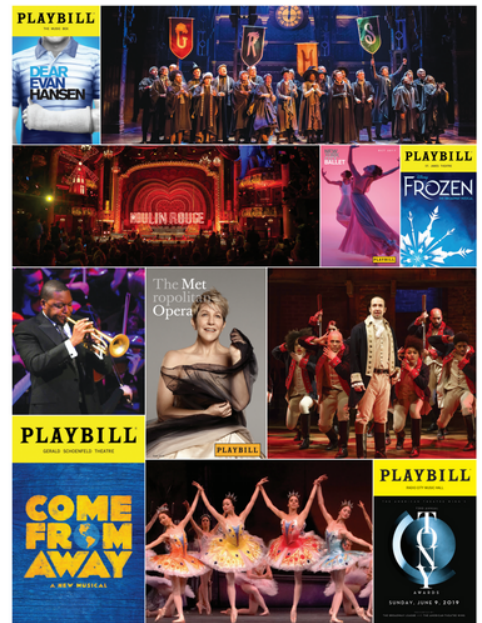
The Playbill company presently has a large following on its digital and social platforms. The purpose of this strategic social media plan is to identify key areas to maximize audience engagement to achieve the company's goals and align with the intended mission, identify any weak areas within the social media and marketing plan, and maximize efforts to stay competitive in the digital era.

In this plan, Playbill's SWOT analysis will be outlined and educational resources will be provided to become a more equipped social media marketer. There will be a social media audit to help Playbill to refocus its social media marketing platforms to match its business goals. In this audit, it will be identified how well the company is currently performing on major social media platforms and where there are opportunities to change strategies and grow. Next, a social media strategy will be outlined to explain what steps Playbill will take to develop a presence that better suites its goals of increasing brand awareness, engagement, and website traffic.

In this strategy, an idea will be presented along with a story to peak interest. The chosen social media platforms to accompany the aforementioned rollout will be presented and explained, the eliminated platforms will be noted, there will be an outline of integrating posts, an example of content, and a social media calendar. With these tools and strategies in place, Playbill will more efficiently and effectively connect with its audience. measured through KPI and metrics. Additionally, a budget will be presented to reflect how those goals will be met monetarily. With these practices in action, the Playbill social media and brand awareness will increase and our content will be more visible to new audiences.

HISTORY & MISSION

Playbill was first printed in 1884 for a theatre on Broadway in New York City and became known as "The Magazine of Theatre".



Playbill.com was launched as a free website focused on Broadway content, theatre, and entertainment. The magazine is now used in at nearly every Broadway theatre as well as Off-Broadway productions (Playbill, 2020),

Mission: To give theatre fans and industry members unparalleled access to all things Broadway (Playbill, 2020)

COMPETITORS

The logo for Playbill, featuring the word "PLAYBILL" in a bold, black, serif font on a yellow rectangular background.

EARNED \$4M IN REVENUE

OVER 2 MILLION MONTHLY UNIQUE VISITORS (PLAYBILL, 2020)

705K FOLLOWERS ON INSTAGRAM

The logo for TheaterMania, featuring the word "THEATER" in white and "MANIA" in orange, both in a sans-serif font, on a blue rectangular background.

EARNED \$15M IN REVENUE

VISITOR STATICS UNAVAILABLE

141K FOLLOWERS ON INSTAGRAM

The logo for Broadway World, featuring the words "broadway" and "WORLD" in a stylized, bold font on a red, ticket-shaped background.

EARNED \$35.3M IN REVENUE

4.5 MILLION MONTHLY VISITORS (BROADWAY WORLD, 2021)

317K FOLLOWERS ON INSTAGRAM

The logo for Backstage, featuring the word "backstage" in a bold, lowercase sans-serif font with a red star, on a black background.

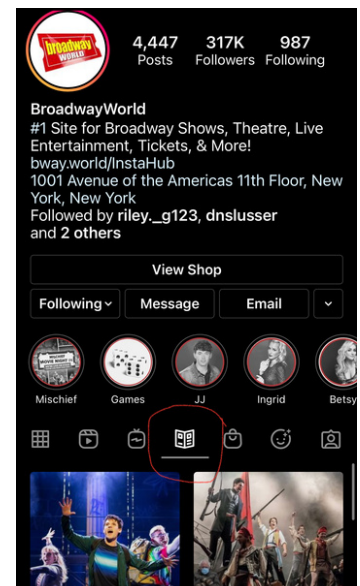
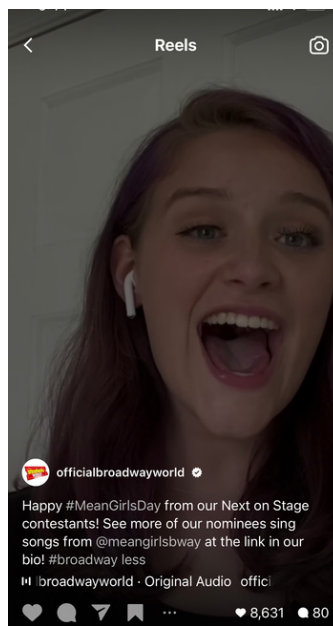
EARNED \$12.7M IN REVENUE

42.8 MILLION MONTHLY VISITORS (BACKSTAGE, 2021)

313K FOLLOWERS ON INSTAGRAM (OWLER, 2021)

INDUSTRY TRENDS

A current trend is the launch of TikToks and Instagram Reels. Several competitors have begun to optimize creating entertaining video content.



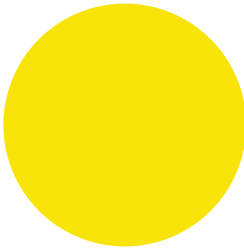
Competitors have also begun utilizing Instagram's digital magazine

MARKETING MATERIALS

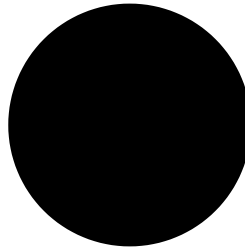
LOGOS



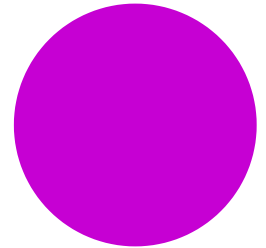
BRAND COLORS



Primary
HEX: #F8E408



Secondary
HEX: #000000



Accent
HEX: #C600D3

WEBSITE



(PLAYBILL, 2020)

SWOT ANALYSIS

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SWOT ANALYSIS

Strengths

- Digital and print platforms
- Well known in the theatre world
- Digital entertainment is in demand
- Strong & identifiable brand
- Ticket discounts

Weaknesses

- Not active on creating video content (Reels/TikToks)
- No rewards system
- Lack of user-generated content
- Familiar faces/interviews

Opportunities

- Increasing social media presence
- Loyalty incentive program
- Partnerships with organizations & celebrities
- Charity events
- Room to grow social media platforms

Threats

- Saturated market
- Broadway is dark due to COVID-19
- Celebrity endorsements

SWOT ANALYSIS

Strengths

Playbill currently exists on two different platforms: print and digital. This gives ample room for lots of content and exposure. As they have appeared on every Playbill since the 90's Playbill also has a well-established following and brand identity. The brand's signature colors and the font is also highly recognizable in the Broadway community because it is mostly on top of every playbill for a theatre performance. Due to COVID-19, digital entertainment is more in demand than ever before therefore their digital platforms have the following to entertain people and keep them invested. Lastly, when subscribed to the website, theatre-goers may receive ticket discounts to shows.

Weaknesses

One of Playbill's biggest weakness is that they are representing the entertainment industry but are not creating scheduled entertaining content that is popular with their demographics (Reels and TikToks). There is also no incentive for their subscribers and readers to stay loyal to the brand. There are other vehicles for gaining access to Broadway news - even free resources. Playbill needs to create a way to reward their loyal fans. Playbill's social media lacks user-generated content. It would be a fresh initiative to include some fan artwork or some type of competition to create more UGC. Lastly, Playbill should consider interviewing some familiar and popular celebrities to see how they've been maintaining their craft even in a pandemic - Idina Menzel or Lin-Manual Miranda would be two names to create buzz.

SWOT ANALYSIS

Opportunities

Based on the aforementioned weaknesses outline, Playbill has a strong following and Instagram presence. Playbill should must take this opportunity to develop a routine social media schedule, specifically on Instagram creating Reels and more user-generated content for their audience to engage with. The brand should also consider creating a loyalty system for their customers so there is no risk of losing them to a competitor. "Customer loyalty programs are a great way to engage with customers beyond just the point of purchase, to interface on shared values, and to provide even more value to customers — making them happier and more likely to keep purchasing from you" (Bernazzani, 2019). Additionally, to keep a flow of content and relevancy while Broadway is dark, the brand should work on partnership efforts as well as charity-related causes. It will give the brand a positive vehicle for content and engagement. Lastly, there is a lot of room for Playbill to grow other platforms out (namely, TikTok). As of now, there is a very low volume of presence on TikTok. That must be increased.

Threats

The main threats that Playbill faces are: saturated market, Broadway being dark, and celebrity endorsements. There are a lot of outlets for Broadway news so it is up to Playbill to stand out and stay relevant. Broadway is also currently dark due to COVID-19 which means it is more important than ever to have a strong digital strategy. Lastly, Broadway celebrities and major entertainment personalities could choose to partner with a competitor. That endorsement could take traction away from Playbill. It is important for Playbill to optimize on celebrity endorsement.

BUSINESS OBJECTIVES



#1: INCREASE BRAND AWARENESS

Increase brand awareness by increasing social media followers by 15% by end of Q1. To do so, Playbill will increase posting frequency on Instagram and regularly posting on TikTok. They will also incorporate Reels to create these posts. Reels are easy for viewers to process which will help audiences know and identify the brand better (Davis, 2020).



#2: INCREASE ENGAGEMENT

Increase engagement on Instagram and TikTok by 35% by end of Q1. To do so, Playbill will create more entertaining content for their audiences and post more articles on Instagram. 3 posts a day: 1. to inform, 2. to educate, 3. to entertain.



#3: INCREASE WEBSITE VISITS

Have 25% more website clicks to website articles by end of Q1. To do so, Playbill will link website to Instagram and TikTok content and push audiences toward website.

TARGET AUDIENCE

55% FEMALE
45% MALE



(Playbill, 2020)

37% 18–34
OF USERS YEARS OLD



(Playbill, 2020)

- Frequent theatre-goers
- College-educated
- Upper middle and high-income households

(The Broadway League, 2019)

TARGET AUDIENCE

The Demographics of the Broadway Audience 2018-19

Residence

New York DMA 35.0%

Tourists 65.0%

New York City Residents 19.9%

Manhattan 11.0%

Other Boroughs 8.5%

New York City Suburbs 15.5%

Long Island 5.7%

Westchester/Rockland 3.0%

Northern New Jersey 6.8%

Domestic U.S.

Other New York State 2.2%

Other New Jersey 3.3%

Pennsylvania 3.7%

Connecticut 2.5%

California 5.6%

Massachusetts 2.2%

International 18.9%

Frequency of Attendance

Average Per Year 4

1 Show 38.6%

2-4 Shows 38.6%

5-9 Shows 13.4%

10-14 Shows 4.7%

15-24 Shows 2.2%

25+ Shows 2.5%

Avg. Reported Ticket Price \$145.60

Gender*

Female 68.3%

Male 31.2%

Age

Average 42.3

Under 18 years 12.9%

18-34 years 28.9%

25-49 years 37.5%

50-64 years 23.6%

65+ years 15.6%

Annual Household Income

Average \$261,200

Under \$50,000 15.2%

\$50,000-\$99,000 22.2%

\$100,000-149,999 18.7%

\$150,000+ 44.1%

Education

Post Graduate Degree 46.9%

Completed College+ 81.4%

Source: The Demographics of the Broadway Audience 2018-2019.
Survey conducted by The Broadway League
* 5% did not identify gender.



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(Playbill, 2020)

SOCIAL MEDIA AUDIT

Who	Where	What	When	Why
Playbill	Facebook - Photos - Links - Text - Quotes	Sharing headlines from website Engagement varies with some posts getting 400+ likes & some only getting 20	app. 108 posts weekly	Link to drive traffic to website
	Twitter - Photos - Links - Text - Quotes	Sharing headlines from website Engagement varies with some posts 1 retweet and 24 likes to 270 retweets and 727 likes	app. 108 posts weekly (same content as Facebook)	Link to drive traffic to website
	Instagram - Photos - Text - Some "@'s" - Some Reels - Some IGTV	Wide range of engagement, some posts received 30,000+ likes and over 4,500 comments while others received 12,000 likes and 90 comments	app. 6 posts per week	Informative, educational Link to drive traffic to website
	TikTok - Videos	Sharing videos for projects/initiatives	None since 1-1-21 Before that varied bi-weekly to monthly	To engage and inform
Broadway World	Facebook - Photos - Links - Text - Quotes - Videos	Sharing headlines from website Engagement varies with some posts getting 6 likes and other receiving 1.2k likes	app. 122 weekly	Informative, educational, entertaining Link to drive traffic to website
	Twitter - Photos - Links - Text - Quotes	Sharing headlines from website Engagement varies with some posts getting 6 likes and other receiving 1.2k likes	app. 122 weekly	Informative, educational, entertaining Link to drive traffic to website
	Instagram - Photos - Text - @'s" - Some Reels - IGTV	Headlines, quotes, entertaining videos, likes varied 1,000+ - 23,000+	app. 41 weekly (posts & IGTV)	Informative, educational, entertaining Link to drive traffic to website
	TikTok - Videos	Headlines, entertainment, videos responding to audiences requests views vary from 1K to 706K	app. 20 weekly	Informative, educational, entertaining Link to drive traffic to website

ANALYSIS

Playbill has a large audience established however, as someone reporting on the entertainment industry, in its social strategy there is one key ingredient missing: entertainment. All of the posts push people towards their articles and on average they post only once a day. Playbill needs to increase their frequency of posting to make sure they are sharing their top two articles of the day as well as insuring one post is purely entertaining. Their competitor, Broadway World, is posting 6 times as much as Playbill weekly.

Playbill has no presence on TikTok whereas Broadway World has made that a regular part of their social media strategy. To attract new viewers and keep current fans intrigued, Playbill must add TikTok as part of their digital strategy and incorporate Reels on Instagram.

SOCIAL MEDIA AUDIT INSIGHTS

In the social media audit, it was presented that Playbill already has a large following but is lacking in some social elements such as video content and regular frequency of posting. It was also discovered that Playbill's competitors already have a significant presence on TikTok and Instagram Reels whereas Playbill has little to no presence. As Playbill is news for the entertainment industry, Playbill must have a factor of entertainment in their content mix but still push attention towards their articles. By incorporating short video content on TikTok and Instagram, Playbill will garner more interest, brand recognition, and engagement, which will lead to a higher following and more loyal fans of Playbill.

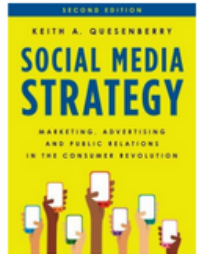
BIG IDEA

Based on the social media audit findings, the Big Idea for Playbill to revamp its social media campaign will be a collection of videos called #PlaybillRealTok. The purpose of this campaign will be to allow artists to speak to how the pandemic has impacted their ability to create art and give them a platform to create something theatrical. Each installment will have four parts. Installment A will be the interviews of the artists and Installment B will be the theatrical production.

SOCIAL MEDIA STORY

SOCIAL MEDIA STORY TEMPLATE

In advertising brands interrupt stories people want to see with paid promotions. In content marketing & social media marketing the brand must create the content people want to see. Successful social media strategy depends on producing content that grabs people's attention, holds their interest and invites engagement. Research has proven it is story that draws interest, attention and engagement. What makes a good story? Leverage all five acts of storytelling in your social media content by following the story act template below.



STORY ELEMENTS PLOT ⇨ (5 Acts)	ACT 1 INTRODUCTION / EXPOSITION	ACT 2 CONFLICT / RISING ACTION	ACT 3 CLIMAX / TURNING POINT	ACT 4 RESULTS / FALLING ACTION	ACT 5 RESOLVE / RELEASE TENSION
CHARACTERS (POV: BRAND / CONSUMER) Artists (Lin Manuel Miranda, Idina Menzel, Jeremy Pope, Christy Altomare)	How they felt when the pandemic hit	Finding a way to create art/hatching the idea	Starting to create the pieces	Having a finished product, fine tuning it, finding ways to share it on Zooms or Instagram live	Presenting the art piece (a puppet show, a rap, a song, a monologue, etc.)
SETTTING (BACKGROUND / CONTEXT) Apartment/home					
CONFLICT (PROBLEM / SOLUTION) Pandemic					
THEME (MORAL / LESSON) Keeping theatre alive					

CONTENT STRATEGY

Playbill will roll out a series of #PlaybillReelTok(s) that will keep their audience engaged with their content and returning to their account for new videos. An additional component to the campaign will also be encouraging followers to create their own videos showcasing how they have kept their art alive during the pandemic and utilize #PlaybillReelTok to share their stories with the brand. From this, Playbill can sift through the videos and share other artists' stories too.

The next component for additional social media content will be selecting more articles to push on social media. The competitors share almost 4 times more stories on their platforms whereas Playbill only picks one story a day. By bumping up the frequency of daily posts on Instagram to three a day instead of one, there will be more opportunities for Playbill's followers to engage and interact with their content.

Both strategies will help Playbill become more well-rounded on all of its social media platforms. The #PlaybillReelToks will pave the way for the brand to develop more entertainment pieces for its social strategies.

SELECTED SOCIAL MEDIA PLATFORMS

The only necessary platforms needed for Playbill are Instagram, TikTok, Twitter, and Facebook. It would be alright to incorporate YouTube into the mix occasionally if a long video was necessary - though that does not need to be a weekly effort.

As a reminder, some of the demographics for Playbill are:

- Frequent theatre-goers
- College-educated
- Upper middle and high-income households

55% FEMALE
45% MALE



(Playbill, 2020)

37% 18-34
OF USERS YEARS OLD



(Playbill, 2020)

INSTAGRAM

- 75% OF 18-24 YEAR OLDS USE INSTAGRAM
- 57% OF 25-30 YEAR OLDS USE INSTAGRAM

(SPROUT SOCIAL, 2021)

FACEBOOK

- 76% OF 18-24 YEAR OLDS USE FACEBOOK
- 84% OF 25-30 YEAR OLDS USE FACEBOOK

SPROUT SOCIAL, 2021)

TWITTER

- 44% OF 18-24 YEAR OLDS USE TWITTER
- 31% OF 25-30 YEAR OLDS USE TWITTER

(SPROUT SOCIAL, 2021)

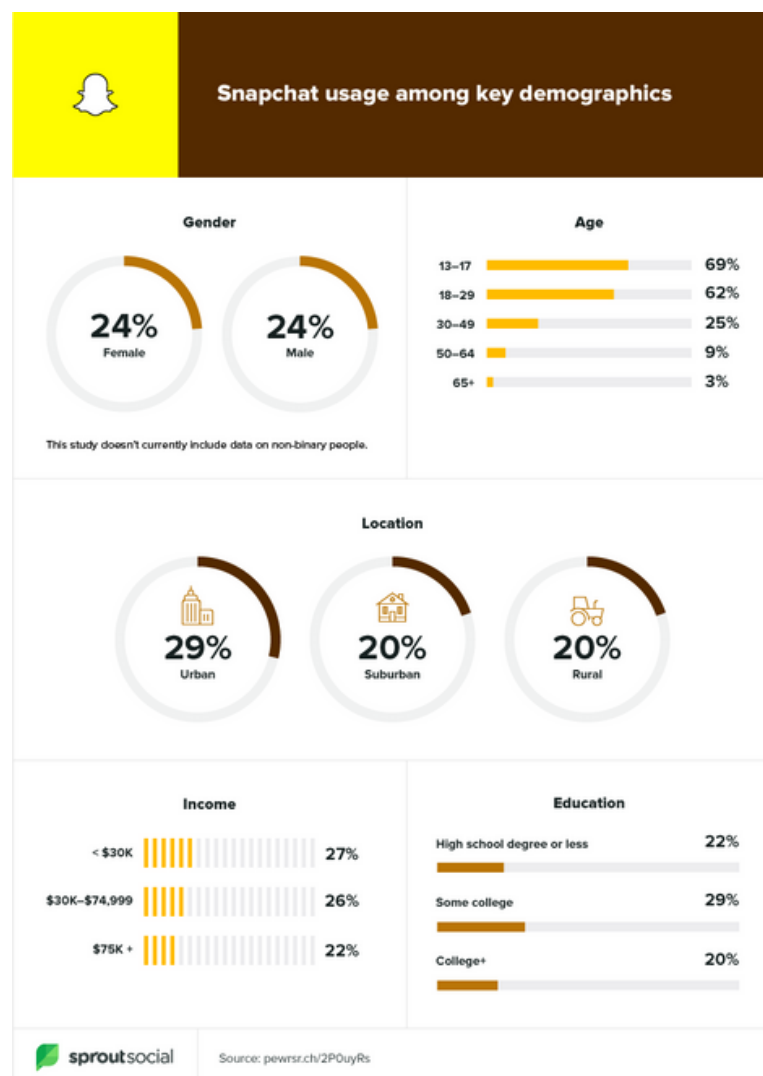
TIKTOK

- AGE 18-24: 42% YEAR OLDS USE TIKTOK
- AGE 25-34: 16% YEAR OLDS USE TIKTOK

(HOOTSUITE, 2020)

ELIMINATING A PLATFORM

To keep efforts focused on the four aforementioned platforms, Playbill will be eliminating Snapchat from its repertoire. Snapchat is the lowest-performing app for Playbill's target audience.



(SPROUT SOCIAL, 2021)

Its content also does not last long whereas, on all other platforms, content can be revisited and does not simply disappear.

INTEGRATING EFFORTS

To effectively integrate all social media platforms and taglines, a social media plug-in will be installed as a sidebar on the Playbill.com website. There will also be a web banner that pops up on the website with the #PlaybillReelTok campaign. Here is an example:



On all print material, the campaign will be promoted with the same ad. Additionally, in the Playbill magazine, there will be a "We're Social" page informing readers of the brand's social channels as well as the #PlaybillReelTok campaign.

EXAMPLE POST



TIKTOK AND REELS
COVER

INSTAGRAM, TWITTER, YOUTUBE,
AND FACEBOOK POST



CONTENT CALENDAR

Social Media Channel	Mon. (time) Title/Theme: Assets: Tags/Keywords:	Tues. (time) Title/Theme: Assets: Tags/Keywords:	Wed. (time) Title/Theme: Assets: Tags/Keywords:	Thur. (time) Title/Theme: Assets: Tags/Keywords:	Fri. (time) Title/Theme: Assets: Tags/Keywords:	Sat. (time) Title/Theme: Assets: Tags/Keywords:	Sun. (time) Title/Theme: Assets: Tags/Keywords:
INSTAGRAM REELS	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts
INSTAGRAM	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts	4 posts
TIKTOK	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts	3 posts
FACEBOOK	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day
TWITTER	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day	top 12-15 articles of the day

INSTAGRAM REELS AND TIKTOK

1. WILL RELATE TO THE BEST ARTICLE OF THE DAY
2. CLIP OF BROADWAY SHOW
3. USER-GENERATED, FAN CONTENT

INSTAGRAM

- 1-3. WILL RELATE TO THE BEST ARTICLE OF THE DAY
4. INTERACTIVE BROADWAY POST (TODAY ON THIS DAY, NAME YOUR FAVORITE QUOTE FROM WICKED, ETC. OR USER-GENERATED, FAN CONTENT)

FACEBOOK AND TWITTER

TOP 12-15 ARTICLES OF THE DAY

HASHTAGS

#PLAYBILL #BROADWAY #BROADWAYPERFORMERS
#PLAYBILLMAGAZINE #PLAYBILLREELTOK & ANY APPLICABLE TO POST (EXAMPLE: IF YOU'RE POSTING FOR WICKED #WICKED)

MEASUREMENT PLAN

Social Media Channel	Objective 1:	Objective 2:	Objective 3:
	SMART:	SMART:	SMART:
INSTAGRAM REELS	KPI: INCREASE REACH BY 3.3% IN 1ST QUARTER	KPI: INCREASE REACH BY 3.1% IN 1ST QUARTER	KPI: INCREASE ACTIONS BY 3.4% IN 1ST QUARTER
INSTAGRAM	KPI: INCREASE REACH BY 3.3% IN 1ST QUARTER	KPI: INCREASE REACH BY 3.1% IN 1ST QUARTER	KPI: INCREASE ACTIONS BY 3.4% IN 1ST QUARTER
TIKTOK	KPI: INCREASE REACH BY 4.7% IN 1ST QUARTER	KPI: INCREASE ENGAGEMENT BY 5% IN 1ST QUARTER	KPI: INCREASE ACTIONS BY 4.6% IN 1ST QUARTER
FACEBOOK	KPI: INCREASE REACH RATE BY 2.4% IN 1ST QUARTER	KPI: INCREASE ENAGEMENT RATE BY 2.2% IN 1ST QUARTER	KPI: INCREASE ACTIONS BY 2.3% IN 1ST QUARTER
TWITTER	KPI: INCREASE REACH RATE BY 2.1% IN 1ST QUARTER	KPI: INCREASE LIKES AND RETWEETS BY 2.6% IN 1ST QUARTER	KPI: INCREASE ACTIONS BY 2.4% IN 1ST QUARTER

SOCIAL MEDIA BUDGET TEMPLATE

Budget Category (type/description)	In-house Expense (fixed/percent)	Outsource Expense (fixed/percent)	Total Category (fixed/percent)
Content Creation Writing Graphics Video	(\$ per hour x hours per month) \$35 X 35 HOURS = \$1,225	(# pieces content x \$ per piece/project) ALL PLAYBILL'S PROMOTION WILL BE IN-HOUSE	\$ % \$ 1,225 56% \$ % \$ %
Social Advertising (social channel 1) (social channel 2) (influencer campaign)	(N/A) \$35 X 30 HOURS = \$1,050	(\$ per day x days per month) ALL PLAYBILL'S PROMOTION WILL BE IN-HOUSE	\$ % \$ % \$ 1,050 48% \$ % \$ %
Social Engagement (social channel 1) (social channel 2) (social channel 3)	(\$ per hour x hours per month) \$35 X 20 HOURS = \$700	(\$ per hour x hours per month) ALL PLAYBILL'S PROMOTION WILL BE IN-HOUSE	\$ % \$ % \$ 700 32% \$ % \$ %
Software/Tools Monitoring/Scheduling Reporting/Analytics AI/Training	(N/A) \$35 X 25 HOURS = \$750	(\$ per month) ALL PLAYBILL'S PROMOTION WILL BE IN-HOUSE	\$ % \$ % \$ 750 40% \$ % \$ %
Promotions/Contests (campaign 1) (campaign 2) (campaign 3)	(\$ per campaign) \$35 X 20 HOURS = \$700	(\$ per campaign) ALL PLAYBILL'S PROMOTION WILL BE IN-HOUSE	\$ % \$ % \$ 700 32% \$ % \$ %
Total	\$ = \$4,425 %	\$ = \$0 %	\$ = \$4,425 & 130 HRS

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postcontrolmarketing.com/social-media-strategy-book

CONCLUSION

In conclusion, Playbill has a strong brand. There is already a solid identity attached to the name and a large following. However, Playbill's competitors are sneaking up and finding ways to stay relevant. Broadway is dark but the show must go on. It is up to Playbill to find fresh ways to entertain their audience and keep them engaged. There are lots of preexisting strengths for Playbill and there are even more opportunities to capitalize on. Honing in on those will allow Playbill to rise above the competition. Playbill must be trusted as Broadway's number one news source and by appealing to their demographics by staying on top of social media trends, they will establish their credibility.

By spending time creating content that can be shared on a multitude of platforms, Playbill will connect with different audiences. The integration of the social media plan will easily be integrated with Playbill's current strategy and featured on website and print materials. The designed social media plan will give a clear outline of what the intended structure of the social media rollout will entail.

Lastly, with the planned KPI outline and budget, Playbill will efficiently be able to track whether or not the aforementioned social media plan is meeting its goals. By setting quarterly KPIs rather than yearly, Playbill will be able to check in more frequently with how content is performing against budget and see which areas might be worth pivoting in. The outlined budget will also help to protect Playbill from overspending or understanding with no indication of what objective it hopes to tackle. After the end of the first quarter, all KPIs should be noted and a change in strategy should be visited if the marks are not being hit. If the strategy exceeds expectations, higher KPIs can (and should) be introduced.

For further action, contact me via email (beachy.micah@gmail.com) so that we may begin implementing these changes.

FACEBOOK BLUEPRINT

The Facebook Blueprint program provides an opportunity for marketing professionals to become certified Facebook and Instagram experts.

One lesson that will be useful for Playbill is the lesson "Build an Online Business Presence With Instagram" to understand how to build the brand better to engage the Instagram following.

A second lesson that will be useful for Playbill is the lesson "Connect With Customers on Instagram" to learn how to better entertain, educate, and satisfy our audience.

The final lesson that will be useful for Playbill is the lesson "Monitor and Edit Ad Campaigns in Ads Manager" to make sure that Playbill is able to report on all campaigns (Facebook Blueprint, 2021).

FACEBOOK BLUEPRINT



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