

Solution Proposal – Reach



Cross-platform #REDMEN15 campaign

The Redmen TV



RELATED PHOTO MEMORIES RELATED

HIGHLIGHT MOMENT



LFC/ REDMEN TV SHORT VIDEOS

FANS MEMORABLE STORY



MOST POPULAR
1 YEAR REDMEN TV PLUS



Reach – Expected Outcomes



Cross-platform #REDMEN15 campaign

5,000 content with **#REDMEN15**

Reach 100,000 Potential users

increase awareness Cross-platform interaction **30%**



Solution Proposal – Act

Video comments rewards program

1 year

2 6 months

3 1 quarter



***The most liked comment
will be rewarded***



Act – Estimated Outcomes

Video comments rewards program

80%

Comment interaction

Share

Naturally share and spread

50%

Video views



Act – Estimated Outcomes

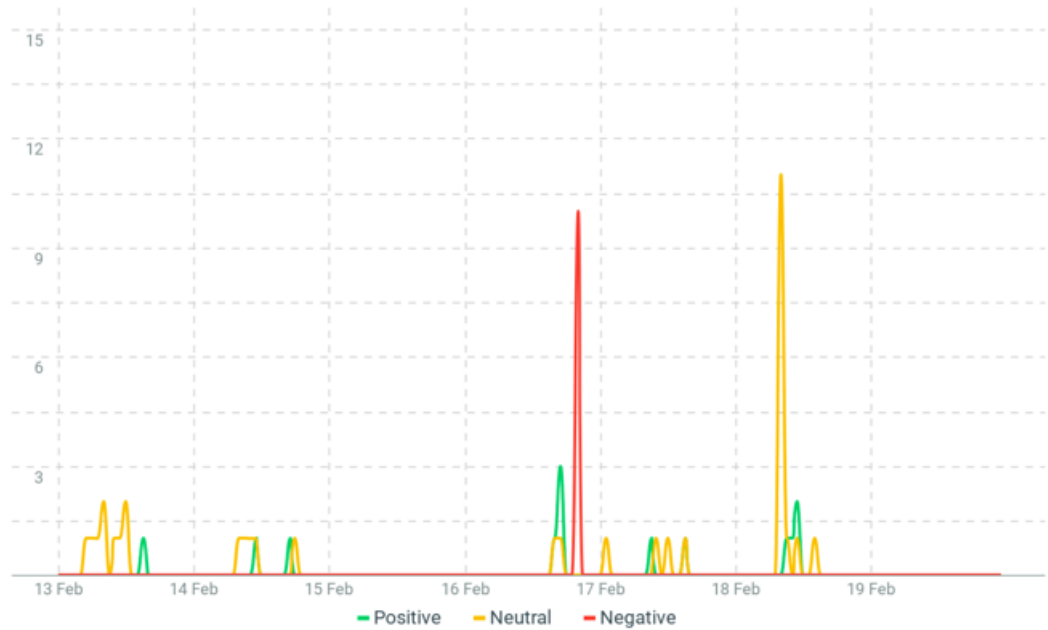
SENTIMENT



AUTHORS

15

SENTIMENT OVER TIME





Solution Proposal – Convert

15th anniversary lucky subscriber

For each video posted over The next 3 months

5 random reviewers



conditions:

Follow The Redmen TV YouTube

Winners announced weekly



Convert – Expected Effects



15th anniversary lucky subscriber

25%

40%

Subscription conversion

60%

Video completion

Comments interaction

**Increase audience's interest
in all videos for the next three months**



Solution Proposal - Engage

Anniversary top-up discount

1
month

Regular user

New user

Time limited discount

15%

1MONTH

free

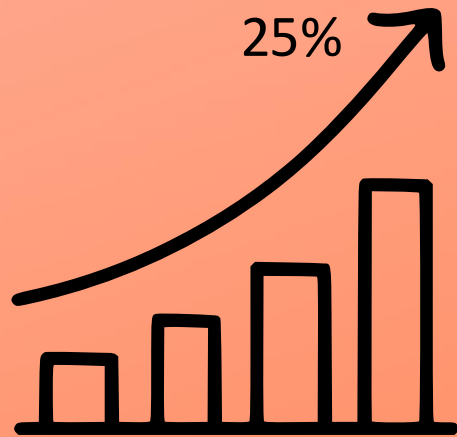


Remind



Engage – Prospective Results

Anniversary top-up discount



revenue

30%

subscriber



engagement

Cost-benefits Analysis



Cost-benefit analysis

investment Area	Estimated Cost	Expected ROI
Rearwards cost		
Video Comments Rewards Program	£146.79	
5th Anniversary Lucky Subscriber	£3,960	New subscribers estimated at 30,000+ and new paying members estimated at 1,500+ (annual net profit potential increase £90,000).
Promotion cost		In the long term, increased brand loyalty and user engagement will lead to more advertising, sponsorship and merchandising revenue than the initial investment.
Social media integration promotion fee	£1,500	
Marketing consultant	£3,072	
Subscription Promotions	N/A	
	£8,678.79	

Limitations



The evidence of issues are based on secondary data.

The success of implementation plan depends on algorithmic exposure.

Monitoring results and adjusting content when necessary.

May easy imitated by competitors, needs a first-move advantage.

