

WHEELOCK FAMILY THEATRE

Spring 2018 Advertising Plan

CAMPAIGN GOALS

- Drive registrations for undersubscribed courses
- Grow mailing list
- Increase Facebook likes for WFT page

CAMPAIGN STRATEGY

- Create custom landing page focused on undersubscribed courses
- Create Facebook ads to drive traffic to landing page
- Create seamless mobile experience for customer
- Target parents of grade school students
- Create ads to drive traffic to constant contact mailing list sign up form
- Create ads to promote Facebook page

AUDIENCE TARGETING

- Parents of students in Grades 1-3
- Within 25mi of WFT
- Interests:
 - Summer camp, the arts, theatre, acting
 - Lion King

LIMITATIONS

- Small time window for ad flight
- Limited budget for A/B testing advertisements

BUDGET & FLIGHT

- April 15 – May 15, 2018
- \$5 per ad (6) per day (30) = \$900 total spend

LANDING PAGE

WHEELOCK
COLLEGE

News & EventsMy WheellockDirectoriesLibraryWork@WheellockWheelock Family Theatre

Search Wheelock

ADMISSIONSACADEMICSTUDENT LIFEATHLETICSABOUTDIVERSITYALUMNIGIVING

Schools and Programs

Online Learning

Summer at Wheelock

- STEM in the City
- Wheelock Family Theatre Summer Programs

Academic Affairs

Faculty and Administration

Field Education at Wheelock

Service Learning and Study Abroad

Academic Support Services

Career Services

International Programs

Academic Records and Registration

Library

Educator Licensure and MTEls



Wheelock Family Theatre Summer Programs

Wheelock Family Theatre's classes nurture, challenge, and empower. Our theatre arts experiences are designed to help students grow skills for both the stage and life. Our 2- and 4-week Summer Program offers theatre arts classes for all ages and interests!

Here's a sampling of upcoming program. See the full offerings at wheelockfamilytheatre.org/classes.

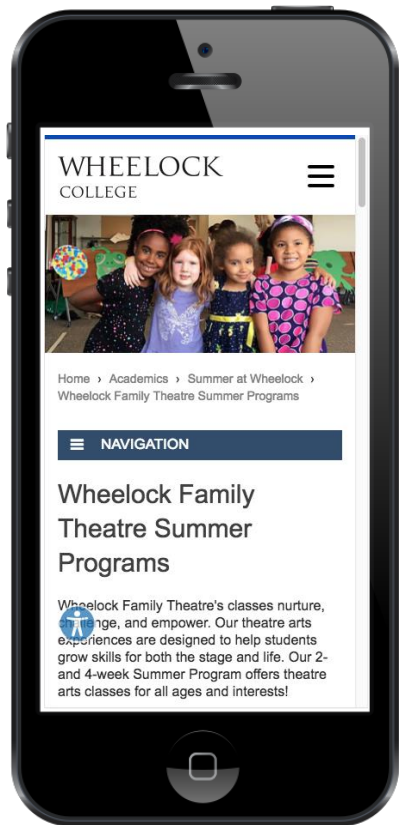
Creative Dramatics Comprehensive - Grades 1-3

CONTACT US

Questions about the right program for your child?

We can help!

Call us at 617-879-2235 or email NVargas@wheelock.edu

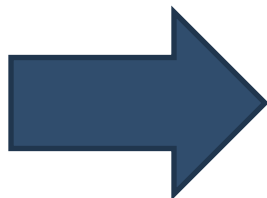


inspire a world of good | WHEELOCK
COLLEGE

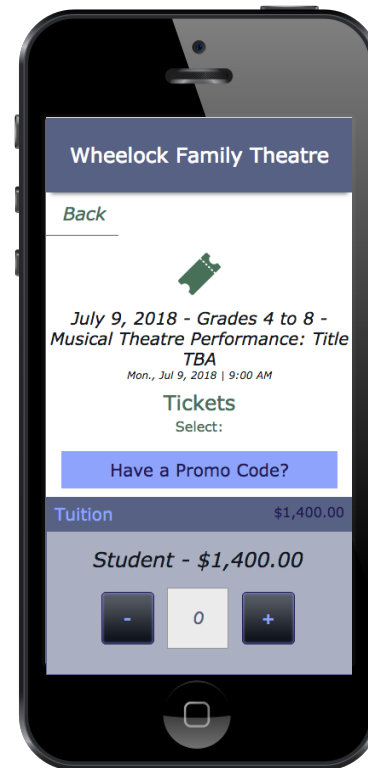
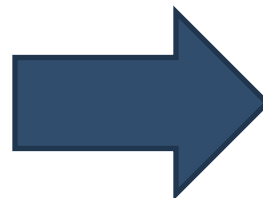
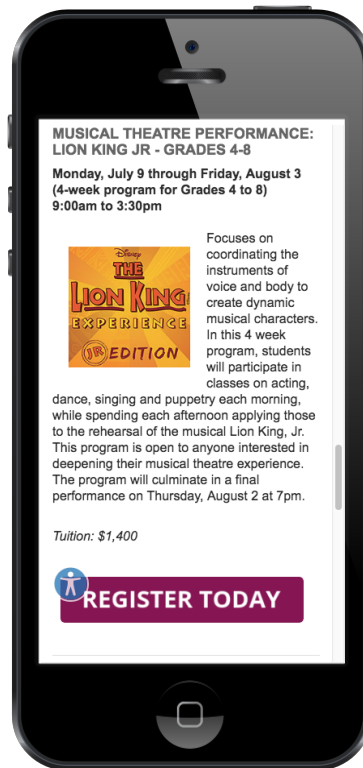
COURSE REGISTRATION

Ads in support of undersubscribed 2- and 4-week
classes

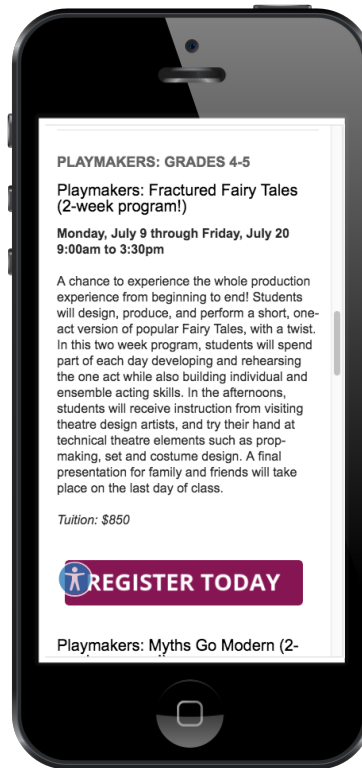
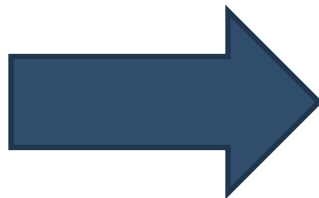
LION KING 4-WEEK



Ad takes user directly to "Lion King" section of page



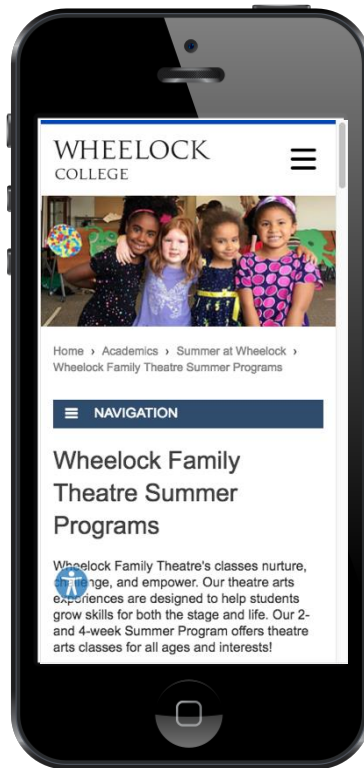
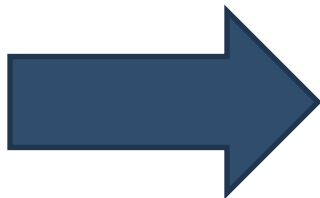
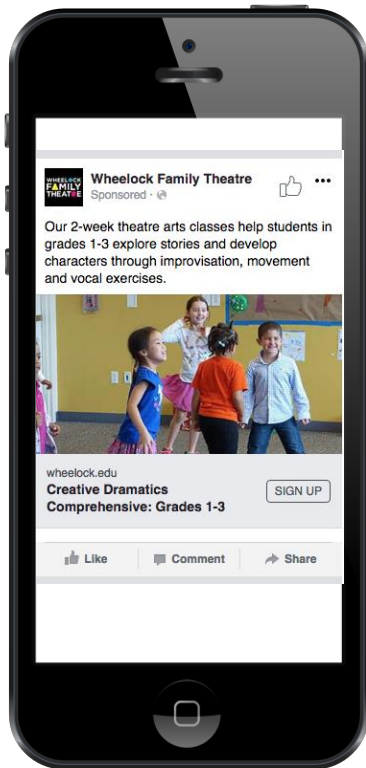
PLAYMAKERS 2-WEEK



Ad takes user directly to “playmakers” section of page

“Register” link takes to corresponding ovation page.

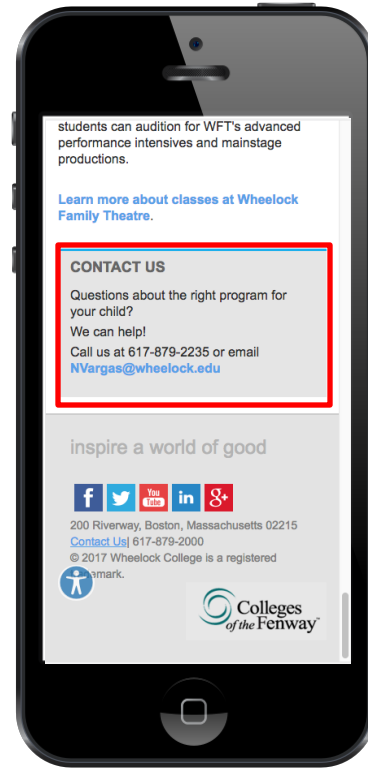
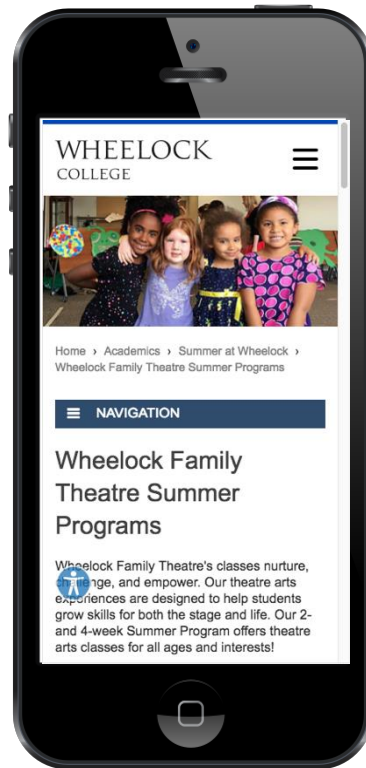
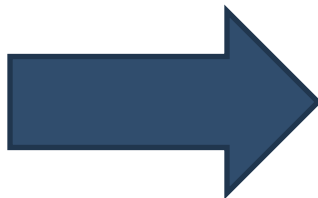
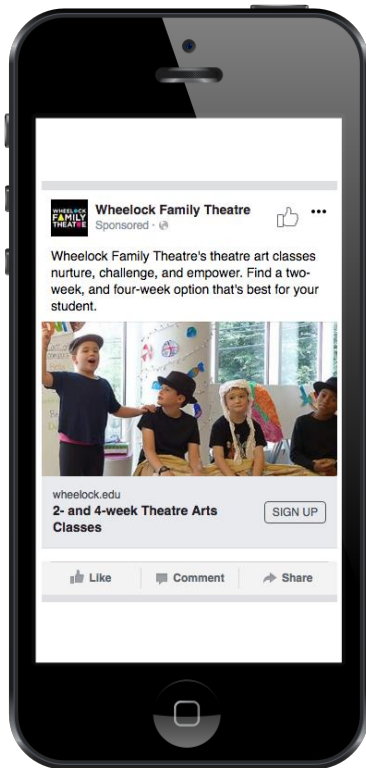
CREATIVE DRAMATICS 2-WEEK



“Creative Dramatics” is first course listed on this page.

“Register” link takes to corresponding ovation page.

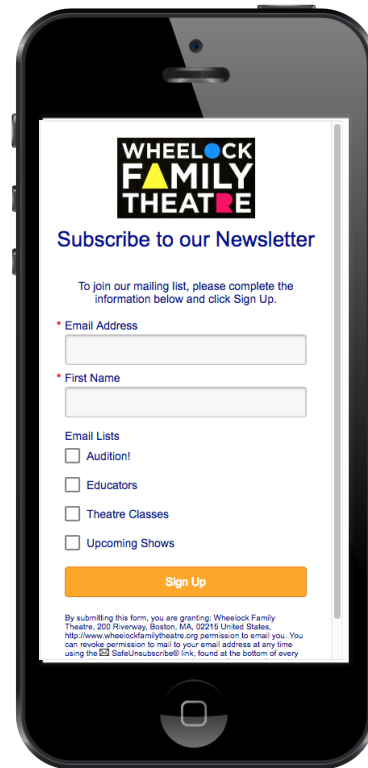
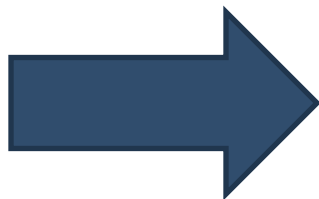
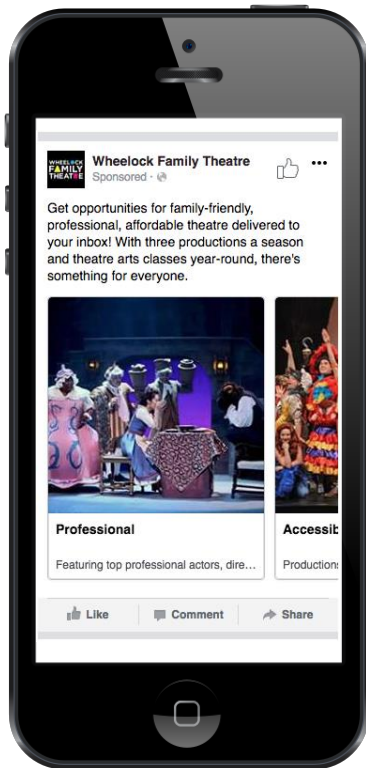
MULTI-WEEK GENERAL



BRAND AWARENESS

Mailing list growth and increased Facebook audience

MAILING LIST GROWTH



MAILING LIST GROWTH CONT'D

**Wheelock Family Theatre**
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Get opportunities for family-friendly, professional, affordable theatre delivered to your inbox! With three productions a season and theatre arts classes year-round, there's something for everyone.



Professional
Featuring top professional actors, directors, and d

Accessible
Productions for ALL audiences

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Educational
We offer a wide range of theatre classes and work

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