



SOCIAL MEDIA MARKETING PLAN

By: NATHAN HEUMANN

DISCLAIMER

“ This presentation is a scholarly project created for educational purposes. While it references a real-world event, 'Squid Games: The Trials', which I had the opportunity to work on, the content within this presentation is a hypothetical marketing plan developed solely to showcase my academic and professional abilities. It is not an official representation of the strategies employed in the actual event, nor does it claim any proprietary insights from the actual campaign conducted by Netflix, Inc. ”

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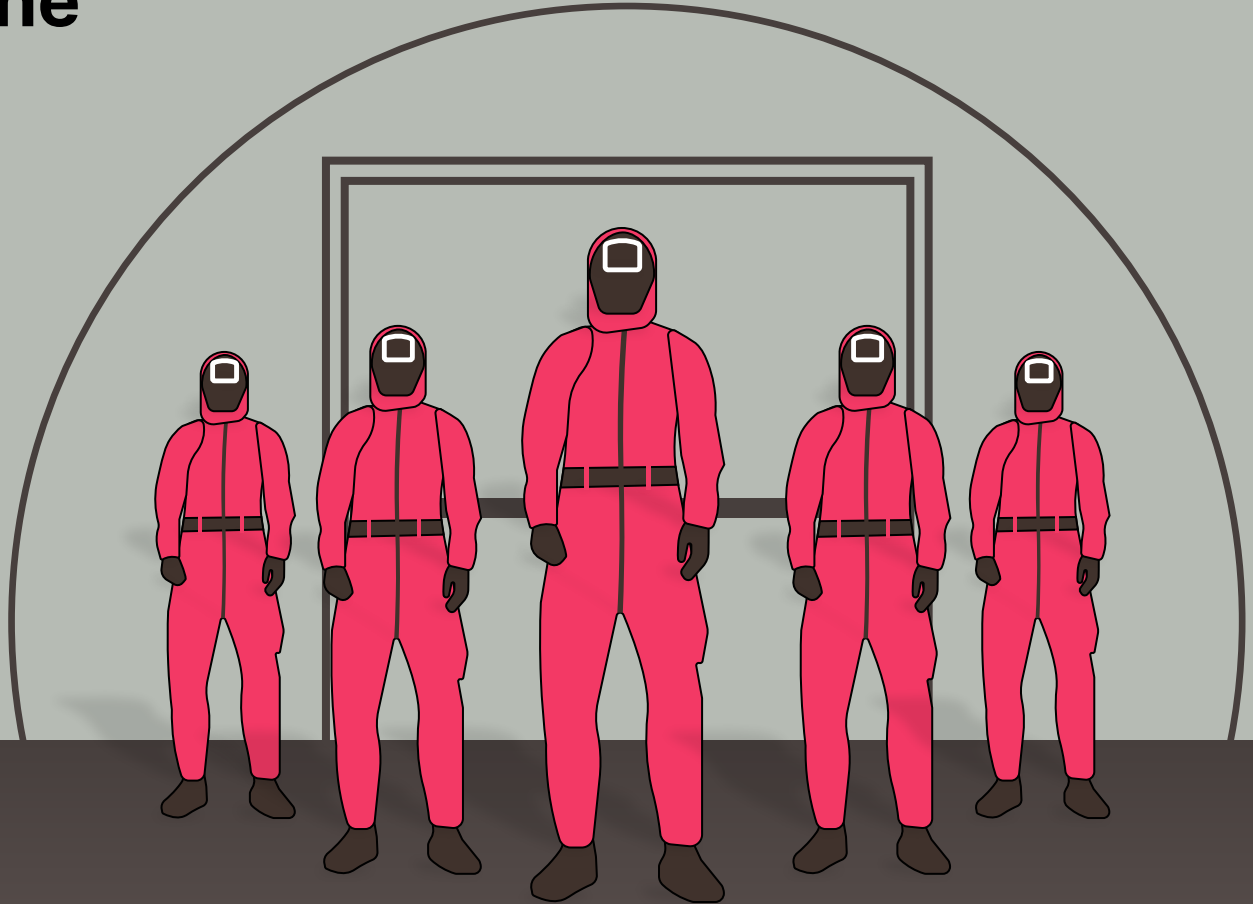
Squid Games: The Trials

An immersive experience based on the globally beloved Netflix Series 'Squid Games' and spin off counterpart 'Squid Games: The Challenge'

This campaign will consist of a **4 month, three phase plan** including; Pre-Launch, Launch, and Post-Launch Phases. The campaign's main goal will be **generating and drive ticket sales**.

This campaign will use the following Platforms:

-
- Instagram
 - Facebook
 - TikTok
 - Snapchat
 - Twitter



Target Audience



Core Squid Game Fans

Demographic: 58.65% between 18-34

Geographic Locations Popular

Worldwide: United States, Europe, Middle East, Africa, Korea

Interest and Behaviors: Likely to interact with other Netflix shows, streaming services, and platforms.

sources : 1, 2, 3, 4



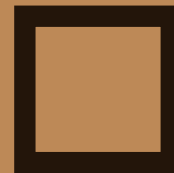
Immersive Experience Enthusiasts

Demographic: Diverse, with museums being most popular immersive experience across all ages

Preferences and Behaviors:

Enjoys physical spaces that engage with scenes, storytelling, technology and art.

sources: 5, 6



International Tourists

Demographic: Netflix has 247.2 Million paid international Subscribers

Geographic Locations: Korea, Asia, Europe

Interest and Behaviors: increase in Travel influenced by entertainment destinations

sources : 2, 8, 7.

Content Strategy

This campaign consist of 5 different strategies that are designed to captivate the audience and make them feel engaged with the experience and IP online and guide them through the marketing funnel awareness to final decision of purchasing a ticket. By using the marketing funnel we will employ a series of strategies to help increase ticket sales and brand awareness .



Interactive story-telling

Story Campaign on Instagram,
Facebook featuring frontman
and/or Guards



Live Q&A with "The Frontman"

Exclusive Live Sessions on
Instagram and Facebook featuring
the FrontMan live from the
VIP-Lounge



BTS Content Drops

Exclusive content snippets of
unseen footage and interviews of
cast members of 'Squid Games:
The Challenge'



Dalgona TikTok & Snapchat Filter

Interactive Filter on TikTok and
Snapchat that simulates the
Dalgona cookie game from 'Squid
Games: The Trails'

Interactive *story*-telling

Utilize Instagram and Facebook to create a story campaign featuring the Frontman and/or Guards. Each post presents a choice, with followers' decisions leading to different outcomes, mirroring the decision-making aspect of "Squid Games: The Trials."

- Develop a series of interconnected stories, creating a mini-narrative
- Mini-Narrative brings customers back to social media each day for next installment of the story.
- Each group choice decides the fate of the story.
- Encourages visit to 'Squid Games: The Trials'



Live Q&A with “Frontman”

Host exclusive live sessions on Instagram and Facebook with the Frontman broadcasting from the VIP Lounge. These sessions are designed to answer questions and connect with audiences on a personal level.



Promote in Advance

Promote these sessions in advance with teaser videos and countdowns.



Fan Submitted Questions

Encourage fans to submit their questions beforehand



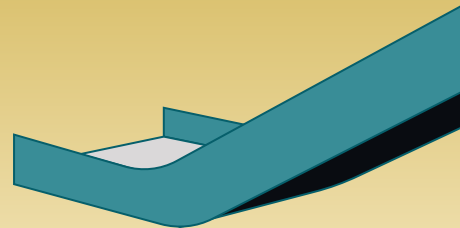
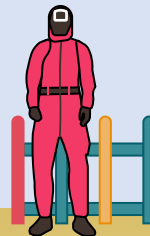
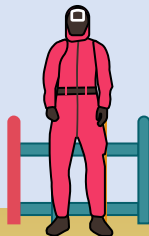
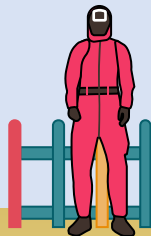
Custom #AsktheFrontman

Dedicated Hashtag
'#AsktheFrontman' to get all your experience questions answered



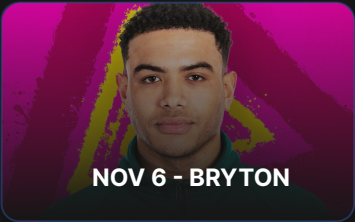
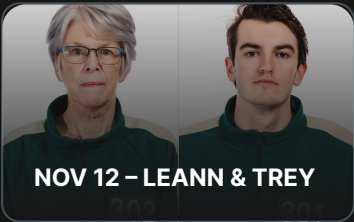
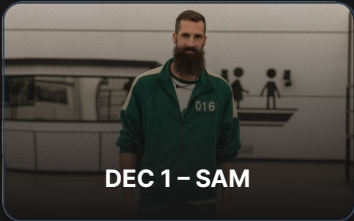
Live Sneak Peak

Short Live look into 'The Trials' on Live with Frontman Himself



BTS Exclusive Content Drops

Posting exclusive content snippets, including unseen footage and interviews with the cast of 'Squid Games: The Challenge' as they navigate 'Squid Games: The Trials'. These are never before seen content from your favorite cast members

1	3	 NOV 6 - BRYTON	8	10	 NOV 12 - LEANN & TREY	13	15	17
2	4		9	11		14	16	18
 NOV 19 - ASHLEY		19	21	23	25	27	29	
		20	22	24	26	28	30	 DEC 1 - SAM
6	8	10	12	 DEC 17 - PHIL		21	23	25
7	9	11	13			22	24	26
						 DEC 31 - MAI		

Dalgona Filter x Samsung

An interactive filter on TikTok and Snapchat that simulates the Dalgona cookie game from 'Squid Games: The Trials.' This is created by activation partner Samsung, who has a dalgona game with a leaderboard at the experience, this will let users at home try it out for themselves and send them to a screen encouraged to buy tickets to come try for themselves.



At home participation

An interactive filter helps viewers at home feel more connected to not only the experience but also the Squid Game IP



Call to Action

The filter has a clear call to action at the end, encouraging players to buy a ticket to Squid Games; The Trials and try in person



Influencer Partnerships

By partnering with influencers to promote the Dalgona filter you are more likely to get your filter spread and give yourself a chance of it becoming a trend, all while directing people to ticket sales.



Potential LA Influencers:

- Chris Olsen
- Tana Mongeau
- Trisha Paytas
- LAInAMinute

Marketing Funnel

Awareness: Sparking Curiosity



Interactive storytelling ignites curiosity by immersing followers in decision-driven narratives that mirror the suspense of "Squid Games".

Interest: Deepening Connection



Live Q&A sessions will deepen the audience's connection to "Squid Games: The Trials" by engaging directly with fans

Decision: Nudging Towards Purchase



BTS content drops serve as a nudge towards purchase by offering a sneak peek into the excitement

Action: Securing Ticket Sales

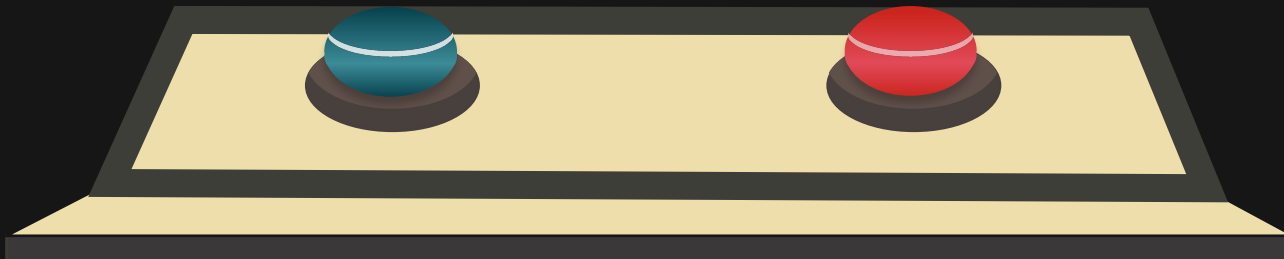


The Dalgona filter, paired with influencer collabs, directly encourages ticket sales by engaging users with a clear call-to-action

Post-Purchase: Sustaining Engagement



Exclusive content sharing sustains engagement, encouraging attendees to share their experiences, sparking *Awareness* for new potential customers



KPI Tracking & Goals

It is important to set S.M.A.R.T. Goals for each KPI. This helps focus efforts and helps measure your success of the campaign.

15%

Over 4 months

**Engagement
Rates**

3%

On clickable ads

**(Click-Through Rates)
CTR**

5M

Impressions within 2
months

**Impression &
Reach**

5%

Interactions to sales

**Conversion
Rates**

10k

Over 4 months

Ticket Sales

Final Data Analysis

Demographic Data

Collecting final demographic data such as; Gender, Age, and Interest can help determine what platforms and distribution channels to reach new audiences

Engagement Data

Likes, Comments, Shares, and views can all help determine what content people respond and engage best with.

Conversion Data

Helps understand which call to actions and content formats are most effective for driving sales and converting customers

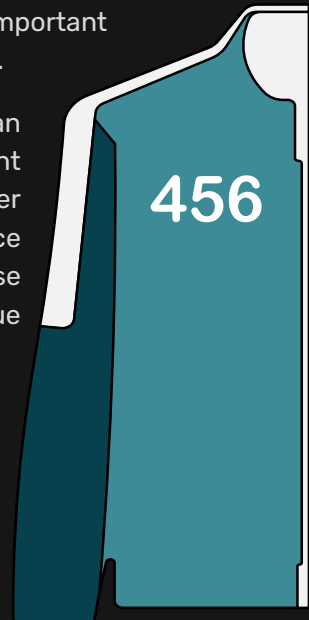
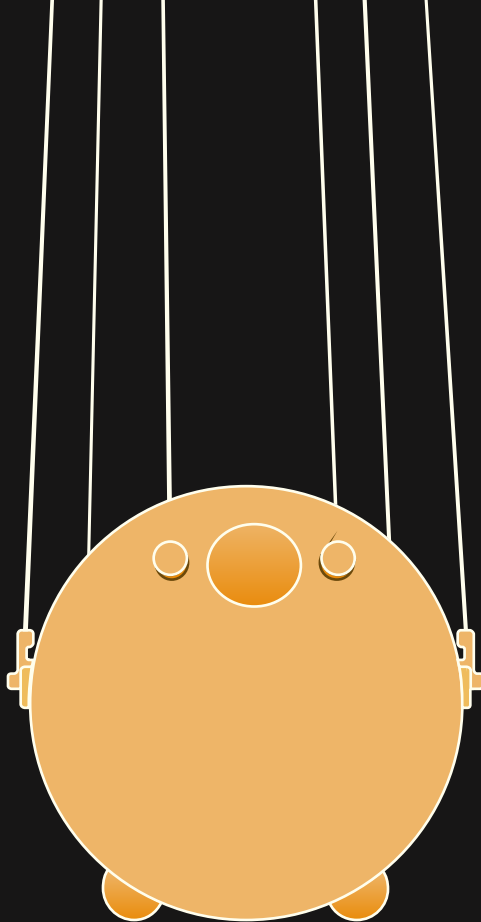
Geographic Data

Paints a clear image of what geographic regions have high demand so they can be prioritized for future activations

Feedback and Surveys

Feedback from ticket holders as well as people online are important information to collect.

With this info you can tailor the event experience to better meet audience expectations and raise value



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THANKS