



CLAPPER

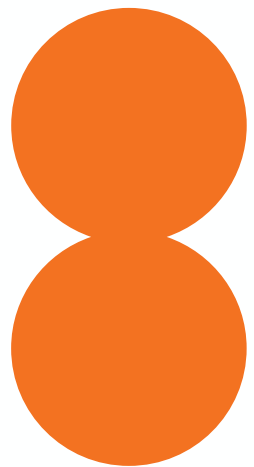
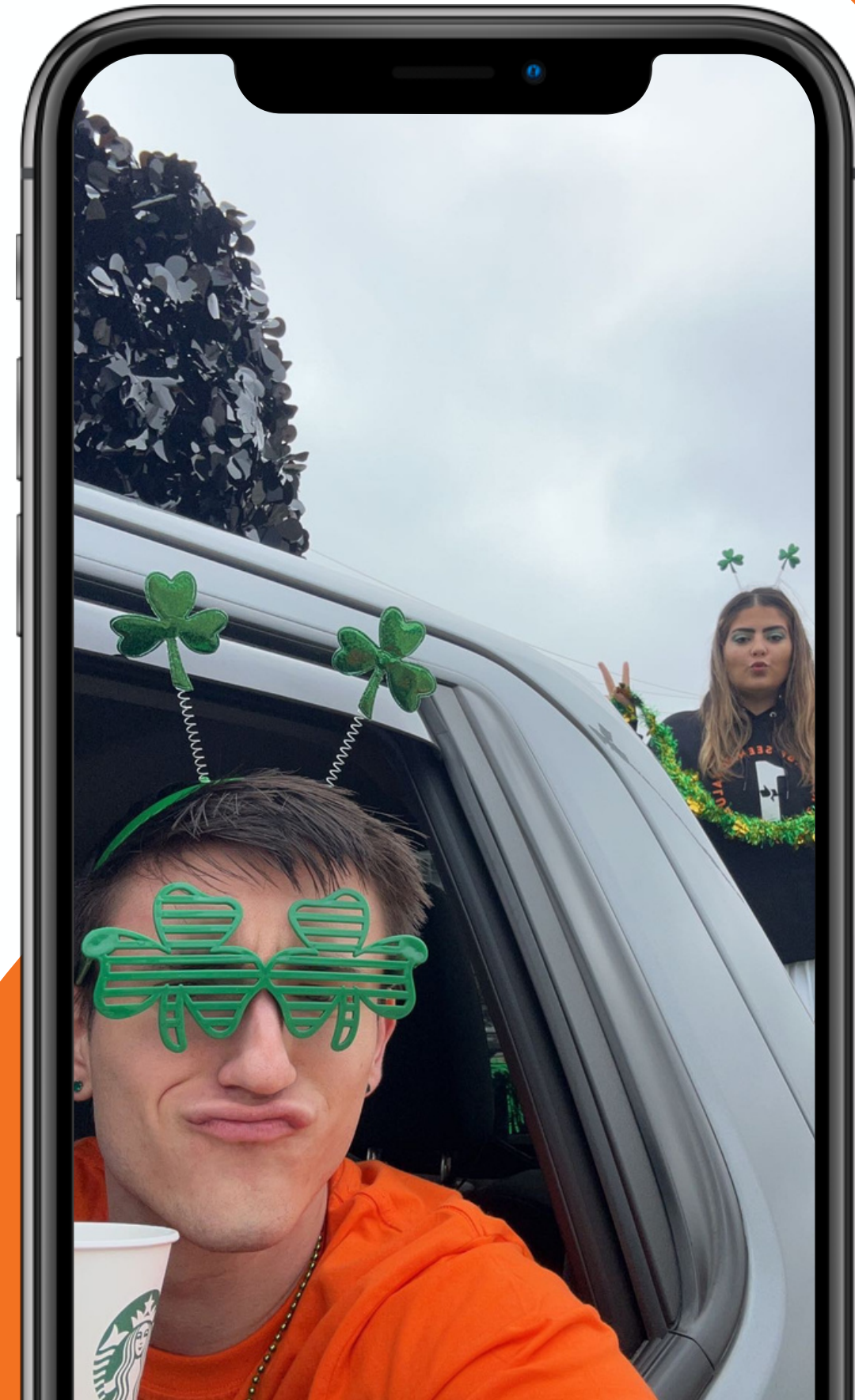
Clapper Campaign

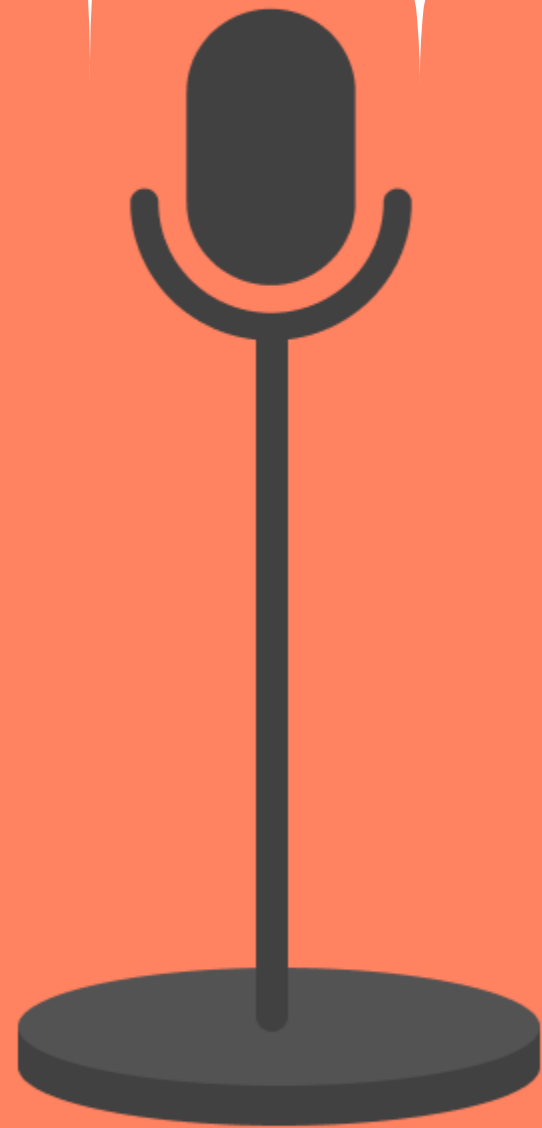
Whos got talent?

Presented By:
Cody Havlice

CONTENT

1. Introduction
2. Campaign
3. Participation
4. Weekly Outline
5. Goals
6. Socials





CLAPPER TALENT SHOW



WAYS TO PARTICIPATE

1



LIVE

2

Hashtag

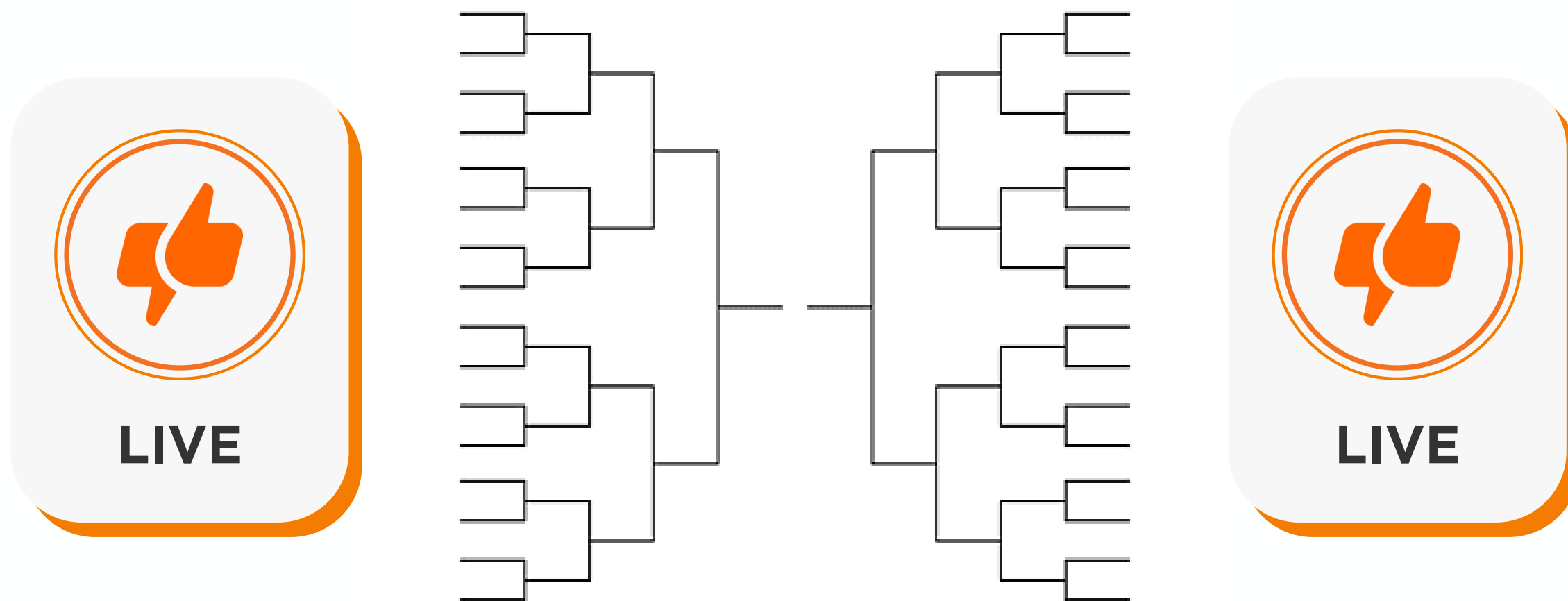
#

ClapperTalent



1

PK Tournament LIVES



- **PK Tournament participation available to those who apply, get accepted, and reserve a time slot.**

2

#ClapperTalent

- No application needed
- Must follow Hashtag guidelines
- Hashtag "opens" for two weeks
- Ten Finalist, One Winner

PARTICIPATION



Visibility in smaller communities



Less bias of particular communities



Prizes!

WEEKLY OUTLINE

1

- Promotional material created for socials
- Application created for **PK Tournament** Participation
- Dates finalized for rest of campaign
- Guidelines finalized

2

- Promotional material posted
- Application for **PK Tournament** posted
- Users notified of **#ClapperTalent** Competition

3

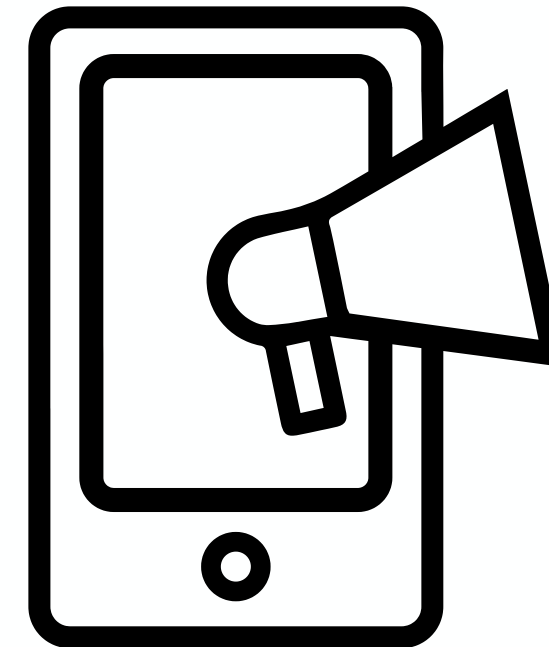
- **PK Tournament** application closes, Users are notified of their LIVE time slot
- Bracket is posted
- **#ClapperTalent** videos continue to post

4

- **PK Tournaments** occur, bracket style.
- Top 10 creators from **#CreatorTalent** are notified and voting for top talent is created.

5

- Winners announced for **PK Tournament**
- Winners announced from **#CreatorTalent** poll
- Prizes sent to finalists and winners



GOALS

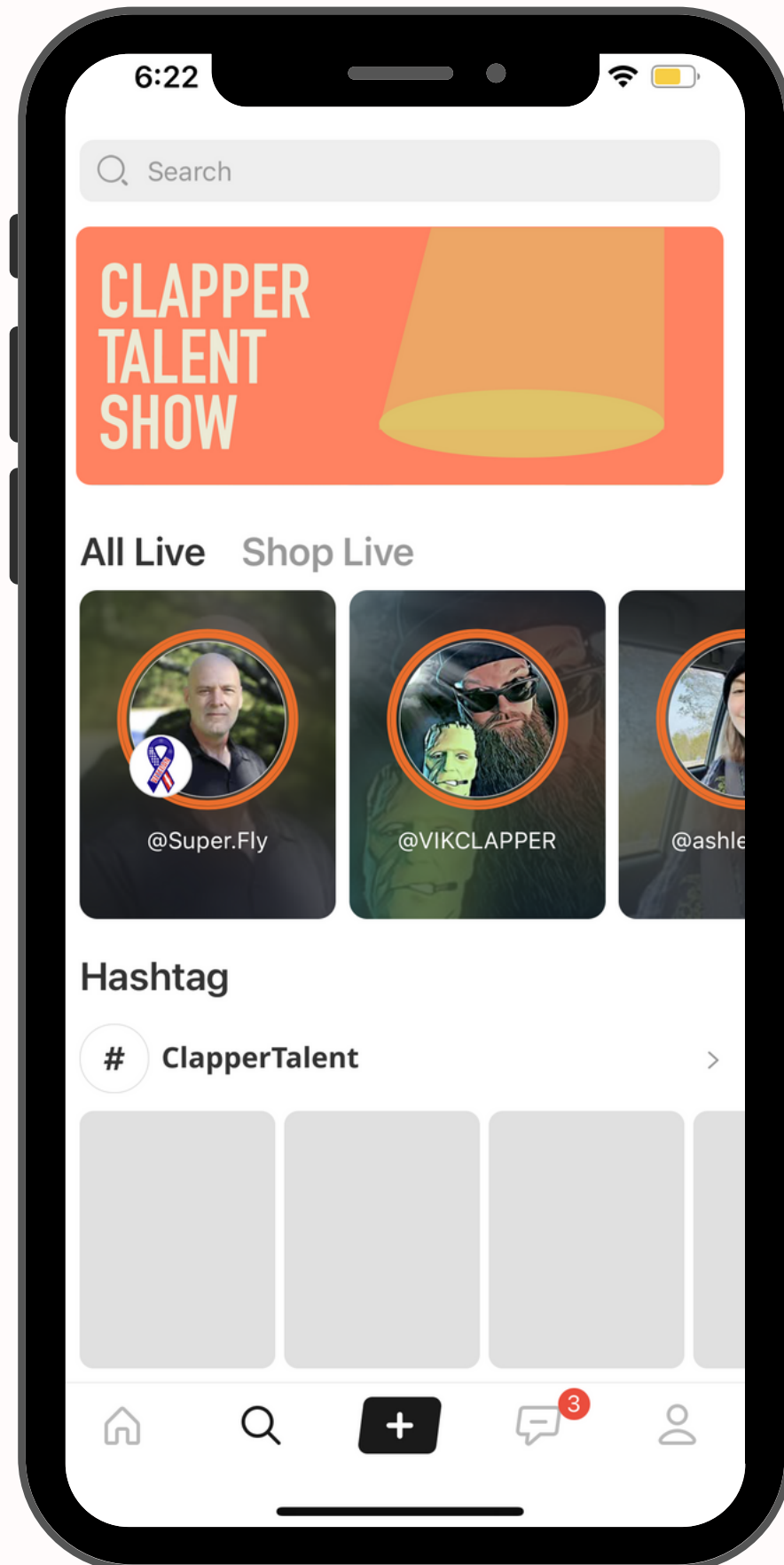
User Engagement

Visibility

Competition

Networking

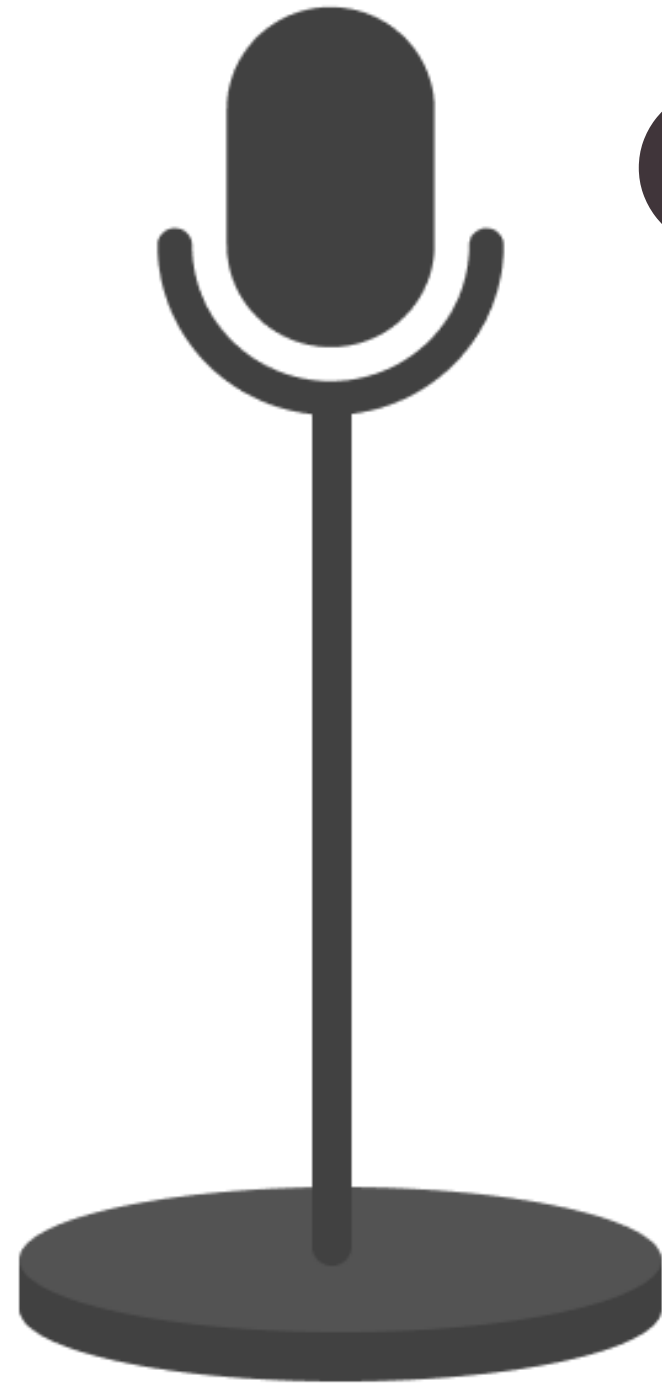
SOCIAL PROMOTION



SOCIAL IDEAS

- **Twitter Poll**
 - **"Whats your talent?"**
- **Instagram Reels**
 - **Office Talent show**
 - **Talent Show Highlights**





QUESTIONS?

