



Strategy Session + Website Blueprint

SPELLS OF THE SEA MUSICAL

[CLICK HERE FOR THE REPLAY](#)  → September 13th, 2022

COMING SOON PAGE LAUNCH ASAP

TO DO IN SESSION

- ☒ ~~Google Profile Setup~~
- ☒ ~~Domain Login + Connection~~
- ☐ Email Collection Setup + Backup to Google Drive Sheet
- ☒ ~~Coming Soon Page Updates + Modifications~~

MEGAN ANN TO DO

- ☒ ~~New SOTS Artwork from MAR in Google Drive Folder~~
- ☒ ~~New Copy of Landing Page from MAR~~
- ☒ ~~Creative Team Headshots~~
- ☒ ~~Creative Team Bios~~
- ☒ ~~Graphic Credit Details (for Credits Page) from MAR~~

FROM LAST MEETING

- ☐ Social Media – Instagram, Facebook, Youtube
- ☐ Email Marketing
- ☐ Link Tracking
- ☐ Progress and dates for media
- ☐ Press and Media Combined? Or separated?
- ☐ Press Kit
- ☐ Shop?
- ☐ Questions about content curation
- ☐ Hashtag for the show – what is it?

☐ Upload Interviews for Press Page – metro

Purpose of website is information

Priorities – buying tickets

Have to use metro tickets – send direct link (image menu)

Prioritize – group sales, not so much pay what you wish

Special Developmental logos – MAR task, O'Neill MT Festival, Pegasus Play Lab

Tiktok reels and filming show – DATE? February 7th and 8th

Additional session for this

Plan out content for website