Facebook Live Stream Takeover

Objective:

Increase exposure and awareness of artists, their new releases, tour dates, etc. Reach targeted dance music demographic via thatDROP.com website and social media channels. Drive content engagement to maximum potential using our combined social media resources.
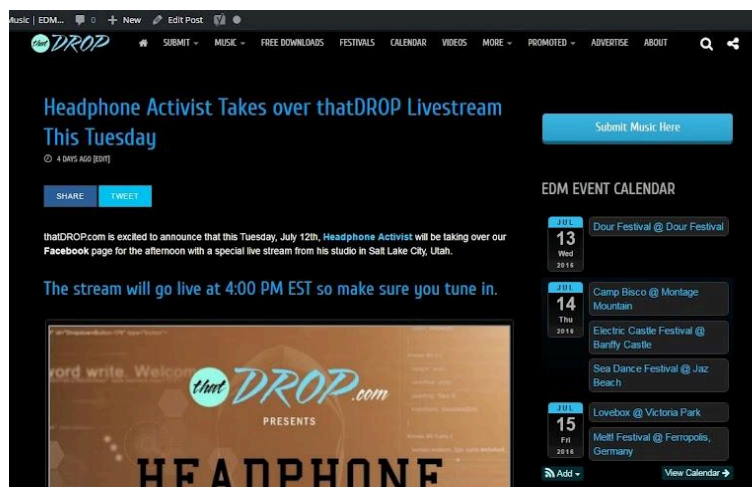
Strategic Plan:

Organically market artists through a combination of media channels, including Facebook, Instagram, Snapchat, and Twitter, to promote for maximum viewership.

thatDROP Offerings:

- **Create a post on thatDROP.com promoting the live stream event**
  Example:

http://www.thatdrop.com/headphone-activist-takes-thatdrop-livestream-tuesday/

- **Create an event on the thatDROP Facebook page**
  Examples:

  https://www.facebook.com/events/604928033016628/

  https://www.facebook.com/events/250319562021993/

- **Create an event flyer**
  Examples:

- **Promote the live stream event on Facebook, Instagram, Twitter, and Snapchat before the event**

- **Provide Access for the Actual live stream**

Results from Previous Livestreams: (first 24 hours)
- Stranger Candy:

Video Performance In This Post		
👁 Peak Live Viewers	159	>
🕐 Minutes Viewed	7,712	>
👤 Unique Viewers	9,817	>
🎥 Video Views	10,182	>

What You Offer Us:

- At least (2) reposts on Facebook, Instagram, and Twitter of the event flyer tagging thatDROP (@thatdropdotcom)

The Pre-Streaming Process:

1. Prior to the live stream date, you need to send us:
    a. Your Logo and a Press Photo larger than 750px x 750px for the flyer
    b. Bullet points of what you want to talk about
    c. The name and link to the Facebook user that will conduct the stream (they must "like" our FB page in order for us to make them an admin)
    d. We will create the flyer containing the thatDROP logo
2. Prepare to stream for a minimum of 20 minutes
3. 2 hours before the event we will test the live stream, check the connection, audio, lighting, etc.

During the Live Stream:

1. You will repost on your Facebook and Instagram
2. You must stream for a minimum of 20 minutes
3. You must mention "thatDROP" at least 3 times

Request Times & Apply

http://www.thatdrop.com/livestream-application/