



ALAMO

DRAFTHOUSE CINEMA

Value Proposition

The Alamo Drafthouse provides an exceptional form of entertainment that cannot be duplicated in the comfort of one's home. They achieve this by showcasing a diverse selection of movies on a big screen with exceptional sound quality, cozy seating arrangements, and delicious food and drink options. Combine to create a fully immersive and captivating experience for moviegoers.



Film Fanatic Club

Loyalty Points

1 point = \$1.00



Shop



Earn



Redeem

Loyalty Program Benefits

Benefits	Newbie	5-199	200-399	400-799	800-1,499	1,500-4,999	5,000-8,999	9,000-15,000
Enrollment Offer	●	●	●	●	●	●	●	●
1 point For Every \$1 Spent	●	●	●	●	●	●	●	●
Birthday Gift	●	●	●	●	●	●	●	●
Personalized Cup		●	●	●	●	●	●	●
Personalized Popcorn Bowl			●	●	●	●	●	●
Personalized Stein				●	●	●	●	●
1 Free Meal with Movie					●	●	●	●
Free Merchandise						●	●	●
First in line VIP Events							●	●
Free VIP Tickets								●

By collecting reward points, you can earn points towards free items.

As soon as you join, your benefits begin. Ranges for gift start at 1 point to 15k points.

Benefits include:

- Free gift on your birthday
- Personalized cup and stein
- Free meals and merchandise
- Special offers for VIP events

Persona

- Connor Smith
- **Age:** 24
- **Education:** In college for a Graphic design major (Bachelors), into animation, works with computers, IT/tech-oriented
- **Interests:** Into comics, enjoys going to arcades on the weekends, pc gamer
- **Relationship status:** in the dating scene/situationships
- **Interests cont.:** Has millennial/Gen Z humour, into memes, enjoys pizza, chicken wings, pizza rolls, cheap ramen,



Persona ct.

Alex Rolbier

- **Age** - 22
- **Pronouns** - (they/them)
- **Income** - \$34k a year
- **Education** - high school grad
- **Location** (city, suburbs, rural) - city

- **Work Experience level** - marketing design freelancer
- **Relationship Status** - single
- **Parental Status** - not a parent



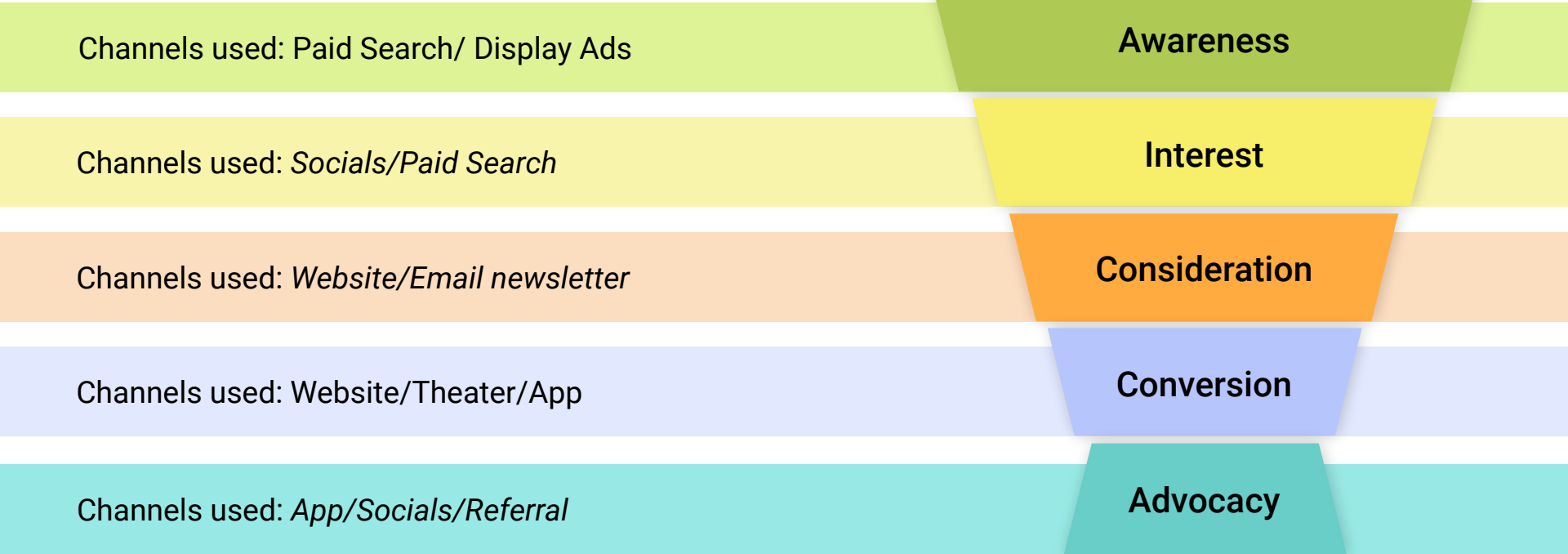
Sean Callahan

- **Age** - 18
- **Pronouns** - (he/him/his)
- **Income** - \$25k a year
- **Education** - Just graduated high school
- **Location** (city, suburbs, rural) - suburbs

- **Work experience level** - entry level— some part-time jobs working in restaurants.
- **Relationship status** - single
- **Parental status** - not a parent

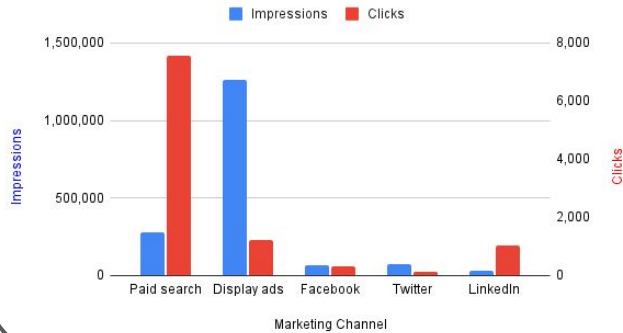


Digital Funnels Come in Many Styles



Data Analysis (Awareness Phase)

Impressions and Clicks by Channel



Considerations:

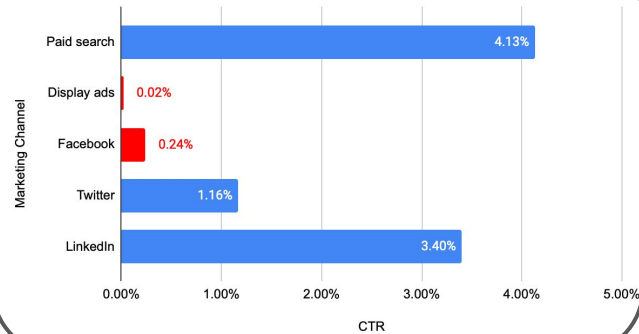
- ❖ Our Awareness Phase is focused on impressions/Clicks
- ❖ Paid Search/Display Ads far outperform their social media counterparts
- ❖ Facebook, Twitter & LinkedIn make up a cumulative \$5,000 in Ad Spend
- ❖ Ad Spend from poorly performing campaigns should be reallocated to Paid Search/Display Ads

Monthly Ad Spend by Channel

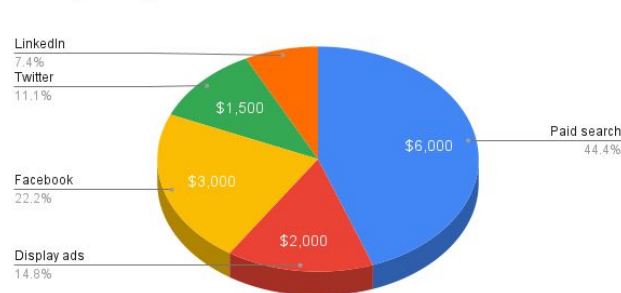


Data Analysis (Interest/Consideration Phase)

CTR by Marketing Channel



Monthly Ad Spend

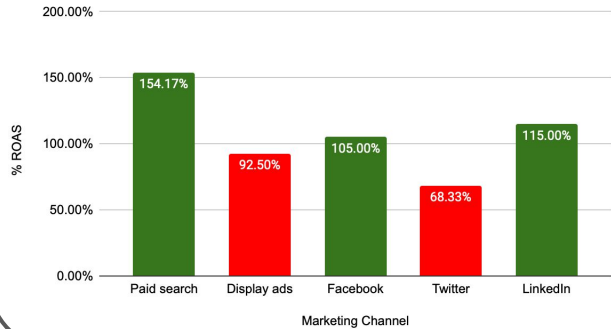


Considerations:

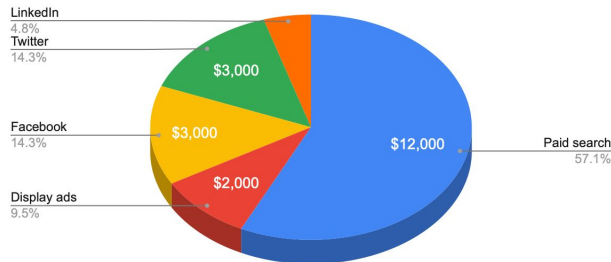
- ❖ Our Consideration Phase is focused on driving consumers to website
- ❖ Because our goal is to drive consumers to our site, these campaigns will be evaluated by CTR
- ❖ Lowest performing campaigns by CTR Include Display/Facebook Ads
- ❖ We recommend reallocating \$5,000 ad spend from poorly performing campaigns towards Twitter, LinkedIn and Paid Search

Data Analysis (Conversion Phase)

% ROAS by Marketing Channel



Monthly Ad Spend by Channel



Considerations:

- ❖ Our Conversion Phase is focused on maximizing Net Revenue and converting as many consumers as possible
- ❖ Campaigns within this section of the funnel will be ranked based on ROAS
- ❖ Lowest performing campaigns by ROAS are the Display/Twitter Ads
- ❖ We recommend reallocating Ad spend from Display/Twitter campaigns to their higher performing counterparts

Data Plan & Analysis (CTR)

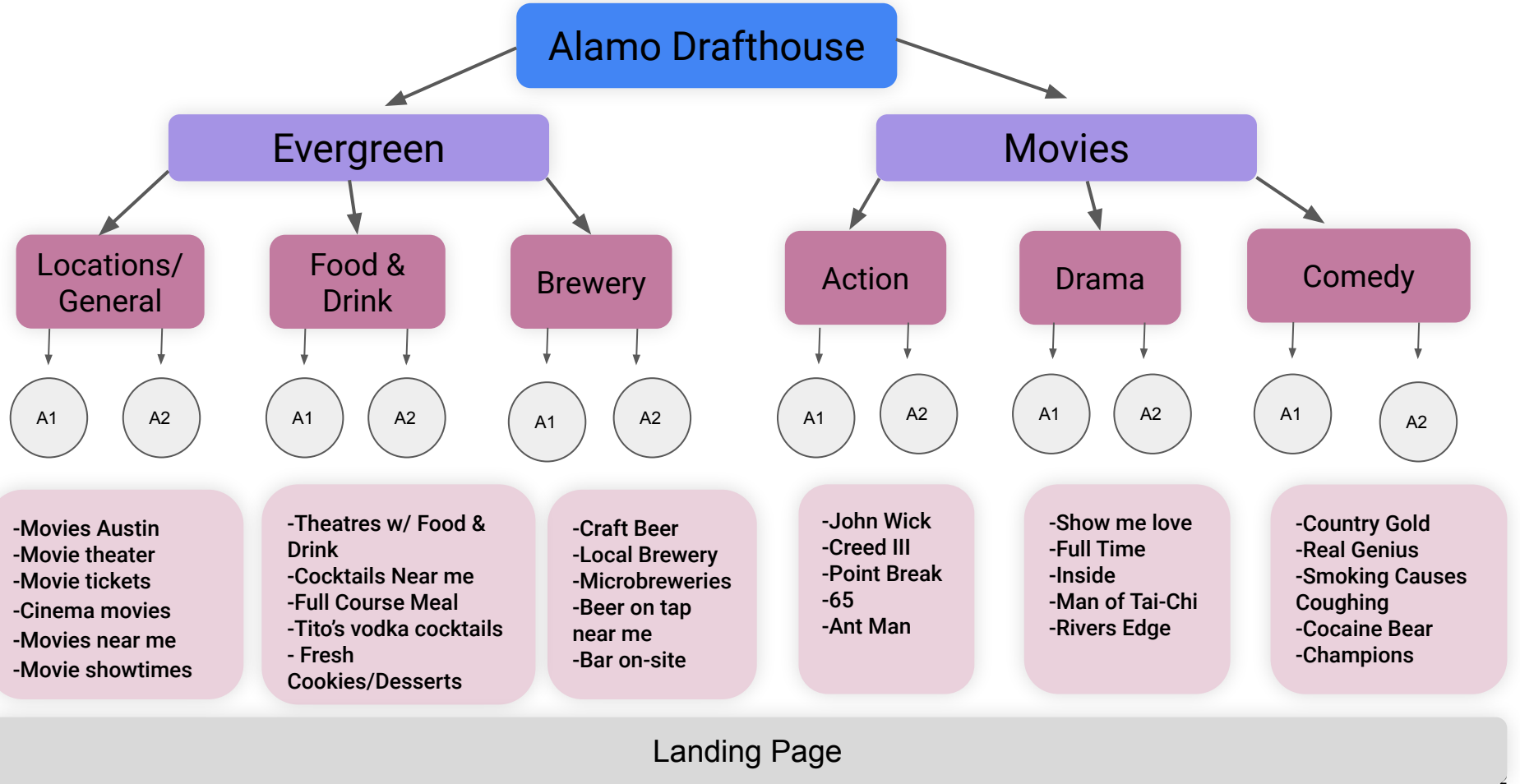
Funnel Stage	Marketing Channel	CTR
Top of the Funnel	Paid search	2.71%
	Display ads	0.10%
	Facebook	0.47%
	Twitter	0.18%
	LinkedIn	3.13%
Awareness Totals		0.60%

Funnel Stage	Marketing Channel	CTR
Middle of the Funnel	Paid search	4.13%
	Display ads	0.02%
	Facebook	0.24%
	Twitter	1.16%
	LinkedIn	3.40%
Interest/Consideration Totals		0.60%

Funnel Stage	Marketing Channel	CTR
Bottom of the Funnel	Paid search	4.91%
	Display ads	0.05%
	Facebook	0.78%
	Twitter	1.11%
	LinkedIn	7.47%
Conversion Totals		1.12%

Data Plan II- In addition to our initial plan to increase ROAS we noticed that the CTR for some of the campaigns was particularly low. Within these campaigns we plan on taking a look at our Ad copy to make improvements that would entice the consumer to be more likely to click on our ads within these poorly performing campaigns.

Paid Search Campaign Structure



Keywords with Search Volume

Ad Group 1:

- Movies Austin (1K-10K)
- Movie theater (10M-100M)
- Movie tickets (10K-100K)
- Cinema movies (10K-100K)
- Movies near me (1M-10M)
- Movie showtimes (100K-1M)

Ad Group 2:

- Theatres w/ Food & Drink (1K-10K)
- Cocktails near me (10K-100K)
- Full Course Meal (1K-10K)
- Tito's vodka cocktails (10-100)
- Fresh Desserts (100-1K)

Ad Group 3:

- Craft Beer (10K-100K)
- Local Brewery (1K-10K)
- Microbreweries (10K-100K)
- Beer on tap near me (1K-10K)
- Bars near me (1M-10M)

Ad Group 4:

- John Wick (100K-1M)
- Creed III (10k-100K)
- Point Break (100K-1M)
- 65 (10K-100K)
- Ant Man (100K-1M)

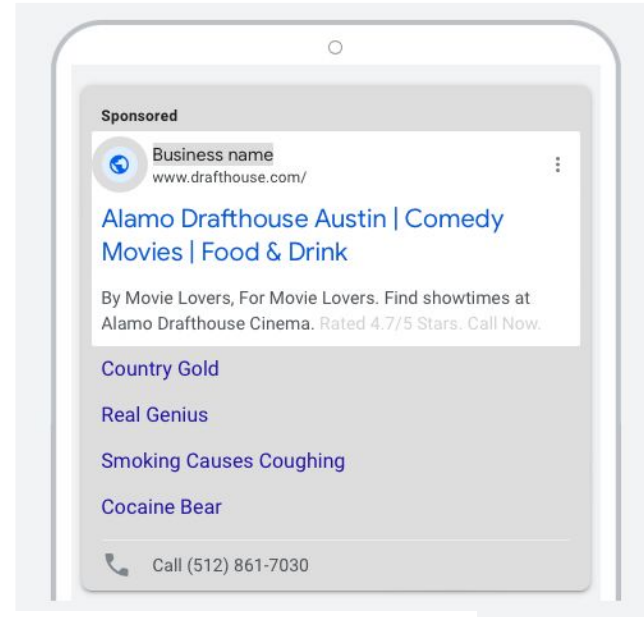
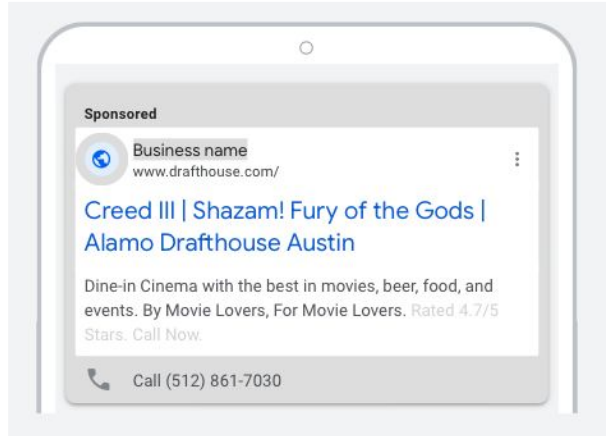
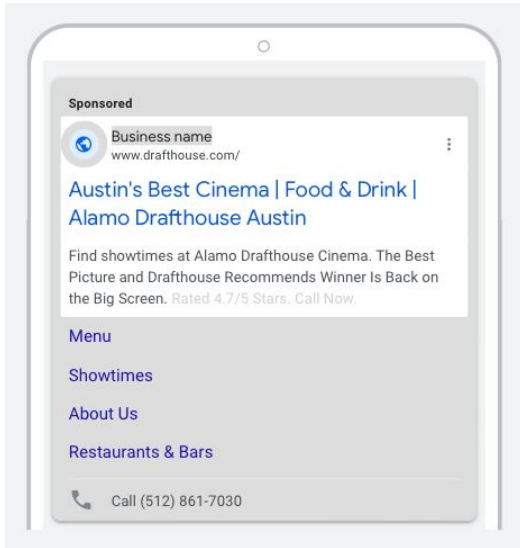
Ad Group 5:

- Show me love (1K-10K)
- Full Time Movie (100-1K)
- Inside Movie (1K-10K)
- Man of Tai-Chi (1K-10K)
- Rivers Edge (10K-100K)

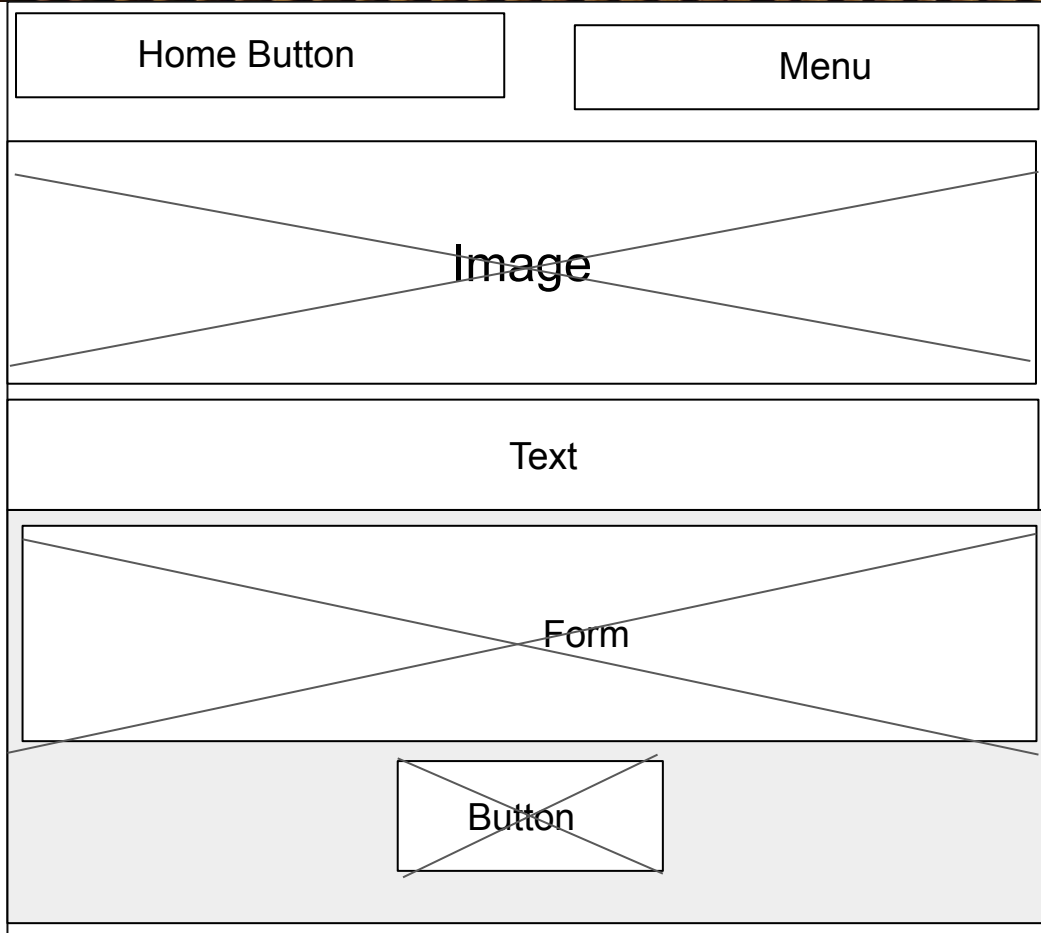
Ad Group 6:

- Country Gold (100-1K)
- Real Genius (10K-100K)
- Smoking Causes Coughing (100-1K)
- Cocaine Bear (100K-1M)
- Champions Movie (10K-100K)

Paid Search Ad Copy



Ad Copy Aspects- For our paid search ad copy we tried to utilize as many extensions as possible in order to take up the most space on the SERP (Search Engine Results Page) and therefore catch the consumers attention. As you'll see for one of our Ads we put the titles of the movies within the Heading while the other we utilized the sitelink extensions, depending on variance in ad performance we may change ad copy to achieve a higher CTR



Wireframe

Our loyalty program landing page is designed to draw the consumer in. We started with the home button in the left corner and the menu in the right corner. The top center image will showcase our loyalty program name. The call to action “sign up” is directly under the image.

Retargeting Plan

Campaign type: Email marketing campaign

Retargeting Audience details: re-engage with audience who purchased a ticket but didn't sign up for the loyalty program

KPIs to measure: Open rate, Click rate, click-to-open rate, conversion rate



Retargeting Plan

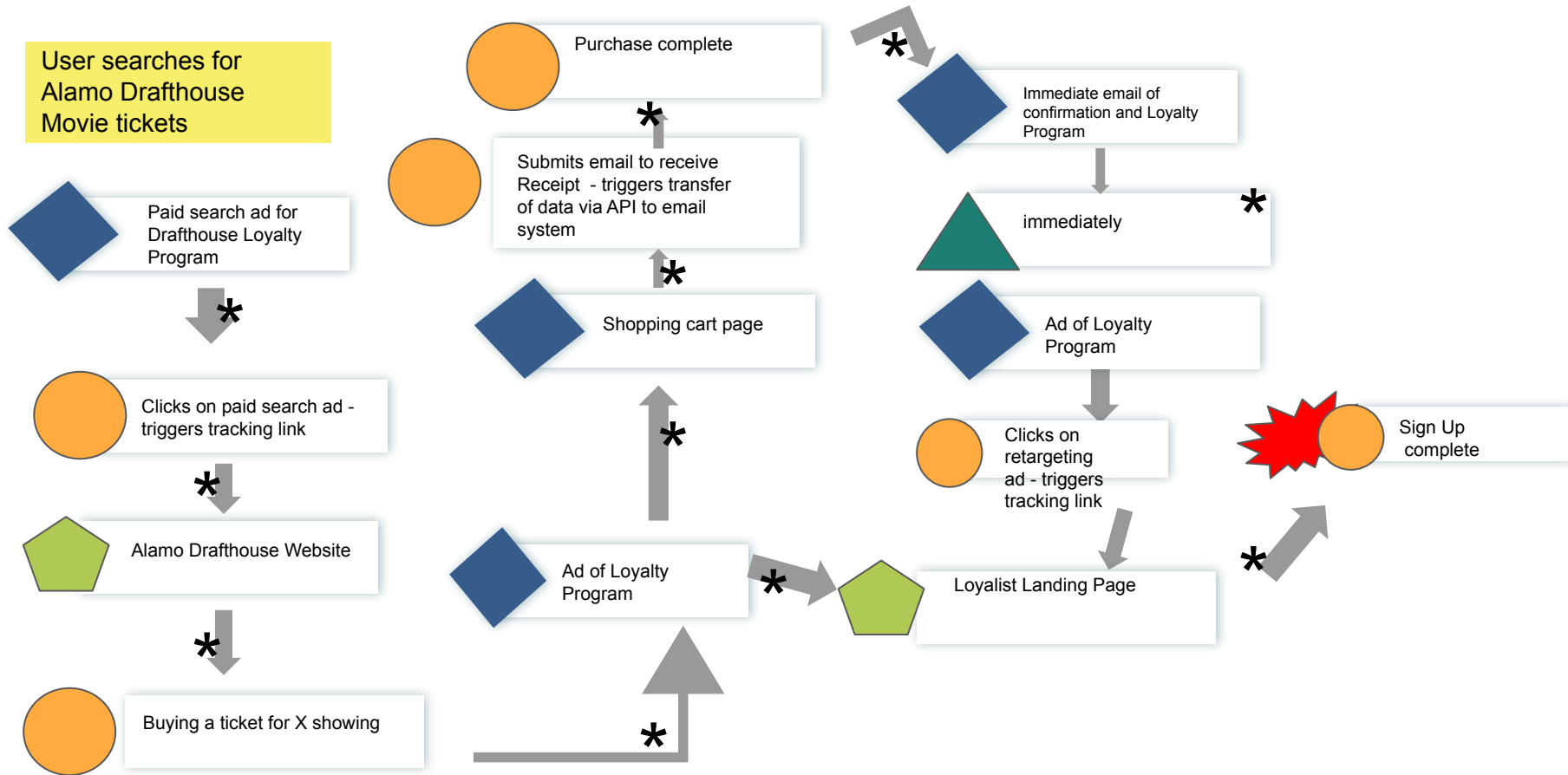
Business Objective: Our main objective is to increase loyalty membership by 20% by the 2nd quarter by utilizing retargeting ads, through email marketing, to increase customer loyalty.

Campaign Summary: Utilizing email marketing with a total of three emails being sent out for remarketing.

Conversion funnel stages: Conversion, Loyalty, and advocacy

Tactics we will use and how they will support our objective : Discounts, Exclusive perks, free items, emphasize how they are missing out on deals, call to action button in email.

About the Automated Workflow Plan



Data Exchange

User Behavior	Tracking	Data Source
Signing up for email newsletter	Form completion	Website w/tracking code
Clicks on Paid ad in an email	Link click	Tracking code
Viewing a particular piece of content on website	Page view	Tracking code
Purchase Movie Tickets	Payment option selection	Ecommerce site

Email Campaign



Why this platform?

- Utilize the digital receipts and capitalize on
- Share exclusive Deals for loyalty members
- Encourage our audience to join the loyalty program to earn extra perks.

Objective: Our objective is to increase enrollment with the Alamo Drafthouse Film Fanatics loyalty program. Emails will keep the customer informed on their perks and exclusive deals with the Loyalty program.

KPIs: Conversion rate, CTR (Click through rate), Open Rate

Social Media Campaign



Why this platform?

- Large and active user base
- Visual based content
- Engaged Audiences
- Promote events that are going on at Alamo Drafthouse
- Respond to customers who have questions or concerns

Objective: Our objective is to increase loyalty signups by 20% by posting ads about exclusive events and deals for loyalty members, and to encourage our audience to stop missing out on deals and sign up for Film Fanatics Club!

KPIs: Conversion rate, Cost per acquisition (CPA), reach and impressions, Engagement rate, Lifetime Value (LTV).

Social Media Campaign



Why this platform?

- Develop a unique hashtag
- Share exclusive content for loyalty members
- Encourage our audience to share photos
- Host a loyalty member contest!!
- Respond to customers who have questions or concerns

Objective: Our objective is to increase engagement with the brand on social media by 15%, not only by our audience leaving likes, commenting on posts, and retweeting, but by clicking the link to sign up for the loyalty program.

KPIs: Conversion rate, CTR (Click through rate), CPC (Cost per click), Social engagement (likes, comments, retweets, etc), ROIs (Return on investment).

Social Media Campaign



Why this platform?

- Promoting the loyalty program
- Create exclusive content
- Share-user generated content
- Run contests or giveaways
- Share latest updates about the company

Objective: Our objective for this campaign is to boost loyalty signups by 10% by offering exclusive deals (10% off their movie ticket and a free popcorn) that they can't get somewhere else.

KPIs: Click-through rate (CTR), Cost per click (CPC), Conversion rate, ROIs

The image features a black background with two red curtains on the left and right sides, framing the central text. The text "The End" is written in a yellow, cursive font.

The End

A photograph of a theater stage with a large white rectangular box in the center containing the word "Appendix". The stage is lit with warm, golden light, and the background is a dark curtain. In the foreground, the backs of several rows of red theater seats are visible, receding into the distance.

Appendix

Appendix (Search Campaign Setup)

The screenshot shows the 'Audience segments' selection screen. It features a search bar and a 'Browse' tab. Under 'Browse', there are two main categories: 'What their interests and habits are' and 'Affinity'. The 'What their interests and habits are' category is expanded, showing a list of segments with checkboxes. The selected segments are 'Comics & Animation Fans', 'Gamers', and 'Movie Lovers'. The 'Affinity' category is also expanded, showing a list of segments with checkboxes. The selected segments are 'TV Lovers', 'Comics & Animation Fans', 'Gamers', 'Movie Lovers', and 'Food & Dining'. At the bottom, there are two targeting options: 'Targeting' (radio button) and 'Observation (recommended)' (radio button).

Audience segments

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#).

Search **Browse** 5 selected [Clear all](#)

← What their interests and habits are

- Lifestyles & Hobbies
- Media & Entertainment
 - Book Lovers
 - Comics & Animation Fans
 - Gamers
 - Light TV Viewers
 - Movie Lovers

Affinity

- Media & Entertainment TV Lovers
- Media & Entertainment Comics & Animation Fans
- Media & Entertainment Gamers
- Media & Entertainment Movie Lovers
- Food & Dining

Targeting setting for this campaign

Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

The screenshot shows the 'Networks' and 'Locations' settings for a search campaign. The 'Networks' section is expanded, showing 'Search Network' and 'Display Network'. The 'Search Network' section has a checked box for 'Include Google search partners'. The 'Display Network' section has an unchecked box for 'Include Google Display Network'. There is a 'Use Display Expansion' button with an 'Apply' link. The 'Locations' section is also expanded, showing 'Select locations to target' with radio buttons for 'All countries and territories', 'United States and Canada', 'United States', and 'Enter another location'. The 'United States' option is selected. There is a 'Location options' link.

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

Include Google search partners

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network

[Use Display Expansion](#): Show your ads in more places and get more conversions at a similar cost per action (CPA) [Apply](#)

Locations

Select locations to target

All countries and territories

United States and Canada


United States


Enter another location

[Location options](#)


Targeted Audience Segments:
TV Lovers, Comic and Animation
Fans, Gamers, Movie Lovers, Food
& Dining


Appendix (Search Campaign Setup II)

Locations/General 

Keywords 

Get keyword suggestions (optional)
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services






[Update keyword suggestions](#)


Enter keywords
Keywords are words or phrases that are used to match your ads with the terms people are searching for

- buy movie tickets
- movies in theaters now
- cinema times
- new movie released
- movies out in theaters
- current movies in theaters
- movie theater showtimes
- movie theater tickets
- movie listings
- movies released today
- alamo movie theater
- current movies
- movie release
- alamo drafhouse austin

Budget


Select the average you want to spend each day.


\$87.90 

\$52.70 Recommended
Average daily budget 

Weekly clicks	Weekly cost	Avg. CPC
2,262	\$368.90	\$0.16

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

\$50.20 

Set custom budget 

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

For the appendix - Twitter ad campaign setup screenshots


Create an engagement ad

Ad text

We love seeing our members enjoying their exclusive perks! For members only, submit a selfie of you and a group of friends at Alamo Drafthouse enjoying your popcorn, and use [#AlamoFilmFanatics](#) to be entered into a contest for a FREE large popcorn and drink!! 🍿🍷

Everyone can reply

Media


 Screen Shot 2023-03-22 at 8.31.34 PM.png
Mar 22, 2023

+ Add media


NOTE Launching this ad will create a promoted-only Tweet. Learn more about [promoted-only Tweets](#).

Preview

Timeline

 **Madison Cherry** @MadisonNCherry_

We love seeing our members enjoying their exclusive perks! For members only, submit a selfie of you and a group of friends at Alamo Drafthouse enjoying your popcorn, and use [#AlamoFilmFanatics](#) to be entered into a contest for a FREE large popcorn and drink!! 🍿🍷



Promoted

Demographics

Narrow your audience based on their gender, age, and location.

Gender

Any Women Men

Age

All
 Age range

21 - And up

Specific locations [Radius around a location](#) [NEW](#)

Location

Search

Include

Region or state — Texas, US

Keywords (optional)

Search

Include

- Movie theater
 - Movie Tickets
 - Cinema movies
 - Movies near me
 - Movie showtimes
 - theaters with movies and drinks
 - cocktails
 - Full course meal
 - Titos vodka cocktails
 - fresh cookies/desserts
 - craft beer
 - Local brewery
 - microbreweries
 - 30 taps
 - Bar on-site
 - John Wick
 - Creed III
 - Point break
 - 65
 - Ant man
 - Show me love
 - Full time
 - Inside
 - Man of Tai-Chi
 - Rivers edge
 - Country gold
 - Real Genius
 - Smoking causes coughing
 - Cocaine bear
 - Champions
- ...Show first 20

Follower look-alikes (optional)

Search

Operating system (optional)

iOS
 Android
All

Recommendations

Interests (optional)

Search

Include

- Events — Entertainment awards
- Events — Movie festivals
- Food and drink — American cuisine
- Food and drink — Beer
- Food and drink — Coffee and tea
- Food and drink — Cooking
- Food and drink — Desserts and baking
- Food and drink — Dining out
- Food and drink — Fast food
- Hobbies and interests — Comedy
- Hobbies and interests — Celebrity fa...
- Movies and television — Action and a...
- Movies and television — Comedy
- Movies and television — Drama
- Movies and television — Romance
- Movies and television — Sci-fi and fa...
- Movies and television — Horror

Language (optional)

en

Include

English (en)

Budget & schedule

Set a budget that fits your needs and a date range to take more control of your spend. [Learn more](#)

Daily budget

USD 50.00

Date range

2023-03-23 – 2023-03-29 CDT

8.0M - 8.8M

Reach potential

Appendix - Facebook ad campaign setup screenshots

Budget & schedule

Budget ⓘ

Daily Budget ▼ \$5.00 USD

You'll spend up to \$6.25 on some days, and less on others. You'll spend an average of \$5.00 per day and no more than \$35.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Mar 22, 2023

🕒 6:23 PM

Pacific Time

End

Set an end date

Devices

All devices

Platforms

- Facebook
- Audience network
- Instagram
- Messenger

Asset customization

14 / 17 placements that support asset customization
Select all

Placements

- Feeds**
Get high visibility for your business with ads in feeds

Custom audiences ⓘ

- Engagement - Page
- Movie lovers
- Lookalike
- Lookalike (US, 1%) - Movie lovers

🔍 Search existing audiences

* Locations

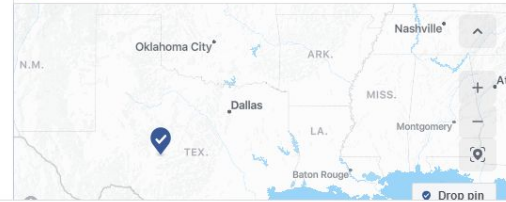
People living in or recently in this location ▼

United States

✓ Texas

✓ Include 🔍 Search locations

Browse



Age
18 - 65+

Gender
All genders

Detailed targeting
Include people who match ⓘ

Interests > Additional interests

Movie theater (movies)

🔍 Add demographics, interests or behaviors

Suggestions Browse

Exclude Narrow Audience

Languages
All languages

Appendix - Instagram ad campaign setup

Alamo Drafthouse > Film Fanatics Club > 2 Ads

[Edit](#) [Review](#)

Budget & schedule

Budget ⓘ

Daily Budget USD

You'll spend up to \$6.25 on some days, and less on others. You'll spend an average of \$5.00 per day and no more than \$35.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Pacific Time

End

Set an end date

[Show more options](#)

Custom audiences

Create new ▾

* Locations

Location:

- United States: Texas

Age ⓘ

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Gender

All genders

Detailed targeting

People who match:

- Interests: Movie Lovers or Movie theater

Advantage Detailed Targeting: +

- On

Languages

All languages

Placements

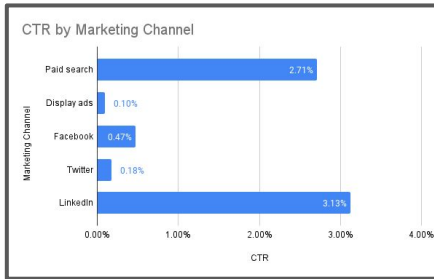
- Feeds**
Get high visibility for your business with ads in feeds
- Stories and Reels**
Tell a rich, visual story with immersive, fullscreen vertical ads

Devices

All devices

Platforms

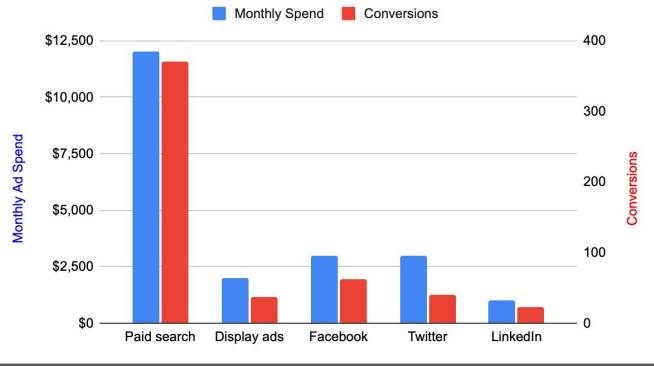
- Facebook
- Instagram
- Audience network
- Messenger



Awareness Totals	
Impressions	1,711,279
Clicks	10,260
CTR	0.60%
Conversions	191
CPA	\$81
CVR	1.86%
Monthly Spend	15,500
Net Revenue	-\$5,950
% ROAS	61.61%

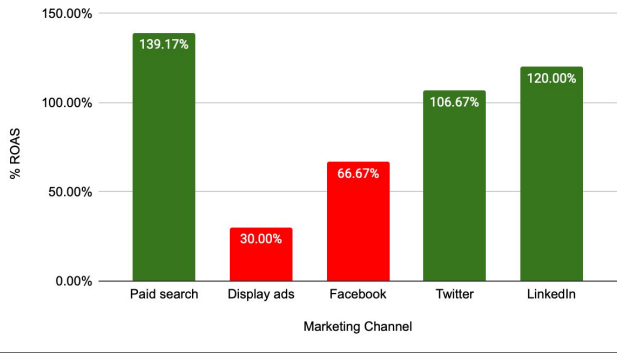
Awareness Phase Alterations- With the awareness phase being mostly centered around reaching as many consumers as possible, we noticed that the paid search & Display ad campaigns were largely outperforming their social media counterparts. Being that \$5,000 in Ad Spend is being allocated to poorly performing social media campaigns we believe this portion of the budget would be better spent either in the Search/Display campaigns or other high performing campaigns further down the funnel.

Ad Spend vs. Conversions by Channel

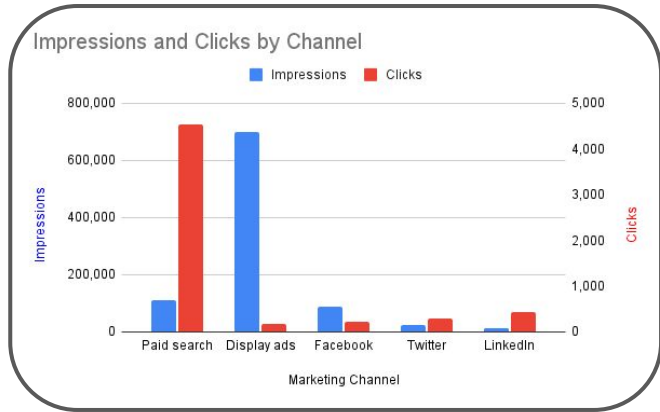


Conversion Totals	
Impressions	763,275
Clicks	8,563
CTR	1.12%
Monthly Spend	\$21,000
Conversions	534
CPA	\$39
CVR	6.24%
Net Revenue	\$5,700
% ROAS	127.14%

% ROAS by Marketing Channel



Conversion Phase Alterations- When looking at the highest performing channels within the conversion phase we used ROAS as the main ranking factor. In the graph to the left you can see that Paid Search, Facebook, and LinkedIn are the highest performing campaigns by ROAS and Display/Twitter ads are not generating income for the business. Because of this we believe we should reallocate the \$5,000 used in the Display/Twitter campaigns towards the higher performing campaigns.



Consideration Totals	
Impressions	937,646
Clicks	5,661
CTR	0.60%
Conversions	275
CPA	\$49
CVR	4.86%
Monthly Spend	\$13,500
Net Revenue	\$250
% ROAS	101.85%

Consideration Phase Alterations- For the consideration phase our goal is to drive traffic to our site and have consumers spending significant time browsing our product options. Paid search, Twitter and LinkedIn have the best ratios of impressions to clicks so we believe some of the \$5,000 Ad Spend from Facebook and Display ads should be reallocated towards those better performing campaigns.

Marketing Brief

Data Plan & Analysis I (ROAS)

Funnel Stage	Marketing Channel	% ROAS
Top of the Funnel	Paid search	81.25%
	Display ads	50.00%
	Facebook	24.00%
	Twitter	46.67%
	LinkedIn	50.00%
Awareness Totals		61.61%

Funnel Stage	Marketing Channel	% ROAS
Middle of the Funnel	Paid search	139.17%
	Display ads	30.00%
	Facebook	66.67%
	Twitter	106.67%
	LinkedIn	120.00%
Interest/Consideration Totals		101.85%

Funnel Stage	Marketing Channel	% ROAS
Bottom of the Funnel	Paid search	154.17%
	Display ads	92.50%
	Facebook	105.00%
	Twitter	68.33%
	LinkedIn	115.00%
Conversion Totals		127.14%

Data Plan- Within each stage of the funnel we have highlighted the campaigns with the lowest performance based on ROAS (Return on Ad Spend). By using retargeting methods within these platforms we can increase this KPI by targeting the consumers that have already expressed interest in our brand. Additionally, utilizing features such as “look-alike” audiences within the “Top of Funnel” campaigns will ensure that we are targeting the correct demographics and therefore have a positive effect on ROAS as well.

Role of Loyalty Program- The loyalty program we create for our brand will give us a broader database of information regarding our target audience and can be utilized to create a more effective retargeting campaign.