

XO TV

MARKETING PROPOSAL

Spring/Summer 2020



DEFINING GOALS

XOTV is a unique platform for creators and audience members alike. However, the message is still muddy when communicated to the public. There is still a need to outline what XOTV is, why it is different than competitors and what it provides to creators that is new. The ideas of old: filming in your bedroom and then immediately uploading it, are heavily ingrained in the public and need to be called out. XOTV creators are able to work one-on-one with the founders for creator support, which means they are receiving help in networking, in promoting their work and distributing it across various platforms.

How do we do this? By acting on the four goals I've put together for marketing XOTV to the wider public. First, define the brand publicly. Next, we must create a unified message across all social media platforms, which we then will use for step three. This may be the largest undertaking of the proposal: reaching out to diversify the XOTV family and community. The fourth goal will be to design a "light mode" color scheme for the website. While a smaller goal, I believe a "light mode" will help to bring in a wider audience of people and make it feel more accessible to users.

In order to create the brand, we will need to set up specific pages on the site with this purpose. Those pages can have the vlog associated, but need copy to go with it,

something people can glance over and get the idea quickly. Should they invest their time in this? Their money? (Yes!) This page will also define the difference between family members and community members, what the application process looks like and a simple pricing package explained.

We also need to crack down on talking about the logistics of XOTV. Who helps creators? Franz and Franz Michael? If yes, let's upload biographies of them on this page. Talk about the logistical differences and revenues possible. I think this would be well displayed as a compare/contrast chart against competitor sites YouTube and Patreon.

While there is an existing "privacy policy" page on the website, I think this "about us" section would be another great place to advertise the immaculate privacy protection the company is providing. By listing this as a value, it becomes a core part of the company brand, not just something that you're forced to present when people sign up.

Once the brand is established, the company can begin solidifying the message to send out on social media platforms. It will be necessary to define the goal of media for XOTV, it can be used to inform, entertain, engage, solicit and promote. If the company chooses to pursue all four, that is doable, just as is pursuing only three, or two, or even just one.

But it will be important to be organized.

To use Twitter as an example, sending out tweet blasts at the same time each day about a new video or creator, and tweets twice a week about privacy are informing. Running polls once a week for what kind of food HangryQ should make in their next video would be engaging, sending out silly, relevant Tweets would be entertaining, and using the platform to tag and reach out to specific creators would be soliciting. The same can be said about Instagram, it just needs to be organized. Programs such as Hootsuite would take the hard work off of this, making it so one just has to sit down for once a week to schedule the outgoing media blasts for the upcoming days.

It is my belief that in order for people to find XOTV that are outside of its current consumer range, they must be consciously reached out to. This means making calls for content from specific communities: women, people of color, people of various abilities, sexual and gender identities, the whole spectrum. To do this, we need to pinpoint where these communities are currently creating and meet them where they are. I suggest a series of competitions or a raffle or something similar to introduce new creators to the space.

It is through these steps I believe XOTV.me will become a household name for creators.

MEETING GOALS

1

Define Brand

- On separate page on the website: What XOTV is: define in layman's terms. Why XO? Why .me?
- This page is where privacy is introduced as a value of the company (keep the privacy policy page, too).
- Differentiate family members from community members.
- Explain what is required of creators, and what monetary expectations are for community members.
- Maybe some XOTV.me swag and giveaways.

2

Social Media

- Twitter needs more entertaining/informing content along with the soliciting/engaging content already present.
- Instagram is mainly about introducing/promoting creators. Need to be organized about who/what is promoted on when.
- Create Instagram stories to stay organized.
- Need to create a theme that carries over between all of them.
- Start using a scheduling platform and planning out blasts.

3

Diversify Clients

- Outreach to specific artists of color groups (on Instagram, Facebook groups, creator conferences).
- What makes XOTV.me a place for all creators? Why should they come to this platform?
- In founders' vlog, make a call for diverse voices, talk about the needs of the community etc.
- Begin engaging with competitions, raffles, give people a reason to come to XOTV.me.

4

Design

- "Light Mode," an option for users to bring in a white background with color accents (still the signature orange, some blue accents, light grays).
- Will promote users who are looking for color uniformity with other sites they enjoy (Twitter, YouTube, Facebook).

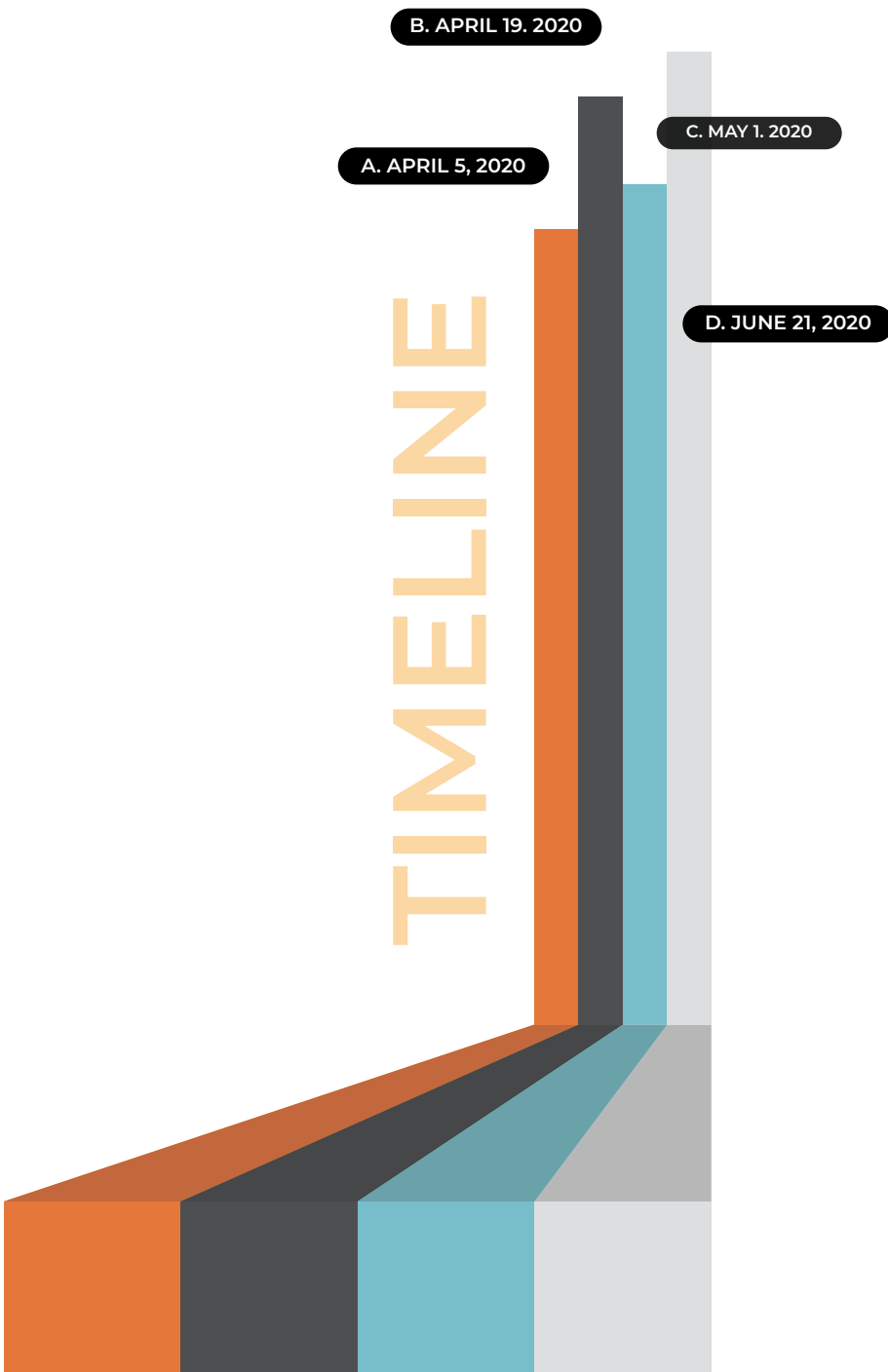
OUTCOME

XOTV is a platform that has been built meticulously and deserves to be shown off to the world. Through the four initial marketing goals: brand definition, social media organization, diversity of the community, and more design

options, I believe the site will see an uptick of users by mid-summer 2020.

As we experience the current global circumstances with COVID-19 through isolation and quarantine, this is the perfect time for people

to hone their creative skills and work remotely. There has never been such a perfect opportunity to make money and build a following while at home.



A. April 5, 2020

Completion of Brand definition. "About Us" page, information for prospective community members and XOTV family members about what to expect from the platform. Basic swag designed for giveaways and biographies of content-curators uploaded.

B. April 19, 2020

Mock-up of color scheme for "light mode" designed. Programmers will be responsible for implementing any changes to coding website in this regard. All assets combined into an asset page.

C. May 1, 2020

Social media campaign on scheduling platform of XOTV's choice will be organized and underway, at least two weeks of trial completed at this time. Instagram and Twitter content will be assimilated.

A. June 21, 2020

Outreach to diversify the communities on XOTV underway. Activities agreed upon will be executed, a spectrum of people with backgrounds currently underrepresented on the website will be present.



MARKETING PROPOSAL

Spring/Summer 2020

Katie Mitchell

Katie Mitchell is a journalism student at Colorado State University. Her expected graduation date is in May 2020. She studies specifically storytelling and listening with an added interest in community building. Mitchell is fascinated with the way people come together for a common goal and the role technology plays in this mission.

With a background in editorial publications, Mitchell is well versed in programs such as Hootsuite and promotional tactics on Instagram, Twitter, and Facebook. She understands the ins and outs of Adobe Suites and basic HTML,

although she believes it will be in the company's best interest to allow the programmers to remain in charge of all coding. Mitchell also is comfortable working with consumers because of her journalism background. She has worked to find harmony in many tricky interviews and customer service dilemmas.

A problem-solver at heart, she sticks with issues until she finds a comprehensive solution. Recent projects she has created for the sake of community information or community forming can be found [here](#) and [here](#). Mitchell understands the need to dive deep into communities and

understand their problems before trying to find the solution.

At XOTV, Mitchell would bring in a hands-on strategy to up engagement and invite new community and family members to join in the fun of supporting one another.

Ms. Mitchell would be happy to take on the responsibility of some or all of the proposed marketing solutions. She is comfortable with taking on a short-term contracting position, acting as a consultant for in-house marketing, being a staff marketing coordinator, or anything in between.