

Superstar DJ Touchpoints

v1.0 - 17th December 2012.

This document further details the components presented in the Journey Mapping. We will review this document with the team to discuss what is relevant to the campaign and what is not.

To be read in conjunction with the *Journey mapping* document.



1. Raising awareness

- **JH Twitter takeover**
Tweets sent by JH, disclosing to his fans his new music interest / challenge.
A music celebrity could be added to the collaboration
Reach: 2.7m followers
- **Track leaked on Torrents**
- **Blogs**
News relayed by music blogs

2. Experience

DRIVERS

- **TVC**

- **Online Display ads**
 - Rich media and pre-roll
 - Awareness messaging
- **PPC** using the keywords of the TVC (users are likely to google what they remembered from the TVC or campaign elements)

EXPERIENCE DELIVERY

- **SoundCloud**
 - Track release
 - Sample parts delivery
 - Receive music UGC
- **LastFM**
 - Track release
 - Live event advertising
- **Youtube Channel (ACER)**
 - TVC
 - Video / Music video including the track (most 15/25 discover music through YouTube)
- **Tumblr (authored by JH)**
 - Diary of the activity
 - Can be integrated with other components (Twitter etc)
- **Blogs / Blogger / Tumblr (users)**
 - Comment the activity
 - Professional and amateur bloggers give their point of view
- **ACER Twitter page**
Deliver short updates - news and point towards relevant content on YT, FB or the campaign Hub
- **Instagram**
Publish content viewed by JH in his journey (The Instagram account is personal so it should be used to publish the content from JH POV)
The user base of Instagram is not really important as it allows to re-publish the pictures to other SNs
 - Instagram content integrated to Twitter (TBC if it still works then!)
 - Instagram to Facebook
 - Instagram to campaign hub
- **Acer Facebook Page**
 - Deliver updates with regards to the campaign and link the Campaign Hub

- Publish the Instagram images of the campaign
The activity is concentrated on the Acer main FB page in order to capitalise on the likes of the campaign

- **Pinterest**

- Images of the product (not experiential)
- Purely focus on the product USPs - show the beauty of the device

+ other locally relevant SNs (Orkut in Brazil, etc)

- **Campaign hub**

It is the key link: The hub aggregates the content of the campaign experience and creates the link with the product details.

Users will return to the hub as it will give a 360 degrees view on the experience without having to check individual media sources individually.

- **Content aggregator:**
 - Videos (YouTube)
 - Tracks (SoundCloud)
 - Updates (Twitter+Facebook)
 - Picture (Instagram)
- **User Generated Content repository**
 - Set the rules
 - Gathers the content
- Allow social linking (Like, Tweet, share, etc)
- **Datacapture for eCRM**
 - Capture data for further use in the later stages of the purchase process
 - Consider capturing music tastes in addition to traditional data, in order to deliver relevant content
- **Product benefits, details and specifications**
 - The product **benefits** need to be **integrated** as part of the experience.
E.g. "I can apply effects in real time, because the computer has that processor"
"I can send the track directly to my Facebook friends, because I has this feature"
 - Product **specifications** need to be as close as possible for goal driven buyers.
 - Allow social linking (Like, Tweet, share, etc)
 - **Comparing** the Sage 2 and 3 with other Acer products is necessary (In the last stages of the purchase process, users will need to compare with other products).
 - Integrate **social ratings** of products: user reviews
The presentation of the S5, S7 and Sage 2 and 3 should be

consistent. This may require to reformat the content of the S5 to match the presentation patterns of the Sage 2 and 3 products.

- **Consider user questions** (asked via Twitter for example) and respond. “Can I plug a S2 on my TV?”

- Click throughs to the purchase funnel
 - The campaign hub, should allow users to buy the product through trusted eCommerce site or find a retailer.
 - **eCommerce retailers should be trustworthy**: reference the most popular retailers in the locale (i.e. Amazon, Dixon etc in the UK, Fnac in France, etc). Emphasise on security (‘Buy via our secure link’)
 - **Facilitate price comparison** - users want to ensure that they will get the best price. It would be idea to be able to include this step on the site to avoid users leaving the journey
 - **Communicate delivery timings** - The call to action could read “Order your Sage 2 now and start mixing from **Tuesday 18th December**”
 - Support question

3. Conversion

Drivers will direct goal driven users to the conversion part of the journey (purchase funnel).

- **SEO and PPC**
 - Keywords targeting the product and its key features
- **Online display - Tactical message**
 - Use a tactical message (price etc) or offer with a click through to a **specific conversion landing page**
- **eCRM**
 - Utilise the details captured during the Experience stage to deliver a tactical - conversion focussed email
- **Social Media**
 - Leverage the followers collected in the Experience activity to deliver tactical messages
- **Blogs**
 - Get users/buyers to review the product and comment on their experiences
- **Bespoke landing pages** integrated to the hub