

Name: Venisia Gonzalez

Email: venisia@thevenisiaagency.com

Slide 1:

The prime focus of the Latinx Games Festival is to build a community of Latinx game professionals and its publics. From publishers to developers, gamers to press, the Latinx Games Festival aims to encourage and create opportunities for the future of Latinx game development. The campaign aims to build brand awareness, online presence, and expand its community.

Hello, my name is Venisia Gonzalez and this is my capstone snapshot.

Slide 2:

This campaign's goal for the Latinx Games Festival is to build brand awareness, online presence in order to recruit future panelists for the festival, increase social media followers across its social media channels, and build its reputation within the Long Beach community. Raising brand awareness will help ensure the goal of a larger attendance at the next live event.

Slide 3:

The main objectives of this campaign are to increase online presence on social media to increase social media mentions and tags by 50 in 90 days, increase website visits by 35 within a 90-day period, and expand its Twitter following by 50 in 90 days. Each of these goals require frequent monitoring to ensure the social media strategy is working. If it is not working, I can make the necessary changes to the strategy or content to ensure goals are met.

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The campaign will implement strategies in order to meet the identified goals and objectives. Virtual events will be free and viewable on the Latinx Games Festival's Twitch channel. An online contest will be created to further engage with the community and expand brand awareness. Research will also be conducted to create insightful topics for community discussion across social media.

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Weekly promotion of the contest will be on Twitter, a calendar will be established for monthly panels aimed towards STEM and career development, and scheduling multiple weekly posts across Twitter, Instagram, and Facebook to increase YouTube visits for recorded panel viewing. Many of these tactics will aide in achieving the identified goals and objectives as stated from my readings in the Social Media Examiner.

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Since implementing these strategies and techniques, the Latinx Games Festival has seen a significant organic boost of KPIs with a 31.5k% increase on Twitter, an increase of 18.5k% on Facebook, an increase of 15.8k% on Instagram, and an increase of 1.5k% on Twitch.

Continued monitoring of new followers will be conducted on Twitter to measure campaign success, panelist interest, and virtual event views on YouTube and Twitch. Part of these strategies will be monitored and measured on a weekly basis to measure campaign effectiveness. For goals not being met, adjustments will be made to meet the needs of the client.

Slide 7:

I would like to thank you for watching this presentation.

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