Friend Filer

Social Media - Brand Development - Community Engagement

SPACE2EARTH

SOCIAL MEDIA

ENGAGEMENT INITIATIVES

2015/2016

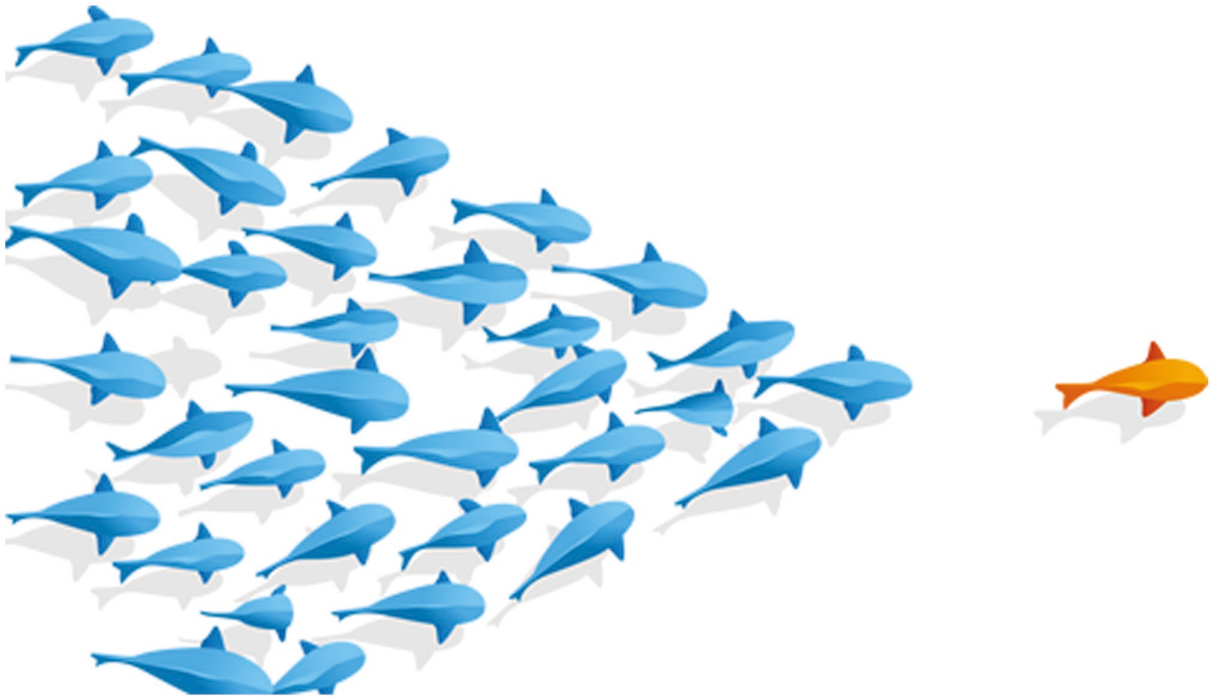


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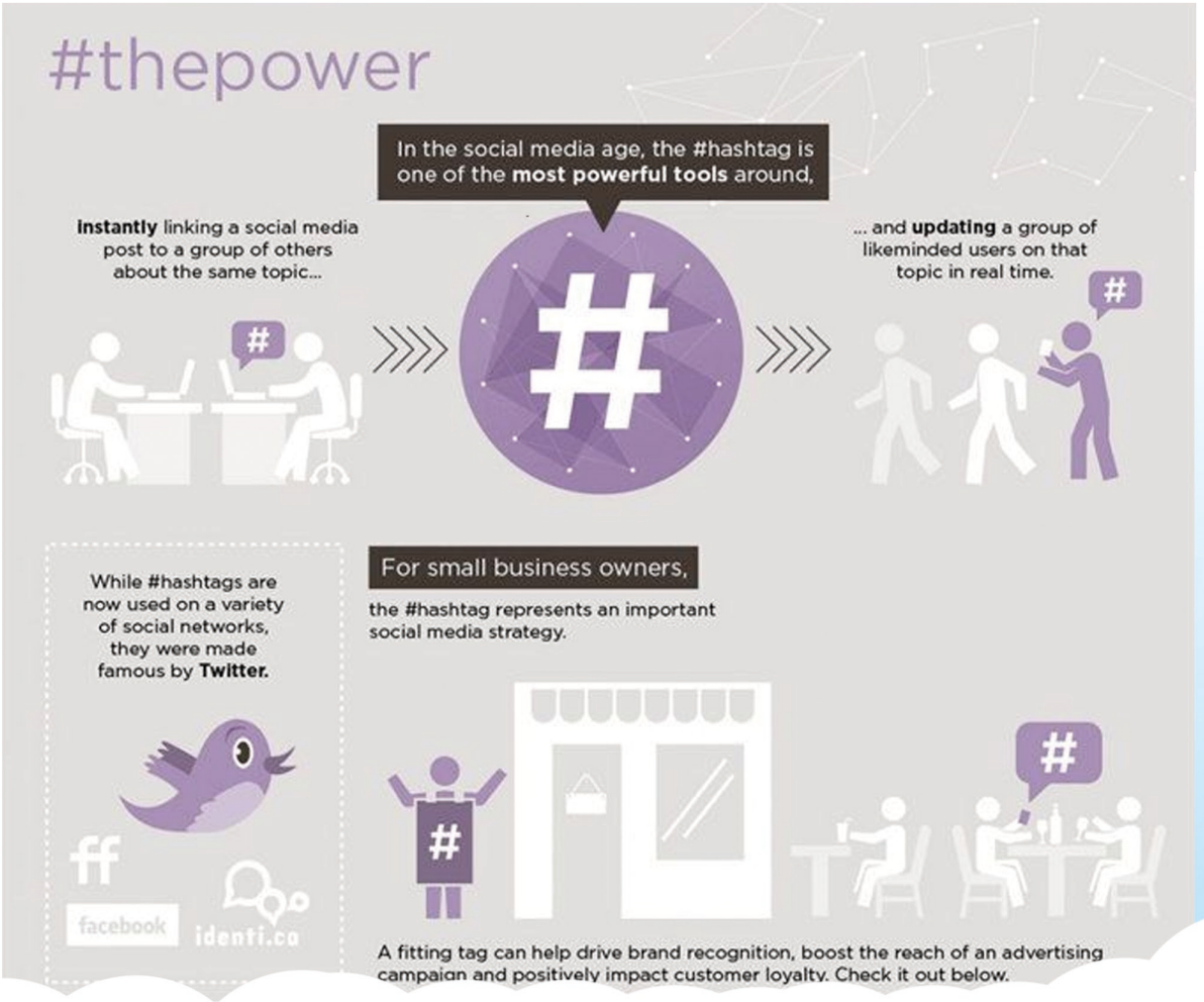
EDUCATIONAL CONTENT CAMPAIGNS

An educational Campaign is an easy way to teach our followers something valuable and to use our expertise to educate them on something related to our business.

While it can be okay to promote our own product at times, Space2Earth will use its social networks to build online credibility with the followers and to establish authority on the subject by providing them with valuable resources that are related to the satellite industry in general. This way, when the time comes for our followers to need our service they'll think of us before our competition.

We propose 4 ways to promote educational campaigns:

1. **#satellites101**
2. **#satwise**
3. **#powerofsatellite**
4. **#sat4kids**



EDUCATIONAL CONTENT CAMPAIGNS

1. #satellites101

As the name says, this campaign will aim to teach the public the basics of the Satellites in terms of technology, history, application and potential. We will employ visually rich content such as infographics, cheatsheets, illustrated trivia and fun facts, quizzes, videos, slide-decks, and ebooks.

All published materials will be marked with a hashtag **#satellites101**

2. #satwise

The idea here is to create and promote a weekly column entitled “Ask Anything About Satellites” on Space2Earth blog.

We will ask the audience to send us any questions they may have about the satellites, and every week our in-house expert, Ray Stott will pick the most interesting question and answer it.

All posts will be marked with a hashtag **#satwise**

3. #powerofsatellite

This campaign will aim to raise awareness of the public as to how much good one satellite can do. We will use memorable analogies and visually rich content to illustrate the positive impact a satellite can have on an industry, a region, or a cause.

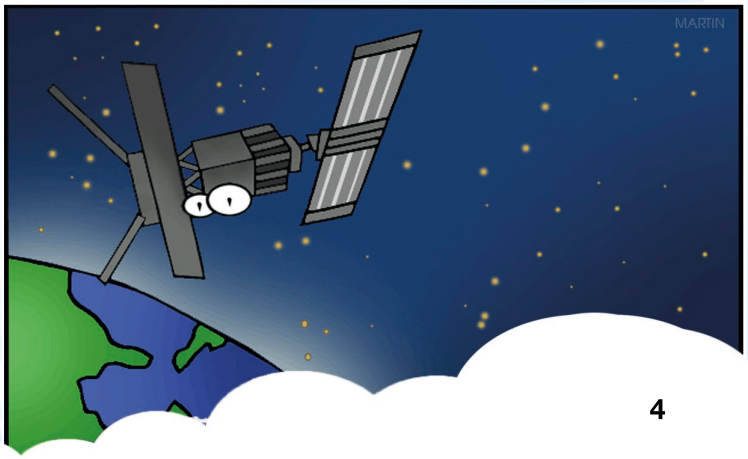
This promotion will help to establish the endless potential of satellite use in philanthropic projects.

All published materials will be marked with a hashtag **#powerofsatellite**

4. #sat4kids

Aimed at the youngest audience, the goal of this campaign will be to teach the children the basics of the Satellites technology, history, application and potential. We will employ visually rich content such as comics, infographics, illustrated trivia and fun facts, and animated videos.

All published materials will be marked with a hashtag **#sat4kids**



SOCIAL MEDIA CONTESTS

A social media contest has many benefits when done properly and effectively.

Benefits of Social Media Contests

Get More Fans: It is a great way to get more fans for our brand. Accomplishing this is pretty simple. We will make following or liking Space2Earth brand a requirement for entry, so anyone who wants to participate will become a follower. It's easy and doesn't require any pushing or convincing on our part.
If we take this one step further, and allow our fans to vote for the winner of the contest, this can increase our fan base as well, since anyone who wants to take part in the voting will have to follow or like Space2Earth page.

Turn Fans Into Promoters: Our winning contestants will be rewarded in some way; at the very least, the winning entry will be featured on our blog and social channels. So naturally, many people who enter will want to share the potential for winning the prize with their network of friends, family members, and associates. As such, our fans will become promoters of our brand.



Encourage Engagement: Social media contests can also help foster emotional connections. This often occurs when contest participants are asked to create content for submission, such as photos, videos, ideas, or slogans. Likewise, contests that allow participants to choose a winner help create emotional connections. As such, when a page attracts new and relevant fans it helps to increase comments, shares, retweets, likes, pins and more as they have attracted the right audience to be part of their page. And because it is relevant, they will stick around to see what goes on in our page.

Collect Data: Often, Internet users are suspicious and annoyed by requests for their information - name, email address, phone number, address, etc. A social media contest provides an easy, not-in-your-face way to collect such information. A brand can require participants to sign up and create a login as part of the entry process, mining valuable lead data without ruffling a bunch of feathers.

SOCIAL MEDIA CONTESTS

Social Media Contest Promotion

Once we have a contest set up and running, we can't just sit back and watch the entries fly in. Perhaps later, when we will have grown a far larger following than now, this method would work to some extent. But in these initial stages, advertising our contest will be very important.

Choosing the Right Platform for Hosting a Contest

Each social platform has different rules, and methods of maximizing engagement vary across the networks. Here are the best types of contests to run on Facebook, Twitter, and Instagram to meet your marketing goals.



Facebook for Lead Generation

If we are looking for a quick way to boost our page likes and expand our email list, a Facebook contest is the way to go. We can have users "like" our page and fill out a form to enter the contest. This will give us a boost in fan activity, and we'll be able to contact these new fans via email for our next email marketing campaign.

Twitter for Creative Answers

Twitter's 140 character limit makes it the ideal platform to bring out our audience's wit and humor with a creative answer contest. Best practice is to ask our audience a question related to our brand or a product, and see where they can take an answer within the character limit. It's important to choose hashtags to use, as well. We may want to use a hashtag that already exists to maximize discoverability, and then use a hashtag that is unique to our contest to help see all of our entries in one place.

Instagram for Photos On-The-Go

Instagram's filters and editing functionality make it the perfect platform for our audience to showcase their works of art from their mobile device. We will use a hashtag for the contest that's descriptive, but not too long. Instagram makes it easy to search for hashtags in the "explore" tab, so we'll be able to see all of our entries at the same time.

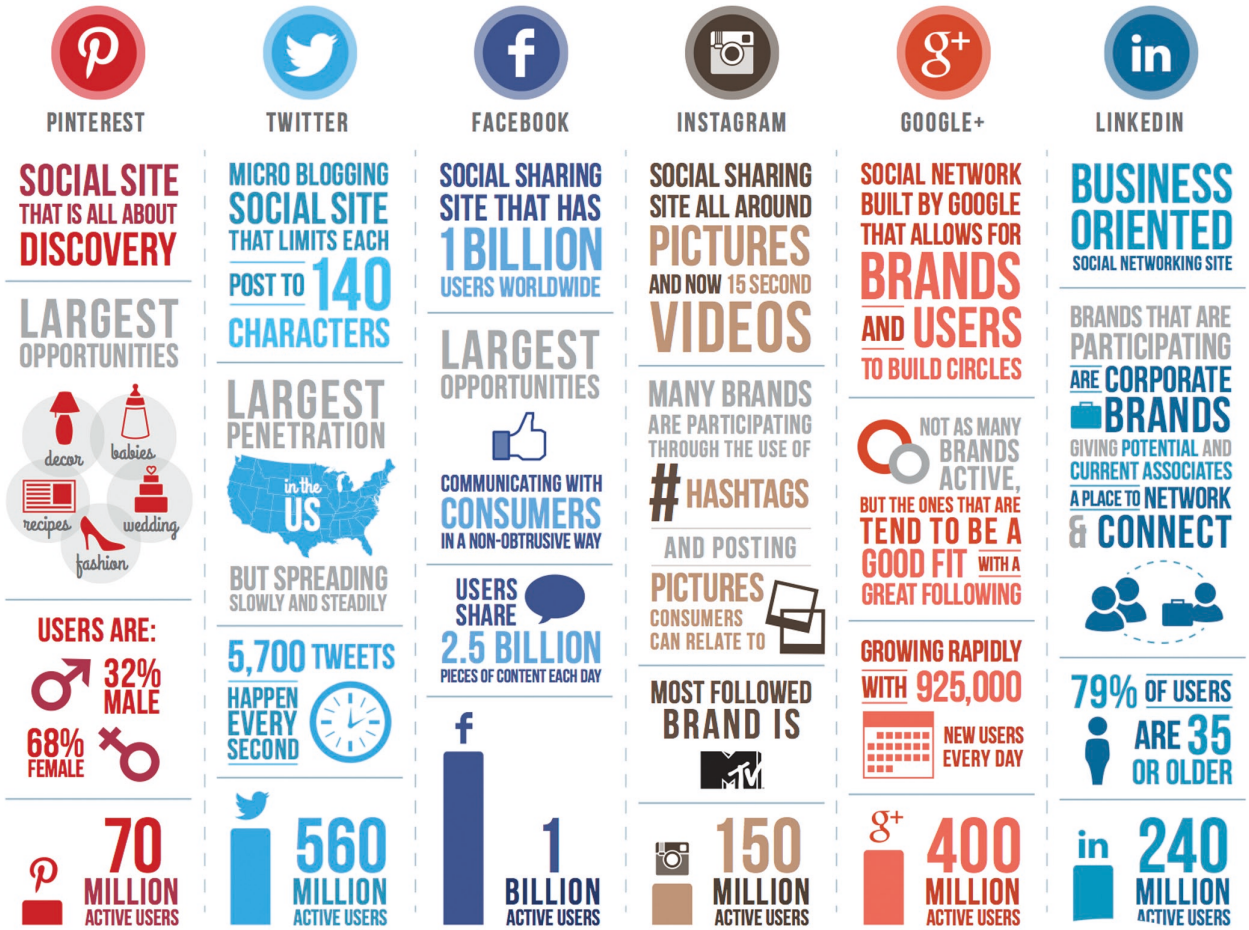
SOCIAL MEDIA CONTESTS

OBJECTIVES:

√ Increase the number of likes and/or follows on different social networks
√ Grow our email list
√ Raise awareness for our topic/product
√ Create buzz around our brand

Action Items

√ Choose the best platform for creating contests
√ Define a time frame and set the deadline
√ Pick the right prize
√ Launch the competition
√ Make it social
√ Promote contest on our blog and social channels
√ Advertise
√ Announce winner everywhere
√ Use the Results



PROPOSAL OF IDEAS FOR SM CONTESTS

1. #notasatellite

Duration: 30 days. Recurring monthly.

Reward: the honour of being featured on our blog. Additional incentive should be considered.

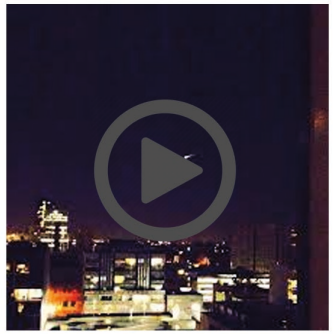
Aimed at everyone and anyone who's ever looked at the night sky and spotted something strange moving up in the heavens. Is it a plane? Is it a ufo? Is it a satellite? People will often try to capture these moments with a camera. We see this intriguing phenomenon as an opportunity we can spin to build a successful campaign in order to provoke curiosity about satellites and create buzz for Space2Earth brand.

We will ask our audience to participate by submitting their videos documenting strange occurrences in the sky. We will publish these on our blog and our social channels and invite our in-house experts and our audience to comment and vote.

All submitted materials will be marked with a hashtag **#notasatellite**.

Each month, the winning entry will be added to the video series called "Not A Satellite", which will be featured on our Youtube channel.






PROPOSAL OF IDEAS FOR SM CONTESTS



2. #useasatellite

Duration: 6 months to a year. Non-recurring.

Reward: top 10 entries will be featured on our blog and the winning contestants will become brand ambassadors for Space2Earth. Additional incentive must be considered.

The fast advances in the Satellite technology keep opening new possibilities for technological development in various industries. The potential of satellite application is as vast as it is unexplored. In that sense, Space2Earth has many target markets that still haven't been identified. Those target markets are just waiting to be discovered. Instead of banging our heads at numerous brainstorming sessions, why not use the power of social media to get our audience involved in the brainstorming process and reward the ones that come up with the best ideas?

We will ask our followers to be creative and finish this sentence: "Why not use a satellite to/for…?"

Aimed at the creative thinkers in our audience, this contest is likely to attract professionals from various industries, so data collected from participants can bring us additional insights.

All submitted entries will be marked with a hashtag **#useasatellite**



3. #myownsat

Duration: 6 months to a year. Non-recurring.

As previously stated, innovation and progress in modern technology have made the production of Satellites so cost-effective that today the price of a satellite is equivalent to that of a luxury yacht. Not many people are aware of this. The goal of this campaign is to raise awareness of the general public as to the (relatively) low cost of a satellite.

In terms of price, anyone who owns a luxury yacht can now afford to have a satellite. We just have to give them a reason. As with the previous contest proposal, the aim is to uncover the still unexplored potential of satellite application for personal use.

We will ask our followers to be creative and finish this sentence: “If I had a satellite, I would…” and hopefully, we’ll get responses that will be more creative than “…spy on my wife/husband.”

Reward: top 10 entries will be featured on our blog and the winning contestants will become brand ambassadors for Space2Earth. Additional incentive must be considered.

All submitted entries will be marked with a hashtag **#myownsat**

PROPOSAL OF IDEAS FOR SM CONTESTS

4. #nameasatellite

Duration: 3 months, recurrence depending on product launch

Reward: the winning entry will be featured on our blog and the winner will become a brand ambassador for Space2Earth. Additional incentive should be considered.

The aim of this contest is to involve our audience in our product launch. At the same time, the contest will create hype around our product and anticipation prior to the launch.

We will ask our followers to try to come up with the best name for our satellite.

All submitted entries will be marked with a hashtag **#nameasatellite**

CROWD-FUNDING PROPOSAL

The concept of crowdfunding has been growing in popularity over the past few years. Global crowdfunding experienced accelerated growth in 2014, expanding by 167 percent to reach $16.2 billion raised, up from $6.1 billion in 2013. In 2015, the industry is set to more than double once again, on its way to raising $34.4 billion. This is understandable considering its advantages:

- It can be easier to get funding than other avenues.
- It is extremely cost effective.
- You don't need a broker.
- You don't have to repay a loan.
- You can sell your products before they are produced.
- You can get free exposure for your product/brand.
- You can acquire new fans who turn into customers.



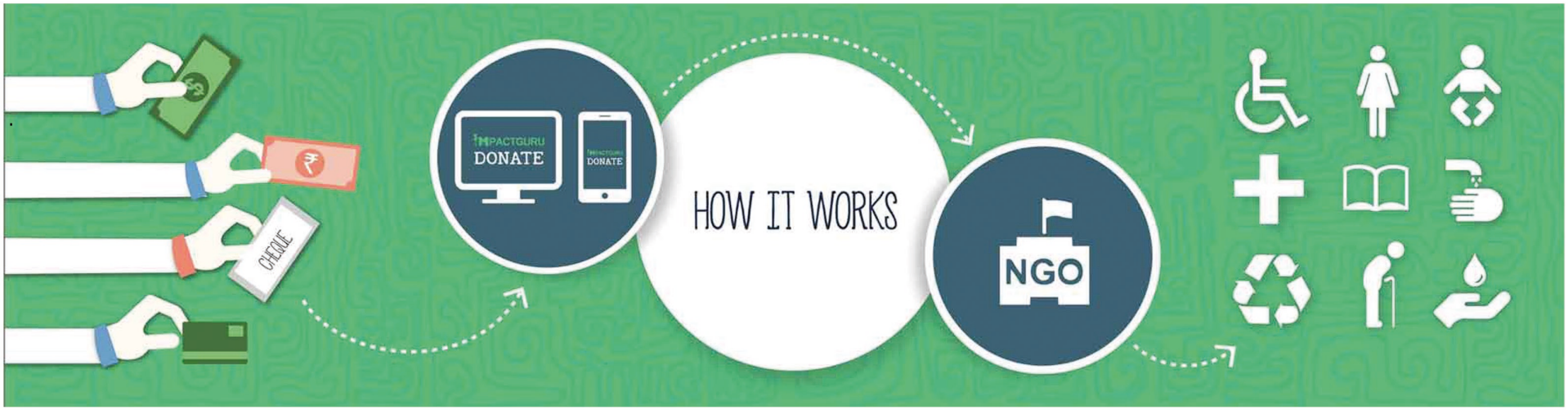
CROWD-FUNDING PROPOSAL

Of course, there are business models which are not fit for crowdfunding, and products/services that don't attract much attention on crowdfunding sites. However, when it comes to social enterprise projects and humanitarian causes, crowdfunding has proven to work wonders. In fundraising mode it has been a blessing for charities and nonprofits since it enables organizations to reach individuals they would never have come into contact with before via integration with social media

There are two major benefits of crowd-funding that seem to align perfectly with the limitless potential for philanthropic utilisation of satellites technology and the high pre-production cost of our product, and they are:

- Satellite application for a humanitarian cause
- Collection of funds prior to product launching

For this kind of campaign, we propose to register a charity organisation dedicated to making Satellites and Satellite technologies available to those causes, peoples, and regions that need them the most. We will do an in-depth research to determine where a single satellite can do most good, and create a powerful and convincing presentation using picturesque analogies and striking visuals to drive our point across and convert our followers into donors.



IDEA FOR CROWD-FUNDING

We also suggest creating a microsite for Space2Earth charity and social enterprise projects and hosting it on our domain: https://space2earth.com/donate, just like it's done by another successful startup, Code: https://code.org/donate

Obviously, we will not be able to crowdfund all of our satellites. However, if we can get financing for just one satellite in this way, we will enjoy many long-term benefits for our product and our brand, such as worldwide exposure, social respectability, and most importantly - the success of having converted the general public opinion and view of the satellite industry by raising awareness about satellite technology and how it can change lives for the better.

Depending on this campaign success, we can crowdfund more satellites and/or satellite technologies for other, equally worthy causes.

The hashtag associated with this campaign would be **#donateasatellite**

