indie meme

Digital Marketing Strategy Proposal

MKT336P

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INTRODUCTORY NOTE

Hello, Alka and the Indie Meme team!

We wanted to thank you for allowing us to work on this project with you over the past few months. The experience has been wonderful because of your amazing enthusiasm and communication, and we very much appreciate all of the feedback and work you guys put in to make this an opportunity for us! We all agree that this has been one of the best and most rewarding projects we've been able to be a part of in our college careers.

We sincerely hope that these recommendations can help your amazing organization, and we look forward to seeing the future of Indie Meme as it celebrates 10 years!

Thank you very much,

Elsie Akaduh

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TABLE OF CONTENTS

Executive Summary

Introduction

As a platform for South Asian independent films, Indie Meme strives to promote: Creativity, Culture, and Community. Despite exceptional programming and an animated member base, Indie Meme is struggling to grow outside of their word-of-mouth network and leverage digital to its full potential.

Market Analysis

The overall non-profit market, specifically in the arts and culture category, has experienced volatility in recent years. Due in large part to the pandemic and its after effects, the space has moved increasingly in the direction of digital interaction with platforms like Zoom, though has struggled to revert in a post Covid World.

Based on our identified target market—*extroverted South Asian millennials with a desire to connect to their culture and have an open-minded appreciation for the arts*—we identified direct competitors: Austin Film Festival and South Asian Film Festival of America.

Objectives

Based on Indie Meme's current issues with reach and grassroots funding, we identified the following marketing objectives:

1. *Build **awareness** of the Indie Meme brand.*
2. *Improve **conversion** of attendees to members.*

These goals reflect the desire to help bring the Indie Meme brand to new audiences, by increasing Indie Meme's digital presence, and refining the accessibility of the website. The goals and objectives—along with our survey of the Indie Meme community—informed our (a) social media, (b) search engine optimization, and (c) website strategies, with key tactics including but not limited to: restructuring the website, creating a Google My Business, leveraging social media and paid media, and expanding Indie Meme's presence to new platforms.

Financial Forecast

Based on our objectives and our understanding of Indie Meme's current financial situation, our proposed overall cost to implement our strategies is $7,212, with $2,645 of that being in-kind dollars and $4,567 of that being actual cash cost.

SECTION I: Analysis of Current Situation

Company Status

Indie Meme is a 501(c)(3) nonprofit organization based in Austin, Texas. Through partnerships with local theaters, artists, photographers, filmmakers, cultural groups, and other local nonprofit organizations, Indie Meme's mission is:

> *"...to promote socially relevant independent cinema from South Asia, in an effort to influence social and cultural awareness and consciousness, and encourage and facilitate conversations around the issues the films address."*

The organization engages with the community in many different ways, the most notable being the annual film festival. Over the course of two weekends in April, Indie Meme Film Festival (IMFF) hosts film premieres, red carpet events, filmmaker Q&As, member mixers and more. Throughout the year, Indie Meme also hosts regular screening of relevant and award-winning films for members and non-members alike. The membership system allows invested audiences to become "Indie Meme'ers" who receive discounts on screening tickets and access to IMFF.

Company History

The Indie Meme brand began in 2013 as Indie Meme LLC, a for-profit organization with the goal of promoting South Asian films. In 2016, the organization reestablished itself as a non-profit organization. In this same year, Indie Meme Film Festival was launched as a platform to highlight independent filmmakers and their projects, as well as facilitate social interaction and discourse. Two years later, IMFF Youth was launched. This initiative supports young adult filmmakers chronicling their experiences as children born to immigrant parents.

In 2020, the pandemic motivated Indie Meme to bring IMFF to audiences in a virtual format; this style continued in 2021 with the addition of interactive elements. In 2022, Indie Meme hosted their first hybrid film festival–a format they hope to expand and streamline in future festivals.

Management Team

Daily operations are currently headed by a team of 8, which includes the Board of Directors. This team is led by co-founders Alka Bhanot and Tripti Bhatnagar. This team is broadly supported by the Board of Advisors, which consists of 9 community leaders and professionals, who provide guidance for the strategic direction of the organization. Currently, these two boards are restructuring to facilitate the implementation of new strategies.

Financial Overview

Indie Meme's main source of funding comes from grants, the current biggest ticket being a grant from the City of Austin. The organization has a strong relationship with its corporate and media sponsors, including but not limited to: H-E-B, Tito's Handmade Vodka, Waterloo Greenway, Austin PBS, and The Austin Chronicle. Individual and corporate donations also contribute greatly to Indie Meme's funding structure. This giving program is tiered, allowing donors to choose from a multitude of levels of support. Additionally, in-kind contributions support many of the organization's efforts.

General Overview	
Accomplishments	– Best International Passport 2016 - The Austin Chronicle – Implemented a successful hybrid IMFF format
Current and Upcoming Events	– 10th Anniversary of Indie Meme – Indie Meme Film Festival 2023 - the 8th Annual IMFF
Current Issues	– Attracting and sustaining a new audience – Increasing funds – Lack of effective digital presence – Lack of a conversion-oriented funnel
Goals	– Leverage its new virtual format to reach new audiences – Tap into growing Asian population in Austin – Streamline top funnel efforts

Market Context

There is significant context required when looking at where Indie Meme stands today, particularly in regards to its entertainment offerings and how it brings people together.

Political Shifts

When the organization started in 2014, the majority of its communication was done by word of mouth. Additionally, all meetings were done in person. This was a successful method for several years, allowing Indie Meme to grow from a gathering of friends into a full blown film festival.

However, 2020 brought a string of new challenges to nonprofits across the board. The pandemic forced operations for most non-essential organizations online. This proved to be a massive challenge for groups that centered around in-person experiences (like film screenings). While Zoom and Vimeo were initially able to help bring in attendees and members, fatigue for that platform also quickly developed and left many orgs struggling to keep viewers engaged. Many cultural organizations were also forced to get creative; this did lead to some success in cases such as the Tik Tok of the famous Italian art institution, the Uffizi.

Economic Uncertainty

Economically, the pandemic proved to be both a benefit and a hindrance to nonprofits. The economic downturn spurred by the pandemic, alongside the fact that donors were locked at home, meant that many people weren't giving charitable donations to causes unrelated to COVID. However, many nonprofits were able to apply for ppe grants and loans from the Federal government to help make up for these losses and keep the lights on. As people have gradually returned to normal life, these donations have slowly started to rise again.

Social Landscape

2022 represents an interesting social climate for cultural organizations, as well. While there was some initial excitement over websites such as Zoom for online interaction, fatigue has since set in as restrictions have gradually lifted. We have also seen increasing awareness of social causes through websites like Facebook and Twitter and an increasing social desire to learn and do more. Organizations that wish to raise awareness about political causes need to be wary of how much they post and that the post clearly defines their intended message.

Tech in the Non-Profit Space

From a technological standpoint, nonprofits tend to lag behind most companies. Given their significant financial constraints, most film societies and cultural groups make most of their investments on operations and fundraising events. While groups like the Austin Film Society have dedicated theaters (and often offer them to other groups), most cultural organizations tend to limit their technological investment to what is strictly necessary.

Environmental Factors

When looking at the content that Indie Meme wants to show its viewers, the organization often highlights both ethical and social issues that are prevalent in the South Asian subcontinent, as well as environmental ones. As a result, it is important that organizations are conscious of their environmental footprint, as well as what they say and do on a public level. Active acceptance tends to be the norm in these cases.

The Legal Angle

Non Profits fall under a series of restrictions in regards to the law. As a 501(c)3 Indie Meme is bound by national law, in regards to where their money can go and political statements the organization can make. This is compounded in the case of Indie Meme who primarily is tasked with negotiating with Filmmakers over permission to show their works and how they can best be compensated for what they've given to the organization.

Direct and Indirect Competitors

In order to understand the market potential of a business, properly evaluating existing competitors is essential to the overall success and growth of your business. Moreso, in marketing, analyzing the competitors within your market helps understand how to adapt to ever-changing consumer behaviors and meet their demands. One way to achieve this is through placing your competitors in direct and indirect categories.

Direct Competitors

Direct competition refers to businesses that offer similar products or services and compete in the same market as your business. A direct competitor of Indie Meme would be one that also strives to bring new age cinema to their local community. Below are some examples of Indie Meme's direct competitors.

Austin Film Festival

Similarly located in the city of Austin, the Austin Film Festival (AFF) seeks to storytell by inspiring and sharing the work of filmmakers, writers, and artists who are passionate about written and visual storytelling. Going into their 29th year of business, they are known for their annual film festival and writers conference in the greater Austin metropolitan area.

Product: Since its inception in 1994, the Austin Film Festival has strived to highlight the achievements and contributions of the writers for their ability to shape the landscape of storytelling as a whole. Their annual writers conference acts as the host to over 200 panelists and panels that explore various storytelling mediums such as podcasts and digital series. AFF's mission does not stop at annual film festivals and writers conferences; they also seek to serve the general Austin community that is interested in cinema by hosting script reading workshop series, live events, filmmaker roundtables, a Conversation in Film series and a program for young filmmakers.

Marketing Strategy: AFF employs various types of marketing strategies. One of the main channels they utilize to spread their message and mission is social media. In today's digital age, social media is a compelling way to drive growth and build brand awareness. On AFF's Instagram, they are verified and have over 22,000 followers. Over on Twitter, they are also verified and have over 38,000 followers. On both platforms, they seem to utilize many hashtags and use captions that allow for their audience to engage in conversations. Their social media account is also active, showcasing the various programs, festivals, and conferences they hold throughout the years. Another major form of marketing for AFF is inbound marketing; the organization has found strategic ways to direct customers to their website. Their website includes weekly blog posts relating to the larger film industry, keeping their consumers knowledgeable on relevant topics.

South Asian Film Festival of America

Product: In an effort to showcase diversity, creativity and multi-hyphenated identities, the South Asian Film Festival of America (SAFFA) is an international screening and awards platform for South Asians to showcase their films, web series, and music videos. They welcome various stories from individuals of South Asian heritage.

Marketing Strategy: Like many film festivals, SAFFA relies heavily on promotional marketing as part of its marketing strategy. Their film festivals are notorious for their competition aspect, allowing South Asians of various skills and age range to participate with the option to win a grand prize. The contest portion of their promotional marketing tactic gives South Asian filmmakers the opportunity to test their skills, allowing more creators to be aware of their NPO. Another marketing strategy that builds brand awareness for SAFFA is content marketing. SAFFA develops content for channels such as Instagram, their official website, and email marketing. Utilizing all of these channels encourage visits and engagements, allowing for an increase in members, filmmakers, and donors.

Indirect Competitors

Indirect competition refers to businesses that satisfy a similar consumer need but offer a different product or service. An indirect competitor of Indie Meme is one that focuses on building community within the South Asian people in Austin but does not focus on the art of films/filmmaking. Below are some examples of Indie Meme's indirect competitors:

Indian American Coalition of Texas

Product: The Indian American Coalition of Texas (IACT) is an organization based in Central Texas that strives to educate, engage, and empower the Indian American community about issues related to political and civic engagement. Through various resources, programs, and

initiatives, IACT helps South Asians in Central Texas have their voices heard and form a community to make an impact in the region. Although IACT is unrelated to film, they have one of the same goals as IMFF, which is to build a community for South Asians.

Marketing Strategy: Event marketing is a major facet of IACT's marketing strategy. Instead of an annual film festival, they host an annual gala where they honor Indian Americans who have made an impact in the Austin community. The gala also gives attendees a chance to network with elected leaders and officials. Event marketing is beneficial to a nonprofit because it allows for increased brand awareness, educating attendees, and creating networking opportunities.

South Asian Youth in Houston Unite

Product: South Asian Youth in Houston Unite (SAYHU) is a transnational feminist collective that empowers young South Asians in Houston by creating spaces where they can engage in, learn about, and respond to complex social issues in communities within the South Asian diaspora. SAYHU and IMFF are similar in that they both aim to raise awareness of certain issues prevalent in the South Asian community. While IMFF does this through film screenings, SAYHU does it through the use of community gatherings and creating safe spaces.

Marketing Strategy: The SAYHU relies on various face-to-face marketing strategies, one of which is community involvement opportunities. SAYHU hosts various community discourse events where they shed light upon taboo or vulnerable topics avoided in South Asian communities. Another type of marketing they utilize in this category is workshops and trainings. SAYHU offers curriculum for its members, covering topics such as intersectionality, reproductive justice, and caste systems. This paves the way for word-of-mouth marketing, so prospective members can get a preview as to what being a SAYHU truly offers.

Similarly Profiled Companies

Indian Film Festival of Los Angeles

Product: Located in the heart of American filmmaking, the Indian Film Festival of Los Angeles (IMFFLA) was created in order to help uplift the voices of films coming out of India and the Indian diaspora. The non-profit organization is incredibly similar to IMFF in the sense that they specialize in independent films from India. The festival highlights, not only films, but also features, shorts, documentaries, animated works, and narratives. In addition to all these offerings, IMFF includes panel discussions and industry conversations in their annual

festival. Outside of the festival, they host masterclasses and social events, all of which is aimed at fostering a greater appreciation for Indian cinema and culture.

Marketing Strategy: The most beneficial marketing strategy IMFFLA employee is SEO marketing. If one were to simply search up the keywords "Indian Film Festival," IMFFLA is the first one to appear on Google—even though there are other locations/festivals across the country. IMFF and IMFFLA have very similar missions, but IMFFLA is leading in their SEO utilization, so they automatically get more traction and engagement on their website. On the same note, IMFFLA uses website marketing as a part of their overall strategy. Their website has a simple, yet effective, design and layout, allowing potential consumers to easily navigate through and find their email and social media information. The services (i.e., the festival) they offer have dedicated landing pages that provide more information for consumers. Lastly, they employ PR marketing as a facet of their marketing strategy. Although it is unconventional these days, IMFFLA uses press releases for members to understand their brand and mission. By including press releases as part of their strategy, they allow for journalists, podcasters, influencers, and other members of the media to explore trends worth covering, leading to increased brand awareness.

SWOT Analysis

Based on the feedback we received in attending the board meeting, we summarized the main strengths, weaknesses, and opportunities, and threats Indie Meme is currently facing. This chart can be seen in Appendix A.

SECTION II: Marketing Objectives & Tactics

Target Market/Consumer Persona

In defining our project's target market, we developed a consumer persona that embodies the pinnacle of what Indie Meme attracts. Although Indie Meme has many value offerings and, thus, many different target markets, the ideal consumer persona describes the most likely, common candidate to appreciate membership. This persona can be described through different demographic, behavioral, and value-based traits:

The Indie Meme'er	
Demographics	- Aged 30-45 - South Asian descent - Higher socioeconomic status - 1st/2nd generation immigrant - New to Austin
Behavior and Lifestyle	- Extroverted, social, family-oriented - Attend cultural celebrations/events in free time - Look online for things to do on the weekend *May use culturally relevant keywords (South Asian country/city names, "Bollywood", etc.)*
Beliefs and Values	- Desire to connect with and honor their culture - Appreciation for the arts - Open-minded/progressive - Value supporting local organizations

Customer Purchase Journey

Now that a persona has been identified, the journey they would take approaching Indie Meme and membership can be mapped. This scenario outlines the above described individual in the following scenario: *"Resident has just moved to Austin and finds it difficult to access their culture through a community in the city. They're looking for something to do this weekend related to South Asian culture."*

See Appendix B for the full CPJ chart.

Awareness

Once this individual has become aware of their need (to find a cultural activity this weekend), they engage in a search to fulfill it. They likely reference their friends and family (who also belong to their cultural community) first; if this comes up short, they will likely search Google. Some anticipated searches for this persona are the following:

1. *"Indian events Austin"*
2. *"South Asian groups near me"*
3. *"Bollywood events in Austin"*
4. *"Best cultural activities Austin"*
5. *"Things to do this weekend with family"*

The key components of this search include: location (Austin, near me), category (activity, event, group), and description (Indian, South Asian, Bollywood). It can be anticipated that this person will also browse event websites such as [Do512](#) (Austin-specific), [Eventbrite](#), and [CultureMap](#) given their search results.

When observing this part of the consumer purchase journey, it becomes clear that Indie Meme is at a disadvantage. When any of the above searches were tested, Indie Meme was not returned in any of the top search results, nor is it present on any of the aforementioned event sites. Right now, people are most likely to encounter Indie Meme through a family or friend recommendation; with our goal being increasing memberships, this network only expands so far.

Consideration

After an individual has arrived at the Indie Meme website, they begin the consideration phase of the consumer purchase journey; this is where they assess the offerings that the organization provides and make a decision on whether or not to purchase.

In this phase, it can be anticipated that the individual would access the landing page, along with the About page, the Upcoming Events page, and the Membership page. They would inform themselves about Indie Meme and its offerings before navigating to the Membership page if interested to consider the membership levels.

Although the site as a whole is very well designed and formatted, there are points of improvement along the touchpoints of this customer journey. Firstly, when someone visits the site, they are immediately prompted with a "Become a Member" button. Although a membership call to action is useful once a potential customer is informed of Indie Meme's mission, programming, and background, the website should first be geared towards new visitors as the goal is growth in membership.

Secondly, on the Membership page, the "Family Membership" level could be a confusing name for a new visitor - consumers might wonder things like: "Does this pass count for me and my family?", "Can I purchase this as a single individual?", or "Is this organization for families or households?".

Purchase

In this phase of the customer purchase journey, the individual has decided that they'd like to be a part of Indie Meme as a member and is ready to purchase. Here, they interact with the checkout page, a prompt to login/sign-up, and a prompt to pay. The aspects of this phase are straightforward and very streamlined on the website.

Onboarding

In this phase, the individual will put their membership to use and attend one of Indie Meme's events.

Advocacy

Following the attendance of one of Indie Meme's events through their membership, the individual will gather an opinion about their experience and might be willing to share it. Predominantly, this will happen through word of mouth. However, if the customer did want to express their opinion, positive or negative, on an online platform in the form of a review, Indie Meme does not have a place for this as of now on their website or through Google.

Positioning

Given Indie Meme's desire to pivot from a Film organization with a focus on the Asian subcontinent and Iran to a more community and culture focused organization that brings people together around independent film and social activism, we realized that Indie Meme's space in the non-profit market is likely to change. As opposed to a niche film festival for independent film enthusiasts looking to broaden their cinematic horizons, we are now looking for people of South Asian descent who are new to Austin and are looking to reconnect with home.

The positioning statement we came up with was:

For millennial Austinites interested in South Asian culture and film, Indie Meme hosts events highlighting independent South Asian cinema that provide Indie Meme'ers with a community that encourages creativity and conversation. Compared to other film nonprofits, Indie Meme provides a space for people to engage with the South Asia of today through carefully curated programming.

Through politically engaging independent films, our audience has an opportunity to connect with the culture within the region and stay current with causes that are both geographically relevant and thought-provoking.

We then looked at the new positioning statement that you have recently put together:

> *"By offering screenings of independent cinema – feature, documentaries, short films, etc. – from South Asia & Iran, Indiememe.org engages, educates, entertains, and brings together different communities around the nation and provides audiences in the United States with a culturally enriching experience, through a view into a part of the world that audiences may not be familiar with."*

When comparing the two statements, we see that they are almost completely of one mind. The key value offering we find is in Indie Meme's ability to bring people together through film and to provide an opportunity for both entertainment and education through the film selection that Indie Meme offers.

When looking at our target audience, Indie Meme needs to project itself in two lights. The first is as a welcoming community space. This allows those who are new to Austin or who are looking to connect culturally with their roots, whether it be for themselves or others, to feel like Indie Meme is the space to do that.

The next is that Indie Meme needs to portray itself as an open and accepting space to explore South Asian culture. While clearly many within the Indie Meme space are already well acquainted with different cultures within South Asia and Iran, the subcontinent has an astonishing variety of cultures within a relatively small space that differ greatly from one another. Indie meme's position as a space for learning will also encourage its members to stay up to date with the various goings on in the region whether it be surface level on the news, or through deeper dives such as their film offerings. The deep dives that Indie meme offers do not merely represent good art but bring pressing questions to the fore that help us to reflect on the differences and similarities between life here and life there, and how things can be bettered in both places, which is why our partnerships with other groups can be so valuable.

Finally, Indie Meme's value as a community space will help make it feel more inclusive for those who do not fit the target market or are outsiders to the region. The fact that everyone comes in with an open mind and is learning regardless of how long they've been affiliated with Indie Meme creates a welcoming environment that encourages people to join and keeps them engaged.

Survey Analysis

Research Objectives

1. Use research to better understand Indie Meme's user base
2. Demographics of Indie Meme's current members
    ○ How they felt about their status within the organization
3. Non-Member views on the Indie Meme experience
    ○ Likelihood of those without membership to sign up/donate
4. Gaps in the Indie Meme donor base
    ○ Where those involved think Indie Meme could be improved

Our goal as a group was to use research to better understand Indie Meme's user base. As described above, we wanted to see what Indie Meme's current membership was made up of, as well as how they felt about their status within the organization. We also looked to hear from those who weren't members, their thoughts on the Indie Meme experience, as well as their potential for taking that next step into membership. Finally, our group also wanted to see what the two groups were lacking, and where those engaged felt that the organization could be improved.

Methodology

We believed the best way to achieve these objectives was through a questionnaire. While on a qualitative level it might not have given us as much depth as we desired (though meetings with Alka, and attendance at a board meeting gave us a lot of insight into what the organization thought of themselves), we felt it was important to get numbers so that we could better notice trends within Indie Meme's engagement.

Given that we were looking to better understand who was involved with Indie Meme, we thought the best way to find a suitable sample was through Indie Meme's Email list. The list provided us with a good mix of Members, attendees, and others who have or had expressed interest but hadn't followed up on it to an extent. It also gave us a pool of 4,000+ to work with so that we could get sufficient responses.

Findings

Overall

Our survey results and responses were in line with our presumptions regarding Indie Meme's attendees and members. For instance, an overwhelming majority of people involved with IMFF heard of the organization through word of mouth, with their website being the second most common response. During initial talks with Alka, she mentioned that many of the members and attendees discovered Indie Meme through their friends, family, co-workers,

and so on. With this in mind, we were pleased to see the survey results reflect her statement.

We also asked survey participants how they felt as an Indie Meme'er, and half of the responses were 'Neutral,' with one 'Forgotten' response. This particular question and its responses informed us that one goal for IMFF might be to make every Indie Meme'er feel valued, going from a 'Neutral' response to a 'Well valued' response as it increases the likelihood of members spreading the word of mouth to other communities. On the same note, we asked survey participants what three words they would use to describe their experience; the majority of the words included positive words and phrases such as "fun," "community," "engaging," and "festive."

Overall, a lot of the responses we received confirmed our predetermined hypotheses as well as conversations with Alka and the rest of the board.

IMFF Attendees

We decided to take a deeper look at the **29 respondents** who signaled that they had previously attended an Indie Meme Film Festival to gain a better understanding of what made those attendees join or not join the organization as members or donors. In accordance with the overall findings, family, friends, and Alka herself were the main channel driving awareness, with Facebook trailing in second.

Based on the responses we received, approximately **7%** of attendees have **donated**, while **62%** are **members** and **38%** regularly **attend screenings**. These numbers signal that many attendees are not incentivized to *donate* or join, despite high levels of satisfaction with programming and the overall experience of IMFF. The only instance that was not full satisfaction came from one of the youngest respondents (39 years old), who expressed neutrality at the effectiveness of Indie Meme's communication with its audience.

The demographics of attendee respondents consist mainly of **South Asians over the age of 50**. Of the 19 respondents who provided income information, **42%** come from households that **earn more than $100,000 per year**. The next largest ethnic groups that have attended IMFF are White (25%) and Hispanic/Latinx (15%).

The majority of respondents expressed **willingness to donate**; however, very few have donated to Indie Meme in the past, despite making donations to other nonprofit and art & culture organizations.

For a more detailed view, the survey results *filtered by attendees* can be found in Appendix C.

Members

We received **20 responses** from those who reported having Indie Meme membership. The *DEMOGRAPHICS* of those respondents can be found in Appendix D.1.

Following demographics, we looked into the members' *RELATIONSHIPS* to Indie Meme and how they became involved.

- Most who are members are also **film festival attendees, regular screening attendees,** and **newsletter subscribers**; however, they are *not* donors or sponsors

- Majority of members have been involved with Indie Meme for **many years**

- Most people found out about Indie Meme and became involved through personal networks

    - **60% learned about Indie Meme through a family member or friend**

    - The next highest reported introduction (25%) were from **professional gatherings** (workplaces, Alka as a speaker)

- All are aware that Indie Meme is a non-profit organization

Next, we measured member *SATISFACTION* across multiple factors of the Indie Meme experience. These results can be found in Appendix D.2, but can be summarized as follows: It's clear that, overall, the members we received responses from are very satisfied with their experience at Indie Meme, with the most variability in opinion being in regards to the member mixers.

Next, we measured members' *DONATION HABITS* across many different behaviors. These results can be found in Appendix D.3, but can be summarized as follows: Overall, members seem to regularly donate to various organizations and are more likely to donate to nonprofits than culture/arts organizations. Additionally, they report being comfortable in their monetary support of Indie Meme and plan to continue to donate in the future.

Objectives

Our objectives for suggested solutions for Indie Meme's issues of declining membership/attendance, lack of awareness, and lack of funding are the following:

1. **Build awareness** (Primary Objective)

2. **Improve conversion from attendees to members** (Secondary Objective)

In order to achieve these objectives, we have established 2 main strategic initiatives whos plans will be detailed below:

1. **Restructure Indie Meme's website to be more new-visitor facing**

2. **Develop a comprehensive social media strategy for Indie Meme**

OBJECTIVES	STRATEGIC INITIATIVES	TACTICS	METRICS
PRIMARY **Build awareness** *SECONDARY* **Improve attendee to member conversion**	Website restructuring	Refresh website organization	Conversion rate of website traffic to donation, conversion rate of website traffic to ticket purchase, conversion rate of website traffic to membership purchase **Google Analytics**
		SEO	Search page ranking, website traffic, click-through rate, bounce rate **Google Analytics, Google My Business**
	Social media strategy	Social media tactics	Impressions, likes, comments, audience growth rate, average engagement rate, conversion rate to website, cost per click, net promoter score **Instagram, Facebook, and YouTube Analytics**
		Social media calendar	
		Paid media	
		Expand platforms	
		Social media templates	

Strategy 1: Website Reorientation

Introduction

Our first proposed strategy to achieve the objectives of raising awareness and improving attendee to member conversion is to reorient the Indie Meme website. Below, we will explain our primary reasons for suggesting this strategy:

1. **Website does not appear for relevant searches**
   As mentioned in the customer purchase journey, when searching phrases such as "Indian events in Austin," "South Asian groups near me," or "cultural activities in Austin" that perfectly capture audiences that would be interested in Indie Meme, the website does not appear. Additionally, Indie Meme's screenings and events aren't listed (to our knowledge) on any external event sites that people frequent to find things to do in Austin. In summary, you would need to have heard about Indie Meme through someone within your network through WOM to find out about the organization; this is supported by our survey results, where the overwhelming majority came across Indie Meme through family or friends, and almost none came through the website.

2. **Website is not friendly to new visitors**
   The current structure of the Indie Meme website is overwhelming, difficult to navigate, and hard to understand for new visitors; although there is all of the necessary information on the website for one to understand what Indie Meme does, we believe that a simple restructuring and reformatting would help in converting people to members and clarifying offerings. Additionally, in the market that Indie Meme operates in, clean, concise, clear websites are the standard; the organization is at a disadvantage by not fulfilling this.

   In order to execute this strategy, we will be using the following suggested tactics: ***refreshing website organization, investing in SEO, and promoting events on external sites.***

Refreshing Website Organization

Our primary goals in refreshing the website's organization were as follows:

1. *Simplify the existing website*
2. *Make the existing website easy to navigate*
3. *Orient the website to new visitors*

New Sitemap

Our proposed sitemap can be found in Appendix E; this contains all of the existing pages and content on the Indie Meme site, but organized differently and in accordance with our suggested changes.

Recommended Site Changes

All recommendations geared towards our defined objectives, organized page by page and mapped by the aforementioned sitemap, can be found in Appendix F. Within the website restructure, there are additional issues with the backend technology that should be fixed to increase the overall site health. *These issues will be discussed in the following SEO section.*

Websites for Recruiting Web Developers

If Indie Meme ends up needing to outsource the web development work that these changes will require, we have collected the following prominent sites for hiring web developers, especially on a short-term basis:

1. [UpWork](#)
2. [Fiverr](#)
3. [99designs](#)
4. [Toptal](#)

Additionally, the sample website landing page as seen in the final slidedeck can be accessed [here](#).

Metrics

In order to measure the success of the reorientation of the website, we recommend using the following metrics:

- Conversion rate of website traffic to donation
- Conversion rate of website traffic to ticket purchase
- Conversion rate of website traffic to membership purchase
- Bounce rate
- Traffic source

These can be measured through the Google Analytics platform (Hostgator, Dreamhost, Sprout Social).

Search Engine Optimization (SEO)

Indie Meme's current main infrastructure asset is their website. As the hub of information about the organization, donation collection, membership enlistment, and more, the website must be easy to discover on the Google search engine. If Indie Meme improves their search

engine rank positions, the growth in qualified organic traffic with a vested interest in the organization's mission will increase attendance, membership, and donations.

Technical SEO: Site Health

One of the biggest facets that determines a website's ranking is the ability for search engines to navigate your website in regards to: loading speed, structure, and security–all of which are aspects of site health. According to SemRush, Indie Meme's current desktop rating is 85%; the following few issues can easily be repaired during the website restructure:

- Duplicate title tags and meta descriptions (*each page should have its own unique keyword-focused tags for ease Google's crawling and indexing process*)
- Slow load speed and interactivity speed
- HTTPS and HTTP inconsistencies
- Broken links (*links that don't lead anywhere*)
- 300+ orphaned pages (*pages that exist within the website structure but are not internally linked)*

Current Website Engagement and Keyword Rankings

The Indie Meme website currently receives approximately 1,800 visitors worldwide per month. In the last 6 months, this traffic has been mostly distributed between two countries:

- The United States accounts for only ~21% of the traffic with just under 400 monthly visitors.
- India is driving ~66% of traffic to the webpage, with around 1,200 organic visitors per month.

The main peak of traffic in 2022 occurred at the beginning of the year, before IMFF 2022. Most visitors that arrive at indiememe.org from Google are searching the titles of films that the organization has screened (*aamis, laali, the threshold, kothanodi*), with the intention of viewing these films or learning more about them. This means that the majority of Indie Meme's online traffic is not part of the target market and has no motivation to become a member or donate.

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	1.8K	1.5K
🇮🇳 IN	65%	1.2K	348
🇺🇸 US	21%	379	476
🇧🇷 BR	6.4%	117	23
🇧🇩 BD	1.9%	35	7
Other	5.6%	103	606

The following chart features keywords that may appear in user searches that are relevant to Indie Meme's target audience and should be the focus of the overall SEO strategy, as well as their current search engine results page (SERP) position. The first position in a search result ranking has a CTR of 27.6%, meanwhile the chances of a user clicking on a link on the 2nd page of results is 0.63%.

The following chart features keywords in 3 different categories for the US: well-ranked, poorly-ranked, and opportunities to improve. The first are words included in queries made by users that Indie Meme appears for in the top search results; however many are off-topic (*unimportant keywords will be italicized and bolded*). The second are words that Indie Meme appears in later SERPs. And lastly, the third are opportunities for Indie Meme to begin utilizing to bring new, relevant visitors to the webpage. The most salient keywords would be used in title tags, meta descriptions, and on-page website content to increase your relevance and authority. An overview report can be found at this link: Indie Meme SEO Report.

Well-Ranked Keywords	- indie meme - aamis ***court meme*** ***schedule meme*** - indie memes - imff - threshold movie *The good thing about many of these keywords is that they are quite specific and lead users who are already looking for Indie Meme to the right place.*
Poorly-Ranked Keywords	- film festival in austin texas (page 6) - south asian film festival (page 6) - austin film festival (page 10) - asian film festival austin (page 3) - indian movies austin (page 5) - austin movie festival (page 5) *This is where growth is being lost. There are people searching for what Indie Meme offers, but are not presented with Indie Meme in their query results.*
Keyword Opportunities	- indian events austin - pakistani events austin - south asian austin - community events austin - asian events texas

	- film festival texas - asian community texas - film events austin - interesting movies austin - independent film austin *There are opportunities here for Indie Meme to reach different audiences as, currently, the website does not appear in the search results for people looking for "independent", "events", or "community" related queries.*

**From CPJ, relevant here: The key components of this search include: location (Austin, near me), category (activity, event, group), and description (Indian, South Asian, Bollywood).

SEO Strategies—Short-Term

In order to improve current SEO, there are three short term actions items that should be implemented as soon as possible to bring Indie Meme to standard.

1. Create a Google My Business.
Google is responsible for the majority of searches and inbound website traffic that exist on the internet. When users make searches, one of the aspects that Google prioritizes is locality. The creation of a Google My Business (GMB) page will increase local exposure and provide quick access to important information, such as the website homepage, images, and frequently asked questions. There are also additional attributes, like the events feature, that can expand Indie Meme's reach and serviceability. The following figures include the steps to create a GMB, as well as content recommendations.

How to Create a GMB Page
1. Create or Login to the Indie Meme Google account 2. Go to **Google Business Profile Manager** 3. Add your business to Google 4. Select the "I deliver goods and services to my customers" option and specify your desired service areas 5. Add contact information 6. Enter the official mailing address 7. Verify the business 8. Add Indie Meme's details to customize the profile
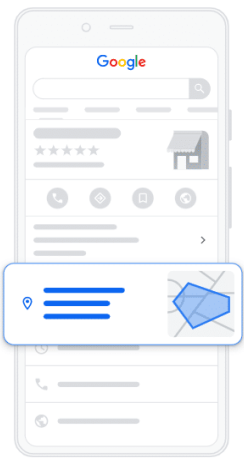
'From the Business' Description Suggestion:
"Indie Meme is an **Austin** *based* **nonprofit** *that showcases socially relevant* **independent films** *from* **South Asia and Iran**. *For almost a decade, the organization has hosted the Indie Meme* **Film Festival** *in April and* **film events** *throughout the year. Our goal is to promote creativity,* **culture**, *and* **community** *locally and beyond. Become an Indie Memer today!"*

Recommended Image and Video Specifications for GMB Local SEO	
IMAGE	VIDEO
Format: JPG or PNG Aspect ratio: 4:3 (1200px x 900px) File size: 5MB	Resolution: 720p or higher Run time: up to 30 seconds long File size: 75MB

2. Link Building

The majority of Indie Meme's current backlinks are coming from the austinchronicle.com, which is good as it is a site with high domain authority; however, many of these backlinks are outdated and are not bringing in any inbound traffic. Additionally, other event websites and directories are not being maximized. Below is a recommended list of sites that Indie Meme should make submissions to in order to grow their network of backlinks. On group oriented websites, like MeetUp.com, Indie Meme can also contact groups based in Austin–for example the "The Independent and Classic Film Fans Meetup Group"–to reach a qualified audience.

Backlink Opportunities	
Event Websites	Online Directories & Review Sites
● https://www.eventbrite.com/ ● https://www.meetup.com/ ● https://do512.com/ ● https://www.austintexas.org/events/submit-event/ ● https://austin.culturemap.com/events/submit-new-event/ ● https://lostinaustin.org/add-new-event/	● https://www.yelp.com/ ● https://www.tripadvisor.com/ ● https://www.whitepages.com/ ● https://www.yellowpages.com/ ● https://www.insiderpages.com/ *Similar to GMB* ● Apple Maps ● Bing Places ● Yahoo Small Business

3. Integrate Google Analytics

 In order to achieve their goals, Indie Meme needs to integrate Google Analytics into their website to track the performance of all the previous strategies. While measuring traffic is important, Google Analytics can also be used to track visitors that fill out membership forms or donate–which can later be used to optimize aspects of the website and point to upper-hierarchy impacts; for example, increased awareness will increase the value of the Indie Meme brand potentially increasing interest from filmmakers wanting to screen their projects with the organization.

Business Objectives for IMFF

- Collect user information to connect with potential leads (members & attendees)
- Encourage Indie Memers to engage and visit frequently
- Drive awareness, engagement and brand/organization loyalty

The Five Steps

Google recommends the following five steps to design your measurement plan:

Document Business Objectives

↓

Strategies and Tactics to Support Objective Work from the mission statement downwards.

↓

Metrics & KPIs Reach, engagements, click through rates, organic mentions, social listening, and referrals; Site visits, traffic sources, bounce rate, click-through rates, average time on page, average pageviews per session, conversions (membership), and exit pages

↓

Data Segmentation

↓

Targets Evaluate KPIs from the targets IMFF has set

Business Analytics Implementation Plan

Implementing Google Analytics to your business might take additional planning to make some functions work with some quite common technologies including server redirects, multiple domains and subdomains and responsive web design. For most Google Analytics implementations, start with the standard GA tracking snippet, then use Goal Tracking and the e-commerce module to track the KPIs that have been identified. GA also allows for the integration of new tools as IMFF grows overtime.

SEO Suggestions—Long-Term

There are two tactics that will influence how the organization operates the website in the long-term.

1. Generate Blog Content

In the long-term, the most beneficial tactic to increase search rankings is to regularly generate content for the website with educational content that interests your target market through a blog. Unfortunately, this requires a heavy investment of time and effort that may not be feasible for Indie Meme at the moment. In the meantime, the best strategy for Indie Meme is to invite guests to create blog content.

The main stakeholder group that can be leveraged is the *filmmakers* themselves. When filmmakers provide programming for Indie Meme, you could invite them to create written content about the making of the film or a deeper look into the social issue that is explored in the film. To expand the reach of the content and create more backlinks referring to the website, any blog posts should be cross-posted on sites like Medium and LinkedIn. At the end of the day, quality is much more important than quantity.

Recommended Steps for Blog Creation
1. Create a list of keywords relevant to your audience and the content of the blog 2. Write blog content 3. Generate appropriate title and meta tags featuring keywords 4. Insert image and embedded video content (i.e. filmmaker headshots, Q&A videos, film trailers, etc.) with proper keyword-focused file names 5. Cross-post on Medium and LinkedIn

2. Leverage Social Media Content (Image and Video)

The content that Indie Meme posts on social media can indirectly improve the website's search ranking by increasing the quantity and quality of visitors. General best practices for both social media posts and embedded audio, video, and image on the website include:
- Featuring relevant, informative content
- Including keywords in name and caption
- Using the right file name for images and videos
- Using small file sizes and the right file format

There exists an opportunity for Indie Meme to significantly improve search ranking and user awareness by putting its content out on YouTube. While Vimeo does provide some content based benefits to its users and gives Indie Meme a platform for its membership, Youtube provides some significant other advantages. As an organization with a film focus Youtube would go a long way to helping build awareness. Content could primarily be promotional, whether that is trailers of the films on offer, or a taste of the events that Indie Meme offers

(including the film festival). Views on this page not only bring attention to the brand at face value but encourage the algorithm to feature Indie Meme comment for an increasingly broader audience. Youtube videos–moreso than Vimeo videos–embedded on website pages will bring in traffic from video searches, as well as increase the rank of the page itself; users are much more likely to click on a search result that features a video (or image) thumbnail next to it, also known as a *rich snippet*. If users watch the video, this increases the time spent on page, which will further increase its rank position. The same best practices from above apply.

Metrics

In order to measure the success of SEO efforts, we recommend using the following metrics:

- Search page ranking
- Website traffic
- Click-through rate
- Bounce rate

These can be measured through Google Analytics and Google My Business. Additionally, an SEO platform, like SemRush or Moz, for more detailed keyword and SERP tracking is very helpful; in the case of subscribing to one of these platforms, we recommend starting with a local SEO package, like Moz Local, before moving to a broader and more intensive plan.

==Strategy 2==: Social Media Strategy

Introduction

Our second proposed strategy to achieve the objectives of raising awareness and improving attendee to member conversion is to develop a social media strategy for Indie Meme. Below, we will explain our primary reason for suggesting this strategy:

1. **Lack of current digital presence**
   As the board is well aware, Indie Meme lacks the digital media presence necessary in the current time to bring in new attendees and members. Our survey indicates that no one found out about the organization through social media; we assume that this is due to a lack of consistent activity and content, as the organization has a substantial following on multiple platforms.

   In order to execute this strategy, we will be using the following suggested tactics: *social media calendar development, paid media suggestions, event promotion plans, platform expansions, and usable social media templates.*

Social Media Toolkit

This toolkit features templates and resources to ease the process of creating regular content. The social media and caption templates will aid in creating a consistent brand image and voice across all platforms and posts.

Social media templates

In order to make the process of developing social media content easier, we developed a set of baseline templates that Indie Meme will be able to use as a potential baseline for content moving forward. All templates were made on Canva so as to be further editable. Links to the templates are available below and images of the templates are available in Appendix G.

1. [Brand rules + iconography](#)
2. [Instagram Post Templates](#)
3. [Instagram Story Templates](#)

Highlight Reels

For Instagram, highlights allow users to create collections of previously posted stories that are featured at the top of their page. Indie Meme should utilize this tool to provide quick and accessible information about the organization. We recommend the following highlights collections:

`[ABOUT]`   `[UPCOMING]`   `[MEMBERSHIP]`   `[IMFF]`   `[FILMMAKERS]`   `[FAQ]`

Caption Templates

Attention-Grabbing Hook Information CTA *Hashtags*	While the main attraction of social media content is the graphic itself, captions are still an important way to interact with your audience and relay information. The key aspect of your caption is your call-to-action (CTA) as it is what tells your audience what to do next. The hashtags as the second key aspect, as they help expand the exposure and engagement of the post. Below are some examples of captions based on the recommended categories of posts that is elaborated on page 31.

Sample Captions	
Screening Promotion	MEMBER EXCLUSIVE: "MEN IN BLUE" SCREENING Meet award-winning filmmaker #SachinDeeraj and the cast of #MenInBlue at our screening on Nov 20 from

	5:30-7:30 at the Austin Film Society RSVP now! #indiememe #AFS #indiefilm #screening #support #filmmakers #austin
Community Events	No plans this weekend? Beat the boredom and ATTEND Laal Kabootar hosted by the UT South Asia Institute! Meet screenwriter Ali Abbas Naqvi on Mar 11 at 201 E 24th St from 6-9pm and watch his story about a man and a woman attempting to solve a murder in the streets of Karachi. SUPPORT SOUTH ASIAN FILMMAKERS!! #laalkabootar #AliAbbasNaqvi #indiememe #southasia #urdu #karachi #murdermystery #independentfilm #Q&A #screening #donate #texas #utaustin #community #event

Hashtag Library

When posting on social media, hashtags can be used to expand your reach. The right hashtags will place your content in front of the right audiences. While using specific hashtags like the film and filmmaker's titles, you should always use a few broad and general hashtags to widen your exposure. Below is a list of possible hashtags; we recommend you use one from each category in each post.

Film	Geography	Event Specific	Indie Meme Specific	General
#film #indiefilm #independentfilm #filmmaker #austinfilm #filmfestival #movie #cinema #indiecinema #independentcinema	#austin #texas #southasian #india #indian #pakistan #pakistani #bangladesh #iran	#Q&A #panel #premiere #screening #event #recap #review #testimonial	#indiememe #IMFF #IMFF2023 #indiememer	#nonprofit #support #donate #join

Social Media Calendar

Although social media posting strategies differ depending on the brand, for an organization such as Indie Meme, posting regularly on Facebook and Instagram platforms is a reliable way to break the algorithm. More specifically, Instagram's algorithm rewards users who utilize all their different content offerings—all of which includes photo posts, reels, stories, live videos, and IGTV.

The more you use each type of their content on your social media, the chances of Instagram pushing your content out to potential followers increases. For Indie Meme, posting a type of graphic at least twice a week, several stories a day, a reel/video content once a week, and an IGTV post on both Facebook and Instagram is critical for social media success. Social media strategists have stated the ways in which consistency is key. Having a regular schedule also makes it easier to be ahead of planning content. Knowing this, Indie Meme can grow their following and engagement on these two platforms through a consistent rhythm.

The graphic below is a sample calendar for February 2023, which includes the tentative date for IMFF's 10th anniversary and incorporates the social media strategies advised by experts.

| | | | Social Media Calendar | | February 2023 | imff |

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Countdown Post	Event Q & A	Countdown Post	
			IMFF Impact Story	Countdown Story	Former IMFF Videos	
	Countdown Post	Trailer Clip	Filmmaker Highlight	Member Testimonal	IMFF Post	IMFF Event Live
			IMFF 10th Anniversary Week			
	IMFF Recap Video	Members Post	BTS Volunteer Post	Trailer Clip	Team Post	
	Event Photos	Member App. Story	BTS Volunteer Story	Photo Series	Trailer (Short)	
	Filmmaker Interview	Trailer Clip	Filmmaker Highlight	Donation Post	Community Event Post	
	Trailer (Short)	Photo Series	Trailer (Short)	Donation Story	Photo Series	
	Member Testimonial	Collaboration Post				
	Photo Series	Impact Story				

Legend:
- Post
- Story
- Reels/Video Content
- Live
- IGTV

Here are the various content to include in your social media strategy:

Impact Stories

On social media platforms, moreso on the Instagram application, NPOs have the ability to post stories that show donors what their generosity is helping to accomplish. This is critical in non-profit storytelling as a whole, which can be beneficial for IMFF's growth. Not only does it help with overall growth in followers and engagement, it demonstrates how your nonprofit was able to make a change, with the support of your community. It is integral that all donor posts include a central character, a clear change, and a donor-focused perspective.

Video Recaps

While events are taking place at Indie Meme, it is important to take photos and videos. That way, you have more content for your social media. Video recaps help inform those who were not able to attend certain events on what they missed, and in another way, it helps those who went to the events recall what happened (while also providing a sense of nostalgia).

Screening Promotion

In the event that screenings are approaching, posting content on Facebook and Instagram is critical to eventual success of the screening. One way to promote an upcoming screening is to post several countdowns. In the photo above, there are posts and stories marked as a countdown. Letting members and attendees know regularly of an upcoming event makes them more likely to attend a screening. Another form of screening promotion are video interviews with filmmakers as it informs your followers about up and coming filmmakers in the general South Asian film industry. Lastly, trailer clips are perfect for promoting screenings because they give insight into what potential attendees can expect if they attend the screenings.

Community Events

Posts about community events are integral when it comes to making your members feel welcomed and valued. An example of this for an organization such as IMFF is through member testimonials. Member testimonials allow potential members to get an honest point of view of a current member; this helps them gauge or even finalize their decision to become an Indie Meme'er. Another example of a community event are mixer invitations for new people, possibly holding particular screenings for them to attend. Events such as this creates brand loyalty and increases the likelihood of positive word-of-mouth.

Evergreen Posts

Evergreen content is under the umbrella of SEO content that continuously stays relevant for the viewers of the post. In the case of Indie Meme, donations are foolproof ways to show appreciation for donors while staying timely. Membership posts are also another example of evergreen posts.

Other

Other types of content to incorporate for social media growth include collaboration posts, video content, member testimonials, clips of filmmaker interviews, team posts, and behind the scenes volunteer posts.

Paid Media

We believe that there is significant opportunity for Indie Meme to increase its awareness through the use of targeted ad spending. Indie Meme currently has a strong following on Facebook, which represents a network of people that Indie Meme can leverage into creating a stronger and more well-known brand image. There is also significant opportunity from both platforms to receive in-kind grants of up to $10,000 (from google) or general ad credits (from facebook) which are offered in return for some assistance and educational videos shown by Meta.

The best way to leverage this network is through Facebook ads manager. This is a relatively basic ads manager that can help users set goals for ad campaigns and create ads to better meet those goals. It also helps out companies by finding users through Meta's Algorithms that seem to be the best fit for the advertiser. Costs are heavily dependent on the budget you would want to set aside and the length of the ad window, though the ad manager can help you budget your daily ad spend over the life of any campaign. While a larger spend is always better, a lower more general spend can still have an impact and shorter windows can help build awareness for events and help draw in potential new Indie Members. There is also an opportunity for Youtube advertising as well. Given that Indie Meme is a film organization, YouTube provides a great platform to find users of all ages who use the site for a variety of purposes, whether it be as a news source, or as a source of entertainment. Because Youtube often has ads before you start or as you're watching a video you have somewhat of a captive audience. YouTube advertising would provide you a 5-15 second opportunity to get your name across to viewers, particularly when promoting events.

Facebook ads manager

When looking at our research we have a couple of key recommendations in regards to paid media. We recommend using Facebook ad manager to create content specifically for your audience on Facebook and to help draw people to your website. Examples for a potential ad template, including pricing, objectives, audience, and estimated results can be found in Appendix H.

1. **Setup**
   Creating an Ads manager account profile with facebook is pretty easy. If you google it, the portal should pop up and if you sign into the Indie Meme Account it'll allow anyone with access to the page to keep track of campaigns or post new content.

2. **Creating a Campaign**

   When creating a new campaign the Manager asks a couple of questions to help determine how best the algorithm can help you. The first of these is what is the objective of your campaign. Your response determines which metrics the algorithm values more, and what qualifies your campaign as a success. The ad manager gives you 6 options to choose from:
   - Awareness: a reach focused objective that is meant to help introduce as many people to brand to help increase familiarity.
   - Traffic: helps to draw people towards a page or site, focusing particularly on driving Clicks and the Click through Rate to get the maximum amount of viewers in front of your desired page
   - Engagement: This looks to get consumers to interact with what you are posting. Usually targeted towards a core customer base, Engagement encourages response and feedback towards an ad.
   - Leads: Helps the advertiser build leads. Whether this is to make intial contact for a sale or the promotion of a publication like a newsletter leads are meant to help build a company's contact base.
   - App Promotion: This objective is highly specific. Meant to encourage people to engage with an app, this objective focuses heavily on metrics such as downloads.
   - Sales: Meant to help your company drive sales directly. Looks at metrics such as ROI, how much return you are getting directly from your facebook ad spend.

   Of those listed I would highly recommend awareness and traffic, as those look to help better develop your company's reach. Key metrics for these would be impressions, click-through rate, and time of engagement. There are two types of campaigns I see that would work best for Indie Meme. The first is a more general campaign that is meant to draw folks into the indie meme community. This would be a more subtle campaign that would require a more consistent investment over a longer period. The goal would be be traffic focus meant to drive those who see it it to the website and into the indie meme community. For this I would recommend an awareness or traffic based approach. The second would be a shorter term more targeted approach with a heavier spend meant to to promote an event. This would be ideal in two scenarios, Indie Meme's 10 year anniversary, and IMFF. For this I would recommend a Traffic or a Sales based approach

3. **Pricing**

   All advertising on any facebook ad manager is done through an auction system. This has both significant benefits and drawbacks for a company such as Indie Meme. given your approximate budget is only about $960 (60 bucks a movie for 16 movies) our recommendation would be to put most of that towards increasing awareness about the event and getting people to sign up. While the individual movies can most

definitely be used as a draw, splitting your audience into 16 takes away from the greater festival as a whole. Our recommendation is to advertise for the larger event/organization and to bring people to the website where they can better learn about the community that is Indie meme and the films that the IMFF offer. I would also recommend a two pronged approach to your pricing strategy. For your more general advertising campaign denote a designated yearly budget to spend on. Research suggests that the **estimated spend per 1,000 impressions is $12.07** though these costs vary. For Example, advertising costs are likely to skyrocket near the end of the year due to the holiday season and increased demand from businesses who are trying to take advantage of the timing.

For a more general marketing campaign we would recommend setting a lifetime budget and an extended life cycle for any advertisement produced. This means that the dollar amount you set for the campaign spend will be split over the life of the entire campaign (which you can set in the same tab), with the algorithm weighting the spend depending on ad traffic on a given day and the lifecycle within the ad. While, this is not necessarily the most efficient strategy for reaching the maximum amount of people, it provides a guarantee that you'll have a set budget for the year and requires less check up. That is not to say that you shouldn't check in periodically and make content changes depending on performance (this is necessary given the constantly fluid nature of consumer tastes, the facebook algorithm, and the advertising space as a whole), but it gives leeway in regards to the significant time/scheduling constraints that Indie Meme faces. Given the budget previously determined and a three month timeline set to bypass the holidays (when ad space is much more expensive), the Algorithm expects our ad to Reach between 493 and 1400 people daily with between 9 and 34 ending up on the Indie Meme website, our desired goal.

4. **Targeting**
   Another great opportunity about facebook ads manager is that it allows you to build the audience that you want to show your ads too. This includes more physical characteristics like gender, age, and location, as well as more behavioral and psychographic traits like interests in various topics such as cuisine culture or politics. This is done through the Create New Audience tab on the the ad manager profile. These can also be tailored to fit wider audiences for more general ads or a narrower target for event based marketing.   Our recommendation here is to try and tie in the Customer Persona that we have created for you to help branch out your audience. You can do that on a more physical trait basis (US based person of the 30-45 age range) with a couple of interests that you think Indie Memers enjoy, documentaries for example. Detailed targeting takes this further, using Facebook's algorithm to find potential Audiences beyond those directly interested in what Indie Meme has to offer

5. **Media**

Facebook ad media can be relatively simplistic. Of course more extravagant advertising tends to draw the eye more, but creating content that looks good on the facebook format is not overwhelmingly difficult. Part of the advantage here is that most of these ads are made up of still media such as graphics or images. This is something that Indie Meme already has plenty of, and means that putting together potential ads is relatively easy. Our group would recommend using a platform such as canva to help create something that is clean cut and professional grade. There is also the opportunity to use something such as the Dynamic Creative setting on Facebook's manager. This gives you the opportunity to provide the algorithm with a series of captions and images to pair together depending on what the algorithm thinks the user will respond to the best and your ad spend objectives. While these need to be monitored for performance, these are relatively easy to create, and tend to be cheaper than a collection of photos or videos.

You can also manually choose where you want your ad placed on a given page, or leave it to the algorithm. We would recommend leaving it to the algorithm (the Advantage + option on the placements menu) partially because it uses data to help determine the ads optimal position, and also because it easier to manage on a more passive level.

Google Ads

Google ads does a lot for a program like indie meme. While in a more general sense you can place promotions on an uncountable amount of websites, google ads also provides you with the opportunity to improve your SEO and to reach captive audiences on YouTube, which holds a lot of promise for Indie Meme. As Carla Mentioned earlier investing in SEO will help bring the Indie Meme name to the top of people's search engines and, as a result, top of their minds. YouTube also represents an opportunity for you to show prospective Indie Memer's clips of what they're missing, whether that be promotional material for the films being shown or a taste of what the Indie Meme community is like. Given this the requirements for youtube tend to be more active than something on facebook would usually require. As a result, our recommendation would be to focus most of your marketing efforts on youtube heavily around major upcoming events that indiememe is pushing, including the Ten year anniversary and the Film Festival.

1. **Setup**
   Setup, like Facebook's ad manager, is relatively straightforward particularly if you have a google account tied to Indie Meme already. See the SEO section for step by step details on setting a Google-my-business profile.

2. **Creating a Campaign**
   Similar to Facebook, your objectives when creating a Google ad campaign are extremely important to its success, and will prioritize different metrics. These

objectives however are named differently and are only 3 to choose from. They also help Google recommend where to put your ads, as a bumper around the video, a clip before, during or after, or just a little pop up.

- Awareness: This is meant to help increase your brand recognition amongst potential Indie Meme'er's; this aspect is less about making an ask and more about getting the Indie Meme name out there.
- Consideration: This takes Awareness one step further, helping people tie events to the Indie Meme name and preparing them for an ask.
- Action: The final step is composed of advertisements make the ask, encouraging viewers to subscribe, purchase, or take some sort of quick action even though that draws them away from what they're doing.

Picking different objectives means that google looks at different metrics when determining the success rate of various campaigns. My recommendation in this case would be to pick consideration/action advertisements to help put events into viewers minds and draw them into attending screenings.

3. **Pricing**
Like Facebook, Youtube's pricing is heavily dependent on the user. So again, timing is key in regards to when we should spend our ad budget and what the best times are to make big pushes. Given that most youtube spending will be done in promotion of an event, this means the best strategy would be to spend most of our budget in short spurts to help hit our target market as frequently as possible. This would mean lead up times of only a couple of weeks as opposed to a month, and higher auction limits so as to maximize impressions and incentivize action. More significant investment would also be required as pre and during video ads would be the most effective method to impact our audience here. Google also has the option for you to share your budget between different ad campaigns. This means that you can allocate a total spend for a series of ads and depending on how much you spend per click (the algorithm engages you in a bidding war with other companies on a "cost per click" basis) the remaining budget will be allocated amongst the remaining campaigns to maximize the impact of your daily budget.

Our recommendation here is to allocate some of the budget spent on advertising the IMFF (some $10,000 split between the Austin Chronicle and KUT) and dedicate it towards a more short term, high frequency YouTube Campaign. Designating $2,000, or the average cost of 100,000 ad views, of that budget towards a month long ad campaign promoting the festival would go a long way to building awareness and increasing attendance at next year's IMFF.

> Depending on whether Indie Meme is eligible, the organization should further apply for a Google Ad Grant that provides the organization with $10,000/month to spend on paid search advertising. If accepted, this will help exponentially in expanding the awareness and reach of the organization and compensate for the current lack of SEO.

4. **Targeting**

Similar to Facebook, Google's algorithm provides several demographic statistics for advertisers, including things like Age and location. While these help us filter for our target audience, the key to YouTube's targeting is through the "Find My Audience" tool. Similar to how you can find people through Facebook's audience search, YouTube allows you to filter the different consumers based on people looking to purchase products or actively researching topics similar to your organization, versus people whose interests and behaviors you believe align with your orgs. "Find My Audience" dissects those viewers into varying categories based on active searches and more general taste trends and then creates a profile for you to help you expand your audience into less directly related interests, and shift your content to help better appeal to the audiences that matter most.

5. **Media**

Most of Indie Meme's content for YouTube should be centered around 5-15 second clips that can be shared with our audience to help grab their attention or make a sell. 5 second ads are charged based on impressions using the metric CPM or cost-per-thousand impressions. These are meant to be short and to the point snippets and are less likely to be effective when promoting something like the IMFF. Longer clips, meanwhile, are charged only by the click meaning that if someone were to skip your ad that YouTube wouldn't charge you. However, these ads need to be well targeted and "earn" the clicks from the viewers. Google provides Templates to help make this process easier, including prompts for where and when it is best to place text or images.

Metrics

In order to measure the success of the social media initiative, we recommend using the following metrics:

- Impressions
- Likes
- Comments
- Audience growth rate
- Average engagement rate
- Conversion rate to website
- Cost per click
- Net promoter score

These can be measured through the Instagram, Facebook, and YouTube Analytics platforms.

Strategic Initiatives Action Plan

In order to help provide some guidance for the implementation of all of these recommendations on a feasible timeline, we have created an editable Gantt Chart with suggested organization and timing that you can use as you implement solutions. Additionally, it can be seen in Appendix I.

Financial Projections

Below is a set of assumptions that informed our process for estimating the financial implications of implementing the previous stated recommendations:
- Indie Meme has approximately $10,000 annually to spend on marketing.
- All team and board members currently work elsewhere full-time and, therefore, have limited time to invest.
- Short-term efforts that support the business objectives are prioritized.

For a full breakdown of the anticipated costs, we have developed an Itemized Anticipated Budget Spreadsheet that is accessible and editable for your team. It can also be found in Appendix J.

Overview of Financial Projections by Strategy		
STRATEGY	PROJECTED CASH COST Q1	PROJECTED IN-KIND COST Q1
Website Restructuring	$1,250	$150
SEO	$357	$1,605
Social Media	$2,960	$890
SUBTOTAL	$4,567	$2,645
TOTAL		**$7,212**

Due to the heavy initial investment of the website restructure, the budget from above holds for Q1; however for following quarters, the budget consists mostly of smaller recurring expenses for an overall smaller total. Also please note that there are marketing funds opportunities for non-profit organizations in programs like Google Ad Grants that alleviate the cash burden and allow for greater spending in other areas.

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/

Appendices

STRENGTHS	WEAKNESSES

- Strong programming
  Wide genre variety
  Socially relevant content
- Strong community and WOM network
- Strong filmmaker network
- Positive public image
	- Overworked board
	- Poor delegation/management
	- Low funds
	- Lack of staffing and volunteerism
	- Lack of technical literacy
	- Next to no digital presence
	- No distributor relationship to incentivize filmmaker participation

OPPORTUNITIES	THREATS

- Growing South Asian community in Austin
- Documentation of impact stories
- Access to educational institutions
- Strong connects to current donors
- Post-COVID environment
  People wanting to re-engage with community
- Hybrid format opens access to wider audience
- Untapped younger demographic
	- City funding drying up
	- Post-COVID environment
	  Less discretionary spending for most households
	- Competing against streamers for new programming

Appendix B
CPJ Chart

PERSONA	SCENARIO
45-year-old South Asian resident of Austin, wanting to connect with their culture	Resident has just moved to Austin and finds it difficult to access their culture through a community in the city. They're looking for something to do this weekend related to South Asian culture.

	Awareness	Consideration	Purchase	Onboarding	Advocacy
User Actions	Asks friends and co-workers / Searches "South Asian events in Austin"	Visits IndieMeme page / Reads about organization / Reviews membership options	Selects membership level	Attends event	Recommends event/organization to friends/family
Touchpoints	Website result	Landing page / Events and About pages / Membership page	Checkout page / Login/sign-up page / Payment prompt		
Pain Points	Indie Meme does not appear in search results	Immediately prompted with membership CTA prior to any information about Indie Meme / Membership tiers daunting; "Family" name confusing			No place on website or Google to leave review
Possible Solutions	Invest in SEO / Add Indie Meme on event websites (Do512, Eventbrite, CultureMap Austin, etc.)	Add mission statement to landing page / Add suggested audiences for each membership level / Add member testimony			Set up Google business page / Add "Submit testimony" to website / Add "Give us feedback" to website

[LINK TO EDIT CHART](#)

What is your relationship with Indie Meme? Select all that apply

Relationship	Count
Newsletter Subscriber	18
Regular Screening Attendee	11
Film Festival Attendee	28
Member	18
Donor	2
Sponsor	1
Other	4
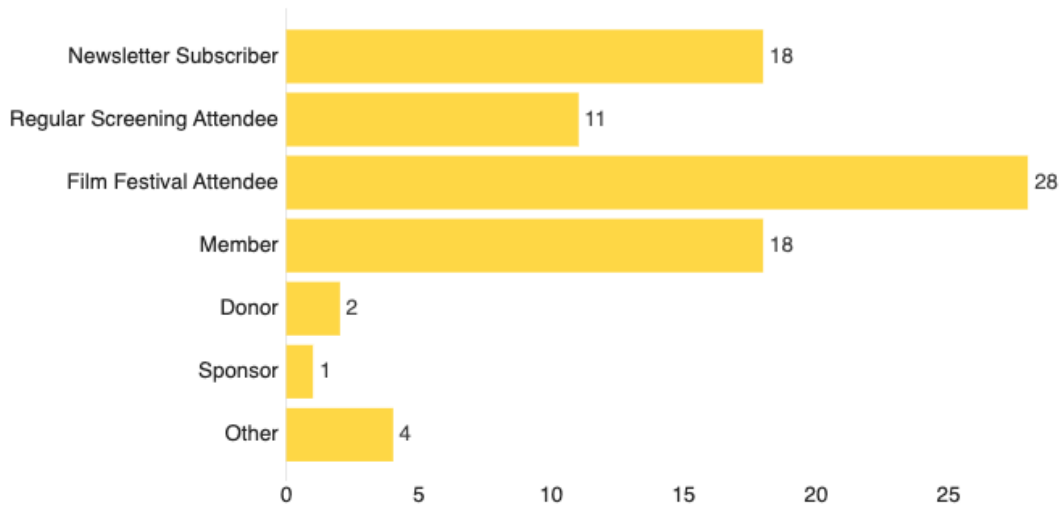
How did you first learn about Indie Meme?

- Family or friend — 54%
- Other — 25%
- Co-worker — 7%
- Facebook — 7%
- Instagram — 4%
- Website — 4%
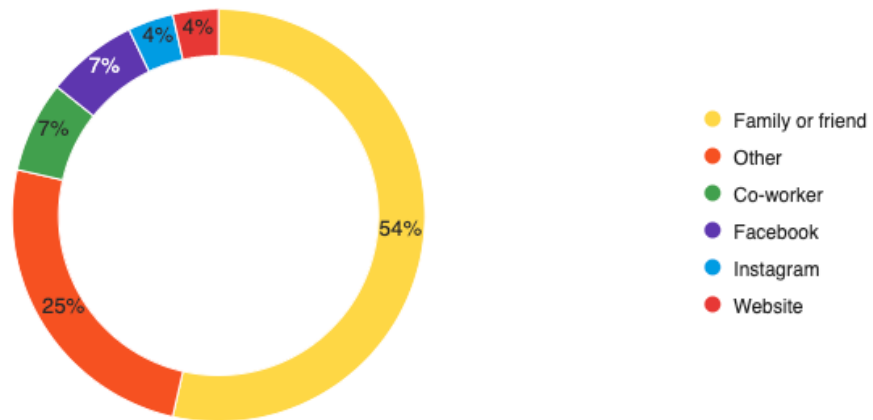
How long have you engaged with Indie Meme?

Field	Min	Max	Mean	Median	Standard Deviation	Variance	Responses
How long have you engaged with Indie Meme?	1.00	2018.00	221.18	4.50	622.22	387161.00	28

How would you rate your overall Indie Meme experience?

67%	29%	

- 🟢 Very Satisfactory
- 🟡 Satisfactory
- 🔵 Neutral
- 🟣 Unsatisfactory
- 🔴 Very Unsatisfactory
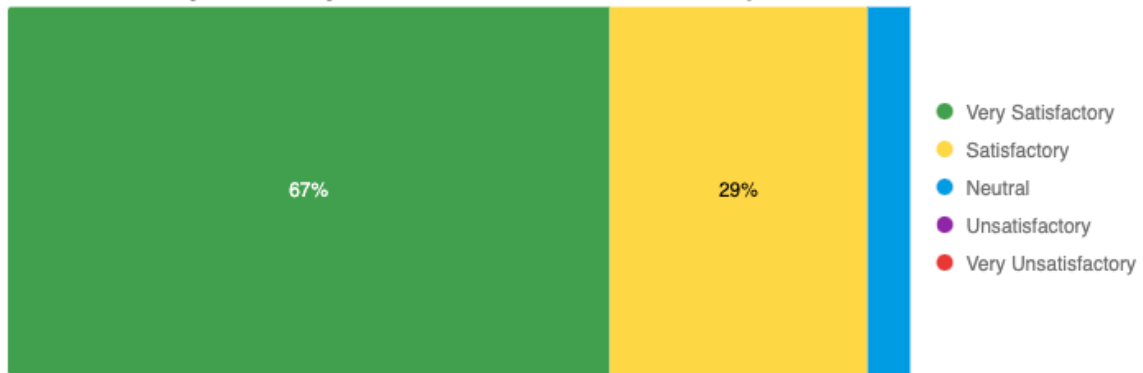
How would you rate the films shown by Indie Meme?

71%	19%	10%

- 🟢 Very Satisfactory
- 🟡 Satisfactory
- 🔵 Neutral
- 🟣 Unsatisfactory
- 🔴 Very Unsatisfactory

How would you rate your experience at Indie Meme's regular screenings throughout the year?

89%	11%

- 🟢 Very Satisfactory
- 🟡 Satisfactory
- 🔵 Neutral
- 🟣 Unsatisfactory
- 🔴 Very Unsatisfactory
- ⚫ I have never attended a regular screening
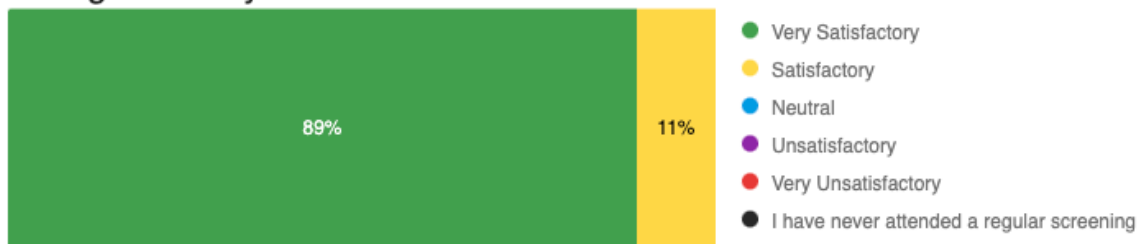
How would you rate your experience with the Indie Meme Film Festival?

76%	24%

- ● Very Satisfactory
- ● Satisfactory
- ● Neutral
- ● Unsatisfactory
- ● Very Unsatisfactory
- ● I have never attended the Indie Meme Film Festival
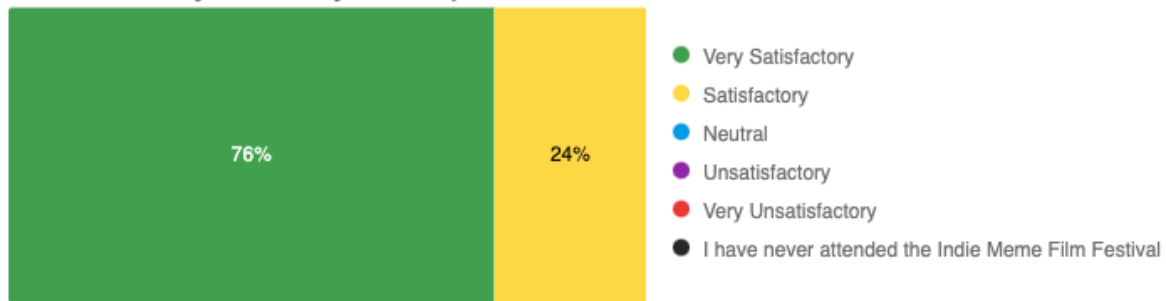
How would you rate your experience with Indie Meme member mixers?

33%	29%	10%	29%

- ● Very Satisfactory
- ● Satisfactory
- ● Neutral
- ● Unsatisfactory
- ● Very Unsatisfactory
- ● I have never attended a member mixer
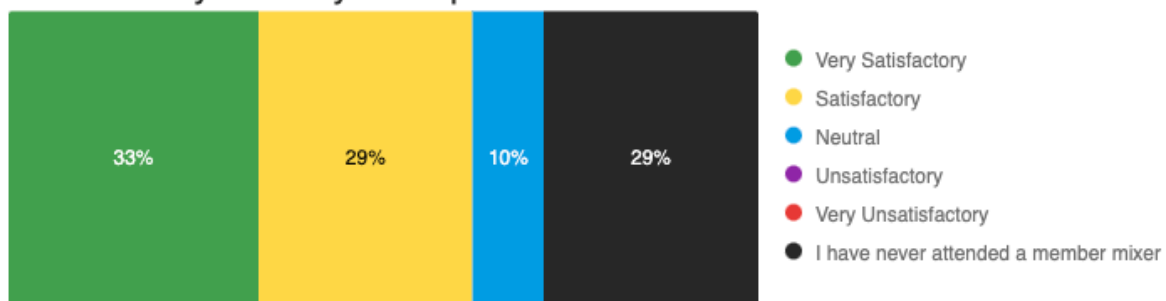
Use three words to describe your experience as an Indie Meme'er

Use three words to describe your experience as an Indie Meme'er

fresh, unexpected, festive

I am satisfied

great people, films

amazing extraordinary

explorative, community, engaging

Engaging, Positive, Fun

Powerful cinematic experiences

Not as involved

quality. intimate. passionate.

Enjoy the films, not Bollywood style

Learning Indian culture

Great team with very good content

thanks good movie

Fun, art, contacts

Enjoyable film selections

Happy To Explore

Engaging Community Cultural

As an Indie Meme'er, I feel _____.

- Other
- Forgotten
- Neutral
- Well valued

10% 0%

24%

67%

Please rank these parts of the Indie Meme experience in order of importance...

- Increasing your social awareness
- Engaging with South Asian culture
- Being part of a community
- Learning about/ Keeping up with Contemporary Independent film
- Accessing and engaging with independent films and filmmakers
- Other
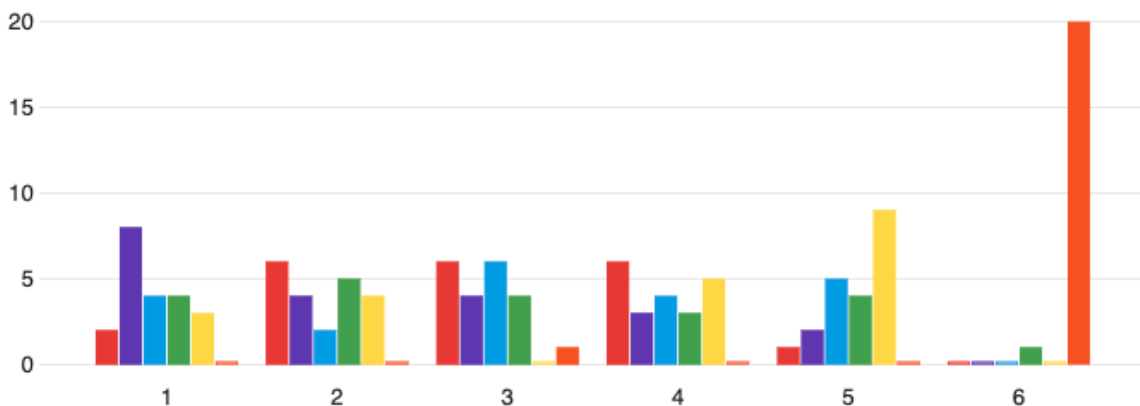
In terms of effectiveness, how would you rate Indie Meme's communication of upcoming event information?

52%	43%	

- ● Very Satisfactory
- ● Satisfactory
- ● Neutral
- ● Unsatisfactory
- ● Very Unsatisfactory
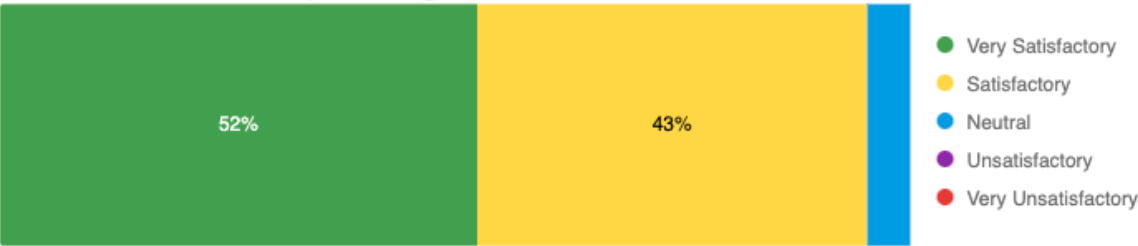
Did you know that Indie Meme is a not-for-profit that raises money primarily through grants, donations, and sponsorships?

Yes	18
No	3

0   5   10   15
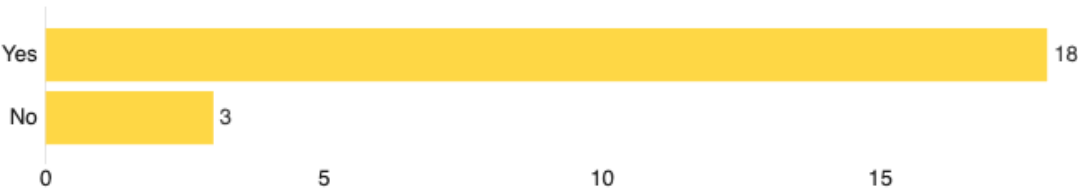
Knowing that Indie Meme is a nonprofit would you consider donating to Indie Meme?

Yes	17
No	2
Prefer not to answer	2

0   5   10   15
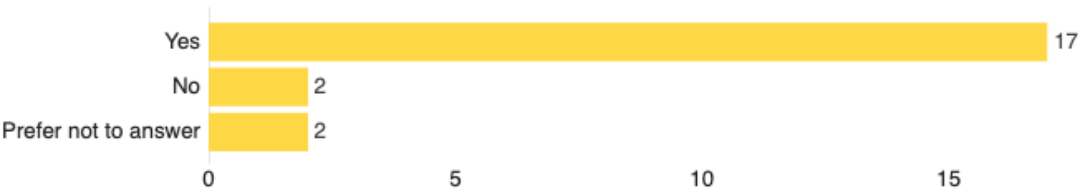
How much would you feel comfortable donating to Indie Meme? Select range.
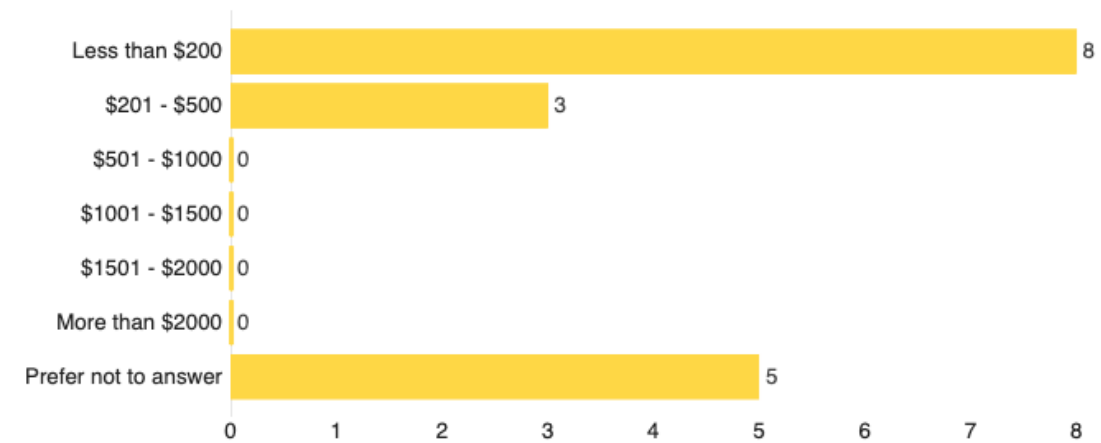
To what extent do you identify with the following statements?
- I am interested in South Asian culture.
- Philanthropy is important to me.
- I believe in supporting the arts.
- I am a dedicated supporter of independent film.
- Film allows people to connect with a community.
- Film allows people to connect with different cultures.
- Cultural events are an integral part of the immigrant experience
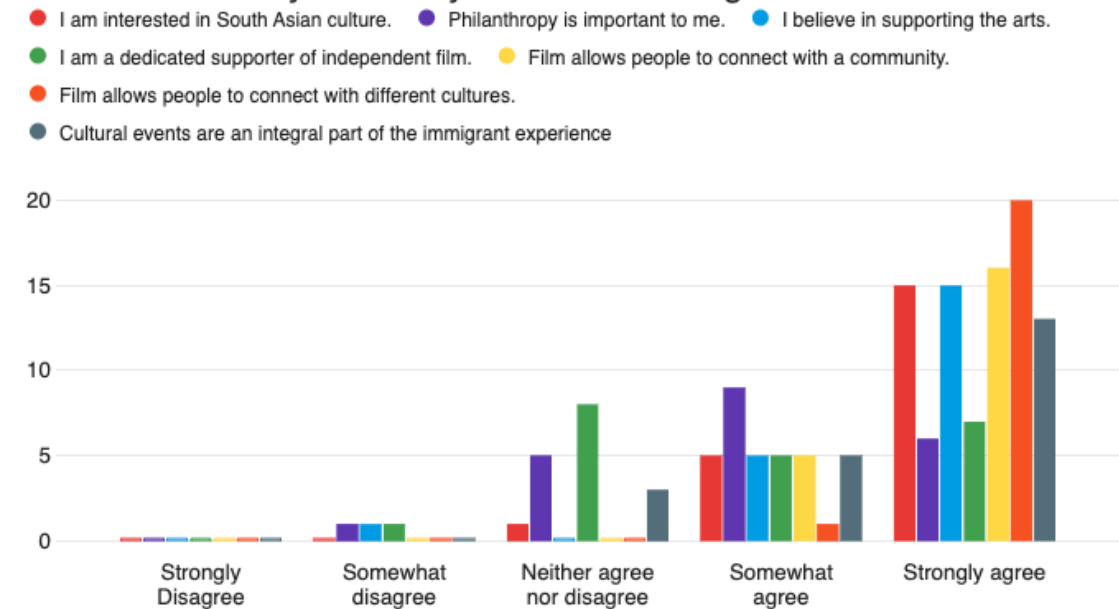
Do you donate to other non-profit organizations?
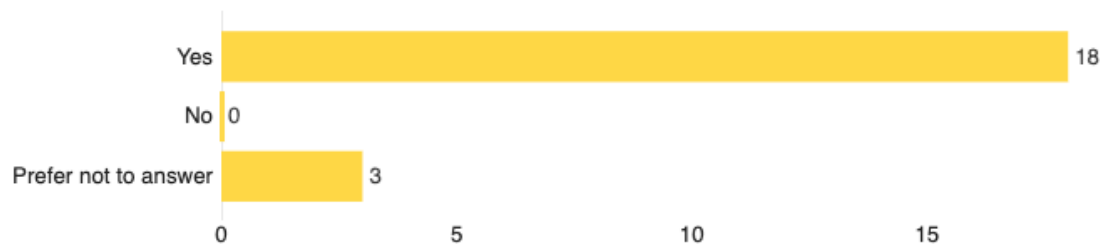
Yes	18
No	0
Prefer not to answer	3

0   5   10   15

Do you donate to other culture/arts organizations?

Yes	13
No	3
Prefer not to answer	5

0   5   10
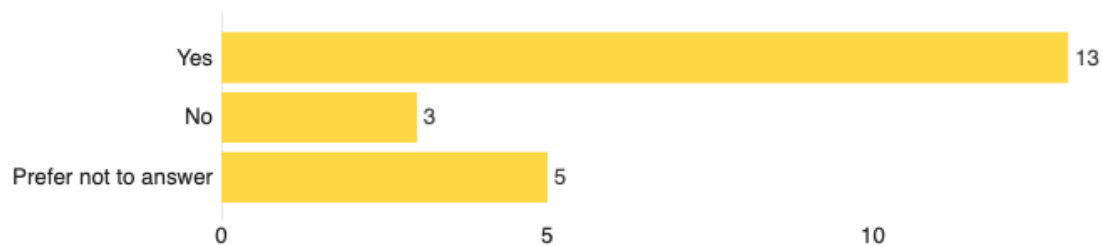
How much do you donate a year to non-profit organizations (including Indie Meme)?

How much do you donate a year to non-profit organizations (including Indie Meme)?

not sure

3000

thousands, mostly for social change. For cultural orgs, including IM, just at basic membership levels.

prefer not to answer

1000

500

Prefer not to answer

$1000

$1000+

1000+

1000

500

1000+

$300

100

100

In the past, how much have you donated to Indie Meme?

In the past, how much have you donated to Indie Meme?

200.00

## With which ethnicity do you identify? Select all that apply.

| Ethnicity	Count
White (excluding Middle Eastern)	5
Black or African American	0
Hispanic or Latinx	3
American Indian or Alaska Native	1
Asian (excluding South Asian)	0
South Asian	10
Middle Eastern	1
Native Hawaiian or Other Pacific ...	0
Prefer not to answer	0
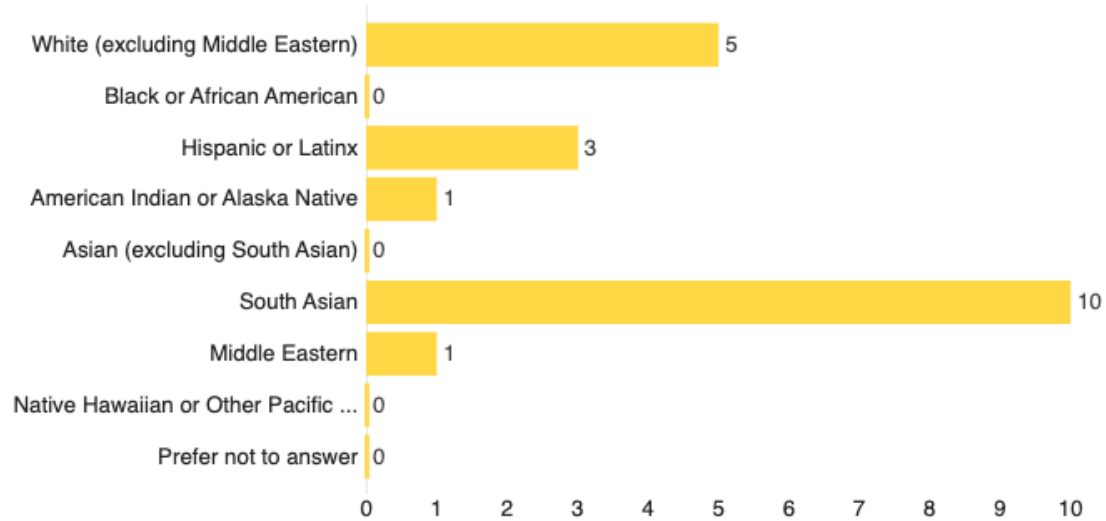
How old are you?

How old are you?

61

70

prefer not to answer

50

80

62

61

75

68

42

39

na

30	
47	
55	
30	

What is your gender?

Male	10
Female	8
Non-binary	0
Prefer not to say	0
Other	0
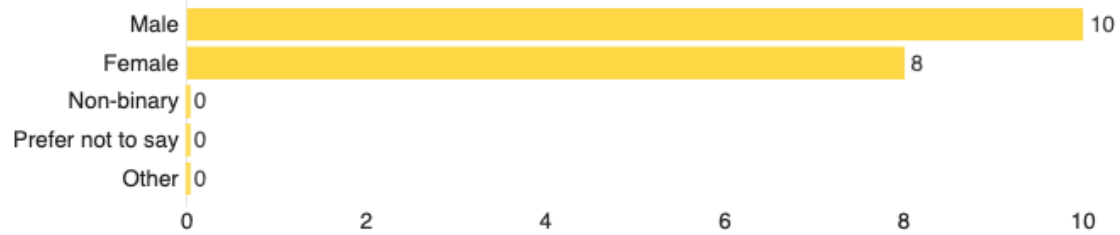
What was your annual household income for 2021? Select range.

Less than $50,000	0
$50,000 to $99,999	3
$100,000 to $149,999	4
$150,000 to $199,999	1
More than $200,000	2
Prefer not to answer	8
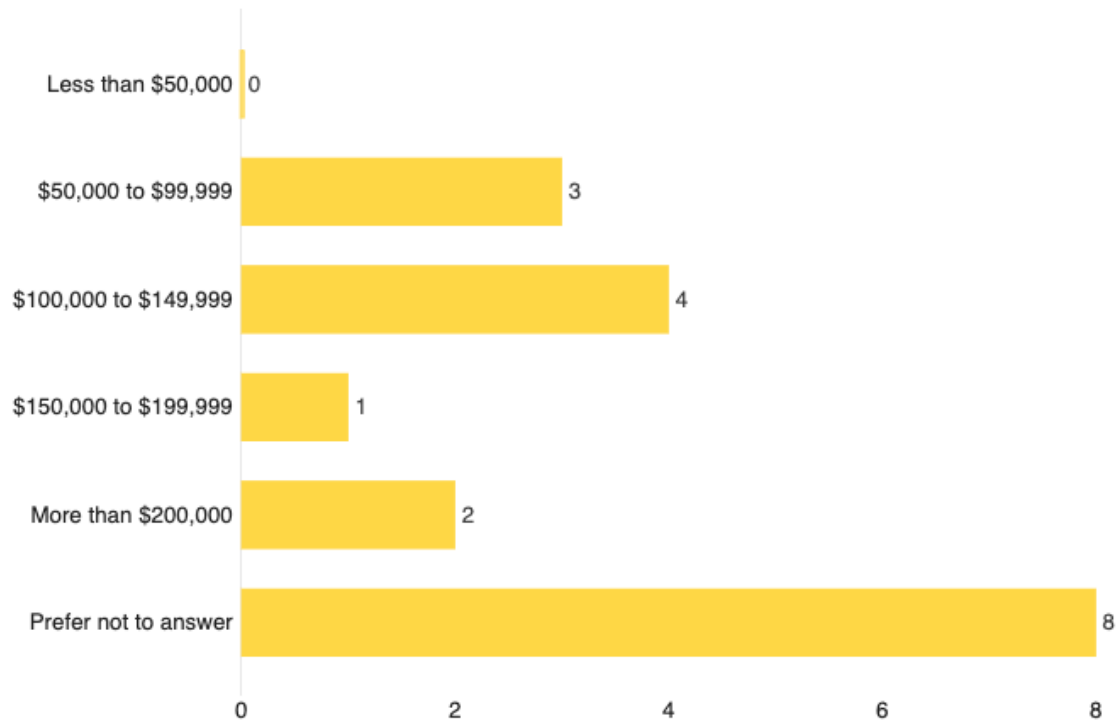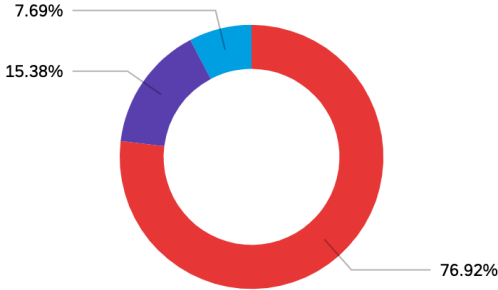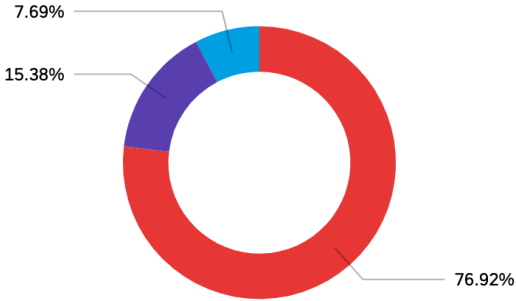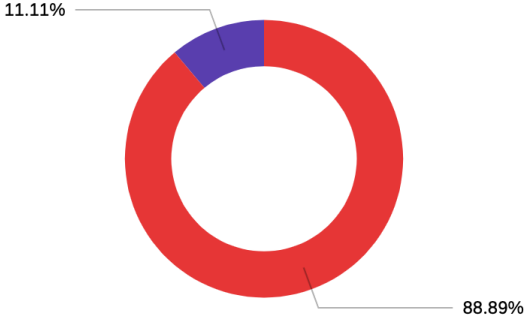
Member Survey Analysis - Demographics

Trait	Results
Ethnicity	- **58% of respondents are South Asian** - 17% are Hispanic/Latinx - 16% are White 16.67% 16.67% 58.33% 8.33% 🟥 White (excluding Middle Eastern) 🟪 Black or African American 🟦 Hispanic or Latinx 🟩 American Indian or Alaska Native 🟨 Asian (excluding South Asian) 🟧 South Asian ◼ Middle Eastern 🟥 Native Hawaiian or Other Pacific Islander 🟥 Prefer not to answer
Age	- **Average age: 58** - Median age: 61 - Maximum age: 80 - Minimum age: 30
Gender	- **50% female and 50% male respondents**
Annual Income	- **Majority of respondents (60%) preferred not to answer** - 20% make between $100K and $149K - 10% make between $150K-$199K - 10% make between $50K-$99K

10.00%

20.00%

60.00%

10.00%

■ Less than $50,000 ■ $50,000 to $99,999 ■ $100,000 to $149,999 ■ $150,000 to $199,999

■ More than $200,000 ■ Prefer not to answer
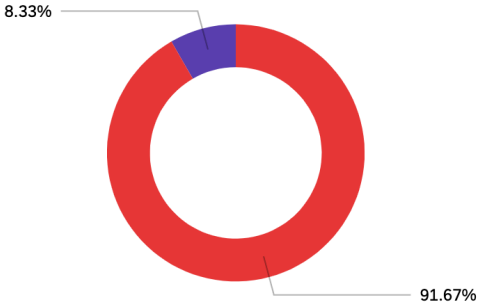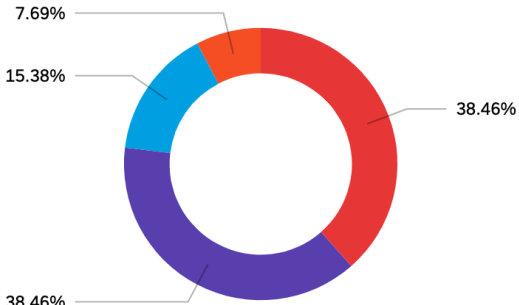
Member Survey Analysis - Satisfaction

Factor	Results
Overall experience	- **77%: Very Satisfactory** - 15% Satisfactory - **92% reported Satisfactory or higher;** the remainder reported Neutral
Words to Describe Overall Experience	- "Fresh, unexpected, festive" - **"Great people, films"** - "Amazing, extraordinary" - **"Explorative, community, engaging"** - **"Powerful cinematic experiences"** - "Fabulous, fantastic, heartwarming" - "Enjoy the films, not bollywood style" - **"Learning indian culture"** - "Great team with very good content" - "Fun, art, contacts"
Film quality	- **77%: Very Satisfactory** - 15% Satisfactory - **92% reported Satisfactory or higher**; the remainder reported Neutral

	\n\n7.69%\n15.38%\n76.92%\n\n■ Very Satisfactory ■ Satisfactory ■ Neutral ■ Unsatisfactory ■ Very Unsatisfactory
Experience at Screenings	- **89%: Very Satisfactory**\n- 11%: Satisfactory\n- **100% reported Satisfactory or higher**\n\n\n\n11.11%\n88.89%\n\n■ Very Satisfactory ■ Satisfactory ■ Neutral ■ Unsatisfactory ■ Very Unsatisfactory\n■ I have never attended a regular screening
Experience at IMFF	- **92%: Very Satisfactory**\n- 8%: Satisfactory\n- **100% reported Satisfactory or higher**

	8.33% 91.67%
Experience at Member Mixers	- 38%: Very Satisfactory - 38%: Satisfactory - **76% reported Satisfactory or higher**; the remainder reported Neutral - **8% of surveyed members haven't attended a mixer** 7.69% 15.38% 38.46% 38.46%
"As an Indie Meme'er, I feel…"	- **85%: Well valued** - 15%: Neutral

	  15.38% 84.62% ● Well valued ● Neutral ● Forgotten ● Other
Effectiveness of Communication for Events	- **62%: Very Satisfactory** - 38%: Satisfactory 38.46% 61.54% ● Very Satisfactory ● Satisfactory ● Neutral ● Unsatisfactory ● Very Unsatisfactory

Summary: It's clear that, overall, the members we received responses from are very satisfied with their experience at Indie Meme, with the most variability in opinion being in regards to the member mixers.

Next, we measured what members *VALUE* across multiple factors of the Indie Meme experience:

Factor	Results

Ranking of Parts of the Indie Meme Experience	- Mean rankings (1 = Most Important, 5 = Least Important):
	  1. **Engaging with South Asian Culture (2.54)**
	  2. Being part of a community (2.69)
	  3. Increasing your social awareness (2.77)
	  4. Learning about/keeping up with contemporary independent film (3.54)

5. Accessing and engaging with independent films and filmmakers(3.69)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Increasing your social awareness	1.00	5.00	2.77	1.19	1.41	13
2	Engaging with South Asian culture	1.00	5.00	2.54	1.50	2.25	13
3	Being part of a community	1.00	5.00	2.69	1.26	1.60	13
4	Learning about/ Keeping up with Contemporary Independent film	2.00	6.00	3.54	1.39	1.94	13
5	Accessing and engaging with independent films and filmmakers	1.00	5.00	3.69	1.54	2.37	13
6	Other	3.00	6.00	5.77	0.80	0.64	13

Identification with Value Statements	- Mean rankings (1 = Do Not Identify, 5 = Strongly Identify): 1. **FIlm allows people to connect with different cultures (5.0)** 2. Interested in SA culture (4.75) 3. Film allows to connect with community (4.75) 4. Cultural events integral part of immigrant experience (4.5) 5. Dedicated supporter of independent film (3.83) 6. Philanthropy important to me (3.83)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I am interested in South Asian culture.	4.00	5.00	4.75	0.43	0.19	12
2	Philanthropy is important to me.	2.00	5.00	3.83	0.90	0.81	12
3	I believe in supporting the arts.	2.00	5.00	4.50	0.87	0.75	12
4	I am a dedicated supporter of independent film.	3.00	5.00	3.83	0.80	0.64	12
5	Film allows people to connect with a community.	4.00	5.00	4.75	0.43	0.19	12
6	Film allows people to connect with different cultures.	5.00	5.00	5.00	0.00	0.00	12
7	Cultural events are an integral part of the immigrant experience	3.00	5.00	4.50	0.65	0.42	12

Summary: Overall, members seem to value the intersection between culture and community through their responses, which is crucial information as to how Indie Meme should position itself and its value offerings to potential members. Additionally, members seem to highly identify with the values of Indie Meme, which is a good sign that the organization's programming and work is consistent with those values as member satisfaction is reported as very high.

Member Survey Analysis - Donation Habits

Factor	Results
Consideration for Donating to Indie Meme	- **81%: Would consider donating to Indie Meme** - 10%: Would not consider donating to Indie Meme - Remainder preferred not to answer
Likelihood of Donating to Indie Meme in the Future	- **100%: Definitely will donate**
Amount Comfortable Donating to Indie Meme	- **42%: Less than $200** - 25%: Between $200-500 - Remainder preferred not to answer
Donation Habits with Other Nonprofits	- **83%: Donate to other nonprofits** - Remainder preferred not to answer
Donation Habits with Other Culture/Arts Organizations	- **62%: Donate to other culture/arts organizations** - 15%: Do not donate to other culture/arts organizations - Remainder preferred not to answer

Yearly Donations to Nonprofits (including Indie Meme)	- **55%: At least $1,000 per year**

Summary: Overall, members seem to regularly donate to various organizations and are more likely to donate to nonprofits than culture/arts organizations. Additionally, they report being comfortable in their monetary support of Indie Meme and plan to continue to donate in the future.

Appendix E
Sitemap

INDIE MEME

HOME
- Mission Statement
  - What we offer
- Photos/Videos
- Get to know us
  - Link to Meet Indie Meme
- What we do
  - Link to Events
- Get Involved CTA

ABOUT US
- Meet Indie Meme
  - What We Do
    - Link to Events
  - Meet the Team
    - Co-founders
    - Board of Directors & Team
    - Board of Advisors
  - Learn More
    - Links to Media Room, Community Partners, etc.
  - Get Involved CTA
- Contact Us

EVENTS
- Upcoming Events
  - Marquee
  - Membership CTA
  - Newsletter CTA
  - Submit a Testimonial/Feedback
- Past Events
  - Navigation Header
  - IMFF
    - Photos/Videos
    - Links to Past IMFFs
    - Next IMFF sneak peak
  - Other events
  - All films shown
  - Submit a Testimonial/Feedback

GET INVOLVED
- Join the Family
  - Photos
  - What being an Indie Meme'er means
  - Event CTA
  - Newsletter CTA
- Membership
  - Introduction
  - Membership Teirs
  - Testimonials
    - Photos
    - Submit a Testimonial/Feedback
  - Where Your Help Goes
- Volunteer
  - Introduction
  - Testimonials
    - Submit a Testimonial/Feedback
  - Photos

OUR SPONSORS
- Sponsors
- Intersted in Sponsoring?
  - Link to Become a Sponsor

DONATE!
- Photos
- Where Your Donation Goes
- Link to PayPal

ACCOUNT ICON
- Log In
- Sign Up

Bottom of Webpage
- Link to Contact Us
- Links to Socials
- Link to Donate
- Link to Newsletter Subscription

[ACCESS MAP HERE](#)

Appendix F
Site Change Recommendations

HOME	*The following are proposed sections of the landing page in order, as seen on the sitemap:* 1. **Introduction** The first block of the landing page will be what greets everyone to your site. Currently, people are greeted with a "Become a Member" CTA, banner image, and linked button; since majority of the traffic coming into the site (once publicized by way of the rest of this proposal) will be from new visitors interested in what Indie Meme does but unfamiliar with your offerings, having an immediate membership CTA does not make sense. Instead, we suggest having a greeting and short description of Indie Meme and its mission. This may look like the following: WELCOME TO YOUR SOUTH ASIAN INDEPENDENT FILM HEADQUARTERS! Indie Meme is a nonprofit dedicated to … OUR MISSION: … a. ***What We Offer:*** Below the introduction, we suggest highlighting 3-5 aspects of the Indie Meme experience that are your best value offerings. Each should be paired with an icon that represents the aspect and a description that includes concrete offerings under these umbrella ideas (ex. under the "Community" aspect, the description may look like "An unshakable family that you can call home. We regularly host *member mixers* so Indie Meme'ers can get to know one another.") . This is a short, easily digestible way for people to understand what Indie Meme provides to their community. [PEOPLE ICON]　　　[GLOBE ICON]　　　[FILM ICON] **Community**　　　**Culture**　　　**Film** Short Description　Short Description　Short Description 2. **Photos and Videos** Photos and videos should be integrated on the landing page of the site as quickly as possible. We suggest compiling a video composed of b-roll footage of events (such as the clips of the movie posters, clips from the movies, and clips of the audience shown in the [video] currently housed at the bottom of the "About" page. This can be played behind bold text (such as the Introduction section mentioned above), serve as a page break, or be showcased on its own. Additionally, having photos from the Indie Meme experience on a slideshow would be a great way for people to get a feel for what the organization offers. 3. **Get to Know Us** This section should include a button with the text "Get to Know Us" that links to the "Meet Indie Meme" page (discussed later, housed under the "About Us" tab) so that people who want to know more about the organization's inner-workings can click and immediately be sent there. Below this button, we suggest including a short description. **[Get to Know Us]**

	```Find out more about our history, our team, and why we do what we do!```

	4. Get Involved CTA
	This section should include a <mark>button with the text "Get Involved!" that links to the "Get Involved" tab</mark> (discussed later, houses "Membership" and "Volunteer" pages) so that people who are curious about how they can be a part of Indie Meme will be immediately sent there. Below this button, we suggest including a short description.
	
	``` [Get Involved!]```
	```Become an Indie Meme'er and find out how to be a part of our family!```

ABOUT US	We suggest a <mark>renaming of the "About" tab to "About Us."</mark> Under this tab, we suggest housing two pages: "Meet Indie Meme" and "Contact Us." *The following are proposed sections of each of the two pages in order, as seen on the sitemap:*

	<mark>**MEET INDIE MEME**</mark>
	Overall, the current "About Us" page is extremely text-dense and does not speak about Indie Meme and instead IMFF upon first review. "The Story" section later down the page does a better job of this, but a less text-dense summary should be featured as well.
	
	1. What We Do
	Immediately as someone enters the "Meet Indie Meme" page, we suggest <mark>highlighting the events and programs that Indie Meme hosts</mark> similar to the "What We Offer" section described above. Each should be paired with a photograph that represents the event and a description. This is a short, easily digestible way for people to understand what Indie Meme provides to their community.
	
	``` [PHOTOGRAPH] [PHOTOGRAPH] [PHOTOGRAPH]```
	```Regular Screenings IMFF Film Series/Showcase```
	``` Short Description Short Description Short Description```
	
	Below that is a perfect place to <mark>insert a buttons with links to the "Events" pages</mark> (will be discussed later).
	
	``` [Upcoming Events] [Past Events]```
	``` Find out what you can attend Access all past showings hosted```
	``` next! by Indie Meme```
	
	2. Meet the Team
	First, we suggest renaming "Our Team" to "Meet the Team." The current slideshow at the beginning of the page is good, specifically the banner image that says <mark>"We Are the Indie Meme Team" - we recommend keeping this as an image at the top of the page,</mark> but moving the others to the "Get Involved" page. We recommend <mark>moving the section following the Board of Advisors with the introductions for the co-founders to the top prior to the list of all team members.</mark> The overview of Board of Directors & Team is well

formatted, but the Board of Advisors should be condensed; the descriptions of each individual should be put in a drop-down. Additionally the photos of all volunteers should be moved to the "Volunteer" page housed under the "Get Involved" tab.

3. **Learn More**
Currently, under the "About" tab, the Indie Meme website has many pages such as "Media Room," "Community Partners," "Newsletters," and "Press Kit" nested underneath it. We suggest adding all of these as linked buttons under "Meet the Team" on the "About Us" page. This way, the tab at the top of the website isn't overcrowded with so many pages and people will still be able to access the information if needed.

<div align="center">

Find out more about Indie Meme:

[MEDIA ROOM]	[COMMUNITY PARTNERS]	[NEWSLETTERS]	[PRESS KIT]
Short Description	Short Description	Short Description	Short Description

</div>

4. **Get Involved CTA**
This section should include a button with the text "Get Involved!" that links to the "Get Involved" tab (discussed later, houses "Membership" and "Volunteer" pages) so that people who are curious about how they can be a part of Indie Meme will be immediately sent there. Below this button, we suggest including a short description.

<div align="center">

[Get Involved!]
Become an Indie Meme'er and find out how to be a part of our family!

</div>

CONTACT US
We think that the current "Contact Us" page has suitable formatting, although the design could use updating. We do suggest one major addition:
1. **Submit a Testimonial/Feedback**
Alongside the other submission forms on the page, we recommend adding an additional button where members are able to send you their thoughts on Indie Meme. This will give you more content by way of testimonials (if positive) and direct contact with any negative feedback.

EVENTS

We suggest a consolidation of the "Upcoming Events" and "Past Events" tabs to "Events." Under this tab, we suggest housing two pages: "Upcoming Events" and "Past Events."

The following are proposed sections of each of the two pages in order, as seen on the sitemap:

UPCOMING EVENTS
The current page for upcoming events does a good job of highlighting new shows, but that there could be a few things added:
1. **Membership CTA**
This section, featured below any upcoming events should include a button with the text

"Become a Member!" that links to the "Get Involved" tab (discussed later, houses "Membership" and "Volunteer" pages) so that people who are curious about how they can be a part of Indie Meme will be immediately sent there. Above this button, we suggest including a member perk related to shows (as the example gives listed below).

<div align="center">

Want a discount on shows?
[BECOME A MEMBER!]

</div>

2. **Newsletter CTA**
This section should include a button with the text "Join our Newsletter!" that links to the "Newsletter" tab. Above this button, we suggest including a short inquiry related to newsletter's offering (as the example gives listed below).

<div align="center">

Want to stay in the loop on our upcoming events?
[JOIN OUR NEWSLETTER!]

</div>

3. **Submit a Testimonial/Feedback**
This section should include a button with the text "Let us know!" that links to the new "Submit a Testimonial/Feedback" tab. Above this button, we suggest including a short inquiry related to feedback (as the example gives listed below).

<div align="center">

Have feedback on our programming?
[LET US KNOW!]

</div>

PAST EVENTS

1. **Navigation Header**
This section should include multiple buttons to allow visitors to navigate to the different groups of past events Indie Meme has held; these will link to the different sections of the "Past Events" page. Below each button, we suggest including a short description.

[IMFF]	**[ALL FILMS]**	*[ETC.]*
Short Description	Short Description	*Short Description*

2. **IMFF**
This section should have a slideshow with photos from past film festivals as well as links to the pages of each years' past festivals. Additionally, we suggest having a section that highlights a sneak peak for the upcoming festival.

[PHOTOGRAPH]	[PHOTOGRAPH]	*[PHOTOGRAPH]*
[IMFF 2022]	**[IMFF 2021]**	*[ETC.]*

3. **Other events**
This section should include multiple buttons to allow visitors to navigate to the different other past events that Indie Meme has held besides IMFF (such as the Film Showcases and Series on the "Past Events" tab currently). Below each button, we suggest including a short description.

```
    [Afghanistan Film        [2015 Film Showcase]              [ETC.]
         Series]              Short Description          Short Description
     Short Description
```

4. **All Films**
   This section should include a button with the text "Access All Films" that links to the "All Films" page that currently exists. We suggest making this button bigger than the buttons present for the other events listed prior

```
                          [ACCESS ALL FILMS]
```

5. **Submit a Testimonial/Feedback**
   This section should include a button with the text "Let us know!" that links to the new "Submit a Testimonial/Feedback" tab. Above this button, we suggest including a short inquiry related to feedback (as the example gives listed below).

```
             Have feedback on our programming?
                      [LET US KNOW!]
```

GET INVOLVED	We suggest a new "Get Involved" tab that includes three pages: "Join the Family," "Membership," and "Volunteer". *The following are proposed sections of each of the three pages in order, as seen on the sitemap:*

JOIN THE FAMILY
This new page will include an overview of all of the ways someone could become involved in Indie Meme.
1. **Photos**
   This page should immediately open with a slidedeck of photographs of attendees and people interacting from past Indie Meme events. This would be a great place to insert the "Join Our Community" and "Be Part of Our Family" banner images on the current "About" page.
2. **What being an Indie Meme'er means**
   This section should include a paragraph outlining what it means to be a part of Indie Meme, touching on the same 3-5 aspects of the Indie Meme experience that are your best value offerings (as suggested for the home page). Below that, there should be four buttons showcasing the different ways to get involved with Indie Meme that link to their respective pages.

```
    [BECOME A          [VOLUNTEER]         [DONATE]          [SPONSOR]
      MEMBER]
```

3. **Event CTA**
   Below the buttons describing how to get involved, we suggest having an additional section dedicated to those who aren't sure what they want to do yet. This could

comprise of a short inquiry and then a button labeled "Attend an Event" that links to the "Upcoming Events" page to direct people who want to experience Indie Meme in person.

<div align="center">

Not sure where to start?
[ATTEND AN EVENT!]

</div>

4. **Newsletter CTA**
This section should include a button with the text "Join our Newsletter!" that links to the "Newsletter" tab. Above this button, we suggest including a short prompt related to the newsletter's offering (as the example gives listed below).

<div align="center">

Stay in the loop on our upcoming events:
[JOIN OUR NEWSLETTER!]

</div>

MEMBERSHIP

1. **Introduction**
We suggest first opening this page with an overall description of what it means to be an Indie Meme member, as well as the primary value offerings. Each should be paired with an icon that represents the aspect, as well as a short description:

<div align="center">

[TICKET ICON]   [PEOPLE ICON]
Discounts on Tickets   **Member Mixers**
Short Description   Short Description

</div>

2. **Membership Tiers**
We think that the current formatting of the membership tiers is good for the most part; however, we do have some suggestions. Firstly, we suggest renaming the "Family Membership" to something else - as described in the Customer Purchase Journey, this name could be misleading or confusing to new visitors. Additionally, we recommend adding suggestions for each level of membership (for example: "Great for families, great for new attendees, etc.") as well as the estimated value saved (for example: "$50 every year for $75 value!"). These can be included within the membership tier chart or written separately.

3. **Testimonials**
We suggest following the membership tiers with testimonials from existing members about their experience at Indie Meme as a member. Each testimonial should be composed of the following: a headshot of the member (if available), a direct quote from them describing the positive aspects of their experience (bonus points if related to culture or community!), their first name, and how long they've been a member for. Three testimonials are recommended. Following these, we suggest having a button linking to the new "Submit a Testimonial/Feedback" page.

```
[PHOTO]     "Testimonial quote"
            First Name, Member since Year

[PHOTO]     "Testimonial quote"
```

```
          First Name, Member since Year

[PHOTO]    "Testimonial quote"
          First Name, Member since Year


              [SUBMIT A TESTIMONIAL]
```

4. **Where Your Help Goes**
   We think that the current "With Your Support We Can:" and "Members Help Cover the Costs Of:" graphics on the "Membership" page are successful, however, we think they should be consolidated into one graphic.

VOLUNTEER

1. **Introduction**
   Similar to the new "Membership" page, we suggest first opening this page with an overall description of what it means to be an Indie Meme volunteer, as well as the primary value offerings. Each should be paired with an icon that represents the aspect, as well as a short description. An example is given below:

```
        [PEOPLE ICON]                     [FILM ICON]
     Help your Community            Gain Industry Experience
       Short Description               Short Description
```

2. **Testimonials**
   Similar to the new "Membership" page, we suggest following the introduction with testimonials from existing volunteers about their experience at Indie Meme as a volunteer. Each testimonial should be composed of the following: a headshot of the volunteer (if available), a direct quote from them describing the positive aspects of their experience (bonus points if related to culture or community!), their first name, and how long they've been a volunteer for. Three testimonials are recommended. Following these, we suggest having a button linking to the new "Submit a Testimonial/Feedback" page.

```
[PHOTO]    "Testimonial quote"
          First Name, Volunteer since Year

[PHOTO]    "Testimonial quote"
          First Name, Volunteer since Year

[PHOTO]    "Testimonial quote"
          First Name, Volunteer since Year


              [SUBMIT A TESTIMONIAL]
```

3. **Photos**
   We suggest closing out the page with the grid of volunteer photographs found on the

	current "Our Team" page. However, we recommend adding their names beneath each photograph (alongside what they do, if applicable) and removing the hover text (for example: "Supriya.jpg") over each image.

OUR SPONSORS	Overall, we suggest consolidating the current "Our Sponsors" and "Become a Sponsor" pages into one page called "Our Sponsors."
	
	 The following are proposed sections of the page in order, as seen on the sitemap:
	
	 1. **Sponsors**
	 We think that the existing design for highlighting sponsors should remain.
	 2. **Interested in Sponsoring?**
	 Below the list of current sponsors, we suggest including a sponsorship CTA button that interested parties can access.
	
	 `Interested in Sponsoring Indie Meme?`
	 `[CLICK HERE!]`

DONATE!	Overall, we suggest a new webpage specifically for donations; the current structure is for the "Donate" tab to link directly to a PayPal prompt. This tab, renamed to "Donate!", should be distinguished from the other tabs on the top of the site (this may mean bolding the text, changing its color, or changing the background color of the tab, for example) so that it calls more attention. *The following are proposed sections of the new page in order, as seen on the sitemap:* 1. **Photos** This page should immediately open with a slidedeck of photographs of attendees and people (especially donors!) interacting from past Indie Meme events. 2. **Where Your Donation Goes** Similar to "Where Your Help Goes" on the "Membership" page, we suggest describing what the organization does with the money it receives, which will encourage new donors. Additionally, we recommend adding suggested donation amounts to choose from, as well as how far that money will go (for example: "$25 donation covers X for one Indie Meme event!"). 3. **Link to PayPal** We suggest closing out the page with a button that says "Donate" that links to the current PayPal prompt.
ACCOUNT ICON	We think that the existing structure for the account icon in the top right corner of the site is successful.
Bottom of Webpage	Currently, at the bottom of the website, the sponsors' logos are boldly displayed; if they can be minimized in size at all, that would be good (but we understand if this isn't possible due to sponsorship agreements). Below those logos, we suggest linking the following for easy access to page visitors: 1. **Contact** 2. **Socials**

	3. **Donate** 4. **Newsletter Subscription**

INDIE MEME

Indie Meme

Indie Meme

JOIN US FOR A

MEMBER MIXER

TIME AND DATE
Synopsis

IMPACT STORY
DESCRIPTION + FEATURE
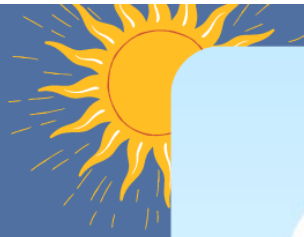
NOW SHOWING

FILM TITLE

DIRECTOR NAME
Synopsis of Film

#DAYS

UNTIL EVENT TITLE
Synopsis
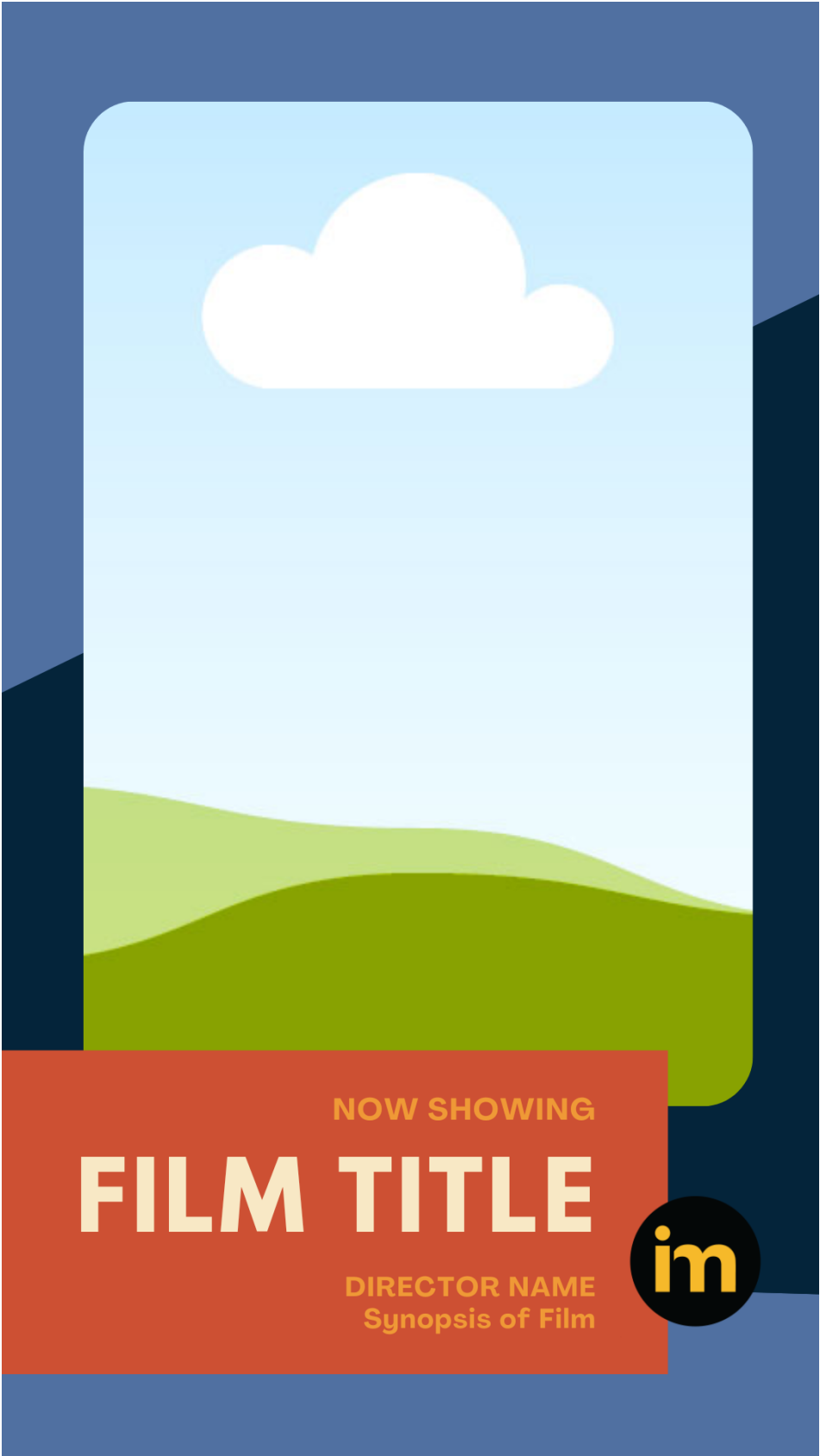
Appendix H
Facebook Ads Manager

Screenshot 1

New Traffic Campaign > Indie Meme Test Set > 1 Ad

In draft

Edit · Review

Dynamic creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. Learn more

Budget & schedule

Budget ⓘ

Lifetime Budget | $960.00 USD

You won't spend more than $960.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. Learn more

Schedule ⓘ

Start date

Nov 22, 2022 | 🕐 5:22 PM

Central Time

Audience definition

Your audience is defined.

Specific ———— Broad

Estimated audience size: 1,100,000 - 1,400,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ
📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ
352 - 1.0K

Landing Page Views ⓘ

Close · ✓ All edits saved · Back · Next

Screenshot 2

New Traffic Campaign > Indie Meme Test Set > 1 Ad

In draft

Edit · Review

ⓘ **Set a performance goal** ✕

When sending traffic to a website with your ads, you can also set a performance goal. Your performance goal, formerly called optimization for ad delivery, helps us understand how you measure success for your ads.

This and other optimization & delivery settings are now part of conversion setup.

About Ad Delivery

Performance goal ⓘ

Maximize number of landing page views

Cost per result goal · Optional ⓘ

$X.XX | USD

Meta will aim to spend your entire budget and get the most landing page views using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options ▾

Audience definition

Your audience is defined.

Specific ———— Broad

Estimated audience size: 1,100,000 - 1,400,000 ⓘ

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ
📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ
352 - 1.0K

Landing Page Views ⓘ

Close · ✓ All edits saved · Back · Next

New Traffic Campaign > Indie Meme Test Set > 1 Ad

In draft

Edit   Review

Audience
Define who you want to see your ads. Learn more

Create new audience   **Use saved audience** ▾

Indie Meme test audience

Location:
United States: Austin (+25 mi) Texas

Age:
30 - 65+

People who match:
Interests: Cinema of Bangladesh, Myanmar, Bangladesh, Sri Lankan Tamil cinema, Sri Lanka, Pakistan, Cinema of India, Documentary movies, Environmental remediation, Iran or India

Advantage Detailed Targeting: ✦
On

ℹ **Advantage Detailed Targeting is on**   ✕

We recommend keeping Advantage Detailed Targeting on since it provides

Audience definition

Your audience is defined.

Specific ——————————— Broad

Estimated audience size: 1,100,000 - 1,400,000 ℹ

Your criteria is currently set to allow Advantage Detailed Targeting. ℹ
〽 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ℹ
493 - 1.4K

Landing Page Views ℹ

Close   ✓ All edits saved   Back   Next

New Traffic Campaign > Indie Meme Test Set > 1 Ad

In draft

Edit   Review

Budget & schedule

Budget ℹ

| Lifetime Budget ▾ | $960.00 | USD |

You won't spend more than $960.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. Learn more

Schedule ℹ

Start date

| Jan 5, 2023 | 🕐 5:22 PM |
Central Time

End

| Apr 1, 2023 | 🕐 5:22 PM |
Central Time

Audience definition

Your audience is defined.

Specific ——————————— Broad

Estimated audience size: 1,100,000 - 1,400,000 ℹ

Your criteria is currently set to allow Advantage Detailed Targeting. ℹ
〽 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ℹ
493 - 1.4K

Landing Page Views ℹ

Close   ✓ All edits saved   Back   Next

In draft

you can duplicate your audience and deselect Advantage Detailed Targeting.

Duplicate audience

Learn more

Edit

Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

493 - 1.4K

Landing Page Views ⓘ

9 - 34

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Placements   Learn more

○ Advantage+ placements (recommended) ✦
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

○ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show more options ▾

Close   ✓ All edits saved   Back   Next

90

Appendix I

Gantt Chart

MARKETING STRATEGY GANTT CHART

PHASE	PROJECT	TASK	START	END	DURATION	STATUS
1	Website Restructure	Review Suggestions	W1	W1	1W	NOT STARTED
1	Website Restructure	Contact Web Developer	W1	W1	1W	NOT STARTED
1	Website Restructure	Redesign & Technical Improvements	W2	W5	4W	NOT STARTED
2	SEO	Create GMB (verification time may vary)	W2	W2	1W	NOT STARTED
2	SEO	Link building	W5	-	-	ONGOING
2	SEO	Integrate Google Analytics	W4	W4	4D	NOT STARTED
2	SEO	Generate Blog Content	W5	-	-	NOT STARTED
2	SEO	Leverage Social Media Content	W4	-	-	ONGOING
3	Social Media Strategy	Create Highlight Reels	W2	W6	5W	NOT STARTED
3	Social Media Strategy	10th Anniversary Promotion	W9	W15	7W	NOT STARTED
3	Social Media Strategy	IMFF 2023 Promotion	W6	W8	3W	NOT STARTED
3	Social Media Strategy	Expansion of Platforms (YouTube)	W6	W16	12W	NOT STARTED
3	Social Media Strategy	Paid Media (Facebook)	W5	W16	4W	NOT STARTED
3	Social Media Strategy	Paid Media (Google)	W13	W16	4W	NOT STARTED

Appendix J
Itemized Anticipated Budget

MARKETING PLAN BUDGET PROJECTION

indie meme

PROJECT	TACTIC	DESCRIPTION	CHANNEL	CASH**	IN-KIND*	TOTAL	NOTES
Website Restructure	Website Restructure	Web developer wage	Website	$ 1,250	$ -	$ 1,250	one-time, $50/hour rate, 25 hours
	Website Maintenance	Website updates wage*	Website	$ -	$ 150	$ 150	1hr per week to update events, newsletters, etc. for Q1 (in-house)
						$ 1,400 Website Total	
SEO	Technical Improvements (during Redesign)	Moz Local Supscription	Website	$ 60	$ -	$ 60	$20/month
		Moz Pro Subscription	Website	$ 297	$ -	$ 297	$99/month
	Create GMB (verification time may vary)	Web developer wage (noted above)	Website	$ -	$ -	$ -	
		Form completion*	Google	$ -	$ 150	$ 150	one-time (in-house)
		GMB maintenance*	Google	$ -	$ 30	$ 30	1hr per event, bi-monthly for Q1 (in-house)
	Link building	Event site submissions*	Directories	$ -	$ 180	$ 180	2hr per event, bi-monthly for Q1 (in-house)
	Integrate Google Analytics	Initial integration*	Website	$ -	$ 300	$ 300	one-time, varies by complexity - anticipated 20hrs (in-house)
		Google Analytics optimization*	Website	$ -	$ 135	$ 135	3hr per month (in-house)
	Generate Blog Content	Content Creation*	Website	$ -	$ 720	$ 720	4hr per blog post, bi-monthly for Q1
	Leverage Social Media Content	Content formatting, embedding, and crossposting*	Website, Medium, LinkedIn	$ -	$ 90	$ 90	1hr per blog post, bi-monthly for Q1 (in-house)
				$ 357	$ 1,605	**$ 1,962 SEO Total**	
Social Media Strategy	Content Creation	Graphics, captions, and posting	Facebook, IG	$ -	$ 720	$ 720	4hr per week (in-house)
	Paid Media	Facebook/Instagram Advertisements	Facebook	$ 960	$ 60	$ 1,020	1hr initial setup 1 hr monthly checkin for Q1 (in-house)
	Paid Media	Youtube Advertisements	Google	$ 2,000	$ 60	$ 2,060	dependent on application status for Google ad grants (add 10,000 in kind if succ
	Expansion of Platforms	Account creation and transfer from Vimeo*	YouTube	$ -	$ 50	$ 50	
		Account maintenance	YouTube				
				$ 2,960	$ 890	**$ 3,850 Social Media Total**	
				$4,567	**$2,645**		Q1 CASH TOTAL / Q1 IN-KIND TOTAL
						$7,212 Q1 TOTAL	

*in-kind value is based on time and effort invested comparable to the rate of a paid intern of $15/hour

**cash estimates are based on average industry freelance wages

92